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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

LBJ names task force to study radio spectrum. p25
Meyner burns holes in FTC's cigarette report. p30
Everybody's upset with new presunrise rule. p60
Disney sues Alaskan CATV's for copyright infringement. p54

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8/22

spot radio

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buy your product

They know what they like and
they buy what they hear—on
Spot Radio!

RADIO DIVISION



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PHILADELPHIA • SAN FRANCISCO • ST. LOUIS

Courtesy of Florida State News Bureau





CADILLAC FLEETWOOD

Black with gray interior. Factory air, power steering, power brakes, automatic, electric windows, electric seats, radio heater, whitewall tires and many other Cadillac extras. One owner, low mileage, new car trade-in. Showroom now! Only **\$2595**

LUXURY SEDANS 98

Three to choose from: Gold, green and beige. All fully loaded with air and power and low, low mileage. All still in warranty. \$2995. One of them is yours. Only **\$3495**

OLDS JETSTAR HOLIDAY COUPE

Beige with matching interior. Factory air, power steering, power brakes, automatic, radio, heater, whitewall tires. One owner, 1,200-mile new car trade-in. Still in factory warranty. **\$2795**

6-PASS. STATION WAGON DYNAMIC

Green with matching interior. Air and power, full vinyl trim. A low \$1995. Mileage one owner car. Only.... **\$1995**

LINCOLN CONTINENTAL SEDAN

Silver gray with black leather interior. Factory air, power steering, power brakes, automatic, electric windows, electric seats, radio, heater, whitewall tires and many other Lincoln extras. One owner, 27,000-mile new car trade-in. You deserve it. **\$3195**

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A N N O U N C I N G



THE 1968 OHIO STATE AWARDS

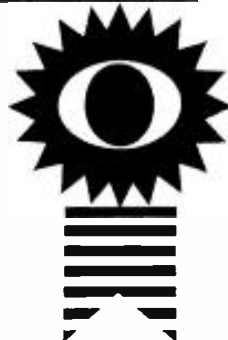
S P O N S O R E D B Y
INSTITUTE FOR EDUCATION
BY RADIO AND TELEVISION

OF THE TELECOMMUNICATIONS CENTER
THE OHIO STATE UNIVERSITY

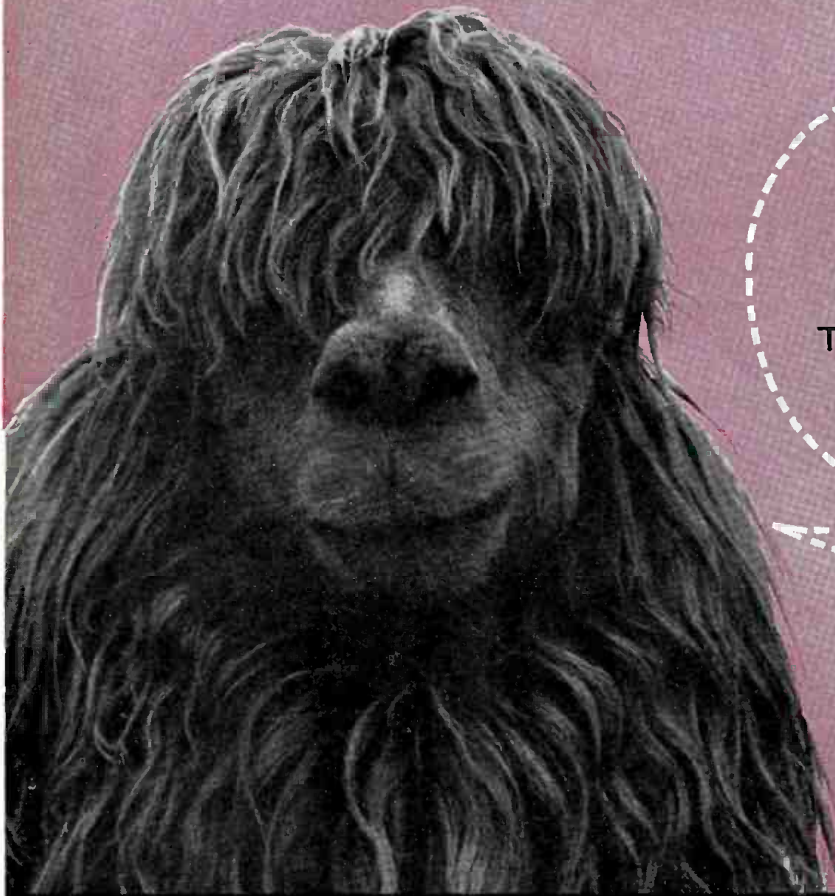
The Ohio State Awards is changing its annual deadline to September 15th. This year only, entries must have been broadcast during the period, January 1, 1967–August 31, 1967. This 32nd American Exhibition of Educational Radio and Television Programs is open to all radio and television broadcasters producing programs *whose primary intent is to educate or inform* rather than to entertain.

For Information and Entry Materials, Write:
INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
2470 NORTH STAR ROAD, COLUMBUS, OHIO 43221
(614-293-6641)

DEADLINE FOR ENTRIES
SEPTEMBER 15, 1967

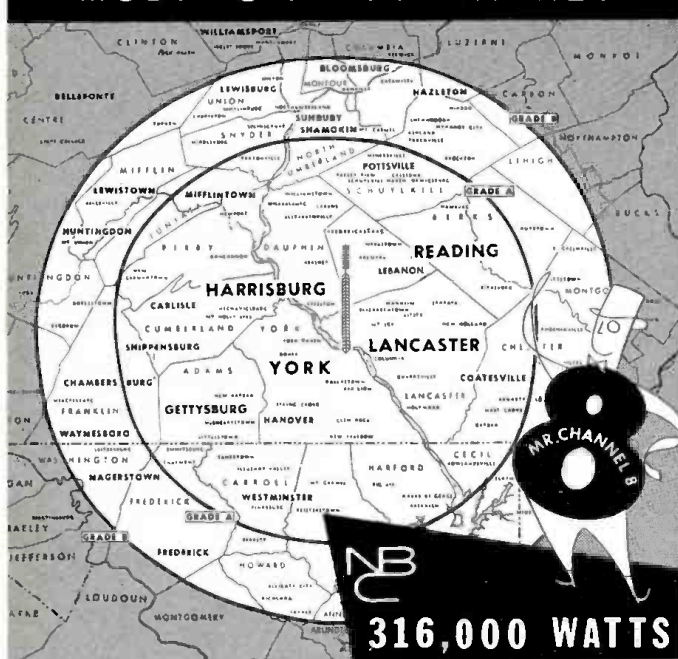


SPEAKING OF COVERAGE...



LANCASTER-
HARRISBURG-
YORK-LEBANON
IS **ONE**
TV MARKET WITH
WGAL-TV
CHANNEL 8

MULTI-CITY TV MARKET



CHANNEL 8 reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

Another priceless plus: 26%* color penetration for its all-color local telecasts and NBC programs.

*Based on Feb.-Mar. 1967 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 Providence, R.I./New Bedford-Fall River, Mass. • KVOA-TV Tucson, Ariz.

It's now all but certain that attack on constitutionality of FCC's fairness doctrine will be concentrated in seventh-circuit U. S. appellate court in Chicago where Radio-Television News Directors Association and group of licensees filed their appeal few hours ahead of CBS filing in second circuit in New York last month (BROADCASTING, July 31). CBS lawyers have urged RTNDA lawyers to move their case to New York, but word is that RTNDA and associated appellants will stand pat, as they have power to do because they were in court first.

If CBS's appeal is consolidated with RTNDA's, as expected, CBS may have to think twice before choosing Chicago lawyer. (It's customary to attach local counsel to case of this kind.) For some time Newton Minow, former FCC chairman, now Chicago lawyer, has represented CBS in Midwest. At FCC Mr. Minow thought fairness doctrine was just fine.

Early change

Even before presidential task force named to look into telecommunications policy and spectrum use (see page 25), gets into subject too deeply, one of its members must be replaced. He's J. Herbert Hollomon, acting undersecretary of Commerce, who's leaving Sept. 1 to become president-designate of University of Oklahoma. Speculation on who will succeed him on task force centers on Dr. John F. Kincaid, awaiting Senate confirmation as assistant secretary of commerce for science and technology.

Dr. Kincaid, named by President to post last week, comes from International Minerals and Chemicals Corp., Chicago, where he was vice president for research and development. During World War II he was in charge of explosives research laboratory of Carnegie Institute of Technology. He taught at Princeton University from 1936 to 1938.

Sign of times

Agreement in which Peters, Griffin, Woodward gives its radio station list to McGavren-Guild Co. in exchange for financial interest in parent company (see page 35) reflects fundamental change in rep business, some broadcasters feel. They cite spiralling costs of selling, making radio rep business less profitable for many large TV reps whose radio volume is only marginal. One way to

beat increased competition for relatively smaller radio ad dollar is to merge or relinquish radio interests, these sources feel.

Whatever the reasoning behind PGW-McGavren-Guild agreement, many stations involved expressed surprise at manner in which deal was handled. Some stations are not yet sure who reps them. Broadcasters weren't only group surprised by deal: PGW radio division employees say they were notified Monday (Aug. 14) that employment would be terminated on Sept. 1. Five PGW salesmen have been invited to McGavren-Guild: John Butler and Don Garvey of New York, Dennis Israel of Chicago, William Hirsch of Detroit and William Jones of Atlanta.

Help wanted

Bailey K. Howard, president of Field Enterprises, began search last week for replacement for Sterling (Red) Quinlan who resigned as manager of Field's WFLD(TV) Chicago in budget dispute (see page 39). Mr. Howard, in personal business office in Van Nuys, Calif., last week, said job was wide open and that he would probably make no decision until mid-September. Mr. Quinlan leaves Oct. 1.

Maneuver room

Here's why FCC Chairman Rosel H. Hyde chose to be named ex officio instead of voting member of President's new task force on communications policy (see page 25): Mr. Hyde felt his responsibilities as head of independent agency precluded full task-force duty. Also, as ex officio member, he can make contributions without committing himself to task force's recommendations.

At FCC there is some speculation that presidential emphasis on need for compatibility between any domestic satellite system and world system might adversely affect chances of Ford Foundation proposal for domestic system dedicated to television use. Ford system would not fit into global scheme as easily as one devoted to more general use, it's believed.

Waivering policy

FCC Commissioner Lee Loevinger may have swing vote in Kaiser Broadcasting Inc.'s proposed purchase of 50% of WAFT-TV Cleveland, for which

Frank V. Mavec holds construction permit. Commissioner Loevinger last week appeared to side with Chairman Rosel H. Hyde and Commissioner Robert E. Lee in favoring grant, while Commissioners Robert T. Bartley and Kenneth A. Cox opposed it. However, final vote won't be taken until Commissioner Cox prepares opinion opposing sale—and Commissioner Loevinger has said he wants to study statement before "committing" himself.

If commission approves transfer, it would have to waive its yet-to-be invoked policy designed to slow down expansion of broadcasters into major markets. Policy requires hearings in cases where application would result in broadcaster owning more than three stations, no more than two VHF's, in top-50 markets. With Cleveland acquisition, Kaiser would have six UHF's in top eight markets. Commission staff has opposed transfer, regarding it as sharpest blow yet at top-50 policy, which thus far has been waived four times (including once to permit Kaiser to acquire 50% of WKBC-TV Cambridge-Boston.)

End of the line

Television has come to northernmost town in North America with introduction of CATV system to Point Barrow, Alaska. System, which began two weeks ago, is said to have about 1,800 subscribers. Like some systems in southern Alaska (see page 54), Barrow programing is via tapes of Anchorage stations, some 800 miles away. Barrow system is owned by Hagberg & Hopson Inc. Mr. Hagberg is vice president of Wien Air Alaska and chairman of Alaska 67 centennial celebration. Mr. Hopson is local businessman.

On the House

Word is that Commerce Committee Chairman Harley O. Staggers (D-W.Va.) will approve today (Aug. 21) and transmit to House floor revised committee report on public-broadcasting bill. Though staff strove mightily, report was not completed in time for approval before week's end. Staff members worked late last Thursday night (Aug. 17) on final revisions, but Chairman Staggers was not available Friday to approve finished document. Report suffered many last-minute changes (see page 38).

In Mark Antony's Time

When Imperial Rome Ruled All
This Silver Denarius Was The Dominant Coin



In 1967

In The Television Market of Portland, Oregon

THIS KOIN IS DOMINANT

KOIN-TV



KOIN-TV GUARANTEES to reach more viewers during the total day, sign-on to sign-off, than any other Portland TV station. Any current ARB or NSI Report, subject to their own qualifications, will tell you why.

KOIN-TV CHANNEL 6 PORTLAND, OREGON

One Of America's Great Influence Stations

Represented Nationally by Harrington, Righter & Parsons, Inc.

WEEK IN BRIEF

White House look into telecommunications puts future of radio spectrum 'on the line.' Johnson, in policy statement to Congress, sets up task force to study whether natural facilities are being used to best advantage. See ...

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Cigarette Advertising Code administrator Robert Meyner blasts FCC's report on cigarette ads, calling it 'partisan pamphleteering' that abounds with part-truths, extractions, lacks fair play. See ...

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McLendon's KADS(FM) Los Angeles, all-classified-ad format fails to sell itself. Public response shows 'boredom and fatigue,' balks at paying \$1 for instant want ads; station loses over \$86,000 in six months. See ...

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Station rep PGW Inc. transfers radio stations to McGavren-Guild Co., forms exclusive radio rep firm. PGW buys into Atlantic States Industries Inc., McGavren's parent company, will continue handling TV stations. See ...

PGW RADIO MERGE ... 35

Republican minority on House Commerce Committee attaches doubts to Corp. for Public Broadcasting bill, but splits on whether to support legislation; fear that CPB will be 'high mogul' of now nationwide net. See ...

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Sterling (Red) Quinlan, general manager of WFLD(TV) Chicago and president of Field Communications Corp., resigns in opposition to tightening of station's operations budget by Field officials. See ...

QUINLAN OUT ... 39

ABC Inc. moves motion-picture production and distributions, will lay out \$30 million to produce 10 to 12 feature films by 1969 to be distributed by subsidiary of Cinerama Inc. See ...

ABC LEAPS ... 52

Walt Disney Productions sues Alaskan CATV group over copyright infringement of two shows. Cable operator Stevens replays tapes from Seattle TV stations, says he 'wouldn't mind paying a reasonable' fee. See ...

DISNEY SUES ... 54

Four Star Television Inc. control passes into hands of syndicate headed by David B. Charnay, chairman of Continental General Inc., New York; 346,000-plus shares of company bought for reported \$1 million. See ...

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Broadcasting

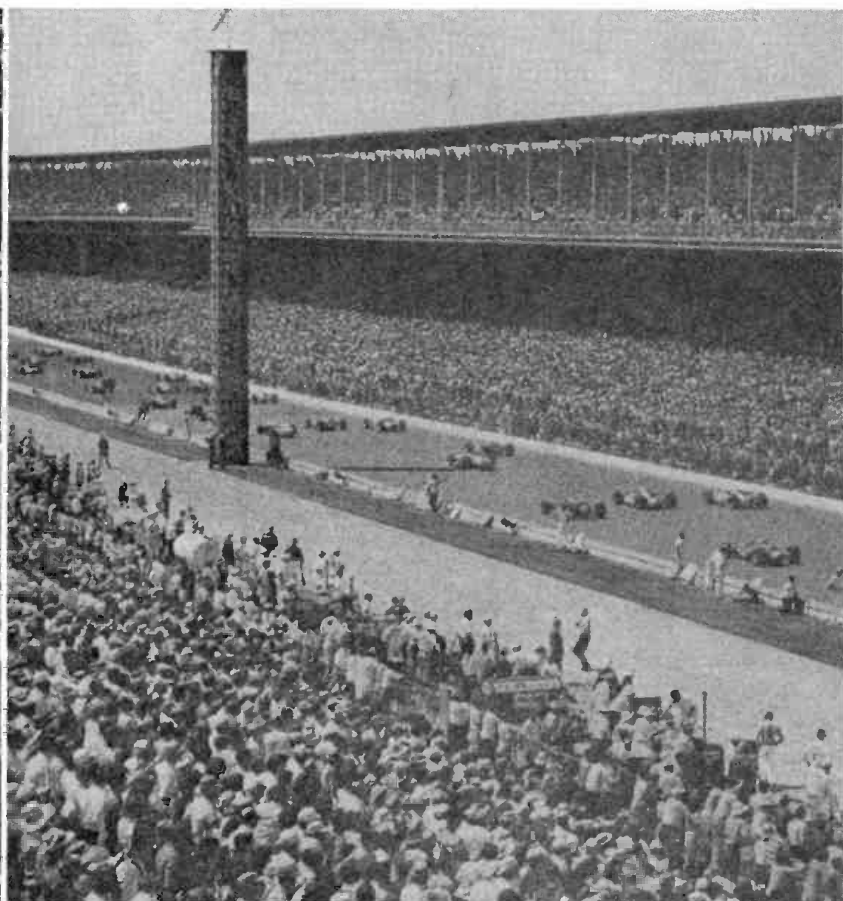
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Action Report: a day at the races with WEHT-TV of Evansville, Indiana



...building audience loyalty

May 24, 1967. Gilmore Broadcasting announces its sponsorship of the Gordon Johncock racing team at the Indianapolis 500.

From Evansville, Indiana, WEHT-TV zooms into the action. With ready camera and live-wire spirit, Evansville's audience-focused station launches six days of intensive race coverage . . . providing the first same-day color coverage of a sports event in the area . . . flying videotapes to sister stations of the Gilmore Group . . . building audience excitement and

loyalty by capitalizing on interest in the fastest-growing spectator sport in the nation.

Follow through. WEHT's roundup half-hour color film of the race multiplies its mileage in the weeks that follow, as Evansville area clubs clamor for special showings.

Alert programming, exclusive news breaks, in-depth specials . . . WEHT-TV leads the way in the Evansville market. Captures the spirit of its ¾-million viewers. Gives your sales message dynamic penetration.

 Network / Represented by Avery-Knodel, Inc. 



James S. Gilmore, Jr., president

The Go-Group

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

KODE-TV Joplin / KODE-AM Joplin / WEHT-TV Evansville / WSVB-TV Harrisonburg / WSVB-AM Harrisonburg / WSVB-FM Harrisonburg / KGUM-TV Tucson

FCC stays transfer of Oregon City AM

KIMN Broadcasting Co., which sold KYMN Oregon City, two months ago, has been ordered to resume control of station. FCC announced order Friday (Aug. 18), following court order staying transfer of control to Metropolitan Radio Corp.

Order of U. S. Court of Appeals in Washington followed filing of appeal from commission grant by KXL-AM-FM Portland, Ore. KXL had urged commission to hold hearing in case to determine whether J. Elroy McCaw, largest stockholder in Metropolitan, was guilty of trafficking in broadcast licenses, whether Metropolitan's operation of KYMN would lend to degradation of service in area, and whether Metropolitan had made legitimate effort to determine needs of area to be served.

Commission approved sale (for \$980,000, plus assumption of \$830,000 in debts) on June 7 (BROADCASTING, June 12). KXL filed its appeal on July 7. Three days later parties consummated sales contract.

NABET expects approval on ABC, NBC strike call

National Association of Broadcast Employees and Technicians (NABET) last week called for vote on whether to strike ABC and NBC. Members were to cast votes on Saturday (Aug. 19) and union sources were confident strike would be approved for Sept. 1, day after present contract expires.

Negotiations between NABET and two networks resumed last week after deadlock over procedural differences (BROADCASTING, Aug. 14), but bargaining hadn't made substantive progress on key issues by late Friday.

Though new network wage proposals are expected, union sources privately doubted they would be accepted.

Triangle moves AM stations back to Blair

Triangle Stations announced Friday (Aug. 18) that its five AM stations will be represented by Blair Radio New York, effective Sept. 1. Stations are WFIL Philadelphia; WFBG Altoona, Pa.; WNBK Binghamton, N. Y.; KFRE Fresno,

Calif., and WNBC New Haven, Conn.

Move places all Triangle stations (radio and TV) under Blair representation. It also is return of Triangle radio stations to Blair which had repped them until July 1, 1965, when Edward Petry & Co. took over.

Blair-Triangle association goes back more than 10 years, Roger Clipp, vice president and general manager of Triangle stations and Tom Harrison, president, Blair Radio, indicated Friday in announcing their "renewed relationship."

PBL has hand in pool plans for convention

Network news organization representatives are meeting in Miami Beach today (Aug. 21) to inspect site of 1968 Republican national convention and to plan technical aspects of pool coverage (BROADCASTING, Aug. 14).

Pool will have new contingent this year: Public Broadcast Laboratory's 1968 convention and election unit, organized and coordinated by Richard Kellerman, who was recently appointed PBL director of information services. Other members of PBL unit will be producer David Buksbaum, former operations director on *CBS Reports*; national affairs editor John Wicklein, former WABC-TV New York news producer; operations director Gerald Slater, former CBS News manager of production services, and George Zavales, former CBS-TV manager of field operations.

Cigarettes remain burning Hill topic

In wake of Cigarette Advertising Code letter to congressmen and senators blasting Federal Trade Commission report on cigarette advertising (see page 30), one senator was proceeding with plans to submit bill that would tax cigarettes according to tar and nicotine content and another was firming up witness list for hearing this week on health aspects of smoking.

Senator Robert Kennedy (D-N.Y.), co-sponsor with Commerce Committee Chairman Warren Magnuson (D-Wash.) of earlier bill that would require stronger health warning, along with tar and nicotine figures on packs and in all ads, is reported ready to introduce legislation "within month" on graduated excise-tax plan for cigarettes. Tax would go up with higher tar and nicotine levels.

Kennedy tax bill was promised when senators introduced advertising-control measure (BROADCASTING, May 22) if action on that bill was not forthcoming.

In response to Cigarette Advertising Code letter, spokesman for Senator Kennedy said "senator is concerned generally with inadequacy of efforts at self-correction both by tobacco industry and broadcasting industry."

John Moss (D-Calif.), chairman of House Commerce and Finance Subcommittee and supporter of anticigarette-advertising proposal, felt CAC letter "is exactly what one would expect from

Music to soothe savage bears, bulls

FCC has given nod to unusual programing experiment that would permit television station to broadcast visual transmission of stock market ticker tape to accompaniment of background music. One year grant to KLPR-TV (ch. 14) Oklahoma City, would permit that station to broadcast stock market information with audio feed of either mechanical clicking of ticker-tape machine or background music. Station proposes to program in this manner five days a week from 9:45 a.m. to 2:45 p.m.

Ordinarily, commission said, its general policy has been that "the use of background music, not integrated with the visual transmission does not represent a desirable use of a television facility." However, in calling program proposal "unique," commission acceded to one-year trial period with provision that station provide reports as to reactions of its viewing public to programs and appropriate financial information on experiment requested by commission.

WEEK'S HEADLINERS



Mr. Barnes

Howard G. Barnes, director of film production for Westinghouse Broadcasting Co., appointed to newly created position of executive VP of Group W Films, which is co-producing feature films in U.S. and overseas for theatrical distribution prior to TV syndication. Mr. Barnes had been VP-network programs at CBS Radio, director of network programs for CBS-TV

and general television executive with Ashley Famous Agency, Los Angeles, before joining Westinghouse last year.

William A. Costello, national correspondent for Mutual Broadcasting System, named U.S. ambassador to Trinidad and Tobago. Mr. Costello, 63 and native of Minneapolis, joined WBBM Chicago as news editor in 1941, served as CBS news correspondent at home and abroad until 1955. After two years as public-relations consultant in Washington, he joined MBS in 1958 as Washington correspondent, including White House beat. Early in 1966 he was named national correspondent.

For other personnel changes of the week see FATES & FORTUNES

industry group," aide reported. Letter was shrugged off as typical propaganda, containing "no surprises, nothing new."

Hearing Agenda ■ Meanwhile, Senate Commerce Committee late Friday (Aug. 18) was readying for cigarette hearing scheduled for Aug. 23-25. Panel will probe possibilities that new filter material may increase safety for smokers, or, conversely, create false sense of security. Lead-off witnesses from Roswell Park Institute, Public Health Service and Sloan-Kettering Institute will present medical testimony on Wednesday.

On Thursday, only tobacco-industry figure thus far definitely set for hearing will appear. He is Constantine Stephano, president of Stephano Bros., makers of low-tar-and-nicotine Marvel and Cascade.

Racial issue may be mixed in AFTRA strike

WNJR Newark, N. J., nine-man announcing staff was still on strike Friday (Aug. 18), engineers were still refusing to cross American Federation of Television and Radio Artists' picket lines, and neither side anticipated early settlement.

Announcers went out Aug. 13 after contract negotiations were broken off over issues of prerecording for automated operation and changes in discharge and work rules. Strike issue was further complicated by hints of racial issue between announcers on station, which specializes in Negro programming, and what one of them called "white management" of Rollins group.

Rollins's position as AFTRA officials prepared "for a long strike" was

strengthened by fact that WNJR contributes "less than 1% to overall corporate income," according to corporate vice president James C. Roddey. Management personnel were keeping WNJR on air last week, and, despite some advertiser defections, Mr. Roddey reported, "we're not hurting yet."

FM set sales continue upswing; color TV mixed

Distributor sales of FM radios in June zoomed to record for year, almost 60% above May's sales and 43.4% rise over June 1966 sales.

For six months, FM sales increased by 9.1% over same period in 1966.

Color TV sales, however, continued mixed patterns in evidence for last few months. June sales were 14.4% below same month last year, but six month sales showed 8.6% boost over same January-June 1966 period.

Actually color TV sales for first three 1967 months were up over same month sales last year, but, in April sales

slumped by 16%; and in May rose by 5.3%. February sales were highest in units this year, numbering 491,078 sets.

Black-and-white TV sales continued soft, down 29.1% in June from same month last year, and off 29% for half year compared to same period in 1966.

Home radio sales moved upward in June by 4.3% over same month last year, but first six-months figure was still in unfavorable 11.1% slump compared to same period in 1966.

Distributor sales are being reported by Electronic Industries Association's Marketing Services Department today (Aug. 21).

Owensboro CATV told to stop importing TV's

Top Vision Cable Co. of Owensboro, Ky., last week received FCC order to stop carrying distant signals—signals that CATV stopped carrying on July 28.

Commission on June 29 had ordered Top Vision to stop carrying signals of WLKY-TV, WHAS-TV and WAVE-TV, all Louisville, Ky., and WPSD-TV, Paducah, Ky. All signals were being carried beyond their grade B contour without commission authority, in violation of FCC rules.

Commission, in announcing its action, Friday (Aug. 18), said cease and desist order should be issued even though "unlawful practices" were stopped last month.

Another Singer special

Singer Co. through J. Walter Thompson, both New York, is planning another one-hour TV special, *Singer Presents Hawaii*, with Don Ho, for network presentation in late winter or early spring 1968. Show will be filmed on location by year end.

Singer executives will begin meetings next month on plans for show promotion, print advertising support and point-of-purchase and premium tie-ins.

WFMD-AM-FM go for \$600,000

Washington radio and TV personality and sports commentator, Jim Gibbons, has purchased WFMD-AM-FM Frederick, Md., from Evelyn C. Leonard for approximately \$600,000, subject to FCC approval.

Mr. Gibbons is with WPIK Alexandria, Va., and for years has been TV announcer for Washington Redskins football games.

WFMD is fulltimer on 930 kc with 5 kw days and 1 kw nights. WFMD-FM operates on 99.9 mc with 9 kw.

New meeting dates

National Association of Broadcasters has moved back its annual State Presidents Conference from Thursday-Friday session to Tuesday-Wednesday meeting starting with 1968. Next year's conference in Washington is scheduled for Feb. 27-28 with Feb. 26 set for meeting of executive secretaries of state associations.

**WAYS, Charlotte...
the most dominant
station
in the South!**

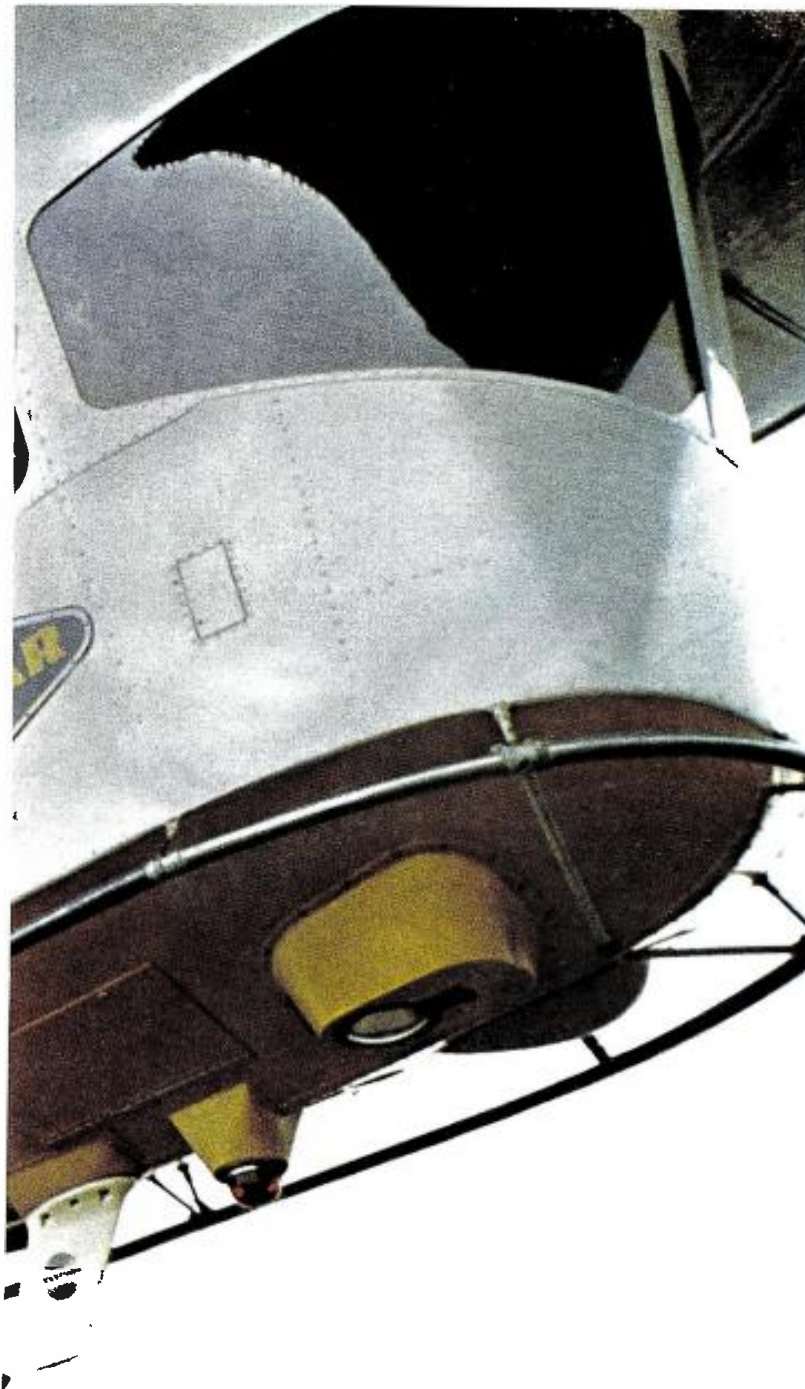
***(And more dominant than most of
the stations in the North, too.)***

Talk about dominance...WAYS reaches 32,000 listeners per average quarter hour, as compared with only 10,000 by the next best station.* If you want the exciting Carolinas market, there's only one way to go . . . WAYS!

**Contact your East-Man...
or call WAYS Radio,
704/392-6191 today!**

*ARB, April-May 1967 radio market reports based on a comparison of quarter hour listening in the total survey area for the period Monday-Sunday, 6 a.m.-midnite.





The PE-250 can "fly" for you, too...

Goodyear recently bought the General Electric PE-250 live color camera — on broadcasters' recommendations — for those famed blimp pickups in major network sports and news events.

This application — far more demanding than most studio and remote uses — is further convincing proof that the GE PE-250 is the world's finest all-around live-color camera.

Only the PE-250 met all these *must* requirements:

Performance: Finest consistent color pictures. Outstanding reliability and stability. Superior low-light-level pictures.

Operation: Low maintenance cost. Low power demand. Minimum set-up time.

Design: Lightweight, compact. Maximum installation flexibility. Superior ruggedness for remote operation.

Acceptance: By the most critical users.

Prove these points for yourself. Come to Syracuse. Watch the PE-250 being built and tested under GE's advanced Total Quality Control System. See your own personal demonstration of its unexcelled performance.

The PE-250 can "fly" — figuratively — for you too. Its performance, operation, design, and acceptance have made it the world's finest all-around live-color television camera.

Visual Communication Products
Department, Electronics Park, Syracuse,
New York 13201.

GE-48.

GENERAL  ELECTRIC

WJXT's 6 P.M. News reaches over

2 1/2 TIMES

as many homes per

1/4

hour than the other two stations combined Monday thru Friday

IT ALL ADDS UP

to more people watch

WJXT

Jacksonville, Florida CBS-TV4

Represented by TvAR

A POST-NEWSWEEK STATION

Source: ARB, Feb.-March 1967. Data derived from audience surveys are estimates subject to sampling and other errors. Refer to complete survey reports for details.

DATEBOOK

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

AUGUST

■Indicates first or revised listing.

Aug. 22 — Annual stockholders meeting, Rollins Inc., to elect four directors and vote on amendment of charter authorizing issuance of 500,000 shares of preferred stock in addition to present 6 million common and 4.5 million class B common. Bank of Delaware Bldg., Wilmington, Del.

Aug. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Sheraton-Maul, Kaanapale, Maui.

Aug. 22-25—1967 Western Electronic Show and Convention, Cow Palace, San Francisco.
Aug. 24—Second annual New York sales seminar of the National Association of FM Broadcasters, New York Hilton Hotel, New York

Aug. 24-25—Meeting of the Arkansas Broadcasters Association, Coachman's Inn, Little Rock.

Aug. 25—Deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Aug. 25-27—Fall meeting of the West Virginia Broadcasters Association. Speakers include Grover C. Cobb, KVGB Great Bend, Kan.; Douglas Anello, NAB general counsel; George Huntington, executive vice president, Television Bureau of Advertising; and Jack Harvey, Blackburn and Co. Greenbrier hotel, White Sulphur Springs.

Aug. 28-30 — Board of directors meeting, National Community Television Association, Washington.

Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from: Television Contest, 1-12 Bundesallee, Berlin 15.

SEPTEMBER

Sept. 1—Stockholders meeting, Gannett Co., for purpose of recapitalizing preliminary to offering stock to public. Rochester, N.Y.

Sept. 8-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television, Minneapolis.

Sept. 10-15—Sixth advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.

Sept. 11—National Broadcasters Club member-guest golf tournament, reception and dinner, Washingtonian Golf & Country Club, Gaithersburg, Md.

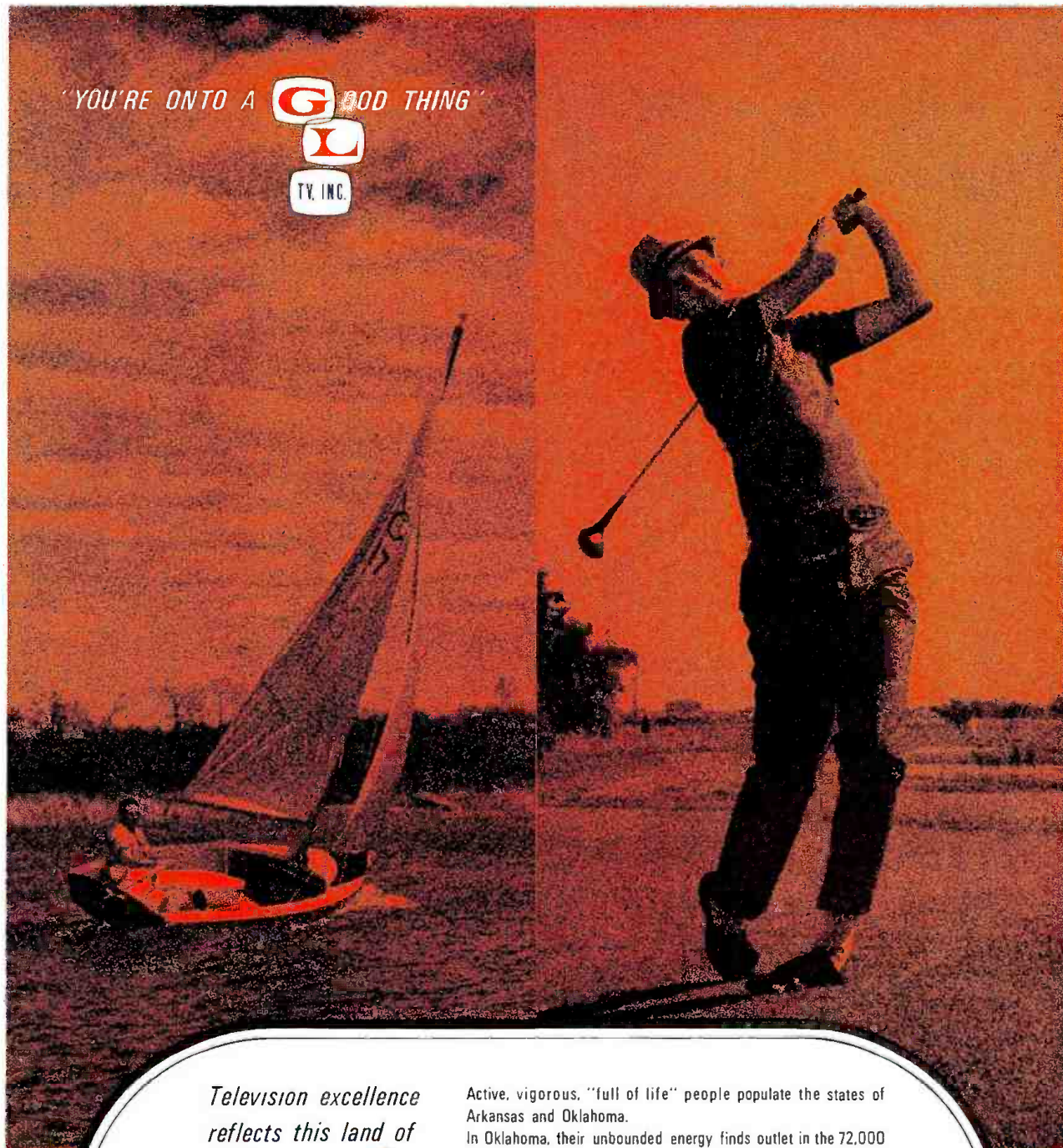
Sept. 11-12—Conference on "The Use and Regulation of the Radio Spectrum," sponsored by the Brookings Institution and Resources for the Future Inc. Position papers being prepared by Drs. Sidney S. Alexander, Massachusetts Institute of Technology; Harvey Levin, Hofstra University; John McGowan, Yale University; William Meckling, University of Rochester, and Leland Johnson, Rand Corp. Airlie House, Warrenton, Va.

■Sept. 11-13—Fall meeting, Pacific Northwest Community TV Association, Portland Hilton hotel, Portland, Ore.

Sept. 12-16—Annual convention of Radio-Television News Directors Association, Royal York hotel, Toronto.

Sept. 13-15 — Meeting of the Michigan As-

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We get
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you
can't get
anywhere
else.



In August: A deep look at local programming. Why late-night TV is keeping more people awake. The ABC-ITT case: just one boo-boo after another. Canning the new season in Hollywood. On-the-scene report of that shakeup in British TV. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

NAB FALL CONFERENCES

Oct. 16-17—Marriott motor hotel, Atlanta.
Oct. 19-20—Marriott motor hotel, Dallas.
Oct. 23-24—Sheraton-Park, Washington.
Oct. 30-31—Sheraton-Boston, Boston.
Nov. 9-10—President hotel, Kansas City, Mo.
Nov. 13-14—Brown Palace hotel, Denver.
Nov. 16-17—Statler Hilton, Los Angeles.
Nov. 20-21—Palmer House, Chicago.

sociation of Broadcasters. Hidden Valley, Gaylord.

■Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Kahler hotel, Rochester.

Sept. 14-15—Fall meeting and seminar of the Pennsylvania Association of Broadcasters. Shawnee Inn, Shawnee-On-Delaware, Pa.

Sept. 14-16—Management seminar, National Community Television Association. Inn of the Six Flags, Dallas.

Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president, and Howard Bell, director, NAB Code Authority. Downtowner hotel, New Orleans.

■Sept. 15-16—Meeting of the Maine Association of Broadcasters. Speakers include William Carlisle, NAB vice president-TV. Sebasco Estates.

Sept. 15-17—Northeast area conference of the American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.

■Sept. 17-20—Fall meeting, West Virginia/Mid-Atlantic CATV Association. Greenbrier hotel, White Sulphur Springs, W. Va.

Sept. 18—Administrative radio conference of the International Telecommunication Union. Geneva.

■Sept. 18—Deadline for comments on FCC proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.

Sept. 18-23—102d semiannual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.

Sept. 20-21—CBS Radio affiliates convention. New York Hilton hotel, New York.

Sept. 21-23—Fall symposium. Group on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

■Sept. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Sheraton Maui hotel, Kaanapali.

Sept. 22-23—Southwest area conference of the American Women in Radio and Television. Tulsa, Okla.

Sept. 24-25—Meeting of the Texas Association of Broadcasters. Commodore Perry hotel, Austin.

Sept. 24-26—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motor hotel, Sidney.

Sept. 24-27—Annual conference of the Institute of Broadcasting Financial Management. Sheraton-Ritz hotel, Minneapolis.

■Indicates first or revised listing.

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BROADCASTING, August 21, 1967

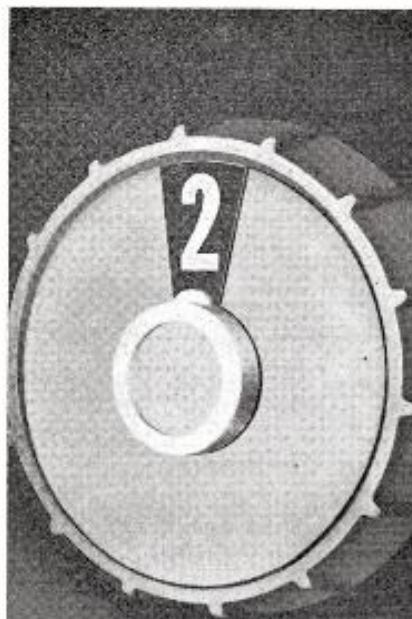
For years we've been offering a 30-day free trial, a full year's warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven't tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

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

imax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is **always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels.** That's another big claim we'll back up with a free trial. We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs \$695. Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.





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The Original Station Representative

*68,900 ARB Nov. 1966
**Robert B. Spears Research Co., March 10, 1966

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Cartoon beguiles pioneer

EDITOR: Having perhaps made some contributions to the development of color-television broadcasting, I was greatly amused by Sid Hix's cartoon in the Aug. 7 issue of BROADCASTING. Indeed, this mordant cartoon left me in doubt as to whether I had been a bene-



Drawn for BROADCASTING by Sid Hix
"Since we got color, conversation's a lost art around here, thank Heaven!"

factor in this field. However, it also gave me the idea of securing the original of this cartoon, if that is at all possible. . . .—Dr. Alfred N. Goldsmith, 597 Fifth Avenue, New York.

(The cartoon has been sent to Dr. Goldsmith, distinguished pioneer in broadcast engineering and onetime director of research, RCA.)

Praise for FM special report

EDITOR: Since I couldn't buy, beg or steal a copy of your July 31 issue in the Bahamas, I had to wait until Aug. 8 to read your fine special report on FM.

I appreciate the kind things you say about my modest efforts to make National Association of FM Broadcasters an active and powerful advocate of the FM broadcaster, but scores of dedicated and selfless men and women are responsible for the growing and lusty organization that is NAFMB today. . . .

Your FM report is the most factual mirror of our industry I have seen and should be read, word by word, by everyone interested in FM.—Abe J. Voron, president, National Association of FM Broadcasters, New York.

EDITOR: Congratulations for the splendid in-depth article on FM.

Those of us who for these many years have been predicting the future success of FM and have sometimes become impatient can now feel more than a little proud that FM radio has indeed arrived.

Your report brings into clear focus the up-to-date facts on FM and will be

of great help to what amounts to a dynamic new industry.—Sherril Taylor, vice president for radio, National Association of Broadcasters, Washington.

EDITOR: I wish to congratulate you for the outstanding job you did on the FM special report in the July 31 issue. . . .—J. Douglas Bailey, president, Bailey & Mockbee Advertising, Rockville, Md.

Demand for FM special report

EDITOR: Please send us 100 reprints of your Special Report: FM Broadcasting.—George W. Boucher, general manager, KBLE-AM-FM Seattle.

EDITOR: Please send 100 reprints of the FM special report that was released July 31. The study was most interesting and one that obviously took much time and research to compile.—Clotis A. Barker, station manager, KCMO-FM Kansas City, Mo.

(Reprints of the Special Report: FM Broadcasting are available at 30 cents each, 25 cents each in quantities of 100 to 500, and 20 cents each for over 500. Order from reprint department, Broadcasting Publications Inc., 1735 DeSales Street, N. W., Washington, D. C. 20036.)

Limits of O&M's FM study

EDITOR: It is discouraging to find Ogilvy & Mather's analysis of FM radio limited to cost-per-thousand gross impressions [BROADCASTING, July 31].

It fails to note, for example, referring to the New York figures, the same ARB study showing WPIX-FM's six-hour Saturday noon-6 p.m. cumulative female 18-49 audience to be smaller than the average quarter-hour female 18-49 audience—one spot only!—of any of the AM stations cited. The same applies to the male audience figures.—Claire R. Horn, director of research, Radio Advertising Representatives Inc., New York.

Using care with commercials

EDITOR: I would like to remind both national and local spot-television advertisers to be more aware of the content of their commercials and how this content relates to current situations in the markets where the commercials are seen.

Specifically, during the riots in Detroit, a number of commercials were aired that, though ordinarily acceptable, were in extremely bad taste within the context of the prevailing conditions. An example is the Texaco spot which begins with the screaming of a fire-alarm



As living goes more electric ... you can see the future happening.

One thing certain about the better home of tomorrow is that it will be even more electric.

Because electricity is the energy of progress. It has played a big part in turning yesterday into a better today, and you know it will have an even bigger role in turning today into an even better tomorrow.

It's significant that today the U. S. A. is by far the most electric nation in the

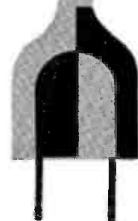
world—and the best place in the world to live.

And while the price of almost everything else has been going up, our business management has kept the average unit price for residential electricity dropping over the years.

When business management works to give you the best electric service today, it's working at the same time to make your future better, too.

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siren. This commercial was aired directly following a newsreel film showing a large area of Detroit burning to the ground. This frightened and upset many people.

I feel that both agencies and TV stations have an obligation to the public to pull spots like this during a difficult and trying time, such as the one that we in Detroit experienced. I am not singling out Texaco nor its agency, but I am, instead, reminding all agencies of their responsibilities. The various TV stations share this responsibility and, in circumstances such as the one cited, should pull such spots on their own initiative. . . . —Morton L. Jaffe, Robert Solomon & Associates, Detroit.

Opposes TV coverage of courts

EDITOR: Your editorial [BROADCASTING, July 31] suggesting that there should be "television coverage of court proceedings" against rioters is preposterous.

We are glad that commercial television, which has fostered antisocial behavior by emphasizing violence for entertainment, is forbidden to make a mockery of justice.

We uphold the American Bar Association code that bars broadcasters from our courtrooms. Long may this section of the code be enforced.—Mrs. Elizabeth Livingston, corresponding secretary, National Association for Better Broadcasting, Los Angeles.

Tempo times on KHJ-TV

EDITOR: Thank you very much for the fine article on KHJ-TV Los Angeles and its new fall '67-68 program schedule and format [BROADCASTING, July 31].

However, there were two errors regarding the broadcast times of our Tempo programs: . . . Tempo I is telecast from 7:30-9 a.m. and Tempo III is telecast from 9:30-11 p.m. . . . —Charles P. Dwyer, general sales manager, KHJ-TV Los Angeles.

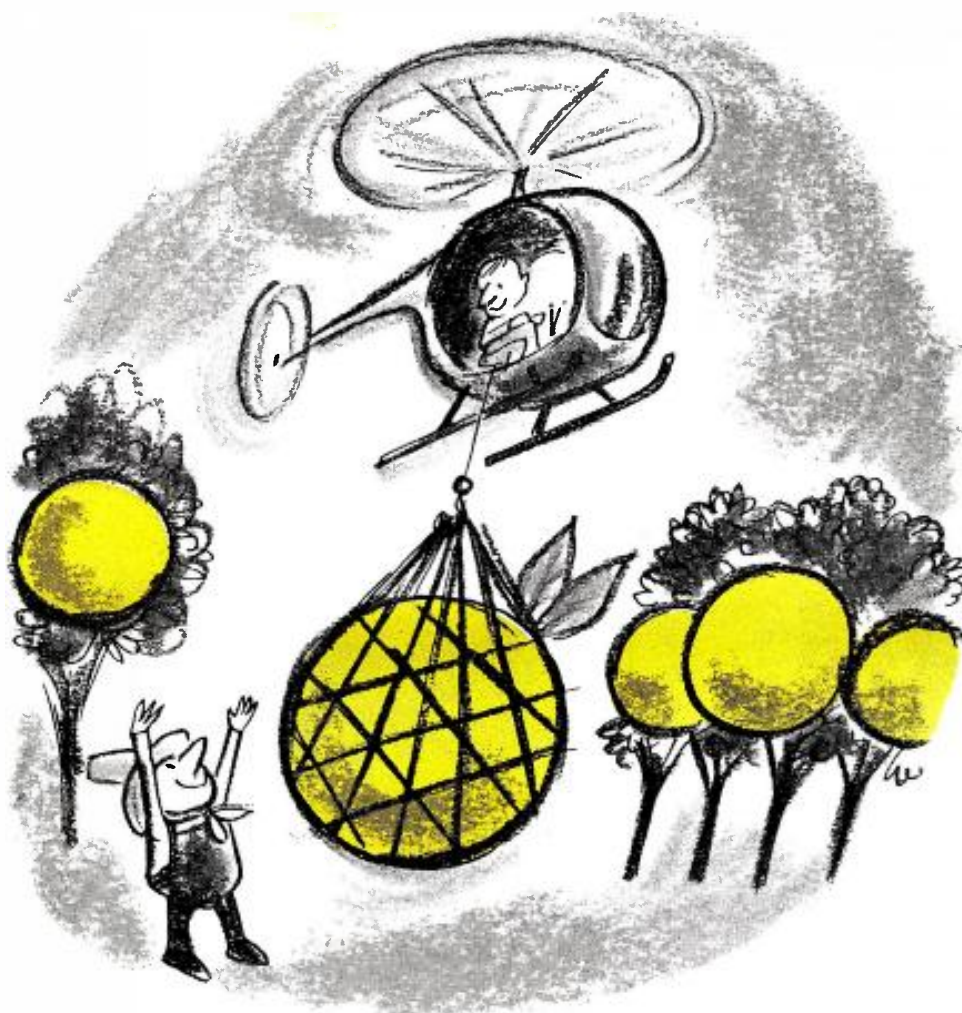
Color-TV radiation research

EDITOR: I would like to correct an impression in your story on color-TV sets and radiation (BROADCASTING, July 31) that I was the one involved in the controversy over test exposures on rats. Since inquiries are being misdirected to me, I would appreciate a correction.—Floyd K. Harvey, Bell Telephone Laboratories, Murray Hill, N. J.

(Mr. Harvey is correct; it was Dr. Thomas S. Harvey, Bio-Analytical Laboratory, Freehold, N. J. who presented a paper on "Effects of Daily Exposure to Radiation from Television Sets on White Rats, Bush Beans and Tradescantia" at the spring conference on broadcast and television receivers, Institute of Electrical and Electronic Engineers, June 26-27 in Chicago, which countered an earlier report that radiation from TV sets had adverse effects on rats.)

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... and **BEELINE RADIO**
KBEE is a proven way
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of this market

Modesto people buy big — over \$390,967,000 in retail sales last year in Stanislaus County. This is not unusual considering Modesto is the center of one of the nation's richest agricultural areas . . . the county seat of the Number One nationally ranked county in peach production. To reach the people in this big California market effectively, put your sales message on Beeline Radio KBEE. KBEE is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source:
Sales Management's 1967 Survey of Buying
Power, 1959 Census of Agriculture

McCLATCHY BROADCASTING
Katz Radio • National Representative



KBEE Modesto
KMJ Fresno
KFBK Sacramento
KOH Reno

Adapting radio and TV to local-level merchandising campaigns

The principals of this agency are frequently asked: "Why do you do it? How can you afford to do it? Where will it lead you?" These queries relate to an abundance of local-TV and radio campaigns, worked over two-, four- and six-week flights. They encompass a preponderance of local-store identification tie-ins, dealer and salesmen loading devices and broadcast merchandising plans, all calculated to stimulate product sales, dealer and salesmen enthusiasm while utilizing limited budgets.

Obviously, we must be making progress by doing what many larger agencies are reluctant to do simply because they find dealer tie-in and cooperative broadcasting too time consuming and unprofitable. But we also believe that this very reluctance to engage in local-broadcast activity in behalf of their clients results in a paucity of knowledge in many large agencies as to how this promotion should be implemented.

It is this specialization that, in part, has seen Kane, Light, Gladney grow in billings in four years from \$500,000 to just over \$5 million. And in our broadcast operations there's nary a network show or network-spot campaign, and only rarely a sustained regional-spot cycle in excess of 13 weeks.

Fast Action ■ In our work for McKesson & Robbins's Axon Division of cough and cold remedies, it's incumbent upon McKesson to "establish character" with more than 4,000 drug stores throughout the country in just four action-charged mid-winter weeks. Each one-minute commercial must rotate four different dealers, aside from selling the consumer on the virtues of Axon products and promoting an overseas round-trip contest.

A majority of these stores reside outside the primary-coverage area of preferred big-city stations. Yet, they must be covered. This operation entails a search for affordable station coverage, because obviously you can't buy one station to accommodate one or two dealers. One has to rely on a "weight-of-numbers" media technique to accommodate as many stores in as many related trading areas as possible.

At one point during this massive search for the 325 stations that would ultimately carry Axon store advertising, our conference room resembled a military briefing room, with state, city and county maps bearing some 4,000 pins in red, white and blue to identify primary, secondary and tertiary coverage—all this for just four weeks of local-

spot saturation broadcasting.

Another McKesson division that relies heavily on local-TV efforts is health beauty centers. This cooperative effort involves pharmacies making up a self-contained department of McKesson health and beauty aids. Not only must the centers be identified in TV spots, but each must reside in a noncompeting trading area. Months before the year-round telecasting starts, a McKesson task force moves into a specific target city to presell stores on the concept of a complete department and of the advantages of identifying stores in year-round spot advertising. A 12-month TV film program is then prepared and scheduled in which the commercial changes each month to allow for four different McKesson health and beauty products, and these must be meticulously synchronized with the McKesson store buy-in and sell-through program.

New Markets ■ Manischewitz is another case of market-by-market store promotion via broadcasting with an ambitious schedule of dealer end-tagging that helps expedite the sale. The Jewish gourmet-food producer is now adding the nonethnic market to its already healthy slice of the Jewish market. The TV and radio campaigns are not as complicated as McKesson's because the food effort is ostensibly key city. But local commercial tie-ins have proven effective, particularly in the case of the "Jewish-cowboy" campaign that saw better than a 40,000 mail response coming in over a two-week period in New York alone.

Manischewitz has been active in radio in New York, Philadelphia, Chicago and Los Angeles. With the introduction of year-round foods the company looks forward to increased activity in the top-15 markets. As before, 10

seconds of the one-minute commercial will be allocated to localize the point of sale. In the coming campaigns we plan to carry end-tagging one step further: We will record the voices of store managers and affix the clips to the commercials.

There are over 250 Arthur Murray Dance Studios both in the U. S. and Europe. Each has different local problems: price cutting, go-go craze, strong competition from other studios, downtown versus suburban locations, etc. Most studios rely on newspaper advertising with radio to help sell the local studio's personality. Of some 250 studios, at least 50 require specialized commercials that must feature strong local-studio identification. These must be changed every four to six weeks to dovetail with the print ads. Here alone we estimate we create something like 800 one-minute spots over the year.

Tough Growth ■ Admittedly, Kane, Light, Gladney is building its broadcast operations the hard way by short-burst, local campaigns that allocate sufficient time to highlight key outlets in some very inventive commercials. Yet the rewards are there. In four years time broadcast billing has quadrupled, and our accounts are satisfied that they are adding consistently to their dealer following in numbers of accounts and in the size of orders.

Broadcasting at the local level is wonderful merchandising and sales bait for both client and agency. And who knows—the ultimate yield for us might soon be an honest-to-goodness 26- or 39-week institutional TV or radio campaign without dealer mentions, just so we can let our guard down just a bit and take a deep breath prior to the next two-, four- or six-week local-store cooperative effort.



Gerald Light is president and a founding partner of Kane, Light, Gladney, New York advertising agency. Mr. Light's background includes advertising posts with both clients and agencies previous to his becoming a partner in his own agency three years ago. In 1963, Mr. Light was a vice president of marketing with the Schick Razor Co.; a vice president of McCann-Erickson in 1961, and advertising manager of CBS-Columbia in 1957 and of Emerson Radio in 1953.

A black and white photograph of Gypsy Rose Lee. She is shown from the waist up, wearing a light-colored, possibly pink or white, high-collared dress with a dark belt. She has blonde hair styled in a voluminous, curly fashion. She is looking upwards and to the right with her mouth wide open in a laugh or shout, and her hands are raised in front of her, palms facing outwards. In the background, there is a large, ornate statue of a figure, possibly a Greek or Roman deity, standing on a pedestal. The lighting is dramatic, highlighting her face and the texture of her dress.

American International Television, Inc.
presents from San Francisco

THE NEW GYPSY ROSE LEE

SHOW IN COLOR already sold coast to coast in such major markets as KGO-TV San Francisco, WABC-TV New York, WBKB-TV Chicago, WWJ-TV Detroit, WJAR-TV Providence, R. I. KGGM-TV Albuquerque, New Mexico, KBIM-TV Roswell, New Mexico, KHBV-TV Las Vegas, KABC-TV Los Angeles, and WHEN TV Syracuse — One-half hour daily, New Season starts Monday, September 11th.

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Long look at the radio spectrum?

Questions on whether natural facilities are being used to the best advantage may be brought to a head by President's just-named task force

Suddenly last week what had been proposed in varying degrees by government officials and industry engineers for the last 15 years came into focus where it counts, the White House. And the future of the radio spectrum, and, it's widely held, of the FCC itself, has been put on the line.

The President issued a wide-ranging statement to Congress on telecommunications policy last Monday (Aug. 14), devoted principally to international and satellite communications but touching significantly on four elements of paramount importance to broadcasters:

- Is the electro-magnetic spectrum being used to best advantage?

- Do the Communications Act of 1934 and the Communications Satellite Act of 1962 need revision?

- Is a domestic communications satellite system economically feasible, and should there be one or more than one such systems? And should the system be a single or multi-purpose system?

- Is the present administration and regulation of telecommunications by the national government correct, or should it be revamped?

The first three problems were handed to a special task force of sub-cabinet rank (see below). The fourth item was given to the Bureau of the Budget. The task force was scheduled to organize itself last week, but the visit of West German Chancellor Kurt Georg Kiesinger engaged State Department and other officials to such an extent the meeting was postponed. It is tentatively scheduled to take place this week, it's understood.

At a Crucial Time ▪ The President's move came as a number of government and nongovernment studies of the spectrum were about to be initiated, or were in process.

Item: Being readied for submission to the FCC sometime next month is a proposal for a study of new uses of the spectrum being prepared by Sol Schildhouse and his CATV task force.

This draft will be circulated among the commission's bureau chiefs and finally correlated by the commission's Policy Advisory Committee, which is under the direction of Max Paglin, FCC executive director. The document, if supported by the commissioners, will call for an inquiry into the broadband uses of cables and microwaves for the next decade. This is the investigation announced by the commission last month (BROADCASTING, July 10).

Item: A joint study by the Office of Telecommunications Management and the Electronic Industries Association, underway for the past year, is also on the verge of being consummated. This will result in a report, based on answers to questionnaires, on what devices and plans are being made by government agencies, including the military services, and industry that will require spectrum space. The object is to determine what is on the drawing boards for the next decade. Answers are virtually all in.

Continued

These men make up task force on communications



Mr. Rostow



Mr. O'Connell



Mr. Reynolds



Mr. Schultze



Mr. Ackley



Mr. Marks



Mr. Webb



Mr. Hornig

The task force appointed by President Johnson last week to survey national and international communications policy is headed by an undersecretary of state whose alternate is the President's own adviser on telecommunications. This duo conveys the flavor of the group that is not only charged with recommending policy but also ordered to take a look at how the spectrum is

used and whether the Communications Act of 1934 and the Communications Satellite Act of 1962 could be revised.

Chairman Eugene V. Rostow is undersecretary of state for political affairs.

Vice Chairman James D. O'Connell is telecommunications adviser to the President and director of telecommuni-

cations management in the Office of Emergency Planning. He was a lieutenant general of the Army and chief signal officer before retiring in 1959.

Other members: James J. Reynolds, undersecretary of labor; Charles Schultze, director, Bureau of the Budget; Gardner Ackley, chairman, Council of Economic Advisers; Leonard Marks, director, U. S. Information

Agency and former Washington communications lawyer; James E. Webb, administrator, National Aeronautics and Space Administration; Donald Hornig, director, Office of Science and Technology; Anthony M. Solomon, assistant secretary of state for economic affairs; Solis Horwitz, assistant secretary of defense (administration); Donald F. Turner, assistant attorney general in charge of the antitrust division of

the Department of Justice; Donald Agger, assistant secretary of transportation for international affairs.

Also J. Herbert Holloman, acting under secretary of commerce who previously was assistant secretary of commerce for science and technology, who is resigning as of Sept. 1 to assume the presidency of the University of Oklahoma; Dean W. Coston, deputy under secretary of health, education and wel-

fare who is a one-time radio engineer and supervisor of operations of the University of Michigan's WUOM(FM) in Ann Arbor, and Edward C. Welsh, executive secretary of NASA. Rosel H. Hyde, FCC chairman, is an ex-officio member, a position taken at his own request, because of the executive department affiliation of the other members. The FCC is an independent agency, outside the executive branch.



Mr. Solomon

Mr. Horwitz

Mr. Turner

Mr. Agger

Mr. Holloman

Mr. Coston

Mr. Welsh

Mr. Hyde

LONG LOOK AT RADIO SPECTRUM? continued

it's reported, and are being collated for submission to Mr. O'Connell's office next month or early in October.

Item: Early next month, a study of the spectrum will get underway at a two-day seminar in Warrenton, Va., under the auspices of the Brookings Institution and Resources for the Future Inc. (BROADCASTING, Aug. 7). A panel of five (four of them academic communications specialists and the fifth a Rand Corp. executive) is preparing position papers bearing such titles as "The Radio Spectrum—Economic-Physical Character and Regulatory Framework," by Professor Harvey J. Levin, Hofstra University; "The Economics of Competition and Regulation in Commercial TV Broadcasting," by Professor John J. McGowan, Yale; "The Public Interest in the Radio Spectrum with Reference to TV Broadcasting," by Professor Sidney S. Alexander, Massachusetts Institute of Technology; "Alternatives in Frequency Management," Dean William H. Meckling, University of Rochester, and "New Technology—Its Effect on Use and Management of the Radio Spectrum," by Dr. Leland J. Johnson, Rand Corp. This meeting is scheduled for Sept. 11-12.

Item: On the launching pad, as soon as the FCC's pending 1968 budget is passed by Congress, is a \$300,000 engineering study of the spectrum that will probe, among other aspects, the interference to various services resulting from scatter effects by satellite communications operations, the problem of intermodulation that arises when two adjacent frequencies are used by different services, the feasibility of automatically monitoring channel occupancy and usage, the efficiency of the

land-mobile services in the use of the frequencies assigned to them.

Another Study ■ And already under way and past the preliminary stages is a study on broadcasting and space communications that will occupy a panel of scientists at Woods Hole, Mass., during the summer and early fall. This group, under the chairmanship of Dr. William Pritchard, Comsat Laboratories, is part of a wider study of future uses of space being conducted under the sponsorship of the National Academy of Science and financed by the National Aeronautics and Space Administration.

The broadcast group already has heard from Vincent T. Wasilewski, president of the National Association of Broadcasters; Asher Ende, FCC, and Dr. Martin H. Seiden, Washington economic consultant (BROADCASTING, Aug. 7). Others submitting documents have been Frederick W. Ford, president of the National Community Television Association; Reverend Celestin J. Steiner, S. J., director of the national office of the North American Commission for Mass Media of the Society of Jesus; Dr. Johnson and J. L. Nult, Rand Corp.; Dr. Louis H. Mayo, Advanced Policy Studies, George Washington University, Washington; Dr. Robert K. Tendler, Office of Naval Research. Also submitting documents to Dr. Pritchard and his group were RCA, Raytheon, the Ford Foundation, Philco-Ford Corp., TRW Systems Inc., Lockheed.

The first overall look at the radio spectrum in a third of a century was set in motion by President Johnson last Monday when he sent his telecommunications message to Congress. He did not ask for legislation, but he in-

dicated that some legislation may be required later.

The special task force was given a year to formulate its recommendations, although earlier reports were obviously requested. No date was given to the Budget Bureau for its report on how the federal government should handle telecommunications.

The President's message was largely devoted to a review and affirmation of U. S. policy on international and satellite communications. He affirmed the existing policy of sharing with other countries the ownership of the global satellite communications system, and offered technical and financial assistance to developing countries to help them build ground stations. He also invited the Soviet Union and other Eastern-bloc countries to join the present Intelsat consortium (58 nations). The Intelsat agreement is due to be renegotiated in 1969.

The President also raised the question of whether it would be in the country's interest to permit international carriers to merge; whether Comsat should be permitted to deal with users other than the international carriers, and the problem of ownership of ground stations used by the Comsat system. These matters have been in dispute for the last few years.

Favorable Comment ■ Reaction to the President's message generally was approving. The references to the Communications Act and the administration of the spectrum had some FCC personnel concerned, but in general the commission was keeping its cool.

FCC Chairman Rosel H. Hyde, who is the sole ex-officio member of the task force, says that the task force's responsibility on the domestic satellite policy "won't displace us—the work is not suspended. This [task force] is a committee of the executive arm; we're

an independent agency.

"In any case," he continued, "we wouldn't take any action incompatible in any way with a global system. In the past, more than anyone, we've promoted the international satellite system. We'll continue our studies."

As for the task force's instructions to study the spectrum, Mr. Hyde feels that this doesn't relieve the demand on the FCC for its proposed studies; in fact, he said, it puts new emphasis on the commission's spectrum study program.

Bernard Strassburg, chief of the commission's Common Carrier Bureau, noted that the commission's present consideration of a domestic satellite system is an inquiry, not a rulemaking that would require a final decision. He also observed that the only hard issue before the commission right now is Comsat's proposal that it initiate and operate a pilot domestic system that would begin operation in 1970 if approval is given this year (BROADCASTING, Aug. 7). Thus, he pointed out, the commission would not be required to make a final judgment on a commercial domestic satellite system for several years, plenty of time to fit it into any policy decision recommended by the task force.

General Approval ■ The President's message and his appointment of a review group were hailed by communications leaders.

Dr. Frank Stanton, president of CBS Inc., said: "This study should be welcomed by all who are concerned with communications for it is an orderly way of examining a number of the complex problems which face us in the immediate future."

AT&T's statement said that the company "look(s) forward to sharing [its] experience with the President's task force in the interest of advancing the progress of communications on a sound basis."

James R. McNitt, vice president of International Telephone and Telegraph Co., said: "We note and welcome . . . appointment of a task force to review U. S. communications policy."

James McCormack, chairman of Comsat, said his company will cooperate "to the fullest" in forwarding the President's objectives for global satellite telecommunications throughout the world. He said that Comsat is looking forward to an early meeting with members of the task force and added: "We believe the needs in [both international and domestic] areas to be urgent and the prospects very bright for benefits to the various categories of users."

Congressional reaction to the President's message on communications was not unanimously favorable, but almost so. Senate Communications Subcommittee Chairman John O. Pas-

store (D-R. I.) and House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) both rose to praise the President's effort.

But Representative Durward G. Hall (R-Mo.) said he could not help wondering "what kind of programing will go out over the new global communications system. . . ."

Noting that the President was calling upon the Great Society to provide "not a chicken in every pot, or a car in every garage, but rather a television set in every home from the darkest regions of the Congo to the barren wastes of the Antarctic," Dr. Hall observed that the "Rap Browns and the Stokely Carmichaels have been exposed to millions of TV viewers in our own country."

"Does the President believe it would be a public service to provide them with worldwide facilities? . . .", he asked. Dr. Hall also termed the President's message "incongruous" in the light of the administration's request for a tax increase.

Representative Dante B. Fascell (D-Fla.), chairman of a foreign-affairs subcommittee, sided with Chairman Staggers in praise of the report. He cited a report of his subcommittee

recommending greater effort in improving international communications, and termed the President's message "a welcome step."

In the Senate, Clinton P. Anderson (D-N. M.) called the President's policy "visionary and statesmanlike." Senator Pastore, however, turned at once to practical matters. If it is determined that any legislative action is needed by either the President's task force or the Budget Bureau in order to complete the study, he observed, it would be a good idea to get the legislative process started promptly by submission of appropriate bills.

O'Connell-Holloman Play ■ It's generally believed that the President's interest in the need for a review of telecommunications policy, as well as the overcrowding in the radio spectrum, was fanned by Messrs. O'Connell and Holloman. Of course, the need to renegotiate the Intelsat agreements two years hence also played a part.

Mr. O'Connell has long urged a national, in-depth study of the spectrum and of telecommunications policy. His latest effort was only last month in a statement to a subcommittee of the House Appropriation Committee. But even before this, Mr. O'Connell sought

Rules set down for telecommunications study

The guidelines for the task force appointed by the President last week (see page 25) are fairly general, although in keeping with the President's message most of them refer to international telecommunications and satellite communications. But two items are of particular significance to broadcasters: the radio spectrum and the Communications Act of 1934.

Here is the full text of this section of the President's message:

"Task Force on Communication Policy.

"I am appointing a task force of distinguished government officials to make a comprehensive study of communications policy.

"It will examine a number of major questions:

—"Are we making the best use of the electro-magnetic frequency spectrum?"

—"How soon will a domestic satellite system be economically feasible?"

—"Should a domestic satellite system be general purpose or specialized, and should there be more than one system?"

—"How will these and other de-

velopments affect Comsat and the international communication carriers?"

"These are complex questions. Many of them are being presently weighed by the Federal Communications Commission. But a long, hard look must also be taken by all parties with responsibility in this area—for the ultimate decisions will work a revolution in the communications system of our nation.

"This task force will examine our entire international communications posture. It should investigate whether the present division of ownership in our international communications facilities best serves our needs, as well as which technology can meet new communication requirements in the most effective and efficient manner.

"The task force may establish working groups of government and nongovernment experts to study various technical, economic and social questions.

"The task force should also determine if the Communications Act of 1934 and the Communications Satellite Act of 1962 require revision. I am asking the task force to report to me from time to time and to make its final report within one year."

to interest Congress into taking a long, hard look at the radio spectrum—in a report to Congress last February on the activities of his telecommunications management office.

Even earlier, however, Mr. Holloman became involved in radio spectrum problems. Last year, a science advisory panel of the Department of Commerce's Advisory Board recommended that a wide-sweeping investigation of the radio spectrum and its

myriad telecommunications problems be initiated under Commerce Department auspices with an initial budget of \$10 million (BROADCASTING, Oct. 24, 1966). At that time, Mr. Holloman was in charge of science and technology at Commerce and this proposal came under his jurisdiction. Since then, it's known, Mr. Holloman has had discussions on the subject, including the controversial suggestions that the Commerce Department's National Bureau

of Standards do the job, with Mr. O'Connell, Mr. Hyde and officials of the Department of Defense.

Calls for a new look at the electromagnetic spectrum are not new. Proposals toward this end, as well as for revisions of the administration of the spectrum, go back as far as 1951 when President Truman named Dr. Irvin Stewart, then president of the University of West Virginia and a former FCC founding commissioner, as chair-

Johnson & Johnson: LBJ's task force trumps Nick's speech

FCC Commissioner Nicholas Johnson learned last week of the danger of preparing speeches in advance. In a speech that he sent to newsmen on Monday (Aug. 14), with a hold-for-delivery release, the commissioner expressed concern over what he considers a lack of attention being paid the commission's inquiry into establishment of a domestic-satellite system. Among other things, he said attention must be given to the impact of such a system on the global-satellite system, to which the U. S. is committed.

But a few hours after the advance copies were received in the newsrooms and two days before the commissioner delivered the address, President Johnson announced the establishment of his high-level task force to make a historic review of the nation's foreign and domestic communications policy, specifically including the role of domestic satellites (see page 25).

Commissioner Johnson, who addressed the Sylvania Electric Products Inc. and Stanford University School of Law Conference on Peaceful Uses of Space: Satellite Technology and Law, in Palo Alto, Calif., said the commission lacks the information and "articulated national communications goals necessary" to establish a satellite policy.

Nation Unconcerned ■ Furthermore, he said, the nation doesn't appear particularly concerned—unlike the months preceding congressional enactment of the Communications Satellite Act, in 1962, he said, when not only Congress but the executive branch, private industry, the press and the public participated in the debate over the policy to be adopted.

The step the President took last week should do much to remedy that situation; as it should remove another area of concern to the commissioner—that the critically important issues involved in the domes-

tic satellite matter are to be adjudicated on the basis of pleadings by interested parties alone.

The commissioner noted that the U. S. has made commitments in connection with the establishment of a global-satellite system that a domestic system would be bound to affect. He noted also that a domestic system would be part of a domestic communications system that ties into the international network and that domestic communications satellites would use international resources—scarce spectrum space for communications to and from the earth, for instance.

President's Concern ■ President Johnson indicated his awareness of the problem in a passage of his message to Congress which stated that "we should take no action in the establishment of a domestic system which is incompatible with our support for a global system."

Commissioner Johnson also appeared to raise some questions as to the wisdom or necessity of a domestic system. He noted that whereas an international system provides capacity for which there may be no economically feasible alternative, domestic satellites are "almost exclusively merely a substitute for existing or feasible service."

This is not to pass judgment on the worth of a domestic system, he added. "The point is simply that domestic satellites must be evaluated on their own, without regard to what we 'know' about 'satellites.' Distances differ. Present quality and needs differ. Alternatives differ. Costs differ. And institutional implications differ."

Vast Consequences ■ Commissioner Johnson noted also that decisions that must be faced in connection with a domestic system would have "vast and interrelated social-legal-economic-political consequences." He said the government's final decision would affect the serv-

ices of the communications system, the competitive structure of communications industries, the development and use of satellites by other nations and the pricing, variety, quality and amount of communications available to the public.

The commissioner, who directly asked the members of his audience to provide help in formulating the "relevant considerations involved," posed a number of the questions he feels must be faced. Among them: "Is a domestic system economically warranted (over, for example, expanded microwave capability)?" Who is to own and operate a new system? How can the competing interests of various users and suppliers be accommodated? Should there be a single multipurpose system, separate special-purpose satellites, or some combination of types?

Commissioner Johnson also suggested that the terms in which the problems are "conceptualized" may be misleading. If, as many of those filing comments with the commission believe broadcast transmission becomes the main traffic for domestic satellites, "we ought to think about these problems in the context of 'broadcasting' rather than 'satellites,'" he said.

He said that the role of the local station could be affected almost as significantly by direct satellite-to-CATV-system broadcasting as by direct satellite-to-home broadcasting. And with a satellite constantly available, he added, networks might be fed material from anywhere in the U.S. without the need for elaborate ground-line equipment, provided portable earth stations can be developed that would not cause harmful interference.

He said the impact of such a qualitative difference for broadcasting could be revolutionary. "Ascertaining and representing the public interest during such a time of change will be exceedingly difficult."



Atlanta Believes in Metropolitan Opera. And WSB-TV.

Opera is very much part of life in Atlanta. Opera Week has been a tradition in the city since 1910. One of the many which go to make Atlanta the cosmopolitan community that it is. In Atlanta WSB-TV is also a tradition. The



WHITE COLUMNS ON PEACHTREE

station is always involved in the community, and the community believes in the station. Like the Metropolitan Opera, WSB-TV wins bravos in Atlanta. Want to hit a high note in this market? WSB-TV/ Ch. 2 / Atlanta / N. B. C. / Petry



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WILC-TV, Pittsburgh

man of a presidential communications policy board. Dr. Stewart was named by President Kennedy in 1962 to be the first director of the newly organized Office of Telecommunications Management, one of the two offices now held by Mr. O'Connell.

In 1954, President Eisenhower named Arthur S. Flemming, then director of the Office of Defense Mobilization, to head a "cabinet rank" Advisory Committee on Telecommunications Policy and Organization. And in 1957, Mr. Eisenhower appointed Gordon Gray, Winston-Salem, N. C., publisher-broadcaster and former secretary of the

army and then director of ODM, to be chairman of a Telecommunications Advisory Board.

Meanwhile, the working electronic engineers were not silent. Twice in a dozen years, the Joint Technical Advisory Committee issued hard-cover, book-type reports on the problems of the radio spectrum and in both instances, once in 1952 and a second time in 1964, called for an examination of the spectrum and its use. JTAC is the creation of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association. The technical advisory group was established

in 1948 to aid the FCC with its engineering problems.

Even more recently, however, calls have been heard for a new look at the Communications Act of 1934. As recently as last June, two speakers at the annual convention of the National Community Television Association urged a review of the basic congressional statute in the broadcasting and communications fields. They were Representative Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee of the House Commerce Committee, and Mr. Ford (BROADCASTING, July 3).

BROADCAST ADVERTISING

CAC assails FTC's cigarette ad report

Meyner charges FTC's report lacks fair play, abounds with half truths, extractions, omissions

In an unusually hard-hitting attack at a government agency, the Cigarette Advertising Code has ripped into the Federal Trade Commission's June 30 report on cigarette advertising.

The blast from Robert B. Meyner, administrator of the CAC, came in the form of a letter to all members of Congress in which Mr. Meyner charged the FTC's position is "that a cigarette advertisement makes an affirmative health claim if it does not portray smokers as a sickly, miserable lot and if it does not recite that cigarette smoking is unhealthy and a vice."

He called the FTC's report more akin to "partisan pamphleteering than the temperate, reasoned and precise accounting one would expect from a high government agency."

The FTC's report excoriated TV commercials that promote cigarette smoking without indicating its danger to health and said "ultimately" it might be necessary to "terminate" or drastically alter such commercials (BROADCASTING, July 3).

Supporting the Meyner letter was Howard Bell, director of the National Association of Broadcasters Code Authority. He said the FTC had asked both the CAC and NAB Code Authority for information for the report, but didn't use that data as part of the record. In effect, he said, all the FTC did "was kiss us off in an oblique manner

... it didn't even take cognizance of the progress that has been achieved through self-regulation."

Fair Play ■ Admitting the CAC did not "expect high marks" from the FTC since the government body "seems bent on abolishing cigarette advertising" while the code is meant to regulate it, Mr. Meyner said that CAC did "expect fair play and a professional approach" and got neither. What the



Mr. Bell



Mr. Meyner

FTC did come up with, he charged, was a report that "abounds with part-truths and extractions from context ... [and] curious omissions."

Mr. Meyner was also curious how the FTC, in taking "a calm, objective look at contemporary cigarette advertising," could fail to spot the "regrettable re-appearance of straight-out health claims as with the noncode brands of True, Marvel, Cascade and Venture. The most obvious and unfortunate new de-

velopment in the field passes without acknowledgement."

He seemed particularly upset with the FTC's seeming lack of reference to the claims of True and Kent, both products of P. Lorillard. Lorillard dropped out of CAC when the FTC said it would allow tar and nicotine claims in 1966 (BROADCASTING, April 4, 1966).

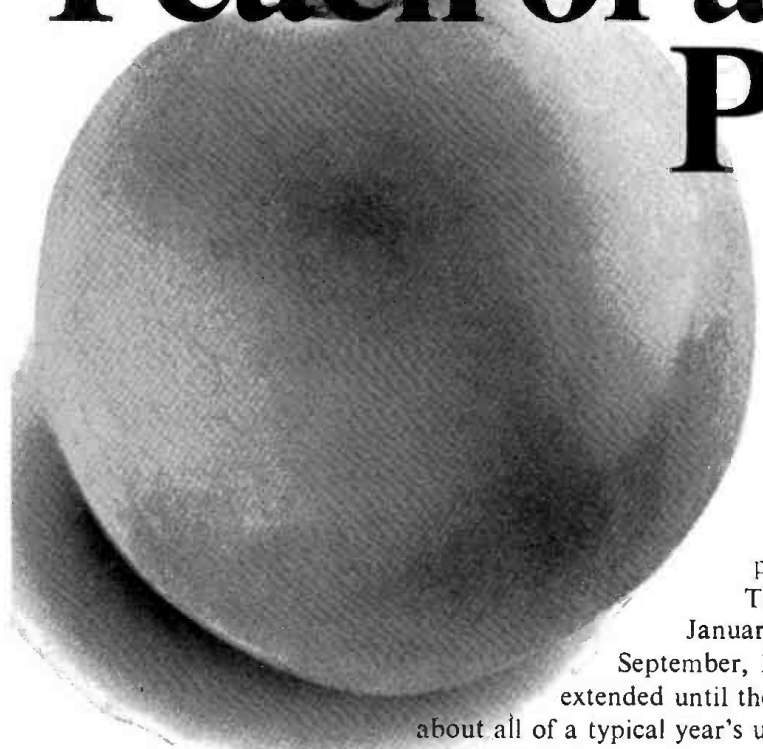
In the area of omissions, Mr. Meyner claimed the FTC found "health significance in the mere reference to the presence of a filter or its color. But it makes no reference to the so-called 'air filtration system' pictured with scientific-appearing detail" in the True ads, or to "the 'famous micronite filter' that has reappeared in Kent advertising."

Out of Context ■ Maintaining the report contained and interpreted many phrases out of context, Mr. Meyner said "the claim for 'the filter that's in —recessed in for flavor,' is abbreviated in the report to 'the filter that's in' and [is] misrepresented as an appeal to the desire to be fashionable."

An advertising slogan, cited by FTC Commissioner Philip Elman in his concurring report as "the most startling example of an advertisement that does not violate any of the specific prohibitions" of the CAC, was found by Mr. Meyner to be more than three years old. The slogan: "Lucky Strike separates the men from the boys—but not from the girls," was used in the report, he claimed, in a manner to imply its current usage. Actually, the CAC administrator added: "The slogan had its last public exposure early in January 1964, nearly a year before the code became effective and more than three years before the report was issued."

Mr. Meyner also belittled the report's pointing to two TV programs—*Beverly Hillbillies* and *Rango*—as having code-member sponsors although the shows have large youth audiences. "The report neglects to tell Congress," he pointed out, "that the cigarette com-

Peach of a reach? Prove it!



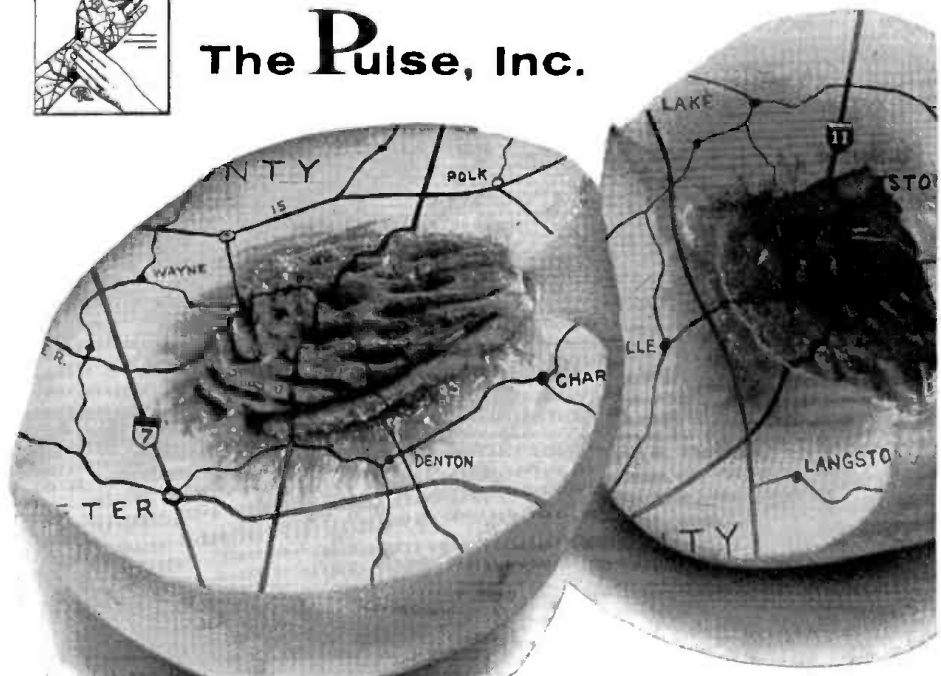
Join the 300 plus stations who have already subscribed to CP'67, first radio circulation study in seven years.

For the past seven years reach has been claimable, but not necessarily provable. Now Pulse is conducting a 50-state circulation study which will determine all listening to all stations in all counties, and report it for persons, by sex, as well as households.

The field work has been going on since January 2, 1967, and it will be completed in September, 1967 (however, if necessary, it may be extended until the end of the year)—thus covering just about all of a typical year's ups and downs. CP'67 will be released February-March, 1968, at which time subscribers will know whether that peach of a reach is really a peach . . . or a persimmon. For full information, write, wire or phone in New York: 730 Fifth Avenue, 212-JUDson 6-3316; in Chicago: 435 N. Michigan Avenue, 312-644-7141; in Los Angeles, 6404 Wilshire Boulevard, 213-653-7733.



The Pulse, Inc.



pany sponsor" of the *Hillbillies* pulled out of the show "pursuant to the youth-appeal guidelines" of the CAC. He added that the withdrawal by R. J. Reynolds "was announced three months ago and was publicized in the trade and secular press."

In the case of *Rango*, he continued, "the report fails to inform Congress" that the cigarette sponsor "exercised a cancellation option when a Nielsen audience-composition report last January showed the program to be at peril point under the code's youth-appeal guidelines."

Head Count ■ Continuing in the area of television programing, Mr. Meyner also took issue with the FTC's repeated use of audience size as "viewers" when the figures actually mean "exposures," he said. By the FTC's count, he added, "each 'exposure' of a cigarette commercial is counted . . . as if it were a separate person. By this loose use of language the commission arrives at fantastic estimates of billions of persons watching cigarette commercials each week."

Mr. Meyner also took issue with the report's contention that there are "125-million viewers of cigarette commercials on sports programs in a single week." What the report neglected to mention, he explained, is that sports programs are second only to news broadcasts in attracting the lowest "percentages of viewers under the age of 21. . . . An advertiser wishing to direct his messages to youngsters is not likely to pick sports programs as his medium."

He concluded that the CAC does not allow "affirmative claims for health, distinction, success and sexual attraction," it has not "descended to the il-

logical position that the absence of any claim in these areas is automatically a claim that cigarette smoking is safe."

NAB Code ■ Questioned last week Mr. Bell recalled the FTC had inquired in March of what it considered to be a hypocrisy between the NAB code and what actually appeared on TV.

A March 29 letter from the FTC noted the TV code had been amended so as not to portray cigarette smoking as glamorous and something to be imitated by youth and then added: "There are several current television commercials showing handsome and attractive men and women smoking and enjoying cigarettes. It appears to the commission that presenting commercials in such a manner obviously will 'indicate to youth that the use of cigarettes . . . is a habit worthy of imitation.'"

In his reply, Mr. Bell noted that the use of adults "in settings associated with adults . . . is acceptable. . . . It is extremely difficult to develop criteria involving such highly subjective and complex advertising issues as 'attractiveness' and 'enjoyment.'"

In his reply to the FTC's request for information, prior to publication of the report, Mr. Bell said the code authority believes "substantial changes have taken place to lessen the impact of cigarette advertising on young people and to eliminate direct or implied health claims."

Agency appointments . . .

■ Chock Full O' Nuts Corp., New York, has shifted its \$1 million-plus billings from Compton Advertising Inc., to The Gumbinner-North Co., both

New York. The account which includes coffee and frozen cake products, uses spot radio-TV.

■ Royal Typewriter Co. (division of Litton Industries), New York, has moved its consumer products division out of West, Weir & Bartel Inc., New York, and its office products division out of Chalmers-Johnstone Co., Beverly Hills, Calif., both into Grey Advertising Inc., New York. Together the divisions bill an estimated \$2.1 million. Royal's consumer division uses spot radio and TV. Other Litton divisions will continue at WW&B and C-J agencies.

■ American Tourister Luggage, Warren, R. I., has appointed Doyle Dane Bernbach, New York, to handle its estimated \$1-million account, formerly with the Bresnick Co., Boston. American Tourister, through its former agency, has purchased scattered minutes in seven NBC-TV shows this fall: *I Dream of Jeannie*, *Tuesday Night Movies*, *The Virginian*, *Dragnet*, *Star Trek*, *Saturday Night Movies*, and *The Frank McGee Report*.

■ Lake Central Airlines, Indianapolis, has appointed Ruben Advertising Agency for a campaign projected at \$400,000.

Business briefly . . .

Forrest Brewing Co., division of Rheingold Breweries, New York, has expanded marketing of its Gablinger's Beer, to Rhode Island, Maine and northern Vermont and New Hampshire. The beer, said to contain no available carbohydrates, has been sold in New York, Massachusetts, northern

BAR network-TV billing report for week ended Aug. 13

BAR network-TV dollar-revenue estimates—week ended Aug. 13, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Aug. 13	Cume Aug. 1-13	Cume Jan. 1- Aug. 13	Day parts	Networks	Week ended Aug. 13	Cume Aug. 1-13	Cume Jan. 1- Aug. 13
Mon.-Fri. Sign on-10 a.m.	ABC-TV CBS-TV NBC-TV Total	— 80.4 153.4 233.8	— 149.3 266.2 415.5	— 3,631.5 8,732.2 12,363.7	Sun. 6-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	35.0 108.8 14.8 158.6	87.4 217.5 29.4 334.3	3,686.0 6,743.1 4,295.9 14,725.0
Mon.-Fri. 10 a.m.-6 p.m.	ABC-TV CBS-TV NBC-TV Total	1,088.0 2,528.6 1,305.8 4,922.4	* 1,983.9 * 4,584.2 2,453.8 * 9,021.9	* 42,304.7 * 99,494.9 51,730.1 * 193,529.7	Mon.-Sun. 7:30-11 p.m.	ABC-TV CBS-TV NBC-TV Total	3,412.7 3,999.4 3,912.1 11,324.2	* 6,317.2 * 7,451.1 * 7,371.6 * 21,139.9	* 149,647.9 * 171,847.0 * 170,693.1 * 492,188.0
Sat.-Sun. Sign on-6 p.m.	ABC-TV CBS-TV NBC-TV Total	629.2 381.4 491.2 1,501.8	* 1,088.1 730.0 992.3 * 2,810.4	* 24,715.2 25,077.8 15,878.7 * 65,671.7	Mon.-Sun. 11 p.m.-Sign off	ABC-TV CBS-TV NBC-TV Total	223.6 110.6 267.7 601.9	749.3 144.3 526.4 1,420.0	7,342.4 1,851.1 11,727.6 20,921.1
Mon.-Sat. 6-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	170.8 366.3 554.9 1,092.0	360.2 665.3 1,004.7 2,030.2	8,958.6 17,615.8 18,924.5 45,498.9	Network totals	ABC-TV CBS-TV NBC-TV	5,559.3 7,575.5 6,699.9	10,586.1 13,941.7 12,644.4	236,654.8 326,261.2 281,982.1
					Grand totals all networks		\$19,834.7	*\$37,172.2	*\$844,898.1

* Corrected from previous reports.

'Wizard' conjures Armour onto ABC-TV with a magic kit

Armour & Co., Chicago, already was committed to heavy schedules on ABC-TV this fall. Much as it would like, it just couldn't see adding the network's new MGM movie package, *Off To See The Wizard*, scheduled to debut next month in the Friday 7:30 p.m. spot. Armour's agency, Young & Rubicam, agreed.

But pitches to Armour marketing officials by Jack Childers, an independent premium promotion specialist, have changed all that. Armour liked Mr. Childers's idea of a \$3 self-liquidating magic kit for a sweepstakes point-of-sale promotion because it would tie in so well with *Wizard*. Armour gave Mr. Childers the premium order, bought the show for three weeks running in September and allotted \$1 million for an all-media sales promotion of meat products that the TV exposure would trigger.

Now that Mr. Childers had generated free business for TV and everybody else, he had a problem. Where would he get the magic kits? His search ended in his own hometown with Jules Traub, onetime vaudeville magician and radio-premium maker who now owns 18 magic manufacturing firms. Mr. Traub, who in the 1930's supplied magic items by the millions for many top radio sponsors, just happened to



Checking over the magic kit are (l-r) Jack Childers, Sales Merchandising Inc., Elroy Dowling, sales

promotion manager, Armour & Co., Jules Traub, president of Fun Inc., and Peggy McGrath, Y&R, Chicago.

have the right kit. It was one that CBS-subsidiary Creative Playthings Inc. had been considering but hadn't bought yet. The deal was quickly made.

To Mr. Childers this profitable parlay of circumstantial events, opportunities and problems is his daily meat. For several years he has held

special subcontract premium rights to such widely licensed properties as James Bond 007, Batman and Twiggy, and to find unique yet unused situations beneficial to all involved, one has to be resourceful.

As Mr. Childers told the Armour people: "All it takes is a bit of magic."

New Jersey, southern Vermont and New Hampshire and Connecticut since June. Gablinger's agency, Doyle Dane Bernbach, New York, is using radio and TV spots on local stations in the new marketing areas.

Interstate Bakeries Corp., through Dancer-Fitzgerald-Sample, both Kansas City, Mo., has signed with CBS-TV for full sponsorship of *The Emperor's New Clothes*, Prince Street Players' production of the Hans Christian Andersen classic. Musical adaptation is scheduled for Sept. 4 (8-9 p.m. EDT).

General Foods' Yuban Electra Matic Coffee, now being introduced in the San Francisco Bay area, metropolitan New York, Nevada and parts of New Jersey, Delaware and Pennsylvania, will be supported by a strong schedule of television commercials. The expanded distribution follows successful introduction in Southern California. Yuban's agency is Grey Advertising, New York.

Philip Morris Inc., New York, and **United Air Lines**, Chicago, will co-sponsor the *Emmy Awards* presentation

on NBC-TV Sunday, May 26, 1968 (10-11:30 p.m. NYT). Both orders were placed through Leo Burnett, Chicago.

Alitalia Airlines, New York, has budgeted \$700,000 over three months in a campaign breaking this week in U. S. cities from which the airline flies abroad; principally from Chicago, New York and Boston. Campaign includes TV for the first time and radio as well as newspapers. Four new one-minute commercials were shot in color in Italy. Gardner Advertising, New York, is Alitalia's agency.

Also in advertising . . .

Agency professor ■ Kenyon & Eckhardt's Chicago office begins experiment with Northwestern University there in which Huntley Baldwin of agency's creative staff becomes fulltime professor at the school and consultant to the agency. During summers he resumes fulltime at K&E.

Sneak preview ■ WOR-TV, RKO General's New York station, has been

showing advertising agency representatives a light-hearted film, "Hey, Media Buyer," previewing the station's plans for the new season. The eight-minute movie, produced under the supervision of Kenneth Cowan, WOR-TV's director of information, attracted an overflow crowd of more than 600 in New York.

Smoking-danger spots available to radio-TV

Spot announcements on the hazards of cigarette smoking are being distributed to broadcasters by the National Center for Chronic Disease Control of the U.S. Public Health Service in Arlington, Va.

TV spot consists of a color slide showing a new PHS leaflet entitled "Smoking and Illness," and live announcer copy inviting readers to write the PHS for a copy. The PHS also is sending a series of recorded spots on smoking and emphysema to radio stations.

Classified-ad format flops in L.A.

M'LENDON'S OUTLET LOSES \$86,393 IN SIX MONTHS

Gordon McLendon, who has pioneered a number of successful radio programing ideas, has come a cropper with his plan to turn his Los Angeles FM station into a classified-ad page of the air. He is ready to admit that classified advertising is not for radio.

KADS(FM) (Kay-Ads), in a report filed last week with the FCC in connection with an application for renewal of license, was said to have lost \$86,393.02 in the six-month period ending June 30. And, Mr. McLendon said, the station is making a survey to determine what new format should be devised to meet community needs.

Mr. McLendon, who acquired the station on July 1, 1966, with the express purpose of turning it into an all-classified-ad station, was directed by the commission to apply for license renewal after a year to permit an early review of the novel—indeed unique—operation. California stations' license period ends Dec. 1, 1968.

Mr. McLendon reported that the station spent a considerable amount of money on a variety of approaches to the all-classified-ad concept. But none, he said, has "attracted a sufficiently broad audience to justify a continuation of the existing format."

The station's six-month loss was on total expenses of \$109,199 and income of \$22,807. The station's best month was March, when it lost \$10,212 on expenses of \$16,364. The worst month was February—losses of \$17,532 on expenses of \$22,128.

Slow Start ■ After what Mr. McLendon says was "many months of intensive preparation," KADS inaugurated its all-ad format on Nov. 5. Initially, the station followed the newspaper format closely, dividing the broadcast day into 2½-hour cycles in which different kinds of classified ads of up to one-minute in length were broadcast—merchandise, employment, amusement, among them, "with no breaks between the ads. The result, apparently, was boredom and fatigue" on the part of listeners.

So on May 1, the first of several new approaches was taken. The 2½ hour cycle gave way to the 1-hour cycle, which included a 15-minute feature called instant want ads. This was to permit listeners to telephone the station and go on the air immediately with their own ads.

Originally, the listeners were to pay \$1 for the instant want ads. Later, they got the time for nothing. One reason was to capitalize on the listener interest

the instant want ads feature was developing. Another was that the station was having a difficult time collecting the \$1.

Instant Ads ■ The format remained basically the same until June 1, when the free instant want ads practically took over the broadcast day, with regular paid classified ads scheduled only at the rate of 13 per hour, or about one every four minutes. Listener interest zoomed, with the number of calls jumping from 17 between April 1 and April 11 to 2,043 calls from June 1 to June 11.

But expenses rose too, with extra staff required to handle the calls. Special care was needed to guard against hoaxes. And besides, Mr. McLendon said, the calls, "of and by themselves" aren't enough to demonstrate the kind



Experimenter McLendon
Seeks another way

of listening audience needed to serve the station's advertisers.

When KADS began broadcasting its classified-ad page of the air, the sales department was almost an exact copy of a newspaper classified organization in personnel and operation. But as the station's format went through its various moltings, the sales department evolved into one that any conventional radio-station man would recognize.

Originally, the station personnel solicited ads from individuals rather than advertising agencies or businesses. The result was poor sales averages per salesman (from a low of \$459 to a high of \$754) and small contracts (from a low of \$7.21 to a high of \$23.80). Collections were off, too—ranging from as

little as 51% to a high of 71%.

Shift ■ But in May, with the change in format, the sales staff began paying more attention to agencies and the business and commercial operations that would use classified-newspaper advertising. The number of contracts has dropped, but the value of the average has gone up. The average total monthly sales per salesman had risen to \$1,226 for June.

Rates have undergone several revisions. The rate card has an "open" rate of \$3 per insertion for one to six insertions, and an "end" rate of \$1 per insertion for 1,000 insertions. A new rate card doubling the rates goes into effect. This rate card has an open rate of \$6 per insertion for one to six insertions and an "end" rate of \$2 per insertion for 1,000 or more. This is double the rate card figures in effect from May 1 to Aug. 1. But the station expects no trouble in selling to advertisers.

Mr. McLendon is head of the McLendon Corp., which also owns KLIF and KNUS(FM) Dallas and KILT Houston, all Texas; WWWW Detroit; KABL Oakland and KABL-FM San Francisco, both California, and KCND-TV Pembina, N. D. The group is preparing to sell the Dallas and Houston stations, and has applied for commission permission to buy WIFM(FM) Philadelphia.

But the McLendon organization's prime occupation currently is devising a new format for KADS. In the past, Mr. McLendon has pioneered with the all-news format, the all-good-music format and the baseball and football game-of-the-day in radio broadcasting.

What's next?

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.

Logos Ltd., 3620 South 27th Street, Arlington, Va. 22206.

General Foods, White Plains, N. Y. (Yuban Coffee); one 30, two 20's for TV, live on tape, color. Lee Rothberg, director for Lee Rothberg Productions, New York.

Braun Baking Co., Pittsburgh (Old Allegheny rye bread); one 60, one 30, one 10 for TV, live on tape, color. Lee Rothberg, director. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Richard Ricci, agency producer.

C. Schmidt & Sons, Philadelphia (Prior beer); one 60 for TV, live on tape, color. Leonard Levin, director. Agency: Ted Bates, New York. Grant Tyler, agency producer.

Continental Baking Co., Rye, N. Y. (Wonder

BROADCASTING, August 21, 1967

Jumbo sandwich bread); one 20 for TV, live on tape, color. Leonard Levin, director. Agency: Ted Bates, New York. John T. Keown, agency producer.

Pepper Sound Studios, 2076 Union Avenue, Memphis 38127.

STP, Des Plaines, Ill. (motor additive); three 60's for radio, jingle. Janie Rodak, production manager. Agency: Media Service, Chicago. Charles Tempkin, account executive.

Union Planters Bank, Memphis (services); four 60's for radio, jingle. Joe D'Gerolamo, production manager. Agency: Lake, Spiro & Sherman, Memphis. Charles Schmidt, account executive.

Jack and Jill Stores, Minneapolis (clothing); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Nash Finch Co., Minneapolis. Lou Hetland, account executive.

Richmond Savings & Loan, Buffalo, N. Y. (services); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Trace Town Shopping Center, Mobile, Ala. (general); one 60 for radio, jingle. Jaine Rodack, production manager. Agency: TMC Advertising, Mobile. Arthur Owens Jr., account executive.

Abbey Carpet Co., San Francisco (carpet stores); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Wenger/Michael Inc., San Francisco. Lee Wenger, account executive.

LeRoy's Jewelry Store, Long Beach, Calif. (jewelry); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Action in Advertising, Long Beach. Leonard Robbins, account executive.

WGN Continental Productions, 2501 Bradley Place, Chicago 60618.

Jewel Co.'s, Melrose Park, Ill. (food); seven 20's for TV, on tape, color. Dale Juhlin, producer. Agency: Earle Ludgin & Co., Chicago.

Agency mediemen asked to NAFMB seminar

Agency media planners and buyers have been invited to attend sessions of the National Association of FM Broadcasters' second New York sales seminar, meeting at the Hilton hotel Thursday (Aug. 24).

William D. Greene, director of CBS/FM and seminar chairman, said last week the agency people could learn "first-hand, basic information about FM as a sales vehicle which advertisers most need" from speeches by Miles David, president of the Radio Advertising Bureau, on FM's marketing future, and Mack Wayman, staff vice president, consumer products division of the Electronic Industries Association, and from a panel discussion by advertising executives at the end of the conference.

Other sessions of the NAFMB sales seminar include panels on sales, sales promotion, national sales representation and a luncheon speech by Maurie Webster, vice president-sales development, CBS Radio.

BROADCASTING, August 21, 1967

PGW Radio to merge into McGavren-Guild

NEW REP FIRM FORMED; PGW KEEPS ITS TV STATIONS

One of the largest and oldest station-representative firms on Sept. 1 will transfer its radio stations to a new firm in which it will have financial interest. In the process, it has become part owner of three broadcast properties.

In a joint statement last week, officials of Peters, Griffin, Woodward Inc. and McGavren-Guild Co. announced in New York the formation of McGavren-Guild-PGW Radio Inc., which will represent radio stations exclusively. PGW will continue to represent television stations, officials said, and will continue exclusive use of PGW trademarks.

It was learned Thursday (Aug. 17) that PGW has transferred its list of radio stations to McGavren-Guild. PGW has purchased what were described as "substantial financial interests," i.e., a block of stock, in Atlantic States Industries Inc. Atlantic States is the parent company of McGavren-Guild and three broadcast properties. It will officially become the parent company of McGavren-Guild-PGW Radio Inc. on Sept. 1. Shares in Atlantic States have been publicly traded over-the-counter since June.

The merger of PGW's radio interests with those of McGavren-Guild brings together two sizeable representative

firms: PGW, formed in 1932, currently represents 30 radio outlets as well as television stations, while McGavren-Guild, founded 15 years ago, is said to have about 60 radio stations on its roster.

While exact details of the agreement were not revealed, it was announced that PGW will not participate in the day-to-day operation of McGavren-Guild-PGW Radio Inc. Headquarters of the new firm will be at 270 Park Avenue in New York, present site of McGavren-Guild offices. In addition there will be offices in seven other marketing centers throughout the U.S. McGavren-Guild currently has seven offices outside of New York, and PGW has nine.

Officers — President of the new rep firm will be Darren F. McGavren, president of McGavren-Guild, and vice president and national sales manager will be Ralph Guild, who now holds the same titles at McGavren-Guild. John Butler, vice president for radio at PGW, will join the new McGavren-Guild-PGW Radio in a managerial position.

Both PGW and McGavren-Guild officials said last week that some details of the merger have yet to be worked out. Getting top priority is the



Signing the agreement bringing together radio interests of Peters, Griffin, Woodward Inc. and McGavren-Guild Co. are from left to right: Darren F. McGavren, president, Mc-

Gavren-Guild; H. Preston Peters, PGW chairman; Lloyd Griffin, PGW president, and Ralph Guild, vice president and national sales manager of McGavren-Guild.

Bell freaks out over spots for 'The Trip'

The National Association of Broadcasters Code Authority blew its cool last week over commercials for "The Trip," a movie dealing with a "trip" taken by an LSD user.

In a three-page memo to all radio and TV code subscribers, Howard Bell, director of the code authority, said the commercials for the American International Pictures production imply glamour and excite interest in the use of hallucinogenic drugs and that such an approach is contrary to the code standards as well as to the broadcaster's "responsibility to the public." He stressed that since the film was for theater showing only, the code was not taking any stand on the picture's acceptability for TV.

The memo sent Friday (Aug. 18) came a week after Mr. Bell returned from a trip to Hollywood for talks with film executives, talks that included concern over commercials for films (CLOSED CIRCUIT, Aug. 14). It noted that code offices have been receiving "increasing inquiries and complaints about many movie

commercials.

Mr. Bell said AIP had been told the spots were unacceptable under the code and "discussions have been in progress to seek appropriate changes in commercial treatment." It was understood AIP was producing new commercials but they had not yet been submitted to the code.

The code director noted that the TV spots contain two scenes with nudes and have aural phrases such as "blow your mind", "lovely sort of death", "LSD trip" and "freak out." These phrases, "together with various scenes of pleasure and enjoyment," he added, "tend to create an atmosphere" not consistent with code standards.

The radio spots, he continued, combine sound effects, music, "voice intonations and repetition to emphasize the hallucinogenic atmosphere and convey an impression of LSD as an acceptable and exciting means of escape from reality, with no evidence of any danger or possible remorse."

In addition to phrases similar to

those used in the TV spots, Mr. Bell said, the radio commercials also contain such phrases as: "I dare you to taste a lovely sort of death"; "When you dare enter the controversial world of LSD you will embark on the most jolting journey of your life. On your trip you will face a lovely sort of death as you experience the ecstasies . . . hear the warmth . . . the texture and the excitement as it grows"; "The wildest of pleasures possess you . . . fingers of fear mercilessly rape you."

Rather than glorify drug use, the code director pointed out, commercials, under the codes, should somehow explain "the hazards and dangers known to exist in the use of these drugs. Treatment should be directed at the mature mind and should not exploit the imagination and inexperience of young people."

He noted that last June amendments to the radio and television codes spelled out that hallucinogenic drugs should not be shown or encouraged as "desirable or socially acceptable."

problem of station conflict in particular markets.

It was also learned Thursday that radio stations represented by PGW or McGavren-Guild in the same markets were notified on Aug. 14 that the agreement between the two rep firms had been signed and that their continued representation was under consideration. Some station managers indicated they have already been told by either PGW or McGavren-Guild that their contracts would not be renewed. Others, on the other hand, have said they have not yet been apprised of their status. Stations in "conflicting markets" indicated they were approached by other rep firms shortly after public announcement of the McGavren-Guild-PGW agreement.

In addition to their rep business, Mr. McGavren and Mr. Guild own 52% of stock in Atlantic States Industries Inc., which operates WRYT Boston and WLOB Portland, Me., and which has received FCC approval for ownership of KMAK Fresno, Calif. Atlantic States is in the process of selling two other broadcast properties: WNVY Pensacola, Fla., and WTSB Brattleboro, Vt. (BROADCASTING, June 19).

Rep appointments . . .

- KCOV-TV Santa Maria, Calif.: National Television Sales, New York.
- WBT-FM Charlotte, N. C.: Quality

Media Inc., New York.

- KDKA Denver: Bernard Howard & Co., New York.

'Playhouse' opener to run without breaks

The first CBS *Playhouse* drama of the new season will go uninterrupted by commercial messages, it was announced last week.

CBS-TV and the program's sponsor,

Network billings up

According to advance data for the month of July, estimated net time and program billings by the three television networks totaled \$89,191,100, a 2.6% increase over July 1966, according to the Television Bureau of Advertising.

TVB's full report for July with daypart and individual network totals will be released as soon as available. Network billings are compiled by Leading National Advertisers for release by TVB.

General Telephone and Electronics Corporation, said the 90-minute program will be preceded by one four-to-five minute commercial. George P. Norton, GT&E vice president for advertising, said earlier in a "Monday Memo" (BROADCASTING, Aug. 14) that the "story line of this meaningful drama shall not be disturbed" by commercial interruptions.

Michael Dann, senior vice president for programming at CBS-TV, said that to the best of his knowledge, "this will be the longest commercial television production without an advertising break in history. There will not be acts, but simply a few moments of the screen going dark to indicate the passage of time."

Last season, the American Telephone & Telegraph Co. ran its commercials at the end of its one-hour *Bell Telephone Hour*.

Doyle Dane Bernbach is the GT&E agency.

Intergard moves to New York

Gardner Advertising Co. will transfer the administrative headquarters of its international division. Intergard, from St. Louis to New York Sept. 1. David P. Ferriss, managing director, and J. Bruce Swigert, vice president and Latin American director, will transfer to the New York office.

Attention TV Stations:

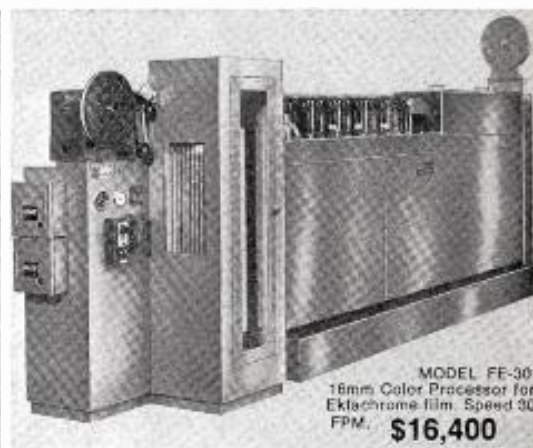
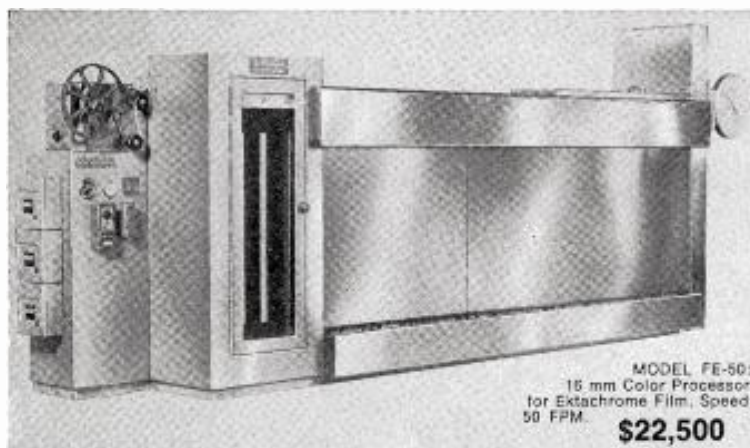
We've got news for you!

FILMLINE'S professional color film processors now available for TV NEWS

The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

After you check these exclusive Filmline features you'll want to install a Filmline processor in your news department NOW!



● "FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"

This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

● "TORQUE MOTOR TAKE-UP"

gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

● "TEMP-GUARD"

positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

● "TURBO-FLOW"

impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

● "ZERO DOWN TIME"

The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

● "MATERIALS, CONSTRUCTION AND DESIGN"

All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained. Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Additional Features included in price of machine (Not as extras).

Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. Prehardener solution filter ■ Precision Filmline Venturi air squeegee prior to drybox entry ■ Air vent on prehardener ■ Solid state variable speed D.C. drive main motor ■ Bottom drains and valves on all tanks ■ Extended development time up to two additional camera stops at 50 FPM ■ Pump recirculation of all eight solutions thru spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution ■ Change over from standard developing to extended developing can be accomplished in a matter of seconds ■ Impingement dryer allows shorter put through time.

Partial listing of Filmline Color Installations: — NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathe-Labs, Precision Labs, Mecca Labs, Color Service Co., Capital Film Labs, Byron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecolor Film Labs, Guffanti Film Labs, A-One Labs, All-service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTRN-TV, WSYR-TV.

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BAU-67

Send for Literature.

Time & Lease
Plans Available.

"When you buy quality Filmline Costs Less"

Minority splits on CPB dissent

All Republicans have doubts on subsidized-TV bill
but part ways on whether to support basic legislation

Minority views were promised on the Corp. for Public Broadcasting legislation being reported out of the House Commerce Committee late last week, and minority views there were. But "only a minority of the minority" on the panel decided actually to withhold their approval that the bill be enacted, the minority counsel reported.

All Republican representatives on the committee, however, either turned thumbs down on the measure or had enough reservations about aspects of the bill to add their names to "separate views" to be appended to the majority report. And one, Representative Hastings Keith (R-Mass.), not only vouched for the separate views but added "additional views" of his own.

In his separate statement, Mr. Keith noted that the bill, while considerably improved in his opinion by committee amendments, still needed to provide explicit assurance that Congress might be expected to review the proposed corporation and its activities from time to time. Saying that although the change to prevent more than eight members of the corporation's 15-man board of direc-

tors from having the same party affiliation was a help, "the danger [that the CPB might become 'a partisan tool'] has not been entirely eliminated."

In the separate views, William L. Springer (R-Ill.), Ancher Nelson (R-Minn.), Mr. Kieth, Glenn Cunningham (R-Neb.), G. Robert Watkins (R-Pa.), Donald G. Brotzman (R-Colo.), Dan Kuykendall (R-Tenn.) and Joe Skubitz (R-Kan.) said the bill "would have been totally unacceptable without bipartisan rule on the board."

Money Troubles ■ Financing proposals for the bill to set up a blue-ribbon corporation to channel federal funds to educational-television-programing enterprises "deserves discussion" the congressmen said, although the lack of such discussion had been "fairly well neutralized" by a committee amendment that will require the CPB to return to the Commerce Committee for another appropriation authorization next year. (The President has said that long-term financing plans will be presented then.)

Despite "remaining weaknesses," say the separate views, "we support the

legislation for all it may accomplish. . . ."

The other Republicans on the panel were not so charitable. Samuel L. Devine (R-Ohio), James T. Broyhill (R-N.C.), James Harvey (R-Mich.), Albert W. Watson (R-S.C.), Tim Lee Carter (R-Ky.) and Clarence J. Brown Jr. (R-Ohio) pressed the point in the minority views that careful legislation should await the whole proposal, financing plans included.

"The general desirability of the objective," they noted, "cannot justify what appears to be an attempt to sidestep and put off the most vital question in the entire proposal." ("The bill provides for one year of financing directly from federal funds and then drops the matter like a hot rock," the dissenters explained.)

They also urged a fight to not let the subsidized-broadcasting corporation "emerge as the high mogul of a new nationwide network."

Majority Views ■ A nearly final draft of the majority report gave clarification of an amendment adopted by the committee authorizing the General Accounting Office to audit the CPB's books. Under the bill as approved by the House panel, the corporation is "required" to submit to an independent audit and the GAO is "authorized" to make its own audits. In the Senate, GAO audits for the CPB were avoided to add insulation from partisan pressures.

The House draft report (which as of last Thursday had not been officially approved and was hence still subject to change) explained that what was to be avoided in the GAO audit procedure was collateral authority usually exercised by GAO in dealing with government agencies to adjust books and settle accounts. This adjusting authority would not be granted in the case of the CPB audits.

The draft report also clarifies (and somewhat defuses) an amendment that could have the effect of prohibiting the CPB from providing programs that could be classed as "entertainment." Education is often entertaining "and should be," the report notes. Shakespeare or even material by Will Rogers would not be ruled out even though it might entertain. The language added was not intended "to inhibit programs that coat the philosophical pill with innocent merriment," the draft report explains.

Network ■ Cheaper rates for interconnection of ETV stations may be the result of another section of the draft report. In the bill's text, the FCC is urged to investigate the possibility of

Committee assignments of FCC commissioners

Here is the lineup of current assignments of FCC commissioners to various committees:

FCC defense commissioner: Lee Loevinger, Nicholas Johnson, first alternate; FCC space commissioner: Rosel H. Hyde, James J. Wadsworth, first alternate; FCC telephone and telegraph committees: Mr. Hyde, chairman, Robert T. Bartley, Kenneth A. Cox; FCC pay-TV committee: Mr. Wadsworth, chairman, Robert E. Lee, Mr. Cox; telecommunications coordinating committee: Mr. Hyde, vice chairman and FCC principal member, Mr. Lee, first alternate, Mr. Wadsworth, second alternate.

Intragovernmental committee on international telecommunications: Mr. Hyde, co-chairman; radio technical committee for marine: Mr. Bartley, chairman; committee for full development of all-channel

broadcasting: Mr. Lee, chairman; advisory committee for land mobile radio services: Mr. Cox, chairman; National Association of Railroad and Utilities Commissioners executive committee: Mr. Hyde, FCC member.

Interagency civil defense committee, interagency emergency planning committee and radio technical commission for aeronautics: Mr. Loevinger, FCC member; committee for sale of Alaska communications system: Mr. Wadsworth, FCC member; interdepartmental committee for atmospheric sciences: Mr. Loevinger, FCC representative; advisory committee for horseracing industry: Mr. Lee, FCC member; intradepartmental communications satellite coordinating committee: Mr. Hyde, chairman, and committee for instructional television fixed service: Mr. Lee, chairman.

providing for reduced rates for interconnection of educational outlets. In the report the FCC gets a further nudge: "The committee intends that the FCC, the corporation and the common carriers cooperate to provide free or reduced rates for interconnection. Where free rates are impractical, the committee feels that maximum charges for noncommercial broadcasters should not exceed the incremental cost of providing such service."

Incremental costs—those necessary to add an existing service (in this case a video channel) to already-installed plant capacity—are usually less than equipment costs averaged for the whole facility, added capacity included (the usual method used by carriers in allocating charges for services).

Floor action on the bill, seen as coming before Labor Day, depends on action by the Rules Committee. Some observers, while not predicting any difficulties for the bill in the Rules Committee, do predict a delay that would preclude enactment before the House recesses for a 10-day holiday Sept. 1.

Nationwide buys Richmond stations

The sale of WLEE Richmond and wxEX-TV Richmond-Petersburg, Va., to Nationwide Communications Inc. for \$7,150,000 was announced last week, subject to FCC approval.

Nationwide Communications, the former Peoples Broadcasting Co., is a wholly-owned subsidiary of Nationwide Insurance Co., Columbus, Ohio. It owns WGAR-AM-FM Cleveland, WRFD and WNCI(FM) Columbus, WATE-AM-TV Knoxville, Tenn., and recently received an FCC grant for channel 47 in Columbus. The company also operates the Green Meadow Country Inn, a resort and restaurant outside Columbus.

Sellers are broadcast pioneers Thomas G. Tinsley, who owns 100% of WLEE, and with Irvin G. Abeloff owns wxEX-TV. Mr. Tinsley sold his WITH-AM-FM Baltimore in 1962 to Reeves Broadcasting Co. for \$642,700.

George W. Campbell, vice president and general manager of Nationwide Communications, said that no change in management of the stations is contemplated. Harvey Hudson is general manager of WLEE; Mr. Abeloff, of wxEX-TV.

The most recent acquisition by Nationwide was in 1965 when it paid \$6.5 million for WATE-AM-TV.

WLEE operates fulltime on 1480 kc with 5 kw and is affiliated with MBS. WxEX-TV, on channel 8, is affiliated with ABC. Broker: Edwin Tornberg & Co.

Quinlan out at WFLD(TV)

He quits after
Field officials
tighten station's budget

Considerable speculation was raised last week concerning the future direction of WFLD(TV) Chicago following the resignation of Sterling C. (Red) Quinlan as president of Field Communications Corp. and general manager of the station often described as the nation's "model" big city UHF outlet.

Mr. Quinlan, one of TV's more colorful and often controversial executives, had been picked by the late Marshall Field IV to put his company back into broadcasting.

Except for statements in a brief formal announcement, neither Mr. Quinlan nor the available officials of Field would comment on the matter. Mr. Quinlan resigns effective Oct. 1, but will continue as consultant for another year, according to the announcement by Bailey K. Howard, president of parent Field Enterprises Inc. Mr. Howard is on vacation and could not be reached for details.

Hardening of the Budget ■ Those who have closely observed the progress from within WFLD but would not be identified reported that a tightening of the operations budget for the station was opposed by Mr. Quinlan as unrealistic if WFLD's goals are to be achieved. They also said Mr. Quinlan has admitted that losses in getting WFLD off the ground were more than anticipated, but they noted he was confident the station is on the brink of achievement in view of its fall program



'Red' Quinlan
Bulldozed by budget

plans and the quality of staff and technical facilities.

Considerably automated and virtually all solid state, WFLD operates on channel 32 with a full megawatt of power. Its present site is Marina City, but ultimately the antenna is to be relocated atop the 100-story John Hancock Building, now under construction.

"It is with regret that I have accepted Red Quinlan's resignation," Mr. Howard said in the prepared statement. "Red's contributions to Field Communications Corp. have been many. Under his leadership WFLD went on the air right on target in January 1966. Much planning and creative thinking went into this venture and we are happy with the result," he added.

Mr. Quinlan said in the statement that the late Mr. Field "asked me to join Field Enterprises Inc. to survey broadcasting possibilities for the corporation. Launching WFLD was the most exciting result. With the station firmly established, I feel I have fulfilled my commitment and attained the challenging objective Mr. Field and I sought."

Syndication Ends ■ Field Communications will close its program syndication office in Hollywood at the end of this month and sell off most of its film properties. All outstanding contracts will be serviced, however, and the basic rights will be retained for *Hawaii Calls*, now on the air in 31 markets, and the George Pierrot travel series. The distribution rights to these two series are to be sold to another distribution firm not yet selected.

The cost of getting WFLD on the air has been estimated at some \$3 million. The operating costs are not known. The construction costs do not include the \$2 million studio center which Marina City has built and leased to WFLD for five years. Completion of this futuristic structure has been delayed repeatedly for various reasons, partly involving external construction problems. WFLD now plans to move into this studio plant Sept. 1.

Field Communications also holds a construction permit for channel 24 in Milwaukee and has an option on the Zenith subscription television system, pending FCC approval. WFLD recently acquired the basic rights in TV for the Chicago White Sox starting next April and plans to package a color network for the team.

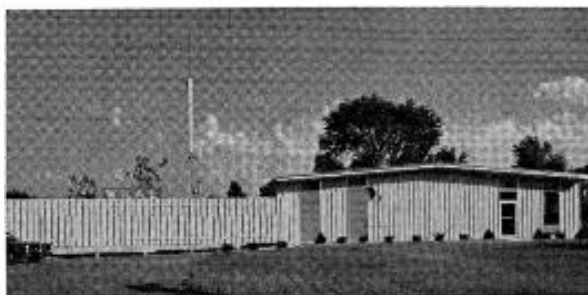
WFLD came about through the merger of a number of applicants for channel 32 arranged by Mr. Quinlan. Presently Field is 50% owner and the managing operator. Field also holds an option for June 1969 to purchase for \$2.5 million the remaining 50% interest in WFLD spread among six groups.

Part Owners ■ These former applicants include: H&E Television Inc. (Harry and Elmer Balaban), Irwill

Need for new facilities develops in smaller markets



KTHI-TV Fargo-Grand Forks, N. D.



WKAL Rome, N. Y.

The broadcasting boom seems to be reaching right into the grass roots of America. Two stations, neither situated in a sprawling megalopolis, recently planned or opened new studios and facilities.

KTHI-TV Fargo-Grand Forks, N.D., has completed plans for its

3,000-square-foot studio, and construction is now underway. William P. Dix Jr., general manager, has announced that the project, to be located at 314 9th Avenue North, Grand Forks, will represent an investment of over \$250,000. Specifications include theater seats.

Jackson B. Maurer, president of WKAL Rome, N. Y., has announced completion of new 2,200-square-foot studios and offices located on South Jay Street. WKAL recently increased its power to 1 kw. and plans to operate WKAL-FM from the site.

Building and gear cost \$56,000.

Inc. (William, Irwin and Rosalind Dubinsky), Schefco Inc. (Herbert Scheftel), Willard Corp. (Cecile E. Burger) and Froelich & Friedland Inc. (Harland Froelich and Milton D. Friedland). Their respective interests are fragmented in or mixed among other established UHF outlets, chiefly in the Midwest. Collectively they put up \$250,000 and Field put up \$250,000 to launch WFLD.

Field, however, has had full responsibility for building and operating the station, including any losses, up until the time of the option date. If Field should fail to exercise its purchase right in June 1969, the basic agreement provides that management and operating control of WFLD would fall to the Balabans and Mr. Scheftel. Harry Balaban, Thursday, said he fully expects Field to pick another manager and carry on the operation of the station. He doubted if Field is thinking about selling the property.

Before joining Field, Mr. Quinlan had been vice president and general manager of WBKB(TV) Chicago, owned by ABC Inc. Mr. Quinlan once explained that his resignation at WBKB came after a battle with New York officials concerning his creative freedom in programming.

Lee begins third FCC term

Four days after the U. S. Senate confirmed his nomination, Commissioner Robert E. Lee took the oath of office last Tuesday, Aug. 15, to begin his third term as a member of the FCC. Appointed by President Dwight D.

Eisenhower in 1953, Commissioner Lee, a Republican, was reappointed for a second seven-year term in 1960. He was subsequently renominated for a third term by President Lyndon B. Johnson on July 17. The commissioner entered federal service in 1938 as a special agent for the Federal Bureau of Investigation and was eventually made administrative assistant to FBI Director J. Edgar Hoover.

NAB meetings draw five commissioners

Five FCC commissioners have agreed to speak at the upcoming regional meetings of the National Association of Broadcasters. The series of eight meetings opens in Atlanta, Oct. 16-17, and closes in Chicago, Nov. 20-21.

Also on the agendas of the day-and-a-half sessions will be an NAB staff report on the fairness doctrine, copyright law and political broadcasting; a presentation on efforts to combat "loudness," and separate radio and television sessions.

Commissioner Lee Loevinger will speak at the Atlanta session. He will be followed by Robert E. Lee in Dallas (Oct. 19-20), James J. Wadsworth in Washington (Oct. 23-24), either Nicholas Johnson or Mr. Lee in Boston (Oct. 30-31), Kenneth A. Cox in Los Angeles (Nov. 16-17) and Mr. Johnson in Chicago. Commissioners for the Kansas City (Nov. 9-10) and Denver (Nov.

13-14) meetings are not set.

The TV session will include a "future of television" panel; a presentation by the National Association of Program Television Executives; a report on TV-code time standards, and a look at UHF.

The radio-session agenda will feature a speaker from the past spring's radio-program clinics; a radio-code presentation, and a presentation on "how to get the most from your NAB membership."

Staff members taking part in the clinics will include: Vincent Wasilewski, president; Douglas Anello, general counsel; George Bartlett, vice president-engineering; Howard Bell, director of NAB Code Authority; William Carlisle, vice president-television; John Couric, vice president-public relations; Hollis Seavey, government relations; Charles Stone, vice president-station services; Sherril Taylor, vice president-radio; Thom Winkler, manager-radio code.

Others taking part will be: Roy Danish, director of the Television Information Office, and members of the NAB executive and Future of Broadcasting committees.

ETV to get KDAL-TV studio

KDAL-TV Duluth, Minn., announced last week it will donate its present television studio to noncommercial educational WDSE(TV) there, upon completion of new studios. WDSE will acquire the facilities worth some \$250,000 in about five months, it was indicated. KDAL-TV's new \$1 million broadcast center is to be completed about Jan. 1, 1968.

To the Boy Scouts at Camp Lewis Humble is Operation Water Mountain.

Their water system damaged by a summer storm, the Scouts at Camp Lewis, New Jersey, were stuck without fresh water — to drink or use for cooking. And no showers! A group of fellows from Humble's Bayonne, N.J., Refinery moved quickly to remedy the problem. On a Saturday, some 50 Humble men met at the camp to begin Operation Water Mountain. □ They buried a 10,000-gallon tank in a mountaintop overlooking the camp. Then they painstakingly laid 1200 feet of pipeline and completed connections to the camp's well below. It was no

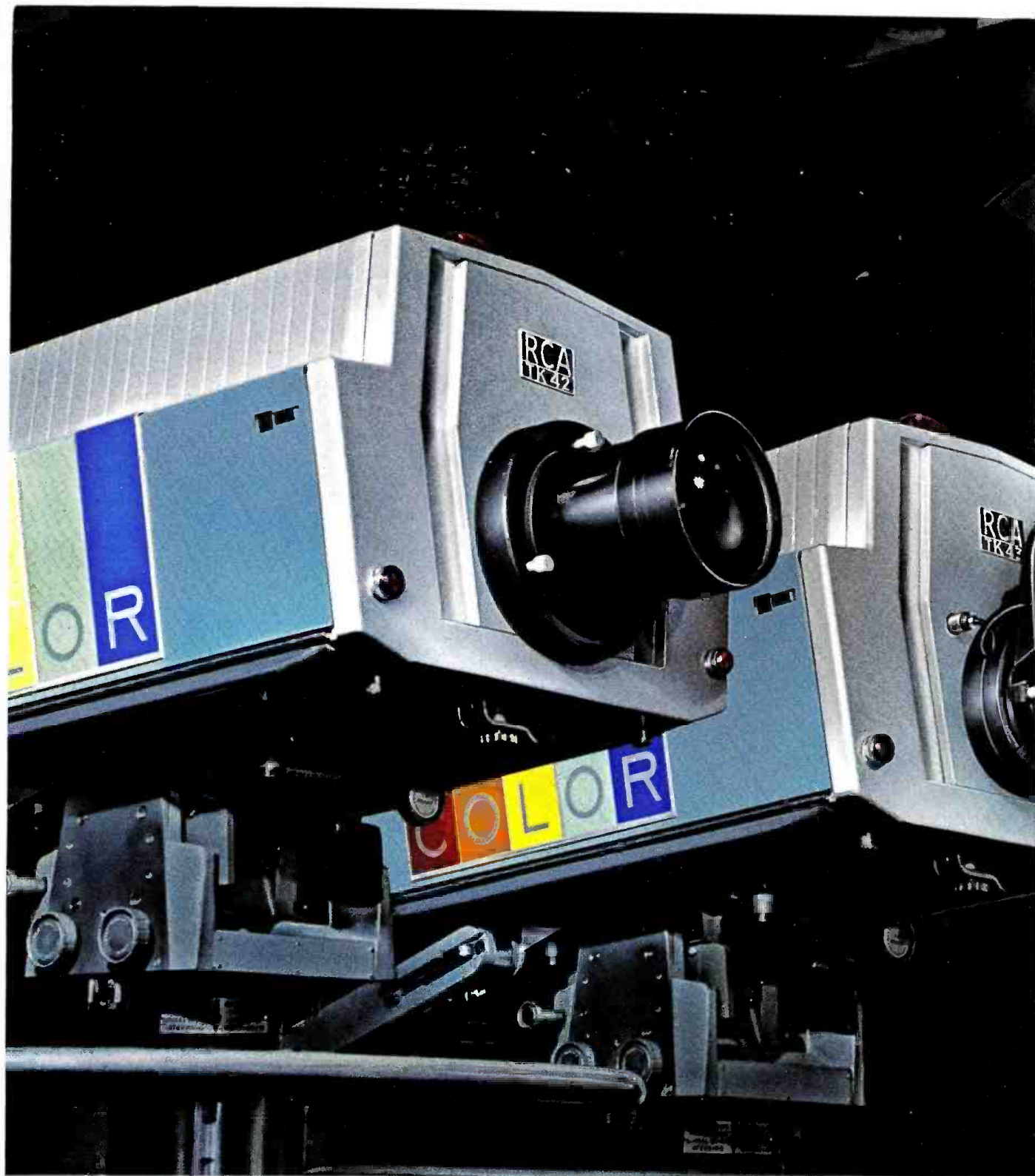
picnic. But sometimes it feels good to have sore muscles. □ Today, a gravity-feed system supplies the Scout campsite with plenty of clean, fresh water. □ To these young boys Humble probably isn't America's Leading Energy Company. To them Humble is Operation Water Mountain. This is not the first — or the last —

community service to be rendered by our men at Bayonne. Their spirit reflects a genuine attitude at Humble: that we must constantly respond to the needs of America's most important resource — its people.

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THE TK-43 DELUXE STUDIO CAMERA (with external zoom) offers all the fine features of the TK-42 with the flexibility of a 10-to-1 lens system. Permits the use of range extenders to triple focal length—from 1.6 inches to 4.8 inches, or from 16 inches to 48 inches. Can also be used with standard fixed focal length lens. Makes one of the most versatile color cameras available. The 1967 models of the TK-42 and TK-43 incorporate many new developments providing improved color tracking, reduced noise level and lower operating cost—part of RCA's continuing product improvement program. Available in 1968—adaptor kits for use of lead-oxide tubes in chrominance channels.

Now...there are 3 RCA "Big Tube" live color cameras



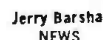
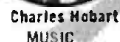
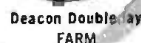
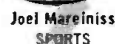
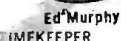
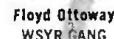
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UHF-CATV balance sought in San Diego

BUREAU RECOMMENDS BAN ON ORIGATION, IMPORTATION

The FCC's Broadcast Bureau has proposed a rough compromise as a resolution of the first commission hearing on the likely effect of CATV importation of distant signals into a major market.

The bureau, in a case growing out of KFMB-TV San Diego's effort to block the expansion of CATV activity in that city, would bar CATV from importing the signals of independent Los Angeles stations, and would prohibit cable systems from originating programing.

But, if those limitations are imposed, the bureau would not restrict the growth of CATV in the market.

The bureau, in proposed findings and conclusions submitted to Hearing Examiner Chester F. Naumowicz Jr., said completely unfettered operations by CATV would sound the death knell of the one UHF station now operating in San Diego, KAAR-TV, and would bar the introduction of new UHF service.

KFMB-TV, warning that two UHF stations could not survive competition of unrestricted CATV activity and that one UHF could last only if it curtailed its operations, said the six systems in San Diego should be barred from extending their carriage of all eight Los Angeles signals generally beyond the areas now served.

Systems' Views ■ The CATV systems, for their part, rapped KFMB-TV as having ignored interests of San Diego viewers "in its attempts to limit CATV operations in its search for greater profits through monopoly." In any case, the systems said, there is no evidence the operations have hurt San Diego UHF or would, even if permitted to grow without restraints.

KFMB-TV filed its petition for relief on March 17, 1966, the first day the commission's new CATV rules became effective, asserting that it and the two other San Diego television stations had been adversely affected by the CATV operations and that the CATV systems were rapidly expanding their operations.

KFMB-TV (ch. 8) is a CBS affiliate, and KAAR (ch. 39) is an independent. The third operating station is KOGO-TV (ch. 10), an NBC affiliate. In addition, KJOG-TV has received a construction permit for channel 51. Two other nearby stations are XETV-TV (ch. 6), an ABC affiliate, and XEWT-TV (ch. 12), an independent Spanish-language station, both in Tijuana, Mexico.

The CATV systems involved are Mission Cable TV Inc., Southwestern Cable Co., Pacific Video Cable Inc., Trans-Video Corp., Rancho Bernardo Antenna System and Escondido Community

Cable Inc. All told, they were serving a total of 26,633 subscribers, or some 7% of the county's 388,024 housing units on Aug. 23, 1966. The bureau forecast that the systems, if unrestricted, would serve between 37% and 60% of all San Diego homes by 1975. KFMB-TV predicts a saturation of 63%, while the systems say their penetration of San Diego homes would be less than one-third of the total.

Tough Combination ■ The bureau noted that Mission and Southwestern intend to originate programing—and this, coupled with the fact that four of the Los Angeles stations the systems carry are independents—influenced the bureau's decision.

The bureau said program origination—movies, in the case of Mission—would have an adverse effect on all San Diego stations, but particularly on the UHF, since that is "the kind of programing KAAR relies on to attract audience from the network stations."

The CATV systems' carriage of the four Los Angeles independents compounds the problem, in the bureau's

view, since they, like the local UHF station, attempt to "counterprogram" the network stations.

"We have concluded," the bureau said, "that unlimited CATV expansion would result in serious impact on the San Diego UHF station. There is a likelihood that it would result in no independent stations at all in San Diego. This would mean that most of the homes not willing or able to subscribe to CATV would be able to receive only three network affiliates and a Tijuana Spanish-speaking station.

VHF Can Survive ■ The bureau said that although the VHF stations in San Diego might suffer loss of audience and be required to lower their rates, it is more difficult to predict the extent to which they would be affected. But the bureau noted that the exclusivity of network programing provided by the rules would afford some protection.

Accordingly, the bureau said it would remove all restrictions on CATV expansion in the San Diego area, provided none of the systems there carry the distant signal of Los Angeles independent stations or originate programing (programs produced by a CATV system as well as feature films, sports events, or syndicated programs acquired by the system).

KFMB-TV, in its proposed conclu-



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Composite week for '68

The FCC has set the dates for the composite week to be used for license-renewal applications for licensees having termination dates in 1968: Sunday Feb. 26, 1967; Monday March 13, 1967; Tuesday Dec. 6, 1966; Wednesday May 31, 1967; Thursday July 13, 1967; Friday Jan. 6, 1967, and Saturday April 22, 1967.

sions, said it is not yet too late for the commission to halt the expansion of CATV in San Diego—less than 10% of the homes are subscribers. "But the time to stop the spread of distant signals in the market is now, for any further expansion would make it significantly more difficult for UHF stations to survive," the station said.

The systems, however, said that the economic viability of San Diego UHF independent stations "is, at best, a matter of extreme conjecture, and there is no proof that CATV is a material factor in increasing the hazards faced by UHF." The systems conceded that

CATV exposes the UHF's to more competition—but it also "opens up otherwise unavailable homes and guarantees that UHF stations can compete more effectively with VHF stations."

In arguing they would have no adverse impact on UHF development, the systems relied largely on their forecast that their penetration of the market would not exceed one-third of the homes—the bureau's view notwithstanding. The systems said growth would be limited by natural business factors, such a density of population, the availability of off-the-air signals and customer acceptance.

Changing hands . . .

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

■ WLEE Richmond and WXEX-TV Richmond-Petersburg, Va.: Sold by Thomas G. Tinsley and Irvin G. Abeloff and others to Nationwide Communications Inc. for \$7,150,000 (see page 39).

■ KPCN Grand Prairie and KNUS(FM) Dallas, both Texas: Sold by Giles Miller Sr. to Robert D. Hanna, president of KPCN, T. A. Rippey, vice president, and Dallas insurance executive Charles Betzel. Price was reported in

excess of \$1.4 million. Contract for KNUS, recently sold by the McLendon Corp. to KPCN for \$176,000, is also being acquired by the Hanna group. KPCN is daytimer on 730 kc with 500 w. KNUS is on 98.7 mc with 17 kw.

■ WTAP-AM-FM-TV Parkersburg, W. Va. Sold by T/R Inc. (Clay Littick) to Broadcasting Services Inc. (C. Thomas Garten and R. L. Drake) for \$579,000. Mr. Garten was formerly associated with WSAZ-AM-TV Huntington, W. Va., and WCYB Bristol, Va. Mr. Drake is president of R. L. Drake Co. of Miamisburg, Ohio, which manufactures radio communication equipment. T/R Inc., owned by principals of Times-Recorder of Zanesville, Ohio, also owns WOMP-AM-FM Bellaire, WZIP-AM-FM Cincinnati, WNXT-AM-FM Portsmouth and WHIZ-AM-FM-TV Zanesville, all Ohio. WTAP is on 1230 kc with 1 kw day, 250 w night. WTAP-FM operates on 103.1 mc with 660 w. WTAP-TV (ch. 15) operates with an ERP of 19.5 kw visual and 3.9 kw aural. Broker: Chapman Co.

■ WICU Erie, Pa.: Sold by Edward Lamb to J. Harry Dornheggen for \$275,000. Mr. Dornheggen has interest in KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado. He also has interest in Montrose Telecable Inc. WICU operates fulltime on 1330 kc with 5 kw.

■ KODL The Dalles, Ore.: Sold by V. B. Kenworthy to Frederic A. Danz for \$125,000. Mr. Danz owns, operates leases and has interests in theaters in Seattle. KODL operates fulltime on 1440 kc with 1 kw.

■ WBLC Lenoir City, Tenn.: Sold by A. B. Corum Jr. to William R. Livesay of Johnson City, Tenn., for \$50,000 cash or \$60,000 on terms, at buyer's option. Mr. Livesay presently controls WAKI McMinnville, Tenn., which has been sold to Aaron L. and Harold L. Durham for \$135,000. WBLC is daytimer on 1360 kc with 1 kw. Broker: Chapman Co.

APPROVED ■ The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 71).

■ KASK and KOYA(FM) Ontario, Calif.: Sold by WBCB-TV Inc. (R. H. Armstrong and associates) to Conrad G. Sprenger and Arthur A. Warren for \$200,500. Mr. Sprenger is president and 52% stockholder of buying company Pacific Coast Broadcasting Corp. and chief engineer of KPOL-AM-FM Los Angeles. Mr. Warren is vice president, secretary and 48% stockholder of Pacific Coast and is businessman. KASK is fulltimer on 1510 kc with 1 kw. KOYA(FM) on 93.5 mc with 1 kw.

■ WTXL West Springfield, Mass.: Sold

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by Telecolor Corp. (Lawrence A. Reilly) to Communications Industries Inc. (Zachary W. Oislander and others) for \$200,000. Mr. Oislander is assistant general manager and general sales manager of WHYN-AM-FM-TV Springfield, Mass., but is resigning. WXTL is on 1490 kc with 1 kw, day and 250 w night.

■ WMOA-AM-FM Marietta, Ohio: Sold by William G. Wells and R. Sanford Guyer to W. Ernst Minor for \$190,000. Mr. Minor recently sold KKIS Pittsburg, Calif. WMOA is fulltime on 1490 kc with 1 kw day and 250 w night. WMOA-FM operates on 94.3 mc with 3 kw.

■ KONE Reno: Sold by Dr. Leland J. Fuller to Lotus Radio, subsidiary of Lotus Theatre Corp., for \$127,500. Lotus Theatre Corp. is applicant for new TV (ch. 13) in Las Vegas, and also owns KWKW Pasadena, Calif. and KENO Las Vegas. Howard Kalmenson is president and director. KONE is fulltime on 1450 kc with 250 w.

Community Television

■ Panama City, Fla.: 80% interest in Florida Antennavision Inc. sold by Bruce Merrill to Westinghouse Broadcasting Co. Both are multiple CATV owners. Price was not disclosed. W. Lewis Gay holds the remaining 20%. Panama City cable company serves 2,600 subscribers on 110 miles of plant, with TV signals from Panama City, Tallahassee and Pensacola, Florida, and Dothan and Mobile, Alabama. The system's potential is 6,000. Westinghouse owns a group of CATV systems in Georgia and Florida. Acquisition of the Panama City CATV brings to 12,000 the total number of subscribers under the Westinghouse CATV banner. It recently bought 49% of CATV Enterprises Inc., which holds a cable franchise for the Riverdale section of New York (BROADCASTING, July 31).

NEW TV STATIONS

WCIX-TV (ch. 6) Miami, is to begin telecasting Sept. 18 with an ERP of 87.3 visual and 50 kw aural from an antenna height of 1,036 feet above ground and 994 feet above average terrain. Joseph M. Higgins is executive and general manager. Licensee is Coral TV Corp.

WFIQ(TV) Florence, Ala. (ch. 36), was to begin telecasting Wednesday, Aug. 16 with an ERP of 589 kw visual and 58.9 kw aural from an antenna height of 538 feet above ground and 767 feet above average terrain. This is the seventh station in the Alabama Educational Television Network. The channel will serve Lauderdale, Colbert, Lawrence, Franklin, Marion and Winston counties. All seven ETV stations will sign on at

8 a.m., Sept. 11. During the school year the in-school hours are devoted to classroom programs. The network signs on at 3:15 p.m. during the summer months. Other stations are WAIQ(TV) Montgomery, WBIQ(TV) Birmingham, WCIQ(TV) Cheaha Park, WDIQ(TV) Dozier, WEIQ(TV) Mobile and WHIG(TV) Huntsville.

Colorado Springs picks Vumore Video

Two new CATV franchises were granted last week and one of them foreshadows the possible wave of the future.

In Colorado Springs, the city council awarded its first cable franchise on a bid award to Vumore Video Corp. of Colorado Inc.

The award to Vumore was won with its offer of a graduated payment to the city on gross receipts that averaged 13.5%, although it went up to 35% in one instance. Vumore is 51% owned by Vumore Co., Oklahoma City (multiple CATV owner), which is owned by group broadcaster RKO General Inc.; 33% by Daniels and Associates, Denver,

NAB moves in September

The weekend of Sept. 15-17 has been set as moving time for the National Association of Broadcasters into its temporary quarters at 1812 K Street N. W., Washington 20006. NAB will be at that address for about 18 months while a new \$2-million headquarters building is erected on its present site. NAB's phone number, effective Sept. 18, will be 223-1400.

and 16% by a group of local businessmen.

The unsuccessful bidders were Rocky Mountain Cablevision Inc., owned 80% by Foote, Cone and Belding, national advertising agency, and 20% by local businessmen; and Colorado Cablevision Inc., equally owned by KKTU(TV) Colorado Springs, group-broadcaster and multiple - CATV - owners, Time-Life Broadcast Inc., Westland Theaters and Televents Inc., Denver.

The winning applicant announced last week that it would commence con-

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Ambassador Hayes is cited by AMST

It took more than nine months, but finally the Association of Maximum Service Telecasters was able to present Ambassador John S. Hayes with a certificate of appreciation for his contributions to broadcasting and AMST. The certificate was made out Oct. 20, 1966, but was not presented until Aug. 11 since he had been overseas in his post as U. S. ambassador to Switzerland. Ambassador

Hayes (center) was president of the Post-Newsweek Stations before being named to the diplomatic post. Making the presentation were Jack Harris (l), KPRC-TV Houston, AMST president, and Lester W. Lindow (r), AMST executive director. The certificate notes the ambassador's participation in founding AMST and his service on its board of directors and executive committee.

struction immediately.

Fremont Cable ■ In a second noteworthy CATV grant last week, the city council of bay-area Fremont, Calif., awarded a franchise to Fremont Cable TV Inc., owned by broadcaster-publisher Morgan Murphy, who already owns CATV systems in Pacifica and Half-Moon Bay, both California.

Unsuccessful applicants were General Electric Cablevision Corp., (multiple CATV owner); Mass Communications Systems Inc., Fremont; Blonder-Tongue Laboratories Inc., Newark, N. J.; Cable Television, and National Wide Cablevision Inc. Except for Fremont Cable, GE and Blonder-Tongue, other principals were all local businessmen.

Mr. Murphy is the owner of KXLY-TV Spokane, Wash., and WISC-TV Madison, Wis.; he is the publisher of the *Superior* (Wis.) *Evening Telegram*, and of other newspapers in Wisconsin and Minnesota.

Fremont Cable proposes to provide the city with 12 channels at a basic

monthly rate of \$4.70. The company will pay the city 4% of its gross annual receipts for the first five years; 5%, or \$1,200 annually, thereafter, whichever is greater. It will also reserve one channel for civic-educational use, and will donate \$10,000 to the city for the use of the reserved channel. It will bring to its customers TV programs from stations in San Francisco, Sacramento, San Jose, San Mateo, all California. Henry Gastman is vice president and director of operations of Mr. Murphy's CATV holdings.

Group owner wins bout with local CATV systems

Group-owner Springfield Television Broadcasting Co., no stranger to FCC processes when they involve settling disputes between the broadcaster's outlets and local CATV systems, won a

round last week with the commission. The commission dismissed or denied the petitions for waiver of carriage and program-exclusivity requirements requested by seven New England cable systems for two Springfield stations—WRLP(TV) Greenfield and WWLP(TV) Springfield, both Massachusetts.

At issue in the commission decision is the question of whether the predicted signal of WRLP (the object of most of the requests) "is actually present in the CATV communities." The commission noted that waiver requests were based on WRLP operations which were interrupted in August 1966 as a result of damage to that station's tower by an airplane. The station returned to the air in March with new and improved facilities. Accordingly, the commission said, these new facilities should now be considered in determining requests for carriage and program exclusivity waivers.

Systems Filing ■ The CATV systems requesting waiver of the rules for WRLP are: Mohawk Valley TV, serving Athol and Orange, both Massachusetts; Brattleboro TV Inc., Brattleboro, Vt.; Young's Community Television Corp., Springfield, Vt.; Claremont TV Cable Co., Claremont, N. H.; Bellows Falls Cable Corp., Bellows Falls, Vt.; Pittsfield-Dalton TV Cable, Pittsfield and Dalton, and Berkshire Telecable, Adams, North Adams and Williamstown, all Massachusetts.

Carriage requirement waivers for WWLP were requested by Pittsfield-Dalton and Berkshire. Both systems were directed to comply with the rules regarding the carriage of WWLP within 30 days.

Concurrently, Springfield has asked the U.S. District Court in Boston to issue a writ of mandamus ordering the commission to take action in a three-year-old case involving its stations and Pioneer Valley Cablevision Inc. (BROADCASTING, Aug. 14). Duplication-protection issues involving Springfield's WRLP are at stake in that dispute.

Wrather group applies for UHF in Anaheim

Veteran broadcaster-syndicator-film producer J. D. Wrather Jr., with four other business associates, has filed an application for channel 56, Anaheim, Calif. The corporate applicant, Orange County Broadcasting Inc., is owned by Mr. Wrather, 82%; Monte E. Livingston, 10%; Edward R. Tisch, Frank L. Bret and Thomas Walker, each 2%.

Besides other holdings in real estate and oil, Mr. Wrather is director and 9% stockholder in multiple-CATV-owner Teleprompter Corp.; president and director of Wrather Corp., which

owns and syndicates *Lassie*, *Lone Ranger*, and *Sergeant Preston of the Yukon*, and president and director of Wrather Hotels Inc., owner and operator of Disneyland hotel. Messrs. Livingston, Tisch and Bret hold various positions in several Wrather corporations. Mr. Walker is a director of entertainment at Disneyland Amusement Park and is a producer of live entertainment shows through his wholly-owned Entertainment Attractions.

Estimated costs of constructing the new station are over \$1 million with first-year operating cost estimates of \$800,000 and revenues of \$400,000.

Former KARA manager files damage suit

Charles Gerber, for three years manager of KARA Albuquerque, N. M., has filed a damage suit against the station and certain of its principals, charging failure to fulfill financial provisions of a March 1966 contract that terminated his management contract and stock interest.

Filed in the second district state court there, the complaint also asks that KARA be put into receivership to conserve assets that Mr. Gerber alleges

are being dissipated improperly. Mr. Gerber contends KARA still owes him \$45,500. He also seeks \$50,000 damages. Mr. Gerber further asks that the termination agreement be rescinded, that he be reinstated as manager and that his stock be restored.

Defendants named in the suit, besides KARA Inc., include John P. Gallagher, whom Mr. Gerber says is majority owner of the station; Joseph Springer, KARA manager; Charles Springer, Charles Rich and S. L. Goodman. Joseph Springer said last week the station had not been served a copy of the complaint but he denied the allegations and said Mr. Gerber "apparently hasn't read his termination agreement."

Mid-decade census bill passes in the House

A bill that could be a boon to demographers and marketers in general gained House approval last week and was sent to the Senate. The measure would provide for a mid-decade census to augment the every-10-years headcount specified by the Constitution.

Basic data on American population enumerated in 1960 is now nearly eight years out of date, advocates of the

bill hold, although the Census Bureau updates its figures periodically by means of sample checks. The bill would permit a whole-population recheck of the figures from the 1970 census in 1975, and five years after each regular census thereafter.

One-paper rule urged by New England publisher

The Senate Judiciary Subcommittee on Antitrust wound up the latest round in its investigation of newspaper economics, last week, by hearing the publisher of newspapers in New Hampshire, Vermont and Connecticut urge that no person be allowed to own more than one newspaper. Furthermore, he observed, "no newspaper should ever be granted a radio or a TV franchise in any city."

William Loeb, publisher of *Manchester (N.H.) Union Leader*, added that in his opinion all newspapers now owning radio and television stations should be forced to sell them.

Throughout the hearing, Subcommittee Chairman Philip A. Hart (D-Mich.) has been asking witnesses what they thought of newspaper ownership of broadcast media, but most have been favorable or noncommittal. The hear-

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ing was inaugurated in response to legislation submitted that would permit mergers and joint operating and business arrangements between newspapers when one of the parties has been judged a "failing newspaper."

The newspaper industry appears to be badly split on the measure (S.1312), introduced by Senator Carl Hayden (D-Ariz.) and cosponsored by 14 other senators (BROADCASTING, July 17, et. seq.). Generally, central-city dailies favor the bill while suburban and weekly newspapers oppose it. Senator Hart has noted that although he was sympathetic to the proposal at the start of the hearing, he has, since hearing testimony, had considerable misgivings.

Mr. Loeb provided one of the final blasts to be heard at last week's session of the hearing: "When the U. S. newspaper industry is accused of monopolization it raises the hypocritical cry that freedom of the press is being attacked, and it attempts to wrap itself in the First Amendment of the U. S. Constitution with all the effrontery and sham of a harlot trying to hide behind a wedding gown."

September meet set for NAB future group

The first meeting of the National Association of Broadcasters Future of Broadcasting Committee under its new chairman, John F. Dille Jr., (CLOSED CIRCUIT, July 31), has been set for Sept. 13 in Washington.

Mr. Dille, president of Communicana Group of Indiana, Elkhart, Ind., has just completed two terms as chairman of NAB. Dwight W. Martin, WDSU-TV New Orleans, who has been chairman of the committee, will continue as a committee member.

Other committee members, all reappointed are: William Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; John T. Murphy, Avco Broadcasting Corp., Cincinnati; G. Richard Shafto, WIS-TV Columbia, S. C., and Willard Walbridge, KTRK-TV Houston.

For the past two years the committee has included two members of the NAB radio board, but they were not reappointed since creation of a Future of Radio Committee is in the works.

Court orders stay for WXXL

That complex five-year-old WXXL Harriman, Tenn., proceeding is headed for its fifth round in court. Last week the U. S. Court of Appeals for the District of Columbia ordered a temporary

stay of the FCC decision ordering F. L. Crowder, trading as Harriman Broadcasting Co., WXXL, to cease station operations on Aug. 15 (BROADCASTING, Aug. 14). The court indicated that the stay was being issued to permit it fuller consideration of the matter after the commission has had a chance to file a response to Mr. Crowder's request for a stay.

FCC sticks with its Baltimore decision

The FCC last week upheld the grant of channel 45 in Baltimore to Chesapeake Placement Service Inc. The commission acted on a petition by Erway Television Corp. for review of a review board decision affirming the grant. The commission said it would permit the review in part, but, in upholding its grant, maintained that the review would still fail to give Erway preference for the facility over Chesapeake.

The Erway review request came about when the board refused to grant the company a preference for integration of ownership (Guy S. Erway is the sole stockholder of the company; Chesapeake is owned by eight principals). The board found that Mr. Erway's subsequent interests in two other broadcast properties through a corporation in which he is 98% owner detracted from the integration preference; Erway alleged that it should be given an opportunity to prove otherwise.

The commission agreed with the Erway contention, but said no purpose would be served by holding a further hearing since Chesapeake's superior programming proposals would outweigh Erway's ownership integration.

Noncommercial TV's join the march to color

The last 18 months have seen a rush into color by noncommercial TV stations across the country, National Educational Television said last week.

Presently, 55 of the 117 NET affiliates can transmit network color, 17 can carry color film, 15 both film and tape, and three stations can originate local, live color. An additional three stations are expected on the air by yearend with full color capability.

Increased color production by NET—80% of the weekly half-hour science series *Spectrum* will be in color this year, and about 25% of the total NET product—and the prospect of the Public Broadcast Laboratory's two-hour weekly color show starting Oct. 29 have spurred station plans for colorization.

Dingell enters bill to prohibit pay TV

The House Communications Subcommittee, bent on investigating pay-TV prospects (BROADCASTING, Aug. 14), will have an anti-pay-TV bill on the agenda. Last Thursday, John Dingell (D-Mich.) introduced legislation that would flatly prohibit the FCC to license any station offering pay-TV fare.

In submitting the bill he referred to the FCC's pay-TV-committee report recommending that a supplemental pay-TV system be established (BROADCASTING, July 17). He said subscription television would operate to limit choice of programs and undercut regular commercial broadcasting.

Freedom of action for the House Commerce subcommittees meanwhile remained a victim of air pollution. Prohibited from meeting while the parent body is active, the subcommittees have been waiting in the wings since early spring while the full committee has been in a variety of undertakings, among them a major educational-television bill (see page 38).

Latest on the full-committee agenda has been an air-pollution hearing, continued through this week. Chairman Harley Staggers (D-W.Va.) has promised to make way for the subcommittees at the conclusion of the pollution action.

Last Thursday (Aug. 17), however, the chairman gave notice that he intends to continue a suspended series of hearings on aviation safety. If this proves to be a full-committee venture it will mean more delay for the subcommittees. Staff members indicated that the air-safety matter could possibly be handled by one of the subcommittees though, freeing the other panels for pending assignments.

Wheeling CATV contests 24-hour protection rule

A CATV company in the mountainous regions of West Virginia is battling hard to keep from having to black out one-third of the nine stations it is providing to its customers.

At issue is the FCC regulation that requires CATV systems to afford 24-hour protection to local stations against duplication of programs from "distant" TV stations.

Wheeling Antenna Co., serving that West Virginia city, brings nine signals to its subscribers; from TV stations in Wheeling; Steubenville, Ohio; Youngstown, Ohio, and Pittsburgh. But seven

of the nine stations duplicate each other's network programs, and five of the seven put a grade A or better signal over Wheeling, making them, technically, all local stations.

Two of the local stations have asked for the duplication protection—WTRF-TV in Wheeling, affiliated with NBC, and WSTV-TV Steubenville, affiliated primarily with CBS but which also carries some ABC programming. NBC programs are also carried by WHC(TV) Pittsburgh, and CBS by both KDKA-TV Pittsburgh and WKBN-TV Youngstown. The last, however, does not put a grade B signal over Wheeling and the CATV company agrees that it is a distant station.

In both the NBC and CBS instances, Wheeling Antenna has asked the FCC to waive the duplication protection requirements. It contends that neither of the local stations place a full, clear signal over all of Wheeling because of that city's hilly terrain.

Last June, the FCC denied the waiver request as it applies to WTRF-TV. The commission is still considering the petition from the cable company as it applies to WSTV-TV.

Two weeks ago, Wheeling Antenna filed an appeal in the U. S. Court of Appeals for the Fourth Circuit in Richmond, Va., against the FCC's action in the WTRF-TV case. The cable company contends that the FCC has no right to deny its request without a hearing.

11.3-million households have color-TV sets

The number of color-television households increased 44% from 6.78 million to 11.27 million between July 1966 and July 1967, according to a NBC announcement made last week.

NBC puts "color penetration of TV households" at 20.2%, up from 12.3% as of July 1, 1966.

Media reports...

Broadcasting to books ■ NBC News will publish the "NBC News Picture Book of the Year: 1967" Sept. 6 through Crown Publishers Inc. under agreement with NBC Enterprises. NBC's first published annual review of world events is edited by Ben Grauer, and features articles by Chet Huntley, Ron Nessen, Welles Hansen, Pauline Frederick, Sandy Koufax and others.

Expansion in K.C. ■ KCKN-AM-FM Kansas City, Kan., has occupied an additional 1,000 square feet of renovated studio and office space in its three-story building. The \$25,000 project included new, separate AM and FM control room facilities, newsroom, and

all new solid-state audio equipment. Station manager Glen George is planning additional FM facility expansion for 1968.

Answers are filed to CATV charges

Charges registered with the FCC by one Charlotte, N. C., CATV competitor against another were answered last week.

Jefferson-Carolina Corp., a CATV company owned jointly by group-owner Jefferson Standard Broadcasting Co. and the Carolina Telephone and Telegraph Co., owned in part by Southern Bell, an AT&T affiliate, refuted the claims of Cox-Cosmos Inc., jointly owned by group-broadcasters Cox Broadcasting Corp. and Cosmos Broadcasting Corp.

Cox-Cosmos alleged that Jefferson-Carolina was proceeding with expedited construction of its CATV system while Cox-Cosmos was suffering alleged delay in obtaining lease-back arrangements from the telephone company (BROADCASTING, Aug. 7). Both Cox and Jefferson own TV stations in Charlotte, WSOC-TV and WBTB(TV) respectively.

Jefferson-Carolina asked the commission to dismiss the charges on the grounds that Cox-Cosmos failed to state a cause for action against it under the common-carrier provisions of the Communications Act and failed to allege any matter that would pertain to the CATV rules. Jefferson-Carolina claimed that if it were the "supposed beneficiary of the alleged discrimination," the Cox-Cosmos petition should be dismissed because "nowhere under Title II of the Communications Act is the commission given jurisdiction over beneficiaries of alleged discriminatory practices. Jefferson-Carolina, while a customer of a common carrier, is not itself a common carrier."

Under the CATV rules the company maintained that Cox-Cosmos failed to allege that its proposed service would "adversely affect" the public interest; that Cox-Cosmos seeks commission intervention in a matter unrelated to the rules and "involving a parochial dispute between competitors, and that the rules should not be applied in this matter since the commission's CATV regulatory authority has been upheld in the courts only because CATV's possible impact on broadcasting made it a "fit subject for federal regulation." It would appear, the company said, that there is no basis for a lawful application of the CATV rules "to matters unrelated to the concerns which prompted the commission's exercise of jurisdiction in this area."



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ABC leaps into motion pictures

Will finance production of feature films

to be distributed by subsidiary of Cinerama

ABC Inc. last week disclosed the extent of its moves into motion-picture production and distribution.

At a news conference in New York, ABC officials said the company will budget up to \$30 million to produce from 10 to 12 feature films before 1969, and in association with a newly formed, wholly owned, but as yet unnamed subsidiary of Cinerama Inc., Los Angeles, distribute them worldwide, first to theaters and subsequently to TV.

ABC spokesmen also said the company has acquired 50% interest in two projected films, using the Cinerama (wide screen) three-camera technique, which Cinerama estimates will cost in excess of \$10 million. The pictures, "Custer of the West" and "East of Java", will also eventually be adapted or "reduced" in size for TV release.

Leonard H. Goldenson, ABC president, said his company regards theatri-

cal distribution as "an economically sound" field—one that ABC will regard as "a separate business," with interest in TV only as a secondary consideration. It is hoped, he said, that the new subsidiary of Cinerama will emerge as the "eighth major film distribution company in this country." Currently, he indicated, seven companies lead the field: Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, United Artists, Universal and Warner Bros.-Seven Arts.

CBS within the last year announced its organization of CBS Theatrical Films Division to produce "about 10 theatrical motion pictures a year."

William R. Forman, Cinerama's retiring president and now chairman of the board, announced at the news meeting the election of a new president, Seymour Poe, former executive vice president and a member of the board of directors of 20th Century-Fox

Film Corp.

Mr. Poe said that once the ABC-Cinerama project gets underway, its yearly distribution will include two Cinerama pictures and 14-16 additional films. He said Cinerama expects to establish 10 offices in the U. S. The company will also operate an international subsidiary through its offices in London, Paris, Tokyo and Rio de Janeiro.

This fall, ABC said, it will start to "produce and/or finance" the feature films either through its subsidiaries, Selmur Productions in California and Palomar Pictures International in New York, or through independent producers.

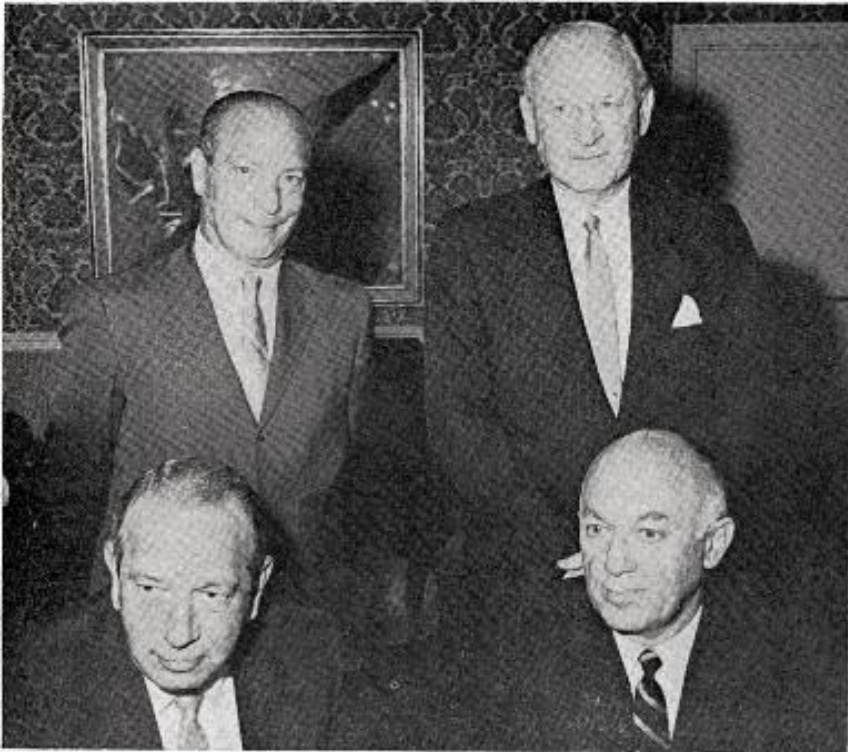
ABC's Selmur, organized four years ago, filmed ABC-TV's *Combat* series plus several daytime TV shows. Last year Selmur began filming "Alexander the Great" for theatrical release but the film was first shown on the network. The Palomar Pictures subsidiary began operations about six months ago.

Asked how ABC will manage financing while its merger with International Telephone & Telegraph continues in doubt, Mr. Goldenson said arrangements will be made for "interim financing" until a court decision is rendered, at which time permanent financing would be negotiated. Mr. Goldenson indicated he could not say what type of financing would be arranged if the merger with ITT is rejected.

Samuel H. Clark, ABC group vice president for nonbroadcast operations, said ABC's budget of \$30 million is a "projected figure," and that the company will be able to use income from its present film commitments "to help meet and possibly exceed that budget." Mr. Clark was selected early this year to head ABC's theatrical operations.

At an ABC stockholders meeting earlier this month, Mr. Goldenson said his company had begun "broadening its activities" in motion-picture production for theater distribution and later for TV network and syndication use. He stated that Selmur Productions plans to film "Charly" (with Cliff Robertson and Ann Heyward), "Shalako" (Sean Connery and Robert Stack), "The Rover" (Anthony Quinn), a film by producer Saul David, and director Carlo Ponti's "Smashing Time" (Lynn Redgrave and Rita Tushingham). Both "Charly" and "Shalako" as well as another Selmur production, "Hell in the Pacific" (Lee Marvin and Tosharo Mifuni), have been earmarked for release through Cinerama.

Mr. Goldenson said Palomar Pictures has scheduled production work on "For Love of Ivy" (Sidney Poitier), "Nobody Loved a Drunken Indian" (based



At the news conference held by ABC Inc. and Cinerama Inc. were (standing, l to r): Leonard H. Goldenson, president, ABC Inc.; William T. Forman, chairman of the board of direc-

tors of Cinerama. Seated (l to r): Samuel H. Clark, group vice president for nonbroadcast operations of ABC Inc., and Seymour Poe, newly elected president of Cinerama.

on a novel by Clair Huffaker), and "The Birthday Party," a Harold Pinter play. Cinerama will handle distribution on the first two films.

Copyright talks aim at CATV settlement

The Copyright Office of the Library of Congress, having managed to get the major disputants to its stalled attempt at copyright-law revision to three separate meetings, now hopes to get all three delegations in the same room at the same time.

Tentatively scheduled this week, but still far from firm, the office said, is a day-long meeting Thursday (Aug. 24) that will bring representatives of the CATV industry, broadcasters and copyright holders huddled with Capitol Hill and Copyright Office staff members Thursday (Aug. 17).

Register of Copyrights Abraham L. Kaminstein has been calling the meetings to explore attitudes and positions on CATV liability under the revised law and on the possibility, advanced by CATV groups, that interim legislation be passed to freeze enforcement suits by copyright holders against CATV's liability under present law until the still-to-be-determined terms of the new law can be enacted. Under a federal court decision, upheld on appeal, cable systems are fully liable for copyright claims on broadcast program material carried. Petition for Supreme Court review is under consideration.

As passed by the House, the revised copyright law would hold all CATV systems liable. A modifying section that would have provided degrees of CATV exemption was struck from the bill during floor action, pending resolution of a committee-jurisdiction dispute. Since then, no progress has been reported by either committee—Commerce or Judiciary—in finding a solution to the difficulty.

At Meeting ■ Attending last Tuesday's meeting were Robert Evans and Richard Jencks of CBS; Harry Olsson, ABC; Myron Roth, NBC; Douglas Anello and Paul Comstock, National Association of Broadcasters; Charles Miller and William Malone, attorneys representing the Association of Maximum Service Telecasters; Martin Firestone, attorney representing the All Channel Television Society; Herbert Fuchs, House Judiciary Committee staff; Thomas Brennan, Senate Judiciary staff, and three members of the Copyright



Mr. Kaminstein

Office.

In the meetings with broadcasters and copyright owners, a Copyright Office observer reported, an interest was shown by the groups in working to resolve substantive issues to be settled by copyright-law revision; opposition or less interest was shown in the interim moratorium on infringement suits. Issues raised were considered worth discussing in further meetings, it was noted.

A broadcaster present at the Tuesday meeting reported that "all of the broadcast representatives were in opposition to the moratorium on judicial remedies for infringement. While no broadcaster or lawyer objected to a possible meeting with CATV and copyright representatives, under Mr. Kaminstein's auspices all agreed the purpose of any such meeting would be to hear what reasons the CATV interests advanced for such a proposal."

"The purpose would not be merely to discuss the form of a moratorium," it was added.

Among copyright proprietors attending the Thursday meeting were Herman Finkelstein, American Society of Composers, Authors and Publishers; Leon Kellman, American Guild of Authors and Composers; Willis F. Myers, SESAC; Evelyn Burke, Screen Writers Guild, and Sidney Schreiber, representing the Motion Picture Association of America.

Committee delays 315 bills

Senate Commerce Committee action, expected last week on a series of bills affecting political broadcasting, was postponed until Wednesday of this week (Aug. 23), because of the press of other committee business, a spokes-

man announced. The committee will meet in closed session to consider bills that were the subject of a hearing last month (BROADCASTING, Aug. 14, July 24). Focus of the bills is on Section 315 of the Communications Act. One would repeal the section in its entirety; others would permanently or temporarily suspend its operation for specified campaigns. Observers say there is a strong possibility that none of the measures will gain committee approval.

Radio-TV coverage of House hearings urged

A House hearing on ethical standards provided a forum for a Washington newspaper reporter to urge that House hearings be open to the public—with radio and television coverage. Clark Mollenhoff, Cowles Publications, also asked for full disclosure of financial interests of senators and representatives.

Mr. Mollenhoff, speaking as chairman of the freedom-of-information committee of Sigma Delta Chi, professional journalistic society, said hearings should be open unless national security is involved, or unless allegations are being explored to determine if serious charges can be corroborated.

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Disney sues Alaskan CATV's over copyright

SYSTEMS REPLAY TAPES FROM TV STATIONS IN SEATTLE

Walt Disney Productions, Burbank, Calif., has gone to a federal court in Seattle in an attempt to stop a group of CATV systems in Alaska from carrying any more Disney programs without copyright payment. The suit also seeks damages of up to \$250 for each copyright infringement.

The suit filed in the U.S. District Court alleges that Alaska Television Network Inc., Anchorage, its subsidiary CATV systems, and Video Tape West Inc., Seattle, have taped programs of Seattle-area TV stations and replayed them on the Alaskan cable systems.

Disney seeks an injunction to stop the firms from taping and replaying the *Wonderful World of Color*, which is on NBC-TV, and the syndicated *Zorro* series. It alleges that since September 1965, Video Tape West has

been taping programming of KING-TV, KIRO-TV, KOMO-TV, KTNT-TV and KCTS-TV (noncommercial) and replaying it on systems in Skagway, Cordova, Petersburg, Wrangell and Kodiak, all Alaska.

James C. Stevens, 28-year-old majority owner of ATN and Video Tape West, said he has "no bones to pick with Walt Disney" and "wouldn't mind paying a reasonable licensing fee, but there has never been a central organization to pay it through." He added that the ATN systems have not been carrying the Disney programs "for some time."

He said that when the Petersburg and Wrangell systems were started in June 1964 the closest stations, by air, getting live network feeds were in Seattle so they were taped. The Anchorage stations, he added, were just

as far away and received programs on a delayed basis.

Because of the mountainous terrain and the inaccessibility of the areas, microwave pickup was out of the question, so tape feeds seemed the "only method."

Few Subscribers ■ He pointed out that each of the towns has less than 1,800 population. ATN has 390 subscribers in Petersburg, 325 in Wrangell, 125 in Cordova and 107 in Skagway. The Kodiak system, which ATN sold in June to a group of local businessmen, has 200-300 subscribers. He said the charge to the Petersburg and Wrangell subscribers is \$15 per month and to the Skagway and Cordova subscribers \$17 per month.

Mr. Stevens said the programs are seen on a delay of one to three weeks since the tapes are bicycled to the systems. The only exception are newscasts, which are seen on a 24-hour delay.

On ATN's four systems only one channel is used for television programming, he said. Another channel is used

Cheverton gives advice on riot coverage

Here, in slightly condensed form, is a letter written by Dick Cheverton, news director of WOOD-AM-FM-TV Grand Rapids, Mich., and former president of the Radio-Television News Directors Association, to the news directors of other Time-Life Broadcast stations, following riots in his city:

First—any plans you make will need last-minute adjustments because of the mercurial nature of the riots. Plan for flexibility.

Here is what we had:

1. Four two-man cars. Two men for mutual protection. One shoots [film], the other reports and makes feeds. Pile in the equipment with spares for sun guns, tapes, etc. It may be a while before the crews return. Important: Use unmarked cars. Rioters, regardless of what our newspaper competitors say, don't relish the sight of TV newsmen. Your men should wear dark clothing; helmets are vital and they should be painted black. Don't allow newsmen to carry sidearms; you could be blamed for a shooting. Tie a rag to the car antenna and notify police so imported officers will spot you. Be prepared to shoot without sun guns, but carry spare batteries, or power packs. Lights rile everyone.

2. One man handling all two-way and police traffic. Keep a record of

all transmissions and use him for all station-to-car traffic. This man tells crews about all police calls, directs them to hot spots and (we have a two-way intercom with engineering) handles information to engineering regarding feeds.

3. One man assigned to writing for radio . . . leads, bulletin info; he also double checks on all police calls. Our rioters were cute. They telephoned with constant false alarms which are relayed to police units. Airing without checking validity is dangerous. This guy should bury himself in the copy.

4. TV desk man who prepares the newscasts and prepares bulletins for TV. Riots, we found here, are mainly a radio story, but we tend to overlook the rest of the world and you'll need someone removed from the excitement to prepare TV.

5. One man in engineering keeping track of tapes, editing when necessary and alerting the desk that they were OK and ready to go. This guy is important because the crews tend to get emotional after several hours of tension; they sometimes say damaging or even false things; their quality may be bad; their information may be outdated or needs revision. Putting all feeds on without double checking we found can be dangerous. This man should be

a cool cat away from the excitement of the newsroom for this reason. Don't expect to get rational treatment or statements from Negroes you've known for years . . . or even from police officials. Most statements will be lousy one-sided, and you must watch for statements that are inflammatory and will incite further disorders. This staffer must listen for nuances and be alert for what's not being said, as well as sifting our stuff that may damage the station.

I aired all bulletin material on radio and we attempted to program segments. Instead of simply airing bulletins, which also tend to increase the tension and excitement, we brought events up to date with some introductory stuff, then brought in the various crews for feeds. We were also throwing in information about Detroit and other Michigan cities. We didn't embroider or get excited . . . we downplayed whenever feasible. The feeds were made at about 10-minute frequencies. You'll be accused of sensationalism, but that's expected.

One man was stationed at the police communications center. He fed official information during feed periods. Police info, statements from the city manager and mayor, and he gives you a back-up capability

to bring in radio signals from Juneau, Alaska.

Mr. Stevens, who is also majority owner of Video Tape North, Anchorage, the Alaska distributor for Ampex tape equipment, said ATN had the first video-tape gear in Alaska and also fed the first ETV programming in the state when it began carrying programs from KCTS-TV three years ago.

He said Video Tape West has eight Ampexes at its Seattle taping center; two Ampexes at the systems in Petersburg and Wrangell, and one Ampex each at the Cordova and Skagway systems. The Kodiak system, which sometimes feeds two channels of programming, has four Ampexes.

Mr. Stevens started in broadcasting with KRNT Des Moines, Iowa, and had been chief engineer of KTVA(TV) Anchorage and an RCA sales representative in Alaska before forming ATN in 1964 with his now 29-year-old partner, Gary Engard of Seattle.

He added that ATN had never filed the FCC's ownership report of CATV's

because the FCC definition of CATV "was instantaneous relay and we didn't fall under it."

National General buys Banner companies

National General Corp. last week took what its president, Eugene V. Klein, described as "a step toward our goal of becoming a complete entertainment complex" with its acquisition of Banner Productions, Banner Films and affiliated companies from Sy Weintraub of Los Angeles.

National General thus added television production and distribution to its movie production, distribution and exhibition and music-publishing operations.

Banner Productions' first TV series, *Tarzan*, is on NBC, and another "is under negotiation with a network," according to Mr. Weintraub. Banner

Films, in addition to the international distribution of and eventual off-network syndication rights to *Tarzan*, holds rights to all but two of the 30 "Tarzan" feature films, several other features and numerous cartoons.

The Banner companies will be reorganized as National General Television Corp., a wholly owned subsidiary, with Mr. Weintraub as president and also as vice president for television operations of the parent company. The new subsidiary will develop TV series from both new projects and National General movies, and will distribute both series and NGC movies to television.

Mr. Weintraub received in the transaction \$5 million in convertible preferred stock and additional compensation in the form of nonconvertible preferred stock, dependent on the subsidiary's future performance. As a major stockholder, Mr. Weintraub is likely to be elected a director of National General, Mr. Klein said.

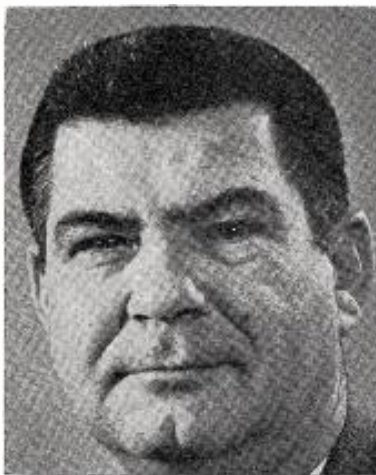
Mr. Klein also said he expects the acquisition "to add more than \$10 mil-

if you need something checked.

Get plenty of female type telephone answerers. You'll be swamped. Throw away your budget . . . order in food and bolster the security in the station. We added fire extinguishers and hired rural police. (We're only two blocks from the ghetto).

Stay on the air. People are frightened and if there's nothing happening, it is reassuring. Tell your staff about the insurance covering hazardous duty, and be prepared to pay for windshields, windows and any other damages. Be prepared to lose cameras and any other gear. Don't stray too far from police units. Don't try to scoop . . . it may put your people in unusually dangerous situations.

If you don't have a police information officer try now to set one up. Statistics are most difficult to get: how many police are involved size of mob; number of fires; snipings; which direction is the flow of violence, etc. Only a police information officer can break through the confusion and get this on an area-wide basis. If no officer is available, try and have a newsman installed in the job on a temporary basis . . . a weekly newspaper guy, retired wire service guy . . . anyone who has the blessing of the police.



Dick Cheverton
The bastards are shooting

Don't be lulled by the idea you've been calling a desk man or a dispatcher for years. He won't bother with you during a riot.

Throw away any conceptions you have about actions of people, particularly the Negroes. These race riots (our guys also covered Detroit) are frightening experiences of mass mayhem, murder, sniping and terror.

Above all don't get into a jam and expect to get out by being rational or K1Z or anything else. When the

riots start, there is a kind of mass madness that completely wipes out the civilized rules.

We are concerned here about the subtleties of radio coverage . . . the inescapable bulletin approach that makes the whole affair a sort of cliff-hanging series which generates excitement and resistance. I don't know how you avoid it, and I wouldn't be too concerned with it, although a better approach is suggested.

The danger your station will have is that you may report one-sided (it's pretty hard to be sympathetic with some bastard that's shooting at you) and it may lapse into sensational type reports. Rest assured you'll hear the criticisms no matter how rational you've been.

Don't give a guy more than he can handle or the misinformation creeps in—and in riot situations this can be very dangerous.

I didn't mention photographers doing film editing. I don't know your situation, but we called in photographers to edit film and replaced the man with a reporter equipped with silent camera. Incidentally, take tape recorders for wild sound. Portable sound rigs aren't much good without a lot of police protection. You have to move fast, dodge fast, when rocks and bricks are flying. . . .

Dissidents pressure advertisers to silence talk radio

There's trouble in the talk-radio field. The trouble involves the cancellation of contracts by advertisers or the outright refusal of many of them to buy. While apparently only a single station is bearing the brunt of this trouble so far, there are implications in it for every talk radio station in the country.

Some 18 months ago, KLAC Los Angeles, a relative nonentity among the more than 35 radio signals in its market, switched to an all-telephone-talk format. Audience reaction was immediate and overwhelming. Ratings increased spectacularly and the Metromedia-owned station became a leader in Los Angeles.

But the new KLAC format did not attract a passive audience. The station has been controversial. It even works at being controversial. As a result it began receiving threatening telephone calls and letters, many of them anonymous or with false names and addresses. Some letters demanded that the station fire its conservative commentators like Joe Pyne, while others were equally insistent that liberally oriented people such as Mort Sahl be discharged. When the station did not accede to their demands, many of these same people reportedly started writing the FCC, congressmen and senators.

Apparently these letters also did

not bring the desired results and so the letter writers took their most recent and seemingly most effective, approach. They have been writing and calling advertisers threatening to boycott stores and discontinue use of products.

"You can imagine the terror this strikes in the heart of a businessman," comments Jack G. Thayer, vice president and general manager of KLAC. "Most businessmen are not equipped to investigate threats, check statements taken out of context, investigate the validity of names and addresses. Complaints cause panic."

Closed Minds ■ This panic has resulted in a decided slump in sales at

lion to NGC gross income and make a significant contribution to earnings on a pooling-of-interest basis."

TV series sales . . .

The Joe Pyne Show (Hartwest Television Inc.): KTVU(TV) Oakland-San Francisco; WFLD(TV) Chicago; KHON-TV Honolulu; WATL-TV Atlanta; KWWL-TV Cedar Rapids-Waterloo, Iowa; KOLO-TV Reno, and KGUN-TV Tucson, Ariz.

Gypsy Rose Lee Show (American International Television Inc.): KBTB-TV Denver; KMSP-TV Minneapolis-St. Paul; KPLR-TV St. Louis; KZAZ(TV) Nogales-Tucson, Ariz.; WICA-TV Ashtabula and WSWO-TV Springfield, both Ohio; KGSC-TV San Jose and KVIQ-TV Eureka, both California; WLBW-TV Miami; KGO-TV San Francisco; WABC-TV New York; KABC-TV Los Angeles; WBKB-TV Chicago; WWJ-TV Detroit; WHEN-TV Syracuse, N. Y.; WJAR-TV Providence, R. I.; KGGM-TV Albuquerque and KBIM-TV Roswell, both New Mexico, and KHBV-TV Las Vegas.

The Ray Coniff Christmas Special (Wolper Television Sales): WABI-TV Bangor, Me.; WSOC-TV Charlotte, N. C.; WFMY-TV Greensboro, N. C.; WDAM-TV Hattiesburg, Miss.; KATC(TV) Lafayette, La.; WHEC-TV Rochester, and WNYS-TV Syracuse, both New York; WJXT(TV) Jacksonville, Fla.; WLVA-TV Lynchburg, Va., and WCSH-TV Portland, Me.

Bold Journey (Banner Films): KHQ-TV Spokane and KOMO-TV Seattle, both Washington.

Tarzan Features (Banner Films): WSB-TV Atlanta.

America! (Sandy Frank Program

Sales Inc.): WFLA-TV Tampa, Fla.

The American West (Sandy Frank Program Sales Inc.): WROC-TV Rochester, N. Y.

High and Wild (Sandy Frank Program Sales Inc.): KNBC(TV) Los Angeles.

The Traveler (Sandy Frank Program

Sales Inc.): KGUN-TV Tucson, Ariz.

Mr. Ed (MCA TV): WROC-TV Rochester, N. Y.; WHNT-TV Huntsville, Ala.; WRCB-TV Chattanooga; WSB-TV Atlanta and, WFRV-TV Green Bay, Wis.

Leave It to Beaver (MCA TV): KCAU(TV) Sioux City, Iowa; WJAC-TV Johnstown, Pa.; WROC-TV Rochester, N. Y.; WMAZ-TV Macon, Ga.; KTVU(TV) Oakland-San Francisco, and WTRF-TV Wheeling, W. Va.

Dorothy goes to NBC-TV

Four-million dollars is a lot of money to pay for a farm girl, a scarecrow, a tin woodman and a cowardly lion, but the price apparently isn't too steep for NBC-TV which last week announced it had acquired exclusive rights to the feature film in which four such characters appear (CLOSED CIRCUIT, Aug. 17).

NBC reportedly will pay MGM studios \$800,000 a showing at one showing a year for five years of "The Wizard of Oz," a children's classic starring Judy Garland and Ray Bolger. NBC will present the film in the 1967-68 season.

Rights to the 1939 motion picture cost NBC-TV four times what CBS-TV had paid for each showing under a contract that ended last season. CBS-TV, which broadcast the film nine times since 1956, paid about \$200,000 per showing, considered a bargain price for a picture that had averaged a 53 share each showing according to Nielsen estimates.

ABC Films offers 'It's Your Move'

ABC Films will syndicate *It's Your Move*, a half-hour game show taped in color. The series, which goes into production Aug. 28,



Mr. Perry

will be shown weekly on WABC-TV New York, starting Sept. 18. Originally a Canadian show, *It's Your Move* is in its fourth year on the Canadian Television Network, where it is seen Thursdays, (8:30-9 p.m.) and as a daily daytime show. The U. S. program will be a new production. ABC Films said, with Jim Perry as host. Executive producers are Art Baer and Ben Joelson, and Howard Felcher is producer. *Move* will be taped in New York.

The new syndicated show joins ABC Film's syndicated color-taped shows,

KLAC. "We've been the victim of a small group determined to end free speech or the voicing of any viewpoint different than their own," explains Mr. Thayer.

He does not know of any specific group that is carrying on this campaign against the station. The mail has not been in avalanche volume, the radio executive points out, but is heavy and consistent enough to have an effect.

He cites the example of a savings-and-loan sponsor that canceled off the station after receiving a letter from a depositor threatening to withdraw an account. The letter was signed and upon checking KLAC

found that the writer had opened an account the same day with \$3.

Jack Thayer has a file on one man who has written more than 150 letters to advertisers. The station hasn't been able to trace him because he uses fictitious names.

As a counter-measure to this pressure campaign, Mr. Thayer has written a long and straightforward letter detailing the station's problem and is sending it to community leaders and advertisers in the Los Angeles area. In the letter, Mr. Thayer asks for suggestions in solving the problem and for an opportunity to tell KLAC's and telephone-talk radio's side of the story.

Virginia Graham's Girl Talk, *Hurdy Gurdy* and *Hayride*. *Girl Talk* is available for daily programing, the other two on a weekly basis. *Hayride* is offered as a half-hour or as a one-hour show. ABC Films said this series will also soon be available as a daily program.

Syndication program offered by Screen Gems

Screen Gems last week announced its entry in the syndication of game shows. Its first is *The Perfect Match*, a half-hour taped program in color which has already been sold to WABC-TV New York and KTLA(TV) Los Angeles for daytime showing next month.

According to Dan Goodman, Screen Gems vice president in charge of syndication sales, the company is preparing a number of other game and panel shows for both network sale and for syndication, all under the aegis of Harry Koplan, Screen Gems production executive who is in charge of daytime programing. The new series uses a computer to bring together the contestants. It'll be taped in color by Bill Derman Productions at KTLA's studios.

60 color telecasts Avco fair coverage

Avco Broadcasting Corp., Cincinnati-based group broadcaster, will stage what it calls the biggest state fair television coverage effort ever attempted starting Aug. 24, when it will present, directly from the Ohio State Fairgrounds, nearly 60 color telecasts

amounting to approximately \$250,000 to WLW-T Cincinnati; WLW-D Dayton and WLW-C Columbus, all Ohio and WLW-I Indianapolis.

Avco, whose record-setting state fair television coverage last year helped push Ohio State Fair attendance over the 1.5 million mark, will present numerous specials over the 11-day telecasting period ranging from a musical special to three half-hour programs aimed at promoting fair attendance.

Entertainers signed up to appear on the shows include Bob Hope; Herb Alpert and the Tijuana Brass; Sonny and Cher; Andy Williams; the Supremes; Herman's Hermits; Pat Boone and Tennessee Ernie Ford. Messrs. Boone and Ford have been signed to narrate the second and third of the promotional series, respectively, which will be telecast on stations throughout Ohio in prime-time under the sponsorship of the Ohio Bell Telephone and the Cincinnati and Suburban Bell Telephone companies.

Program notes . . .

The rubber match ■ The title bout in New York City between lightweight champion Carlos Ortiz and challenger Ismael Laguna will be telecast live and in color over stations from coast-to-coast by Sports Network Inc. in conjunction with Madison Square Garden. SNI currently is lining up stations. The boxers have fought twice, each having won a decision.

Capital service ■ WJBK-TV Detroit is establishing a fulltime Lansing, Mich.-based news bureau.

New broadcast center ■ WLCY-AM-TV, Tampa-St. Petersburg, Fla., has begun building a \$1,500,000 broadcast center that will house a color television production facility and its 24-hour-a-day radio operation.

Sports expansion ■ Olympus Television, Sherman Oaks, Calif., which now has *Boxing at the Olympic* signed to its 40th station, has acquired and is now distributing *Roller Game of the Week*, two-hour roller derby series in color. According to Stephen G. Mitchell, Olympus general manager, the new series is already sold in five markets for a Fall premiere.

SESAC entry ■ SESAC, New York, recorded program service, is offering *Big Bands . . . One More Time* to radio stations. Package contains 10 LP's presenting excerpts from the "era of the big band sound." Package, which already is receiving response from stations, is priced at \$19.95.

New identity ■ Listeners in Winston-Salem, N. C., are being served by a new gospel music station, WGPL-FM. Those are the new call letters of WAIR-FM Winston-Salem, previous proponent of a middle-of-the-road format. Bernard Mann, station vice president, says the change is intended to meet the needs of the Winston-Salem-Greensboro-High Point market in which there

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are over 500 churches.

Expanded experiment ■ NBC-TV *Experiment in Television* will be expanded to 10 shows next season, from nine last year. British writer John Lord has been signed to write one of the shows, a documentary-drama to be produced in England, dealing with a boy's interviews with Englishmen who knew his father there before his death in the Normandy invasion.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions Inc.): KTRH Houston; WKFM (FM) Chicago; WTBC Tuscaloosa, Ala.; WCED-AM-FM DuBois, Pa.; KGFX Pierre, S. D.; WTHM Lapeer, Mich.; KALG Alamogordo, N. M.; WHDL Olean, N. Y.; KSMB-FM Lafayette, La.; WEPG (FM) Winchester, Va.; WFRA Franklin, Pa.; WREY New Albany, Ind.; KBXM Kennett, Mo.; CJCA Edmonton, Alberta,

Canada; WRAM Monmouth, Ill.; WILY Centralia, Ill.; KXOX Sweetwater, Tex.; KVBR Brainerd, Minn.; KINY Juneau, Alaska; WDOL Athens, Ga., and WJAZ Albany, Ga.

Christmas Kaleidoscope (Hartwest Productions Inc.): KOLT Scottsbluff, Neb.; WELK Charlottesville, Va.; WNBH New Bedford, Mass.; WTTT Port Huron, Mich.; WTIM Taylorville, Ill.; WDOL Athens, Ga.; WHBC-AM-FM Canton, Ohio, and WGAI Elizabeth City, N. C.

FINANCIAL REPORTS

Four Star goes to syndicate

Powell estate, Boyer and Niven sell to group headed by Charnay for \$1 million

Control of Four Star Television Inc., Los Angeles, last week passed from the hands of two actors and the estate of a third to an investment syndicate which plans to expand the TV production company's activities into feature films.

Thomas McDermott, president of Four Star, revealed that 346,205 shares of the company's common stock have been sold by actors Charles Boyer and David Niven and the estate of the late Dick Powell to a syndicate headed by David B. Charnay, chairman of Continental General Inc., New York. Amount involved in the transaction was undisclosed, but sources indicated the stock was sold for about \$1 million.

Mr. McDermott, who remains with Four Star as president and chief operating officer, holds 75,600 shares of stock; Mr. Boyer and Mr. Niven retain 37,423 and 37,422 shares respectively in the company. Mr. McDermott said a total of 665,950 shares of Four Star are outstanding. Common stock is traded over-the-counter.

Along with Mr. Charnay, the new controlling group includes: Robert A. Gageby, president, Wells Industries Corp.; Martin Horwitz and Jack Wilder, chairman and president respectively of U. S. Smelting, Refining and Mining Co.; Victor Nemeroff, a Chicago industrialist; Melvin H. Jacobs, former president of Technicolor Inc.; Francis Levien, president, Universal American Corp., New York; Tyler Abell, recently resigned assistant U. S. postmaster general; Theodore Kheel, chairman, Republic National Bank of New York and a prominent attorney

and labor negotiator; and Henry Garfinkel, president, American News Co.

Mr. McDermott said a detailed study of the company's potential has led to the conclusion that "excellent opportunities exist for corporate expansion and we have already drawn up plans to capitalize on them." Among those plans, he said, is "the production of major motion pictures."

Four Star has produced such television series as *The Rogues*, *Dick Powell Theater* and *Burke's Law*. Its *Big Valley* will be seen for the third season on ABC-TV this coming fall.

Fuqua plans new merger with trucking company

Fuqua Industries Inc., New York, has announced negotiations for merger with Hall's Motor Transit Co. of Harrisburg, Pa. Plans were announced by J. B. Fuqua, president of the diversified company that owns broadcast stations, industrial products and service companies.

The general commodities motor carrier, of which John N. Hall is president, operates in nine northeastern states and reported net income of \$1,541,513 in 1966 with revenues of \$30,000,619. The company has 774,500 shares outstanding.

Hall's Motor Transit Co. is listed on the American Stock Exchange.

Fuqua acquired the Colorcraft Corp. of Durham, N. C., earlier this year and it also has announced agreements to acquire McDonough Power Equipment Co. of McDonough, Ga., manufacturers of lawnmowers and other power equipment, and Varco Steel Inc. of Pine Bluff, Ark., a manufacturer of pre-engineered steel buildings (BROADCASTING, May 15, Feb. 13). Fuqua last year earned \$1,745,000 or \$2.09 a share on sales of \$19,698,000.

Fuqua stations are WROZ and WTVW (TV) Evansville, Ind.; KTRH-TV Fargo, N. D.; KXOA Sacramento, Calif., and WTAC Flint, Mich. Mr. Fuqua in his own name owns 100% of WJBF (TV) Augusta, Ga., and KTVE (TV) El Dorado, Ark.

Harris-Intertype offers \$25 million debenture

Harris-Intertype Corp., Cleveland, manufacturer of equipment for print media, and owner of Gates Radio Inc., Quincy, Ill., manufacturer of broadcast equipment, has registered with the Securities and Exchange Commission for a public offering of \$25 million of sinking-funds debentures, due 1992.

Net proceeds will be used in part to reduce some \$8 million of short-term bank loans.

Harris-Intertype passed the \$250-million sales mark in the fiscal year ended June 30 and earnings established new company records. Chairman George S. Dively and President Richard B. Tullis announced that the company's internal growth plus its recent merger with Radiation Inc. enabled the company to "reach sales objectives of its current five-year guide plan two years ahead of schedule."

For the fiscal year ended June 30:

	1967	1966
Earned per share	\$2.87	\$2.30
Net sales	250,866,000	215,986,000
Earnings before taxes	27,407,000	23,202,000
Provision for taxes	12,810,000	10,530,000
Net earnings	14,597,000	12,672,000
Shares outstanding	5,472,346	5,489,220

Trans-Beacon shows increase in earnings

Trans-Beacon Corp., New York, reported sales increases during the six months ended June 30, and earnings moving out of the losing and into the winning column.

Trans-Beacon is a theater operating firm dealing in motion picture and stage productions (mostly in advanced ticket sales). It also has a TV distribution division that develops new products, and owns some TV properties. The firm also operates Pan World Film Exchange of New York Inc., Buffalo and Albany.

In addition, Trans-Beacon, listed on

BROADCASTING, August 21, 1967

the American and Pacific Coast Stock Exchanges, is in the process of acquiring Weston Merchandising Corp., New York, for issuance of an additional 300,000 shares of stock, valued at an estimated \$1,750,000. Weston is the personal representative for such stars as Twiggy, Soupy Sales, Herb Alpert, Tony Bennett and various athletes.

For the six months ended June 30:

	1967	1966
Earned per share (loss)	\$0.13	(\$0.04)
Gross revenues	4,319,114	3,999,161
Net operating income (loss)	206,400	(65,808)
Shares outstanding	1,568,637	1,568,637

Continental Telephone earnings up 15%

Continental Telephone Corp., multiple CATV owner and owner of Superior Cable Corp., Hickory, N. C. which sells cable to CATV systems, has reported 15% higher earnings for the first six months of this year than for the corresponding period a year ago. Revenues and sales rose 19%.

The company also reported results for the 12 months ended June 30. Net income for that period was \$17,018,497, equal to \$1.09 a share. Revenues and sales were \$146,037,099.

Continental Telephone also has applied to the FCC for approval of its purchase of C&U Communications Corp. C&U, also a multiple CATV owner, owns WMCR Oneida, WBIV-FM Wethersfield township, WEIV-FM Ithaca, WJIV-FM Cherry Valley township, WMIV-FM South Bristol township and WOIV-FM DeRuyter township, all New York.

For the six months ended June 30:

	1967	1966
Earned per share	\$0.55	\$0.48
Revenues and sales	75,766,416	63,765,283
Net income	8,599,340	7,377,555*
Shares outstanding	15,724,723	15,303,288*

*Excluding special credits of \$956,529 or 6 cents a share.

Financial notes . . .

■ General Telephone & Electronics Corp., New York, reports that its subsidiary, Sylvania Electronic Products Inc., has reached a new agreement to acquire the assets and business of the Wilbur S. Driver Co., Newark, N. J., producer of special alloys. Under the proposal, 950,000 shares of GT&E common stock would be issued to the Driver Co. for its assets and business.

■ Board of Grey Advertising Inc., New York, has declared quarterly dividend of 12½ cents a share, payable Sept. 15 to stockholders of record Sept. 1.

■ MCA Inc., New York, announced net income for the six months ending June 30 of \$8,704,000 which after pre-

ferred dividends, amounted to \$1.78 per share on the 4,701,218 average number of shares of common stock outstanding during the period. During first six months of 1966, net income was \$7,951,000, equal to \$1.62 per share.

■ ABC directors have declared a third quarter dividend of 40 cents per share on the outstanding common stock of the corporation. Dividend is payable Sept. 15 to stockholders of record on Aug. 25.

Grey's billings rise 25% for half-year

Grey Advertising announced higher earnings and 25% higher gross billings in the first half of 1967 compared with the same period last year.

First-half billings this year were \$87,201,825, compared with \$69,739,601 during first-half 1966. New assignments to Grey since the beginning of the year were made by Canada Dry, Cities Service, Post cereals, Rheingold beer, Ronson appliances, Southern California Edison and Royal typewriters.

For the six months ended June 30:

	1967	1966
Earnings per share	\$0.65	\$0.63
Commissions & fees	13,582,689	11,054,801
Net income	775,796	763,487

Wrather net doubles

The Wrather Corp., Beverly Hills, Calif., TV syndicator, producer and owner of Muzak background music, reported that net income for the six months ended June 30 more than doubled last year's figure, and sales increased by approximately \$1.5 million.

For six months ended June 30:

	1967	1966
Earned per share	\$0.26	\$0.11
Income from sales	7,223,945	6,140,645
Costs and expenses	6,762,707	5,660,594
Net income	461,238	200,051

ITT and Rayonier plan merger

International Telephone & Telegraph Corp. and Rayonier Inc., New York, have agreed to merge Rayonier into ITT, subject to approval of the boards of both companies and stockholders of Rayonier.

Rayonier makes chemical cellulose, paper-making wood pulp, lumber and wood-derived chemicals. Its management will continue unchanged under Russell F. Erickson, president and chief executive officer. The company will operate as a wholly owned subsidiary of ITT.

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Neither side happy with presunrise rule

BOTH FULLTIMERS AND DAYTIMERS CRITICIZE NEW UNIFORM HOURS

The FCC's new rules providing for presunrise operation by daytime-only stations has come under a crossfire of criticism and complaint. Fulltime stations on regional channels worried about the interference the daytimers will cause them before dawn say the rules are too broad. Daytimers themselves say the rules don't go far enough—that they require some of them to reduce their early-morning service.

Furthermore, representatives of both camps challenge a key element in the legal basis for the new rules—an executive agreement between the U.S. and Canada modifying provisions of the North American Regional Broadcasting Agreement, governing each nation's use of the spectrum.

The views were expressed in petitions filed last week for reconsideration of the new rules, which permit virtually all class II and class III daytimers to sign on at 6 a.m. standard time with power limited in most cases to 500 w,

and with stations using daytime antenna (BROADCASTING, July 3).

The rules, which were published July 13, became effective Aug. 15. However, stations are not to begin operating under them until Oct. 29, when standard time resumes. In the meantime, daytimers that wish to obtain presunrise operating authority must obtain presunrise authorization from the commission.

What Daytimers Want ■ Daytimers had long argued that presunrise operating authority was necessary to permit them to provide an important local service—a unique service in communities lacking a fulltime station—and to boost their revenues. The commission, conceding that presunrise operations would cause interference, concluded that the gains would outweigh the losses, in terms of service.

The sharpest attack on this conclusion was made last week by the Association on Broadcasting Standards, which accused the commission of abdicating its responsibility to prevent interference to class II and class III fulltimers by relying on nothing more than an "arbitrary power limitation" on the daytimers' presunrise operation.

It noted that the commission had in several previous proceedings denied daytimers' requests for a longer broadcast day on the ground that intolerable interference would result. ABS suggested that the commission's decision to reverse itself was based on an "erroneous belief" that such action reflected the will of Congress.

This was a reference to the House of Representatives' action in 1962 passing a daytimer-sponsored bill providing for liberal presunrise operating authorization for daytime-only stations. The bill never emerged from committee in the Senate—and ABS noted that congressional intent isn't expressed unless both Houses are involved. Furthermore, ABS said, the rules provide for the kind of across-the-board treatment to which the commission had objected in the House-passed measure.

Physical Limitations ■ ABS said the conflict between the limitations that physical phenomena place on the hours of daytimers' operation (the fact that broadcast signals travel farther at night) and the desire of daytimers "to operate in a manner inconsistent with scientific fact" can only be resolved "if realistic technical limitations are

placed on presunrise operations to insure continued fair, efficient and equitable distribution of standard broadcast service." This, ABS said, wasn't done.

ABS also alleged that the agreement with Canada violates the law designed to afford interested parties an opportunity to comment on proceedings affecting them, since the commission did not even give notice of the terms that were being discussed with the Canadians in "secret negotiations." The only formal announcement that the talks were held was contained in the report and order announcing the new rules.

Furthermore, ABS asserted, NARBA does not provide for the kind of executive agreement reached in the presunrise proceeding. It says the governments can make adjustments in the operating hours of stations "in particular cases"—not for whole classes of stations, according to ABS. Accordingly, the agreement constitutes a new treaty that cannot become effective until it is ratified by the Senate, ABS said.

Daytimers Arguments ■ The same points regarding the agreement were made by some daytime-only operators, who were complaining that the new rules will require them to curtail their operations—a situation resulting from the fact that many of the 2,000 (no one knows how many) now operate presunrise under a commission rule permitting such operation subject to termination on complaint of a fulltime station. Many daytimers, accordingly, operate with more than 500 w presunrise, and begin operating as early as 4 a.m. in some cases.

The Daytime Broadcasters Association cited this fact in its petition for reconsideration. What's more, a score of daytimers complained about what they regarded as the inequities the new rules hold for them individually.

DBA, while hailing the commission's departure from "the traditional philosophy that engineering formulas are dispositive" of public-interest determinations, said the new rules are not consistent with the commission's new philosophy.

It urged the commission to adopt the more generous provisions of the 1962 House-passed bill. Specifically, these would permit all daytimers to begin operating at 6 a.m. without a reduction in power. (The new rules do not accord daytimers on clear channels presunrise authority). The bill would also have

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permitted daytimers that had been operating as early as 4 a.m. to continue to do so.

Survey Suggested ■ DBA said that if the commission doesn't adopt the provisions of the House bill it should determine the facts concerning daytimers' presunrise operations on which new rules could be adopted. It suggested daytimers be queried on the extent of their presunrise operation and the kinds of programing they provide. DBA also said that clear-channel stations should be questioned on the early-morning service they provide in areas where daytimers' presunrise operations would cause interference.

DBA said the effectiveness of the new rules should be stayed—except as they afford presunrise operating authority to stations now lacking it—for six months, during which the surveys could be made.

Individual Complaints ■ Many of the individual stations filing petitions for reconsideration noted that they are now operating with more than 500 w presunrise—in some cases well before 6 a.m.—and asked that the commission permit them to continue their service. WGHQ Kingston, N.Y., for instance, which now broadcasts with 5 kw beginning before 6 a.m., said it will be hit "a staggering blow" if forced to cut back to 500 w and to start operating at 6 a.m.

A number of daytimers complained also that in specifying sign-on time as 6 a.m. local-standard time, the commission was being "inconsistent with its avowed purpose of affording maximum uniformity in early morning operations," as WMMM Westport, Conn., put it.

WVIP Mt. Kisco, N.Y., pointed out that during the months of the year when local sunrise is between 6 a.m. and 7 p.m. local-daylight time, a presunrise authorization will not help a licensee; he could sign on at sunrise in any case. The station asked that the Canadian agreement be renegotiated to provide for 6 a.m. local time sign-on. The agreement specifies standard time.

WVIP among other daytimers objected also to a provision in the rules providing for suspension, modification or withdrawal by the commission of a daytimer's presunrise authorization, "without prior notice or right to a hearing." The stations said this action would be illegal, under the terms of the Administrative Procedure Act, and in any case, bad policy.

CCBS Views ■ The Clear Channel Broadcasting Service is not entirely happy with the new rules either. It asked the commission to tighten them as they affect class II stations operating on clear channels to the west of the dominant station. The commission has said such daytimers may continue to

operate with full power beginning at 6 a.m., but has issued a rulemaking to determine whether they should reduce their power to 500 w in the early-morning hours.

CCBS, however, asked that those daytimers be barred from operating before sunrise "to enable vast numbers of listeners" dependent on clear-channel stations to obtain service."

The rules bar presunrise operation by daytimers on clear channels located to the east of the dominant outlet—a provision which drew fire from Cornell

University's WHCU Ithaca, N.Y. That station, which operates on 870 kc, a clear channel, has been starting its day before sunrise with 500 w, under an agreement with WWL New Orleans, the dominant station on the channel, which is owned by Loyola University.

The commission, WHCU said, is reversing a long-standing rule permitting such agreements without discussion or consideration of the specific cases affected. WHCU said stations like it should be permitted to continue operating presunrise.

Opposing views heard on TV-set radiation

LEGAL SAFEGUARDS PRESSED FOR BY SOME EXPERTS

Government witnesses at the second of three congressional investigations into TV-set radiation problems agreed that inasmuch as no agency has the authority to define and enforce standards for electronic products, such safeguards should be enacted into law.

But at the same time one of the nation's top experts in radiation standards told congressmen, "to put the problem in perspective," that the intensity of scientific concern about possible genetic damage from low levels of radiation "is beginning to diminish."

Lauriston S. Taylor, president, National Council on Radiation Protection and Measurements, also explained that recent scientific investigations have cast doubt on the assumption that genetic effects of low-level radiation are cumulative. He explained that at the levels mentioned in some of the television tests (several roentgens an hour, focused in a narrow beam), "it might well take an exposure of one or two hundred hours in this beam to even result in a minor threshold erythema [reddening of the skin]." This would assume that the same spot of skin would be held in such a beam for that length of time.

Fixing Sets ■ The thrust of other testimony at the hearings has held that service men are particularly subject to risk while working on maladjusted sets with higher-than-normal voltages. Dr. Taylor said it would be his guess that "even working with the defective television sets, such as those that have been publicized recently, there would be probably small risk to the service man at a bench, primarily because of the small likelihood of any appreciable portion of his body remaining in close proximity to the source of radiation."

"This again," he added, "is not to say it is good, but to point out that it might not be as bad as some have indicated."

As for the bill under consideration (H.R. 10790), which would empower the Secretary of Health, Education and Welfare to set and enforce radiation standards for all electronic products made domestically or imported, Dr. Taylor told the House Health and Welfare Subcommittee that he did not see "any great protection holes" being plugged." During questioning he agreed, however, that the bill would provide control on imports.

All other witnesses urged passage of

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the legislation, but some minor skirmishing developed about the roles different federal agencies should play in radiation regulation. Dr. Taylor suggested that examination of technical products would be far afield for HEW and proposed that such activity be delegated to "some more physically oriented organization," such as the Department of Commerce.

The spokesman for Commerce, Allen V. Astin, long-term director of the Bureau of Standards and acting assistant secretary of commerce for science and technology, agreed that any legislation on the subject should give recognition to the operating responsibilities of agencies other than HEW as well as to the utilization of the measurement competence of the Bureau of Standards.

HEW Group ■ HEW officials testifying before the subcommittee were William H. Stewart, surgeon general, U. S. Public Health Service, and James G. Terrill Jr., director of the National Center for Radiological Health. Vernon G. MacKenzie, deputy director of the Bureau of Disease Prevention and Environmental Control, which administers the NCRH, was on hand to answer questions.

Much of the HEW testimony paralleled that presented to the Subcommittee on Commerce on July 31 (BROADCASTING, Aug. 7), under John E. Moss (D-Calif.). The health subcommittee, under John Jarman (D-Okla.), however, received some updated figures on the number of uncorrected General Electric sets still at large and the sug-

gestion that high-voltage rectifier tubes in color receivers could be another source of excess radiation.

Surgeon General Stewart said that figures given to him that morning (Aug. 14) showed the need to locate 1,800 GE sets for correction.

Above Standard ■ Mr. Terrill gave the committee data on rectifiers, noting that some tubes tested generated broad fields "with exposure rates on the order of 10 milliroentgens per hour . . ." (The standard generally in effect in the industry is the NCRPM's 0.5 mr/h at any point 5 centimeters from any surface of a set.)

Mr. Terrill also cited data from Japan that a probable 7% of sets there, based on sample tests, would exceed the 0.5 mr/h range. The PHS witnesses also mentioned tests conducted by the Pinellas county (St. Petersburg, Fla.) health department, where some sets were found to be adjustable to sufficiently higher voltages than recommended so that X-radiation could possibly be doubled. Not made specifically clear in the presentation was the fact that the Pinellas county study was directed to determining potential hazards in servicing situations and not to normal home viewers.

Also testifying at the hearing was Representative Horace R. Kornegay (D-N. C.). He favors the legislation and is sponsor of an identical bill to that introduced by Mr. Jarman and Paul G. Rogers (D-Fla.).

A third hearing on set radiation has been set by the Senate Consumer Subcommittee to begin Aug. 28.

Smaller color-TV sets offered from Japan

Japanese manufacturers are planning to introduce several new small-sized color-TV sets in the U.S. this fall.

Toshiba America Inc., New York, has announced plans to bring in a 12-inch color portable that would retail in the U.S. at about \$300. Toshiba officials said it will support the introduction with a \$1-million promotional campaign, using network TV, co-op advertising and the print media.

Earlier this year, Toshiba introduced two 15-inch color portables that retail at about \$329. The company also has an 18-inch color console at \$398. Toshiba indicated that during the past five years it has supplied color-TV units to Sears and Roebuck and Co. That set appears under the Sears label.

Appearing under the Panasonic label since last July is a 15-inch color unit made by Matsushita Electric Corp. of America. The firm has also been marketing two 1967, 19-inch table-model color sets (\$399.95, \$439.95).

Late in 1966, Matsushita, cooperating with Packard-Bell Electronics Corp., Los Angeles, designed another 19-inch color unit that is now being sold through Singer Co.'s retail sewing centers. This receiver is priced at \$399.95.

Hayakawa Ltd., Osaka, Japan, through its subsidiary, Sharp Electronics Corp.,

INTERNATIONAL

Sun sets on another part of the empire

Six of Britain's pirate radio stations capsized in a tidal wave caused by a new law that went into effect last week (Aug. 14), but Radio Caroline stayed even-keeled and will continue to broadcast.

The new law, the Marine Broadcasting Offenses Act, makes it a crime to supply, work for or to place advertising with a pirate station. This law silenced most of the off-shore stations. But Radio Caroline, which began broadcasting from international waters in 1964, said it would remain on the air. Radio Caroline South, which operates off the coast of Essex, will be supplied from the Netherlands; supplies for the north ship off the Isle of Man will come from the Republic of Ireland.

The stations will run non-British advertising and will hire foreign crews and disk jockeys. The director of Radio

Caroline, Irishman Ronan O'Rahilly, reportedly is setting up headquarters for the two stations in Amsterdam.

Faced with supplying the demand for pop music fattered by the pirates, BBC will be opening new stations with program formats and disk-jockey styles similar to the commercial pirates.

International film sales . . .

Texas Rasslin (Fremantle International Inc.): Zambia; NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.

Beatles Cartoons (Fremantle International Inc.): Liberia; Gibraltar.

Let's Sing Out (Fremantle International Inc.): Nigeria.

McGraw-Hill Films (Fremantle International Inc.): FNQ 10 Cairnes, Australia.

Adventure Calls (Fremantle International Inc.): NEN Tamworth, Australia; ECN Taree, Australia; TNT 9 Launceston, Australia.

Pogles Wood (Fremantle Interna-

tional Inc.): NDR Hamburg, Germany; Malta; Sweden.

Smallfilms (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia; CBN 8 Orange, Australia; NZBC New Zealand; CWN 6 Dubbo, Australia.

Silents Please (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia; TVE Spain.

Homicide (Fremantle International Inc.): Grampian TV, Great Britain.

Knockouts (Fremantle International Inc.): Curacao; Anglia TV, Great Britain; Scottish TV, Great Britain.

WPIX Specials (Fremantle International Inc.): Curacao.

Profiles (Fremantle International Inc.): Oy Mainos, Helsinki, Finland.

Popeye Cartoons (Fremantle International Inc.): Pakistan Television.

It's Fun to be Fooled (Fremantle

Carlstadt, N. J., plans to introduce a 15-inch color model in the coming months. According to a Sharp spokesman, the price will range from \$289 to \$299. Sharp now markets two 18-inch color receivers: a \$370 table model and a \$375 console.

New 15-inch ■ Sanyo Electric Inc., New York, which supplies 18-inch color table sets sold under the Symphonic and Magnavox labels, is organizing a promotional campaign to introduce a 15-inch color portable this fall. The company said it will use TV and magazine advertising.

Sony Corp. this past summer announced that by next spring it expected to have a seven-inch "micro" color set in the U. S. This receiver uses the Chromatron (wire grid) color system. The set's price is expected to be in the \$300-\$400 range (BROADCASTING, June 26).

In addition, other Japanese manufacturers now active in the U. S. color-TV market—and from which further developments may be expected—are Nippon Columbia Co., which under the Olympic name produces an 18-inch color set (\$300); Hitachi Ltd., which makes two 19-inch color models (\$399.95); and Victor Co. of Japan, which manufactures an 18-inch color receiver under the Delmonico label.

NAB schedules seminar

The National Association of Broadcasters will hold its third annual Engineering/Management Seminar at Purdue University, Lafayette, Ind., Dec.

4-8. Designed to aid engineers in developing and refining their working philosophy of management, the seminar will be limited to 45 registrants at a cost of \$285 each. Dr. Gregory Barnes, professor of industrial education at Purdue, will be academic director.

Ford wants to comment on Comsat proposal

The Ford Foundation has asked the FCC to permit interested parties to file comments on a proposed domestic satellite interim pilot system offered by the Communications Satellite Corp. in March (BROADCASTING, April 3). Citing that "serious questions of national policy are at stake," the foundation requested permission to file its comments within 45 days on the proposal.

Ford said it wanted to comment on the implications of the Comsat proposal and elaborate on its own proposals for a test program. "The manner in which a test program is designed and executed," the foundation said, "the goals, what is tested, how decisions are made, who operates the program, the scope and cost of the program, will significantly influence the resolution of the fundamental issues raised by the commission in this proceeding."

The Comsat pilot project would consist of two multipurpose satellites each capable of carrying 12 color TV programs and would be available commercially for TV networks. The Ford pro-

posal provides for a TV satellite system with its profits used to finance educational television.

The dimensions of western electronics

An economic assessment of the electronics field in the 11 western states estimates that companies in these markets will purchase nearly \$2.5 billion worth of raw materials, components and sub-systems during 1967 and will spend some \$3.5 million in converting these purchases into sales. Of the total purchases of \$2.5 billion by western manufacturers this year, some \$192,400,000 will be invested in audio and TV gear.

These figures are among highlights of a special industry study undertaken by the Western Electronic Manufacturers Association and the Western Electronic Show and Convention. Results showed that purchases of audio and TV equipment ranked fifth behind communication and detection equipment, circuit components, computers and data processing equipment and instruments for measurement (in that order).

In the eight product categories, audio and TV equipment was estimated to have about 5% of total sales distribution. Overall, the study results indicate that the western electronic industry purchases about half of its equipment requirements from western manufacturers and sells more than 40% of its products to western industrial customers.

International Inc.): ABC, Australia.

Cartoon Classics (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.

Survival (Fremantle International Inc.): ECN 8 Taree, Australia.

My Little Margie (Fremantle International Inc.): ECN 8 Taree, Australia.

Doctor's House Call (Fremantle International Inc.): NEN 9 Tamworth, Australia.

Global Zobel (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.

Amazing Miss A (Fremantle International Inc.): NEN 9 Tamworth, Australia.

On Safari (Fremantle International Inc.): NEN 9 Tamworth, Australia.

Jim Bowie (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.

Peter Gunn (Fremantle International

Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.

Abroad in brief . . .

GAC-Grade link ■ General Artists Corp., New York, talent agency, has agreed with The Grade Organisation Ltd., London, on a reciprocal representation of clients in the light entertainment field. GAC will represent the United Kingdom group (Grade's Light Entertainment Division entered the agreement with GAC) in the U. S., Canada and "certain other territories," while the British group will represent GAC in the U. K. and continental Europe. GAC Redway Ltd., wholly owned GAC subsidiary in London, continues to represent GAC's clients in other fields than light entertainment; similarly London International Artists of California for Harold Davison Ltd. and Delfont-Grade Ltd. group clients in the U. S. and Canada not in the light entertainment field.

Caribbean gains ■ Norman, Craig &

Kummel, New York, reports a \$100,000 billings increase at NC&K (Trinidad) Ltd., Port of Spain, Trinidad, and Bridgetown, Barbados, a branch office. NC&K Trinidad has acquired billings for the Green Giant Co., Le Sueur, Minn. (canned and frozen vegetables, soups, tomato juice), formerly placed from Mexico; and the American Life Insurance Co., Wilmington, Del., formerly with Lonsdale Hands Ltd. in Trinidad. NC&K's Barbados branch will service the Barbados Beverage Co. (Diet-Rite Cola, Upper 10 Lemon Soda).

Second Swedish TV network ■ International Telephone and Telegraph Corp., New York, has announced that its West German subsidiary, Standard Elektrik Lorenz, will supply 10 TV transmitters to the Swedish Post, Telegraphs and Telephones authority for a second TV network in Sweden. Completion of delivery is expected within two years. The units will allow for black-and-white and color transmissions.

FATES & FORTUNES

BROADCAST ADVERTISING

W. Robert Paine, art supervisor at Geyer, Morey, Ballard, New York, elected VP-broadcast production.



Mr. Paine

Joseph M. Rowland, executive VP of John Patrick Starrs Inc., New York, named president. **Stephen C. Bouwman**, VP-creative director, named executive VP. **O. P. Minihane**, with JPS, New York, named VP-controller. **Roberta Weissman** joins JPS, New York, as copy writer, and **Shake Rose** and **Betty Jeanne Rubinkam** join agency as account executives.

Joseph Schindelman, promotion department head, Papert, Koenig, Lois, New York, named director of sales promotion, Scali, McCabe, Sloves Inc., New York.

Manning Rubin, VP and associate creative director, Grey Advertising, New York, named general manager, creative department, and administrative general manager.

Robert E. Balfrey, associate media director, Kenyon & Eckhardt, Detroit, promoted to media director.

H. Kenneth Brown, **Michael G. Ehrlich**, **James W. Gould** and **Wynn J. Kal**, all with Kal, Ehrlich & Merrick, Washington, named VP's.

Thomas J. Longman, account executive for KDAY Santa Monica, Calif., joins KBBQ Burbank, Calif., in same capacity.

Thomas A. Barriett, national sales manager, WLOS-TV Asheville, N. C., joins Midwest sales staff of Katz Television, New York.

Thomas K. Hardy, director of radio sales development with Avery-Knodel, New York, joins Peters, Griffin, Woodward, same city; as radio account executive.



Mr. Brown

Brady Brown, executive director of Interpublic's Product Development Workshop, appointed senior VP and account supervisor on Whitehall Laboratories account at William Esty Co., New York.

John G. Smith, account executive with Doyle Dane Bernbach, New York, joins Nestlé Co., White Plains, N. Y.,

as advertising manager for chocolate marketing division.

Robert A. Clifft, with WLAC-TV Nashville, appointed assistant sales manager-local.

Norman Lewis, general corporate administrator and assistant to treasurer of Interpublic Group of Co.'s, New York, elected treasurer and chief financial officer of Al Paul Lefton Co., Philadelphia.

Gerry Liss, with Parker Printing, Miami, and **Dick Wexo**, manager of clearances, ABC, New York, named local account executives at WTVJ(TV) Miami.

Elliott Jacoby, songwriter, conductor and producer, joins Michael John Associates Inc., New York, as producer.

Stewart Strizak, with Lebhar-Friedman Publications, Chicago, joins sales staff of Avery-Knodel, that city.

Sales shuffle at ABC-TV

In new sales posts announced by ABC-TV: **Frederick Pierce**, VP, research, sales planning and



Mr. Pierce

and sales development, becomes VP and national director of TV sales; **Marshall Karp**, eastern sales manager, is promoted to director of sales, eastern division; **Mark Cohen**, manager of sales planning, to director of sales planning; **Stocum Chapin**, VP and national division sales manager, to VP in charge of client relations; **Charles T. Ayers**, VP and eastern sales manager, to VP and general sales executive, and **William K. Ermeling**, central division account executive, to sales manager, central division.

William S. Jackson, with Barash Advertising of State College, Pa., appointed account executive.

Nick Barry, regional sales manager for Radio Advertising Bureau, New York, appointed general sales manager of WAKR-AM-FM Akron, Ohio, replacing **Bob Bostian**, who moves to KBOX Dallas as VP.

Arnold Starr, formerly with NBC and AM Radio Sales, named general sales manager of WJAZ Newark, N. J.

Frank Boscia and **George Morris**, account executives with WTVJ(TV) Mi-

ami, join sales staff of WCIX-TV, that city. WCIX is due to go on air Sept. 18.

James W. Anderson, VP, sales, National Television Sales, New York, joins WPXI(TV) New York as account executive.



Mr. Gibbs

E. Gordon Gibbs, manager of traffic department of Young & Rubicam, New York, named VP.

Richard E. Law, with WSYR Syracuse, N. Y., joins Barlow/Johnson Inc., that city, as director of radio

and television production.

Robert Lewis, account executive, RKO General Broadcasting's TV sports department, appointed FM radio sales specialist.

Robert A. Zitzler, account executive, WMAQ Chicago, named account executive, CBS Radio, that city.

William J. Mathews, general manager, WGHQ-AM-FM Kingston, N. Y., named account executive at WNEW-FM New York.

William V. Weithas Jr., advertising director, P. Ballantine & Sons, Newark, N. J., promoted to director of marketing services. **Edward W. Ramm**, media manager, named advertising manager.



Mr. Tillett

Doug Tillett, radio-TV supervisor, Van Sant, Dugdale, Baltimore, joins Warwick & Legler, New York, as VP, radio-TV production.

James A. McKech-nie, previously head of his own advertising agency in Syracuse, N. Y., appointed director of sales, Empire State FM Network (WBUF[FM] Buffalo, WDDS-FM Syracuse and WVOR[FM] Rochester, all New York).

Mark Druck, previously with EUE/Screen Gems, joins MPO Videotronics Inc., New York, as producer-salesman.

Frank Kirkpatrick, account supervisor with Young & Rubicam, New York, appointed VP.

Ric Waite, Chicago photographer, joins Film-Makers Inc., there, as director-cameraman.

Rommell Cartwright, former brand manager, Whitehall Laboratories, New York, joins Sullivan, Stauffer, Colwell & Bayles, same city, as account executive.



Mr. Smith

Alvin L. Smith, with KEEL Shreveport, La., joins WAKY Louisville, Ky., as sales manager.

John Mack, formerly with American Society of Composers, Authors and Publishers, New York, joins Laurie Productions, New York commercial production house, in creative department.

Charles Arthur Manley named advertising manager of the Consumer Products Division of Singer Co., New York.

Stephen E. Herz, creative director; **Earl C. Lyon**, group account management supervisor, and **Malcolm Ochs**, director of media and research, with Campbell-Ewald, Detroit, appointed VP's.

Herbert Watson, manager, eastern office, NBC Radio Spot Sales, New York, appointed director, Radio Spot Sales.

Donald Saltzman, television program director, Papert, Koenig, Lois, New York, named manager, television programming and program development, Compton Advertising Inc., New York.

Johnny Richards, head of his own agency in Jacksonville, Fla., joins sales staff of WFUN South Miami.

Peter Penni, with WTMJ Milwaukee, named sales service supervisor. **Don Richards**, with WAUK Waukesha, Wis., joins WTMJ as FM sales and program supervisor.

Irwin S. Davis, with Sullivan Stauffer, Colwell & Bayles, New York, appointed associate media director.



Mr. Patterson



Mr. Weinblatt

William C. Patterson, program supervisor, radio and television department, and **Ira Weinblatt**, associate media director, both with Dancer-Fitzgerald-Sample, New York, elected VP's.

Philip Peppis, VP and creative director at Smith-Greenland, New York, joins Papert, Koenig, Lois, same city, as VP and copy group supervisor. **George Jaccoma**, associate creative director at Richard K. Manhoff and Associates, New York, joins PKL as art director and associate creative director. **Brian D. Roberts**, TV producer at Doyle Dane Bernbach, New York, joins PKL as VP in charge of TV production.

Robert P. Clark, senior financial officer with Needham, Harper & Steers,

joins Sullivan, Stauffer, Colwell & Bayles, New York, as VP and treasurer.

James A. Ingram, account executive at KHJ Los Angeles, named general sales manager for KFRC San Francisco, both RKO General stations.



Mr. Jungheim

Ralph Jungheim, copy writer with Erwin Wasey Inc., Los Angeles, named creative director of Anderson - McConnell, Los Angeles.

Ernie Andrews, VP for commercials division of Hanna-Barbera Productions Inc., Hollywood, appointed VP of newly formed group devoted to production of live-action film commercials at DePatie-Freleng Enterprises, Sherman Oaks, Calif.

MEDIA

Mrs. Frances C. Fitzgerald, widow of Francis M. Fitzgerald, who died July 24 (BROADCASTING, Aug. 7), elected president and treasurer of WGIV Charlotte, N. C. **Mrs. Judy F. Coward** elected VP and general manager.

Mrs. Nancy M. Pool, general sales manager, appointed VP and general manager of KADI(FM) St. Louis.

J. Michael Thompson, senior accountant with Group Hospitalization Inc., Washington, appointed controller of WGMS-AM-FM Bethesda, Md.-Washington.

Ronald H. Mendler, commercial manager, named station manager of WPEP Taunton, Mass.

Alvin E. Martin Jr., sales manager, named assistant manager of WSPA-AM-FM Spartanburg, S. C.

David T. App, supervisor of ABC-TV's station clearance department, named manager of affiliate communications, station relations department.



Mr. Williams

Bob L. Williams, assistant manager of KCOY-TV Santa Maria, Calif., named general manager, replacing **Jim Ranger**, who becomes West Coast representative of William T. Stubblefield, media broker.

John H. Wrath, general and commercial manager of KGB San Diego, named general manager of KFRC San Francisco, replacing **Paul Stoddard**.

Tom Howard, national advertising manager for *Sponsor* magazine, Chicago, appointed station manager of KGB-AM-FM San Diego.

Hale Bondurant, general manager, WIL St. Louis, resigns to become consultant in Seattle.

Ralph E. Hembree, controller of United Transmission Inc., Kansas City, Mo., appointed general manager of CATV Division.

James D. O'Connell, special assistant to President for telecommunications, was married Aug. 9 in Arlington, Va., to former Mrs. Helen Frampton Stegen of St. Louis.

Betty Furness, TV personality now consumer adviser to President, was married Aug. 15 in New York to Leslie Midgley. Mr. Midgley is producer of special news documentaries for CBS.

Ben C. Fisher, Washington lawyer

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who is president of the Federal Communications Bar Association, chosen chairman-elect of Administrative Law Section of American Bar Association at its convention in Honolulu. Mr. Fisher will become chairman of section in mid-1968.

Simon Lazarus, graduate of Yale Law School, named legal assistant to FCC Commissioner Nicholas Johnson. Mr. Lazarus replaces **Robert W. Bennett**, who joins staff of test case division of Legal Aid Bureau, Chicago. **Marsha O'Bannon**, previously with National Educational Television network, appointed confidential assistant to Commissioner Johnson.

Richard H. Weindel, financial consultant and tax accountant, joins American Cable Television, Phoenix, as director of finance.

Major Bruce D. Hartnitt named radio officer of Armed Forces Radio and Television Service, Fort Sill, Okla., replacing **Second Lieutenant James E. Chambers**, who joins medical detachment in Vietnam.

Jack Timmons, assistant manager of WKWH Shreveport, La., named manager.

Sanford N. Levine, president of Nation Wide Cablevision of California, elected corporate VP or parent Kaufman and Broad Building Co., Los Angeles.

PROGRAMING

John L. Koushouris, program director for WOR-TV New York, named VP, program operations.

Ed Holly, VP, administration and finance, and secretary-treasurer, Desilu Productions Inc., Hollywood, named VP in charge of facilities division of Paramount Pictures.

Jim Critchfield, writer for Ralph Edwards for eight years on *It Could Be You* series, signed as head writer on Metromedia's new *Woody Woodbury Show*.

William H. Shupert Jr., assistant program director for WEEI Boston, named program director of WTOP Washington.



Mr. Brody

Leo M. Brody, eastern division sales manager, Trans-Lux Television Corp., joins Independent Television Corp., New York, as manager of special projects.

Bill Vidas, head of Television Program Service, Chicago, joins Triangle Program Sales, New York, as Midwest sales representative with offices in Chicago.

John Bartholomew Tucker, variety show host, KPIX(TV) San Francisco, moves to WNDT(TV) Newark, N. J.-New York noncommercial, as host-commentator on new series, *Inquiry* and as *Newsfront* commentator.

Arnold O. Leeds, producer-director with MPO Videotronics Inc., New York, and head of firm's Miami office, named president of Studio City Inc., North Miami, Fla. **Paul L. Jacobson**, president of Jalor Productions Inc., New York, named executive VP in charge of productions for Studio City, that city.

Jack Caldwell, executive producer of education division, WGBH Educational Foundation (WGBH-FM-TV Boston), appointed manager of operations for foundation succeeding **David M. Davis**, who takes one-year leave of absence to be director of programing for Instructional Television Trust, in Tel Aviv.



Mr. Perkins

Joseph C. Perkins Jr., program director of WTAR-TV Norfolk, Va., named director of television operations.

Woodrow Robertson, production manager for WTOP-TV Washington, appointed television director,

replacing **Laird Simons**, who joins KYW-TV Philadelphia.

Russ Kneeland, WAKR-TV Akron, Ohio, joins Kent (Ohio) State University as ETV director-producer succeeding **Mark Handley** who leaves for two-year ETV assignment in American Samoa.

Dick Wagner, announcer, WINN Louisville, Ky., named program director.

Murray O. Slater, with Larry Harmon Pictures Corp., Hollywood, named salesman at Wolper Television Sales, Los Angeles.

Richard C. Ulett, with KADI(FM) St. Louis, named program director.

Jerry Jackson, program director of WONE Dayton, Ohio, joins KOGO San Diego as production-announcer.

David Wilson Jr., film director at WTVY(TV) Dothan, Ala., appointed director of film and video-tape operations at WLVT-TV noncommercial, Allentown, Pa.

Dick Foreman, assistant program director, WTOW-AM-FM Towson, Md., named program director.

Jerry Amerine, production manager, KCOY-TV Santa Maria, Calif., named program director.

Robert Pictor, coordinator of educational television at Clarion State College, Clarion, Pa., and **Robert Pafford**, producer-director at KTWO-TV Casper, Wyo., appointed producer-directors at noncommercial KUSD-TV Vermillion, S. D.

NEWS

Jim Topping, news director, KIRO-TV Seattle, named news manager.

Roger Rocka, newsman at KCRA Sacramento, Calif., joins news staff of KFRE-AM-FM-TV Fresno, Calif.

Nancy A. Wynstra, with civil division of Justice Department, Washington, joins WTOP-TV there as reporter.

Mat Mathews of KDKA-TV Pittsburgh, elected president of Pennsylvania News Broadcasters Association. Other officers: **Jerry Grove**, WIBG Philadelphia, 1st VP; **Mike Ross**, WTPA(TV) Harrisburg-York-Lebanon, 2nd VP; and **Raymond Wilke** of Villanova University, Villanova, secretary-treasurer.

Jim Healy, sportscaster for KABC-TV Los Angeles, named director of sports.

Grant M. Sims, reporter, *Visalia* (Calif.) *Times-Delta*, joins AP in Helena, Mont. **Joseph Sweat Jr.**, public relations staff, Vanderbilt University, Nashville, joins AP's Newark, N. J., bureau.

WEATHER INSTRUMENTS

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TV
CATV
RADIO

(Colorful dials for color TV)

Manufacturers of Precision
Meteorological Instruments
In Use Around the World
TEXAS ELECTRONICS, INC.
P. O. Box 7151
5529 Redfield Street Dallas, Texas



Mr. Ryan

Bill Ryan, NBC News correspondent, will replace **Morgan Beatty** as anchorman, NBC Radio's *News of the World*, starting Oct. 2. Mr. Beatty will retire after 46 years as newsmen, 26 of them with NBC.

Dick Kulp, newsmen, WWRL New York, joins news staff of WMCA there.

Tom Shafer, newscaster for WTAE-AM-FM-TV Pittsburgh, and **Bob Moss**, news director of WNOG Naples, Fla., join WVCB Coral Gables, Fla., as newsmen.

Dick Ebbert, newsmen with KMJ Fresno, Calif., joins news staff of KOGO-AM-FM San Diego.

Bob Watson, news director, WAKY Louisville, Ky., appointed news editor of WIL St. Louis.

Gil Noble, newsmen with WLIB New York, named reporter for WABC-TV there.

George Scharmen, newsmen, KIRO-TV Seattle, will anchor weekend 10 o'clock news, WNEW-TV New York, starting Sept. 9. **Stewart Klein**, WNEW newsmen, named newscaster, WNEW-TV's weekday afternoon series, *The New Yorkers*, debuting Aug. 28.

EQUIPMENT & ENGINEERING

Max J. Weiner, chief engineer, WNEW New York, elected VP, engineering.

Richard Lindell, chief engineer of WTAR-AM-FM-TV Norfolk, Va., named director of engineering.



Mr. Brooks

Robert A. Brooks, marketing manager, CATV, Anaconda Astroduta Co., Anaheim, Calif., joins Spencer-Kennedy Laboratories Inc., Boston, as VP-sales.

Allen T. Powley, formerly chief engineer of WMAL-FM-TV Washington (BROADCASTING, Feb. 13), joins Ward Electronic Industries, Clark, N. J., as regional sales manager.

Raymond W. Peirce, director of international marketing for Oak Electro/Netics Corp., Crystal Lake, Ill., elected VP, international marketing.

Lee Valentine, transmitter engineer, WFUN South Miami, appointed transmitter supervisor.

INTERNATIONAL



Mr. Stephens

Norval Stephens Jr., VP-account supervisor, Needham Harper & Steers, Chicago, named resident director in London. He will serve on board of directors and executive committee of Benson Group there, affiliated agency. He succeeds **Blair Vedder** who returns to U. S. as director of Needham's Chicago division.

Don M. E. Hamilton, general manager of CKLG-AM-FM Vancouver, B. C., appointed VP.

FANFARE

Richard E. Swart Jr., from BBDO Minneapolis where he supervised 3M

Co. account, named director of marketing and sales promotion at ABC, newly created department that will combine sales developments and presentations, special projects and awards, and will report directly to ABC public relations and planning.

Carl P. Brodhun II, advertising manager of *Geo-Marine Technology* magazine, appointed promotion director of WTOP Washington.

John Leo, exploitation manager, United Artists Corp., New York, named director of worldwide publicity.

Bill Soden named assistant to promotion director at WFIL Philadelphia.

DEATHS

Howard C. Allen, 70, vice chairman, board of directors, Albert Frank-Guenther Law Inc., New York, died Aug. 11 while vacationing in East Brewster, Mass. He is survived by his widow, Gertrude Boyce Allen, two daughters and six grandchildren.

Morton A. Spring, 71, president of MGM International, New York, until his retirement in 1963, died Aug. 12 in St. Joseph's hospital in New York. He was nephew of Marcus Loew, founder of Loew's Inc. Daughter and two grandchildren survive.

Tevis Huhn, 67, who retired in 1965 as VP, Albert Frank-Guenther Law, New York agency, died Aug. 13 at Harkness Pavilion in New York. Wife and two stepsons survive.

Ted Webbe, 60, sports car race announcer on NBC Radio's *Monitor*, died Aug. 15 in Paterson, N. J., hospital of heart attack. He is survived by his wife, Helen, daughter and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 10 through Aug. 16, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Anaheim, Calif.—Orange County Broadcasting Inc. Seeks UHF ch. 56 (722-728 mc); ERP 1,270 kw vis., 127 kw aur. Ant. height

above average terrain 1,911 ft.; ant. height above ground 129 ft. P. O. address: c/o Frank L. Bret, 1441 South West Street,

Anaheim 92803. Estimated construction cost \$1,029,000; first-year operating cost \$800,000; revenue \$400,000. Geographic coordinates

	<p>EDWIN TORNBURG & COMPANY, INC.</p>
	<p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

33° 51' 00.5" north lat.; 117° 39' 13" west long. Type trans. RCA TTU-50-C-1. Type ant. RCA TUF-36J-DAS. Legal counsel Welch & Morgan, Washington, and Kaplan, Livingston, Goodwin, Berkowitz & Selvin, Beverly Hills, Calif.; consulting engineer George C. Davis, Washington. Principals: J. D. Wrather Jr. (82%) president, and Monte E. Livingston (10%) et al. Mr. Wrather is syndicator and producer and has interest in multiple-CATV-owner Teleprompter Corp. as well as other diversified interests. Mr. Livingston is attorney and has interests with Mr. Wrather. Mr. Wrather is director of *KCET(TV) Los Angeles. Ann. Aug. 15.

Miles City, Mont.—David G. Rivenes. Seeks VHF ch. 3 (60-66 mc); ERP 10 kw vis., 1 kw aud. Ant. height above average terrain 124.5 ft.; ant. height above ground 65 ft. P. O. address: 203 North Custer, Miles City 59301. Estimated construction cost \$111,308; first-year operating cost \$45,000; revenue \$50,000. Geographic coordinates 46° 25' 56" north lat.; 105° 51' 31" west long. Type trans. Standard Electronic TL-653. Type ant. Jampro JAT 2/3. Consulting engineer Kenneth Williams Jr., Washington. Principal: Mr. Rivenes is president (registered abstractor) of Eastern Montana Abstract and Title Co. and is executive secretary of Montana Grass Conservation Commission. Ann. Aug. 15.

FINAL ACTIONS

Columbus, Ga.—Gala Broadcasting Co. Review board granted UHF ch. 38 (614-620 mc); ERP 234 kw vis., 35 kw aud. Ant. height above average terrain 613 ft.; ant. height above ground 559 ft. P. O. address: Box 19, Huntsville, Ala. Estimated construction cost \$635,000; first-year operating cost \$322,000; revenue \$292,000. Geographic coordinates 85° 05' 02" north lat.; 32° 28' 55" west long. Type trans. RCA TTU-10A. Type ant. RCA TPU-46K. Legal counsel: Fly, Shuebruk, Blume and Gauguine; consulting engineer: Gautney & Jones, both Washington. Principals: Charles F. Grisham, Tine W. Davis, Aaron Aronov and Bryghte D. Godbold (each 25%). Mr. Godbold is vice president of Graduate Research Center of

Southwest, Dallas, and director and stockholder of North Alabama Broadcasters Inc., licensee of WHNT-TV Huntsville, Ala. Mr. Aronov is president, director and stockholder of investment corporation realty company; vice president, director and stockholder of synthetic fabrics company, construction company, chemical company, builders company and North Alabama Broadcasters Inc. Mr. Grisham is general manager of North Alabama Broadcasters Inc. Mr. Davis is senior vice president of and has interest in Winn-Dixie Stores Inc.; director and has interest in insurance company, credit corporation, construction company, truck rental, bank, savings and loan association; vice president, director and stockholder of hotel corporation and North Alabama Broadcasters Inc.

INITIAL DECISIONS

■ Denial of application of Topeka Television Inc., Topeka, Kan., for new TV to operate on ch. 43, has been proposed in initial decision issued by Hearing Examiner Herbert Sharfman in Doc. 16970. Examiner concluded that Topeka Television Inc., had not established that it was financially qualified to construct and operate station. Under commission's rules, denial will be effective unless there is an appeal by party to proceeding or commission reviews initial decision on its own motion. Action Aug. 16.

■ Grant of CP for new television station to operate on ch. 55, Riverhead, N. Y. has been proposed in initial decision by FCC Hearing Examiner Forest L. McClenning. Applicant is WRIV-TV Inc., Riverhead, N. Y. Under commission's rules, grant will take effect unless there is an appeal by party to proceeding or commission reviews initial decision on its own motion. (Doc. 16709) Action Aug. 10.

OTHER ACTIONS

■ Review board in San Francisco TV proceeding, Docs. 16678 and 16831, denied motion to enlarge issues filed by Bay Broadcasting Co. June 20. Board members Berke-

meyer and Kessler absent. Action Aug. 10.

■ In Orlando, Fla., TV Channel 9 proceeding commission (1) dismissed petition by Central Nine Corp. and TV-9 Inc. for reconsideration of March 30 action which had designated for comparative hearing eight mutually exclusive applications for CP for new TV to operate on ch. 9 in Orlando (Mid-Florida Television Corp. is operating on ch. 9 until further order of commission); (2) denied petition by Central Nine Corp., Florida Heartland Television Inc. and TV-9 Inc. requesting that further proceedings be stayed until Court of Appeals for District of Columbia Circuit has acted on an appeal by Consolidated Nine from commission's action authorizing continued interim operation by Mid-Florida; (3) denied petition by Orange Nine Inc. for oral argument before full commission and dismissed its motion for stay; (4) dismissed Orange Nine's motion to hear and determine issue 5 and to stay hearing on all other issues pending determination of issue 5 (issue 5 concerns effect of grant upon UHF TV stations in area); and (5) dismissed as moot motion by Custom Electronics Inc. to strike Orange Nine's motion to first hear and determine issue 5. Action by commission, Aug. 14 by memorandum opinion and order Docs. 10081, 11083, 17339, 17341-2, 17344. Commissioners Hyde (chairman), Bartley, Lee and Loevinger, with Commissioner Cox concurring in result, and Commissioner Johnson not participating.

■ Review board in Columbus, Ga. TV broadcast proceeding, Docs. 17449-50 granted joint request for approval of agreement filed July 5, by Gala Broadcasting Co. and Inland Broadcasting Co.; approved agreement; dismissed application of Inland Broadcasting Co.; granted application of Gala Broadcasting Co. for new television broadcast station to operate on ch. 38 in Columbus, Ga. and terminated proceeding. Board member Nelson abstaining. Board members Pincock and Kessler absent. Action Aug. 15.

■ Review board in Aurora, Ill. TV proceeding, Docs. 17407-8 granted petitions to accept late filings by South Kane-Kendall Broadcasting Corp. and the Broadcast Bureau June 12 and 15, respectively. Granted motion to strike filed by Aljir Broadcasting Co. July 10; letter dated and filed by South Kane-Kendall Broadcasting Corp. July 3 is stricken; and petition to enlarge issues filed by Aljir Broadcasting Inc. May 24 is denied. Board members Berkemeyer and Kessler absent. Action Aug. 11.

■ Erway Television Corp. and Chesapeake Placement Service Inc., Baltimore, TV ch. 45 proceeding. Commission has affirmed its grant of application by Chesapeake Placement Service Inc. for new TV station in Baltimore. At the same time, it has granted in part application by Erway for review of review board's decision dated April 27. Erway maintained that if it had been afforded opportunity to present evidence, it could have established that Guy S. Erway's (98% owner) commitment to Sebring station would not detract significantly from his full participation in management of Baltimore station. Commission held that no purpose would be served by remanding proceeding for further hearing, since, assuming that Erway could establish 100% integration, slight preference which it would receive for this criterion is outweighed by preferences awarded Chesapeake, particularly decisive preference awarded for Chesapeake's superior programming proposals. Action by commission, Aug. 9, by order, Docs. 15875-6. Commissioners Hyde (chairman), Bartley, Lee and Cox.

■ Review board in Albany, N. Y. TV proceeding, Docs. 16737-38 granted petition filed by Northeast TV Cablevision Corp. on Aug. 8, and extended time for filing exceptions to ID to and including Aug. 25. Board members Berkemeyer and Kessler absent. Action Aug. 10.

■ Review board in San Angelo, Tex. TV broadcast proceeding granted request filed Aug. 10, by S R C Inc., and extended to Aug. 28 time within which to file response to oppositions to their petition for enlargement of issues filed on July 17 (Docs. 17541-2). Board members Pincock and Kessler absent. Action Aug. 14.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Seattle (King's Garden Inc.) TV ch. 22 proceeding designated Examiner James D. Cunningham to serve as presiding officer; scheduled prehearing conference for Sept. 13 and hearing for Oct. 18 (Doc.

CCA BROADCAST TRANSMITTERS

TUBE LIFE IN CCA TRANSMITTERS ARE EXCEPTIONAL—WHY PAY MORE AND GET LESS?

HERE IS A TESTIMONIAL BY JON D. KIKER...
Chief Engr., Station WCOA
Pensacola, Florida

Mr. Bernard Wise, President
CCA Electronics Corporation
716 Jersey Avenue, Gloucester City, N. J. 08030

Dear Mr. Wise:
We've had the CCA 10KW FM and the 5 KW AM transmitters on the air for a total of more than 20,000 operating hours. Performance of both these equipments indicates that their purchase was a good choice. For example, the original AM final tube was replaced at 8,700 operating hours—16 months after the transmitter went on the air. Useful life of the AM modulator tubes was slightly better at 9,158 hours. No major tubes in the FM-10,000 have required replacement in its initial year of operation just concluded.

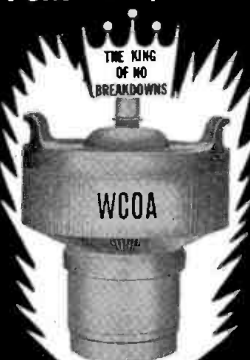
With our "good music" format on both AM and FM, WCOA places a great deal of emphasis upon a quality air sound, and both transmitters have met this requirement admirably. Reliability speaks for itself when our records indicate less than three hours of lost air time in 37 cumulative months of operating both of them.

Your factory service has been second to none in the industry. It's been a pleasure to deal with a firm which believes in a 100 per cent backing of its claims to performance.

Yours very truly,



Jon D. Kiker
Jon D. Kiker
Chief Engineer



WCOA Tube Life
5 KW AM—10,000 HRS.
10 KW FM—ORIGINAL TUBES

CCA ELECTRONICS CORPORATION
716 Jersey Ave., Gloucester City, N. J. 08030 • 609-456-1716

17659). Action Aug. 16.

■ Hearing Examiner Charles J. Frederick in San Francisco (Bay Broadcasting Co., Reporter Broadcasting Co.) TV proceeding granted petition by Bay for leave to amend its application to make minor engineering corrections (Docs. 16678, 16831). Action Aug. 2. And on Aug. 11 in Tulsa, Okla. (Victor Muscat and KTOW-TV Inc.) TV proceeding granted petition by KTOW-TV and dismissed, but with prejudice, its application (Doc. 17523-4).

■ Hearing Examiner Isadore A. Honig on Aug. 7 in Macon, Ga. (Rovan Television Inc. and Romac Macon Corp.) TV proceeding granted nunc pro tunc request by Romac Macon Corp. and extended time from July 12 and Sept. 8 date for exchange of comparative issue exhibits and for hearing on comparative aspects of proceeding to dates to be set by subsequent order (if necessary) after review board has acted on pending joint request of applicants filed July 18—hearing on financial qualifications issue concerning Rovan Television will be held Sept. 8 as scheduled (Docs. 17316-7). Action Aug. 7. And on Aug. 11 in Macon, Ga. (Rovan Television Inc. and Romac Macon Corp.) TV proceeding granted petition by Rovan for leave to amend its application to incorporate updated financial information (Docs. 17316-7).

■ Hearing Examiner Chester F. Naumowicz Jr. on Aug. 8 in Memphis (Gamma Television Corp. et al.) TV proceeding granted joint motion by applicants and set aside order of default (Docs. 17258-60).

■ Hearing Examiner Elizabeth C. Smith on Aug. 9 in San Angelo, Tex. (S R C Inc. and San Angelo Independent School District No. 226-903) TV proceeding granted petition by San Angelo Independent School District for leave to amend its application to reflect changes in its officers and trustees, and to substitute an updated loan agreement with Central National Bank of San Angelo (Docs. 17541-2).

CALL LETTER APPLICATION

■ Thompson Broadcasting Inc., Phoenix. Requests KOQZ(TV).

DESIGNATED FOR HEARING

■ Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc. and WTVY Inc. designated by FCC for consolidated hearing applications for new TV stations to operate on ch. 28 in Durham, N. C. (By order) Action Aug. 16.

Existing TV stations

FINAL ACTIONS

KINY-TV Juneau, Alaska—Broadcast Bureau granted license covering changes in station. Action Aug. 14.

KGPA-TV Phoenix — Broadcast Bureau granted mod. of CP to change ERP to 776 kw vis., 155 kw aur., type trans., type ant., ant. structure, ant. system and increase ant. height to 1,600 ft. Action Aug. 11.

*KUAT-TV Tucson, Ariz.—Broadcast Bureau granted CP to replace expired permit for changes in station. Action Aug. 15.

■ KYLD-TV ch. 17, Bakersfield, Calif., Kern County Broadcasting Co. Commission has waived Sec. 73.685(e) of its rules and granted application by KYLD-TV to change ERP to 162 kw vis. and 32.4 kw aur., ant. height to 1,390 ft., and trans. site to near Mt. Adelaide, 16 miles northeast of Bakersfield. Sec. 73.685(e) provides that "... Stations operating on Channels 14-83 with transmitters delivering a peak visual power output of more than 1 kw may employ directive transmitting antennas with a maximum to minimum radiation in the horizontal plane of not more than 15 decibels..." Action Aug. 16.

WHYY-TV Wilmington, Del. — Broadcast Bureau granted CP covering installation of auxiliary transmitter at East Stanger Avenue, Glassboro, N. J. Action Aug. 9.

WTVT(TV) Tampa, Fla.—Broadcast Bureau granted CP to install an auxiliary ant. 4.4 miles north northeast of Balm. Action Aug. 11.

*WTTW(TV) Chicago—Broadcast Bureau granted license covering changes in station. Action Aug. 14.

KWIS-TV Wichita, Kan.—Broadcast Bureau granted mod. of CP to change ERP to 646 kw vis., 64.6 kw aur., trans. location to near Colwich, change type trans., type ant., ant. structure, increase ant. height to 1,030 ft. Action Aug. 10.

WMET-TV Baltimore—Broadcast Bureau granted license covering new station. Action Aug. 14.

WKBG-TV Cambridge, Mass.—Broadcast Bureau granted mod. of license to change name to Kaiser-Globe Broadcasting Corp. Action Aug. 9.

KTCI-TV St. Paul — Broadcast Bureau granted CP to change ERP to 30.9 kw vis., 5.62 kw aur., type ant., make change in transmission line and increase ant. height to 520 ft. Action Aug. 14.

KBMA-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP to change ERP to 1,000 kw vis., 200 kw aur., type trans., type ant., increase ant. height to 1,060 ft. Action Aug. 11.

WSWO-TV Springfield, Ohio — Broadcast Bureau granted mod. of CP to change ERP to 692 kw vis., 69.2 kw aur., trans. and studio location to South of Wright Brothers Memorial Highway, 0.5 mile west of city limits, Springfield, change type trans., type ant., ant. structure, ant. system, increase ant. height to 490 ft. Action Aug. 11.

WSTV-TV Steubenville, Ohio—Broadcast Bureau granted license covering changes in station. Action Aug. 14.

KTEN(TV) Ada, Okla.—Broadcast Bureau granted license covering changes in station, specify main studio location as 1600 Arlington Street, Ada. Action Aug. 14.

■ FCC has waived Sec. 73.651(c) of its rules to permit KLPR-TV Inc., licensee of KLPR-TV, ch. 14, Oklahoma City, to broadcast background music in aural channel to be accompanied by visual transmission of stock ticker tape. The grant is for one year. Action Aug. 16.

*WVIA-TV Scranton, Pa.—Broadcast Bureau granted license covering new noncommercial educational TV. Action Aug. 9.

WKBM-TV Caguas, P. R.—Broadcast Bureau granted mod. of CP to change ERP to 200 kw vis., 39.8 kw aur., change type trans., type ant., ant. structure, ant. system, and decrease ant. height to 1,140 ft. Action Aug. 14.

■ KESD-TV educational ch. 8, South Dakota State University, Brookings, S. D., Commission has granted application by South Dakota for waiver of mileage separation requirements of Sec. 73.610(b) of rules. Grant permits KESD-TV to operate with ERP of 257 kw vis., 51.3 kw aur., from ant. height of 760 ft., at trans. location approximately 18 miles southwest of its present site, and approximately 22 miles northwest of Brookings. Commissioners Bartley and Lee dissenting. Action Aug. 16.

KGBT-TV Harlingen, Tex.—Broadcast Bureau granted license covering installation of new transmission lines. Action Aug. 14.

*KUHT(TV) Houston—Broadcast Bureau granted license covering changes in station. Action Aug. 10.

*KBYU-TV Provo, Utah—Broadcast Bureau granted CP to replace expired permit to install auxiliary ant. system at main trans. and ant. location. Action Aug. 15.

OTHER ACTION

■ KOMC-TV, ch. 8, McCook, Neb., Kansas State Network Inc., licensee. Denied request for additional waiver of Sec. 73.652(a) of commission's rules and clarified the grant of authority to permit KOMC-TV to use dual city identification as a "McCook-Oberlin" station. Action affirms that KOMC-TV is McCook, Neb., station which may, under limited circumstances, identify itself as a "Oberlin-McCook" station. Commission states that in instances of dual city identification there may be occasions when it will be permissible for station to identify itself using name of its principal city last, as when live programming is being originated from its secondary city. (Sec. 73.652(a) specifies that licensee of TV broadcast station shall make station identification announcement [call letters and location] at beginning and ending of each time of operation and during operation on hour. Announcement at beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.) Commissioner Cox dissented. Action Aug. 9.

ACTION ON MOTION

■ Hearing Examiner Chester F. Naumowicz Jr. on Aug. 8 in San Diego, Escondido, Calif. (Midwest Television Inc., KFMB-TV and American Television Relay Inc.) granted motion by Broadcast Bureau and extended time to Aug. 11 and 25, respectively, to file proposed findings and reply findings (Docs.

16786, 17008).

CALL LETTER APPLICATION

■ KVER(TV), K-Six Television Inc., Laredo, Tex. Requests KVTV(TV).

New AM stations

APPLICATIONS

Prattville, Ala. — Autauga Broadcasting Inc. Seeks 1410 kc, 1 kw-D. P. O. address: 1155 Lakewood, Montgomery, Ala. Estimated construction cost \$19,620; first-year operating cost \$35,025; revenue \$40,000. Principals: William D. Johnson and Edward E. Johnson III (each 10%), Calvin Whitesell and Jimmie R. Gillian (each 20%) et al. Percentages effective upon approval. At present Messrs. Johnson hold majority interest together (60%). Mr. W. Johnson is salesman for WKAB-TV Montgomery, Ala. Mr. E. Johnson is salesman for WBAM Montgomery. Mr. Whitesell is attorney; has interest in two cemeteries; 40% stockholder, officer and director of retail food business; director of building company; 50% stockholder in property enterprise; distributor for holder of franchise of business machines, and 100% owner of Continental Inc., dormant corporation. Mr. Gillian is executive vice president and director of textile machinery company; stockholder, officer and director of acceptance corporation, finance company and boat sales and storage concern; director of bank, and 50% interest in house rental company. This application was dismissed July 13 and resubmitted Aug. 15 as an "accepted" application. Ann. Aug. 15.

Flemington, N. J.—Benjamin J. Friedland. Seeks 680 kc, 250 w-D. P. O. address: 55 Highland Avenue, Maplewood, N. J. 07040. Estimated construction cost \$84,934; first-year operating cost \$42,000; revenue \$60,000. Principal: Mr. Friedland is estimator-engineer with electric construction company, and relief engineer for WVNJ-AM-FM Newark, N. J. Requests waiver of Sec. 1.597 of rules. Ann. Aug. 15.

St. James, Minn.—St. James Broadcasting Corp. Seeks 1530 kc, 500 w-D. P. O. address: Box 12, St. James 56081. Estimated construction cost \$44,894; first-year operating cost \$42,600; revenue \$54,000. Principals: Ralph J. Coursolle, president (55%), St. James Industries Foundation (19%) et al. Mr. Coursolle is attorney. St. James Industries is nonprofit development company. Ann. Aug. 15.

Red Springs, N. C.—K & R Broadcasting Corp. Seeks amendment to CP for new standard broadcast station, to change frequency from 710 kc to 1510 kc, operate with power of 0.5 kw during critical hours, change from DA-D to non-DA, make changes in ant. system (change height), change ground system, and change officers, directors, stockholders and stockholdings.

Wisconsin Dells, Wis.—Obed S. Borgen. Seeks 990 kc, 0.5 kw-D. P. O. address: 1710 11th Avenue, N.E., Rochester, Minn. Estimated construction cost \$37,967.52; first-year operating cost \$40,000; revenue \$45,000. Principal: Mr. Borgen owns KFIL Preston, Minn. Ann. Aug. 16.

FINAL ACTION

Yadkin Broadcasting Inc. — Yadkinville, N. C. Broadcast Bureau granted 1480 kc, 1 kw-D. P. O. address: c/o Harry D. Dunnagan, 15 Harbor Gate Drive, Mount Pleasant, S. C. Estimated construction cost \$35,065; first-year operating cost \$37,000; revenue \$45,000. Principals: Dr. Carlisle B. Hughes Jr.; H. Smith Williams, lawyer (both 20%); Harry D. Dunnagan, account executive, WCIV-TV Mount Pleasant, S. C. and Bernice G. Dunnagan, housewife, (both 20%); Clyde G. Reavis, businessman, and Willa M. Dunnagan, housewife (10% each) and Douglas B. Johnson, engineer for WFMV-TV Greensboro, N. C. (4%). Action Aug. 15.

INITIAL DECISION

■ Applications of both Cosmopolitan Enterprises Inc. Edna, and H. H. Huntley, Yoakum, both Texas for new standard broadcast station on 1130 kc have been denied by Hearing Examiner H. Gifford Irion in initial decision (Docs. 16572-3). Each company sought CP for 10 kw, daytime only station. International Broadcasting Corp., licensee of KWKH Shreveport, La. was made party respondent to hearing. KWKH operates on 1130 kc. It has power of 50 kw and is directionalized at night. Ann. Aug. 10.

OTHER ACTIONS

■ Review board in Madison, Ala. standard broadcast proceeding, Doc. 16860 rescheduled oral argument before panel of review board

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Aug. 17

	Lic.	ON AIR CP's	NOT ON AIR CP's
Commercial AM	4,121 ¹	25	77
Commercial FM	1,633	61	233
Commercial TV-VHF	488*	12	21
Commercial TV-UHF	101*	25	135
Educational FM	303	14	25
Educational TV-VHF	60	7	9
Educational TV-UHF	42	20	46

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 17

	VHF	UHF	Total
Commercial	519	267	786
Noncommercial	76	105	181

STATION BOXSCORE

Compiled by FCC, May 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,116 ¹	1,630	587*	302	99
CP's on air (new stations)	11	53	37	13	27
CP's not on air (new stations)	90	242	156	27	55
Total authorized stations	4,219	1,925	786	342	181
Licenses deleted	2	0	0	0	0
CP's deleted	0	0	3	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

*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.

for 10 a.m., Sept. 14, in room 7134, New Post Office building, Washington. Action Aug. 15.

■ Review board in South Beloit, Ill. standard broadcast proceeding, Docs. 17207 et al. Joint request for approval of agreement filed July 12 by Salter Broadcasting and others, is held in abeyance for fifteen (15) days from release date of order pending receipt of further information as indicated in order. Board members Berkemeyer and Kessler absent. Board member Nelson abstaining. Action Aug. 10.

■ Review board in Macon, Miss. standard broadcast proceeding, Docs. 17444-5 granted petition filed Aug. 14 by J. W. Furr and extended to Aug. 23 time within which to file oppositions to Broadcast Bureau's petition to enlarge issues. Board members Pincock and Kessler absent. Action Aug. 16.

■ Review board in St. Charles, Mo. standard broadcast proceeding, Docs. 17420-22 dismissed as moot the petition to enlarge issues filed by Michael S. Rice on May 31. Board members Berkemeyer and Kessler absent. Action Aug. 10.

■ Review board in Wilkesboro, N. C., standard broadcast proceeding, Doc. 16311 granted petition filed Aug. 14 by Wilkes County Radio, and extended to Aug. 21 time to file replies to exceptions to initial decision. Board members Pincock and Kessler absent. Action Aug. 16.

■ Review board in Lebanon, Pa. standard broadcast proceeding, Docs. 15835-36, 15838-39 dismissed without prejudice petition to enlarge issues filed by Radio Catonsville Inc. on July 12. Board members Pincock and Kessler absent. Action Aug. 15.

■ Review board in Port Arthur, Tex. standard broadcast proceeding, Docs. 14597-15203 rescheduled oral argument before panel of review board for 2 p.m., Sept. 14, in room 7134, New Post Office building, Washington. Action Aug. 15.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Bellaire, Tex. (T. J. Shriner) AM proceeding designated Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for Oct. 16 and hearing for Nov. 8 (Doc. 17635). Action Aug. 11.

■ Hearing Examiner Isadore A. Honig on Aug. 11 in Elmhurst-Wheaton, Ill. (Dupage

County Broadcasting Inc. and Central Dupage County Broadcasting Co.) AM proceeding granted request by Dupage and dismissed its petition for leave to amend its application (Docs. 16965-6).

CALL LETTER APPLICATIONS

■ White Mountain Broadcasters Inc., Show Low, Ariz. Requests KVSL.
■ Valley Broadcasting Inc., Nelsonville, Ohio. Requests WNAL.
■ Forks Broadcasting Co., Forks, Wash. Requests KVAC.

Existing AM stations

APPLICATIONS

KEVT Tucson, Ariz.—Seeks CP to change hours of operation from daytime to unlimited, using power of 250 w-D and nighttime, operate nighttime from separate site at State Highway #86, on West edge of Tucson, Ariz., install DA-N and new trans. (Gates BC-250 GY) at nighttime site. Request waiver of Sec. 73.24(b)(3)(ii) of rules. Ann. Aug. 11.

KHOS Tucson, Ariz.—Seeks CP to increase daytime power from 250 w to 1 kw, and install new trans. Ann. Aug. 15.

KMFB Mendocino, Calif.—Seeks CP to change frequency from 1520 kc to 1300 kc. Ann. Aug. 15.

KCIL Houma, La.—Seeks CP to install new trans.; install new ant.; change frequency from 107.1 mcs., ch. #296 to 104.1 mcs. ch. #281; increase TPO to 9.65 kw; increase ERP to 80 kw; and increase HAAT to 355 ft. Ann. Aug. 15.

FINAL ACTIONS

KAGH Crossett, Ark.—Broadcast Bureau granted license to use former auxiliary trans. as auxiliary trans. at main trans. location. Action Aug. 9.

KAWW Heber Springs, Ark.—Broadcast Bureau granted license covering new AM, specify type trans. Action Aug. 8.

KOTN Pine Bluff, Ark.—Broadcast Bureau granted license covering increase in daytime power. Action Aug. 9.

KFRC San Francisco—Broadcast Bureau granted CP to change ant.-trans. location to 601 Ashby Avenue, Berkeley, install new trans.; conditions. Action Aug. 11.

KLOX San Jose, Calif.—Broadcast Bureau

granted license to use former main trans. as auxiliary trans. at main trans. location. Action Aug. 9.

KYOU Greeley, Colo.—Broadcast Bureau granted license covering change in ant. system. Action Aug. 8.

KWSR Rifle, Colo.—Broadcast Bureau granted license covering new AM, specify type trans. Action Aug. 8.

WBIA Augusta, Ga.—Broadcast Bureau granted license covering change in ant.-trans. location. Action Aug. 8.

WBAD College Park, Ga.—Broadcast Bureau granted license covering changes in ant. system, specify studio location same as trans. Action Aug. 9.

WLYV Fort Wayne, Ind.—Broadcast Bureau granted CP to decrease daytime power from 1 kw to 500 w, make changes in ant. system, and ground system; conditions. Action Aug. 14.

WAKE Valparaiso, Ind.—Broadcast Bureau granted CP to make changes in ant. system; conditions. Action Aug. 11.

■ KFNF Broadcasting Corp. (KFNF) Shenandoah, Iowa denied application by KFNF (corporation whose stock is owned in equal shares by Nicholas and Victor J. Tedesco) for review of review board decision of April 10. Decision had denied KFNF's application to move station from Shenandoah, Iowa, to Council Bluffs, Iowa, to directionalize and increase power from 1 kw to 5 kw. Action by commission, Aug. 16 by order (Doc. 14651). Commissioners Hyde (chairman), Bartley, Lee and Cox; Commissioner Loevinger not participating.

WVLK Lexington, Ky.—Broadcast Bureau rescinded grant for renewal of license. Action Aug. 11.

WJIB Boston—Broadcast Bureau granted mod. of license covering change in licensee name to Kaiser-Globe Broadcasting Corp. Action Aug. 9.

WCAS Cambridge, Mass.—Broadcast Bureau granted mod. of license covering change in name of licensee to Kaiser-Globe Broadcasting Corp. Action Aug. 9.

■ KWEB North Central Video Inc., Rochester, Minn. granted application for modification of CP to change transmitter site 1.5 miles north-northwest of that specified in its CP. Letter objections from George L. Brooks, president and general manager of KCUE Red Wing, Minn., were denied. Commissioner Cox dissenting. Action Aug. 10.

■ KOLM Rochester, Minn.—Broadcast Bureau granted license covering increase in power and installation of new trans. Action Aug. 9.

WRKN Brandon, Miss.—Broadcast Bureau granted license covering new AM, specify studio location same as trans. Action Aug. 10.

KWIX Moberly, Mo.—Broadcast Bureau granted license covering changes in ant.-trans. location and change in ant. system. Action Aug. 9.

KTIX Pendleton, Ore.—Broadcast Bureau granted license covering change in ant. location. Action Aug. 9.

WGUS North Augusta, S. C.—Broadcast Bureau granted CP to make changes in ant. system; conditions. Action Aug. 11.

KGFX Pierre, S. D.—Broadcast Bureau granted license covering change in frequency, increase power, install DA-D, change ant.-trans. location, install new type trans. Action Aug. 10.

WNRV Narrows-Pearisburg, Va.—Broadcast Bureau granted CP to increase power from 1 kw to 5 kw, install new type trans. Action Aug. 14.

■ Broadcast Bureau granted renewal of licenses for following stations and co-owning auxiliaries: KISN Vancouver, Wash.; WAVO-AM-FM Decatur, Ga.; WDNT Dayton, Tenn.; WERK Muncie, Ind.; WGMM Millington, Tenn.; WHBT Harriman, Tenn.; WHON Centerville, Ind.; WMRI-FM Marion, Ind.; WOCH North Vernon, Ind.; WPOP Hartford, Conn., and WTRO Dyersburg, Tenn. Action Aug. 14.

OTHER ACTIONS

■ Application by Radio Milton Inc., Milton, Fla., for authority to operate on 1490 kc, at 250w-N, 1 kw-L.S. in Milton, Fla., has been granted by FCC. Radio Milton will resume service formerly provided by WSRA. License for WSRA was revoked by commission action on July 26. (Doc. 16674). Commission also granted request for approval of agreement by two applicants for station, Jimmie Hugh Howell and West Florida Broadcasting Inc., providing for merger to form operating company. Order states that action would permit prompt restoration of service formerly provided by WSRA. Action by commission by order, August 9. Commissioners Hyde (chairman), Bartley, Lee, and Cox.

■ Office of opinions and review on Aug. 4 in Honolulu (Royal Broadcasting Co. and

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Radio KHAI Inc.) AM proceeding granted petition by Royal and extended to Aug. 10 time to file oppositions to petition by Radio KHAI to reopen record and to enlarge issues (Docs. 16876-7).

■ Office of opinions and review on Aug. 3 in Ames, Iowa (Iowa State University of Science and Technology (WOI) granted motion by Earle C. Anthony Inc. (KFI) and extended time to Aug. 15 to file reply to exceptions to supplemental initial decision (Docs. 11290, 16298).

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Alamogordo-Ruidoso, N.M. (Fred Kaysbier and Sierra Blanca Broadcasting Co., [KRRR]) AM proceeding designated Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Oct. 19 and hearing for Nov. 14 (Docs. 17624-5). Action Aug. 8. And in Fayetteville, N.C. (Cape Fear Broadcasting Co., WFNC) AM proceeding designated Examiner James D. Cunningham to serve as presiding officer; scheduled prehearing conference for Sept. 14 and hearing for Oct. 25 (Doc. 17633). And in Laurel, Miss. (Voice Of The New South Inc., WNSL) AM proceeding designated Examiner H. Gifford Irion to serve as presiding officer; scheduled prehearing conference for Sept. 28 and hearing for Nov. 15 (Doc. 17634). Actions Aug. 15.

■ Hearing Examiner H. Gifford Irion on Aug. 7 in Kettering-Eaton-Greenville, Ohio et al. (Kittynhawk Broadcasting Corp. et al.) AM proceeding granted petition by Shively Broadcasting Co. and authorized petitioner to publish only those issues relating to itself in accordance with rulings previously made on record (Docs. 17243-50). By separate action, granted petition by Albert S. Tedesco (WWCM) for leave to amend his application to show changes in ownership of other broadcast facilities and other matters relating to applicant's interests in other stations. And in Mt. Carmel, Pa. (Mt. Carmel Broadcasting Co. and K H Radio Co.) AM proceeding granted petition by K H Radio for leave to amend its application to show other ownership interests (Docs. 17411-2). By separate action, granted petition by Mt. Carmel for leave to amend its application to show other ownership interests.

■ Hearing Examiner Elizabeth C. Smith on Aug. 4 in New York (City of New York Municipal Broadcasting System, WNYC) proceeding scheduled prehearing conference for Sept. 27 (Docs. 11227, 17588).

CALL LETTER APPLICATIONS

■ KASK Pacific Coast Broadcasting Corp., Ontario, Calif. Requests KSOM.
■ WTVG Wake County Broadcasting Inc., Fuquay, N.C. Requests WAKS.
■ KPIR Emerald Broadcasting Corp., Eugene Broadcasting Corp., Eugene, Ore. Requests KPNW.
■ WICU Lamb Enterprises Inc., Erie, Pa. Requests WRIE.
■ WDMS Rulon Maynard Corp., Lynchburg, Va. Requests WVXI.

CALL LETTER ACTIONS

■ KCIL, KCIL Inc., Houma, La. Granted KJIN.
■ WJPG, Green Bay Press Gazette, Green Bay, Wis. Requests WNFL.

New FM stations

APPLICATIONS

Magnolia, Ark.—W. M. Bigley. Seeks 107.9 mc. ch. 300, 56.8 kw. Ant. height above average terrain 291 ft. P. O. address: Route 4, Box 59, Magnolia 71753. Estimated construction cost \$23,590; first-year operating cost \$25,000; revenue \$25,000. Principals: Mr. Bigley owns and operates KVMA Magnolia; president and 98% stockholder in land investment company; owns outdoor advertising firm Star Poster Advertising; president and stockholder in nursing home, and vice president and stockholder in Claiborne Broadcasting Co., former licensee of KHAL Homer, La. which has been sold but corporation is still active. Ann. Aug. 15.
Vacaville, Calif.—Northern California Stereocasters. Seeks 103.5 mc. ch. 278, 5 kw.-L. Ant. height above average terrain 1,673 ft. P. O. address 210 Baywood Drive, Vallejo, Calif. 94590. Estimated construction cost \$42,101.26; first-year operating cost \$87,000; revenue \$148,880. Principals: Bruce V. Zieminski, 51% owner and chief engineer and Dennis T. Zieminski (49%). Ann. Aug. 11.
Council Bluffs, Iowa—KRCB Inc. Seeks 98.5 mc. ch. 253, 100 kw.-U. Ant. height above average terrain 162 ft. P. O. address: 805 Kings Way, Madison, Wis. 53704. Estimated construction cost \$40,321; first-year operating cost \$11,000; revenue \$23,976.

Principals: Applicant is licensee of KRCB Council Bluffs. James J. Conroy, president. Ann. Aug. 15.

Independence, Kan.—Central Broadcasting Inc. Seeks 101.7 mc. ch. 269, 16 kw. Ant. height above average terrain 156 ft. P. O. address: 114 North Eighth Street, Independence 67301. Estimated construction cost \$8,754.50; first-year operating cost \$4,000; revenue \$4,500. Principals: J. Nelson Rupard, president. Applicant owns and operates KIND Independence. Ann. Aug. 15.

*Bozeman, Mont.—Montana State University. Seeks 90.1 mc. ch. 211, 10 w. Ant. height above average terrain 121 ft. P. O. address: Student Union building, Bozeman 59715. Estimated construction cost \$34,140; first-year operating cost \$4,500; revenue none. Principals: William A. Johnstone, president of University. Ann. Aug. 16.

FINAL ACTIONS

*LaGrange, Ill.—Lyons township High School and Junior College. Broadcast Bureau granted 88.3 mc. ch. 202, 10 w. Ant. height above ground 50 ft. P. O. address: 100 South Brainard, LaGrange 60525. Estimated construction cost \$2,108.80; first-year operating cost \$2,500; revenue none. Principals: To be administered by board of education. Robert A. Jones, consultant. Action Aug. 10.

Fergus Falls, Minn.—Empire Broadcasting Corp. Broadcast Bureau granted 103.3 mc. ch. 277, 28.5 kw. Ant. height above ground 195 ft. P. O. address: Box 624, Fergus Falls 56537. Estimated cost of construction \$26,000; first-year operating cost \$10,750; revenue \$36,000. Principals: Otto Korp and Donald Fritzel. Action Aug. 15.

Greenville, Miss.—Mid-America Broadcasting Inc. Broadcast Bureau granted 100.7 mc. ch. 284, 51 kw. Ant. height above average terrain 150 ft. P. O. address: Box 247, Greenville 38702. Estimated construction cost \$21,000; first-year operating cost \$6,000; revenue \$6,000. Principals: David M. Segal, president. Applicant is licensee of WGVM Greenville. Mr. Segal has 60% interest in KDKO Littleton, Colo. Action Aug. 15.

*Columbus, Mo.—The Curators of the University of Missouri. Broadcast Bureau granted 91.3 mc. ch. 217, 100 kw. Ant. height above average terrain 610 ft. P. O. address: Room 116, Jesse Hall, Columbia 65201. Estimated construction cost \$78,776; first-year operating cost \$26,320. Principals: Thomas Gray, administrative assistant, Earl F. English, dean of school of journalism and William J. Reagan, director of broadcast engineering and chief engineer. Other broadcast interests are KOMU-TV, Columbia, KCUR-FM Kansas City and KMSM-FM Rolla, all Missouri. Action Aug. 14.

Madison, S. D.—Addison Broadcasting Inc. Broadcast Bureau granted 103.1 mc. ch. 276, 3 kw. Ant. height above average terrain 91 ft. P. O. address: Box 549, Madison 57042. Estimated construction cost \$10,740; first-year operating cost \$15,000; revenue \$20,000. Principals: Joseph A. Muggly, president (49%), Sherleen Adler, vice president (2%) and Catherine B. Muggly, secretary-treasurer (49%). Applicant owns KJAM Madison, Dr. Muggly is physician. Catherine Muggly is nurse. Sherleen Adler is homemaker. Action Aug. 14.

Longview, Wash.—Garner Investors Inc. Broadcast Bureau granted 105.5 mc. ch. 288, 3 kw. Ant. height above average terrain 72 ft. P. O. address: 709 Ravenna East (#301), Seattle 98102. Estimated construction cost \$18,823; first-year operating cost \$15,347.28; revenue \$12,000. Principals: James E. Hammer (50.2%), Neil R. Burmester (23.7%) et al. Mr. Hammer is in real estate. Mr. Burmester is methods analyst for Boe-Aircraft. Action Aug. 10.

OTHER ACTION

■ Review board in Gate City, Va., FM proceeding, Docs. 17575-76 granted petition filed by Palmer-Dykes Broadcasting Co., on August 8 and extended time for filing responsive pleadings to petition to enlarge issues filed by Tri-Cities Broadcasting Corp. July 27, to and including August 24. Board members Berkemeyer and Kessler absent. Action Aug. 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Athens, Tenn. (Athens Broadcasting Inc., and 3 J's Broadcasting Co.) FM proceeding designated Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for Oct. 16 and hearing for Nov. 21 (Docs. 17617-8). Action Aug. 10. And in Springfield, Mo. (K.C.O.D. Broadcasting Corp. and Baptist Bible College) FM proceeding designated Examiner Millard F. French to serve as presiding officer; scheduled prehearing conference for Oct. 2 and hearing for Nov. 7 (Docs. 17637-8). Action Aug. 15.

■ Hearing Examiner Thomas H. Donahue on Aug. 14 in Grand Haven, Mich. (Com-

munity Broadcasters and West-State Broadcasting Co.) FM proceeding granted joint petition by applicants and extended procedural dates governing hearing for a period of one month subject to further continuance upon petition, properly filed, should review board not act sooner on joint petition for approval of agreement (Docs. 17470-1).

■ Hearing Examiner Isadore A. Honig in Lima - Henrietta - Geneseo - Warsaw, N. Y. (Elim Bible Institute Inc. et al.) granted requests by Oxbow Broadcasting Corp., John B. Weeks and What the Bible Says Inc. to permit simplified publication; further directed that publication to be commenced within 10 days from release date of order in this action (Docs. 17570-3). Actions Aug. 4 and 7. In New Britain, Conn. (Hartford County Broadcasting Corp., and General Connecticut Broadcasting Co.) FM proceeding continued without date, on examiners own motion, hearing scheduled for Sept. 12 pending action by review board on applicants' joint petition for approval of agreement; indefinite postponement of all other procedural dates will continue in effect (Docs. 17405-6). Action Aug. 8. And in Ellwood City, Pa. (BBPS Broadcasting Corp. and Scott Broadcasting Co. of Pennsylvania Inc.) FM proceeding granted motion by BBPS and continued further hearing from Aug. 9 to Sept. 12 (Docs. 16861, 16863). Action Aug. 8. On Aug. 10 in New Orleans (Americana Broadcasting Corp. and Loyola University) FM proceeding on examiner's own motion, postponed Sept. 27 prehearing conference to Oct. 3. (Docs. 17607-8).

CALL LETTER APPLICATIONS

■ North Augusta Broadcasting Co., Augusta, Ga. Requests WTHB-FM.
■ Wayne Broadcasting Inc., Jesup, Ga. Requests WLOP-FM.
■ Triple R Inc., Jamestown, N. D. Requests KSJM(FM).
■ WBIZ Inc., Eau Claire, Wis. Requests WBIZ-FM.

CALL LETTER ACTIONS

■ Brookings Broadcasting Co., Brookings, S. D. Granted KBRK-FM.
■ Frontier Broadcasting Co., Cheyenne, Wyo. Granted KFBC-FM.

DESIGNATED FOR HEARING

■ Broadcast Bureau designated Athens Broadcasting Co., Athens, Tenn., John P. and Julia N. Frew d/b as 3 J's Broadcasting Co., Athens, Tenn., Applications for FM stations for consolidated hearing. Athens Broadcasting Co. for new station to operate on ch. 252 (98.3 mc). ERP 2.2 kw. ant. height 345 ft. 3 J's Broadcasting Co. for new station to operate on ch. 252 (98.3 mc). ERP 3 kw. ant. height 257 ft. Federal Aviation Administration is made party to proceeding. Action by order, July 27.

Existing FM stations

FINAL ACTIONS

Auburn, Ala. Faulkner Radio Inc.—Broadcast Bureau granted mod. of CP to change trans., install dual polarized ant., and increase ant. height to 160 ft. Action Aug. 9.
*KAST(FM) Jonesboro, Ark.—Broadcast Bureau granted mod. of license covering change in licensee name to Arkansas State University. Action Aug. 10.

KHOF(FM) Los Angeles—Broadcast Bureau granted mod. of license covering change in name to Faith Center. Action Aug. 1.

WEZY-FM Cocoa, Fla.—Broadcast Bureau granted license covering new FM. Action Aug. 10.

WPIN-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to increase ERP to 32 kw, change transmission line; condition. Action Aug. 10.

*WUSF(FM) Tampa, Fla.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new type ants., increase ERP to 21 kw. ant. height 820 ft. Action Aug. 10.

WSB-FM Atlanta — Broadcast Bureau granted license covering installation of new type trans. (main), change ERP and to use former main trans. as an auxiliary trans. at main trans. location, ant. height 740 ft. Action Aug. 11.

WTWC(FM) Urbana, Ill.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 505 South Locust Street, Champaign, decrease ant. height to 140 ft. Action Aug. 10.

WSAL-FM Logansport, Ind.—Broadcast Bureau granted CP to change ant.-trans. location to 15 miles South of U.S. 24, 0.65 mile east of East Roselawn Drive, near Logansport, install new type trans., dual polarized ant., ERP 3 kw, ant. height 300 ft. Action Aug. 14.

*KALA(FM) Davenport, Iowa—Broadcast Bureau granted mod. of CP to change type ant. Action Aug. 15.

*WFOR-FM Portland, Me.—Broadcast Bureau granted mod. of CP to increase ant. height to 490 ft. Action Aug. 10.

*KBFL(FM) Buffalo, Mo.—Broadcast Bureau granted CP to install new type trans., change frequency from 91.3 mc. ch. 217, to 90.3 mc. ch. 212, ERP 1.15 kw, ant. height 170 ft. Action Aug. 14.

KACO(FM) St. Louis—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 9434 Watson Road, Crestwood, change type trans., install dual polarized ant., ERP 100 kw, ant. height 500 ft. Action Aug. 10.

*WSLU(FM) Canton, N. Y.—Broadcast Bureau granted CP to change ant.-trans. location to Waterman Hill, 4.75 miles southeast of Canton, install new dual polarized ant., change frequency from ch. 207 (89.3 mc) to ch. 244 (96.7 mc) (change from reserve to nonreserve channel), ERP to 2.6 kw, and increase ant. height to 320 ft. Action Aug. 9.

WABC-FM New York—Broadcast Bureau granted mod. of CP to change type ant., ERP to 4.6 kw, and increase ant. height to 1,300 ft., conditions. Action Aug. 9.

WCBS-FM New York—Broadcast Bureau granted mod. of CP to install new trans. Action Aug. 9.

WNBC-FM New York—Broadcast Bureau granted CP to install new trans., increase ERP to 3.6 kw, and ant. height to 1,450 ft. Action Aug. 9.

WRAL-FM Raleigh, N. C.—Broadcast Bureau granted license covering installation of new type ant. Action Aug. 15.

WPBS(FM) Philadelphia—Broadcast Bureau granted license covering new type trans. (main), change in ERP and license covering use of former alternate-main trans. as an auxiliary trans. at main trans. location. Action Aug. 10.

WCLE-FM Cleveland, Tenn.—Broadcast Bureau granted CP to install new type trans., increase ERP to 50 kw. Action Aug. 14.

WAEW-FM Crossville, Tenn.—Broadcast Bureau granted license covering new FM. Action Aug. 11.

KSL-FM Salt Lake City—Broadcast Bureau granted CP to replace expired permit to install new trans. and increase ERP. Action Aug. 11.

WTTN-FM Watertown, Wis.—Broadcast Bureau granted license covering installation of new type trans. and increase in ERP. Action Aug. 10.

*WSUW(FM) Whitewater, Wis.—Broadcast Bureau granted CP to install new type trans., new type ant., make change in ant. system, ERP 265 kw, ant. height 150 ft. Action Aug. 14.

OTHER ACTIONS

KMYR(FM) Denver—Broadcast Bureau approved data submitted Aug. 1 in compliance with commission's first report and order adopted June 14 and released June 19 in Doc. 17282, showing proposed operation on frequency of 95.7 mc. ch. 239. Action Aug. 9.

■ Proposal to substitute ch. 269A for ch. 232A at Fort Morgan, Colo. Morgan County Broadcasting Co., licensee of KFTM(FM), ch. 232A, Fort Morgan, petitioned for change as operation on its assigned channel caused interference to reception of KBTB (TV), ch. 9, Denver. Commission found that sufficient showing had been made, that substitution conformed with its policy with regard to FM channel changes to avoid second harmonic interference to TV reception, and that change would serve public interest. At same time, commission modified Morgan's authorization to specify operation on ch. 269A in lieu of ch. 232A, effective September 18. (By report and order; Commissioner Cox abstained from voting.) Action Aug. 9.

CALL LETTER APPLICATION

■ KOYA(FM) Pacific Coast Broadcasting Corp., Ontario, Calif. Requests KSOM-FM.

CALL LETTER ACTIONS

■ KCIL-FM, KCIL Inc., Houma, La. Granted KCIL(FM).

■ *KFNW(FM) Lane Community College, Eugene, Ore. Granted *KLCC(FM).

Translators

ACTIONS

Sterling, Colo. Sterling Television Booster Committee Inc.—Broadcast Bureau granted CPs for VHF TV translators to serve Sterling (1) operating on ch. 11, by rebroadcasting programs of KLZ-TV, ch. 7, Denver; (2) operating on ch. 13, by rebroadcasting programs of KBTB(TV), ch. 9, Denver. Action Aug. 3.

Ishpeming, Mich. U. P. TV Systems Inc.

—Broadcast Bureau granted CP for a new UHF TV translator to serve Ishpeming, operating on ch. 70, by rebroadcasting programs of WLUK-TV, ch. 11, Green Bay, Wis. Action Aug. 10.

W13AS Marquette, Mich.—Broadcast Bureau granted CP for VHF TV translator to change input channel to via ch. 70, Ishpeming, change trans. location to Mount Mesnard 2.7 miles south of Marquette, and make changes in ant. system. Action Aug. 10.

■ Commission has designated for comparative hearing three mutually exclusive applications. Montana Network, Crain-Snyder Television Inc. and Snyder and Associates Inc., for new 100-w VHF translator to operate on assigned ch. 13, Lewistown, Mont. Montana proposes to rebroadcast programs of its station KOOK-TV, ch. 2, Billings; Crain to rebroadcast programs of its station KULR-TV, ch. 8, Billings, and Snyder to rebroadcast programs of its station KRTV(TV), ch. 3, Great Falls, Ore. Action represents first time commission has designated for hearing mutually exclusive applications for high power translator station on assigned channel. Action by commission by memorandum opinion and order, Aug. 9. Commissioners Hyde (chairman), Bartley, Lee and Cox.

Conchas Dam, N. M. Conchas TV Assn.—Broadcast Bureau granted CP for a new VHF TV translator to serve Conchas Dam, and Garita area, operating on ch. 9, by rebroadcasting programs of KOB-TV, ch. 4, Albuquerque. Action Aug. 7.

K80CA Indian Village and Fort Wingate, N. M.—Broadcast Bureau granted license covering new UHF TV translator. Action Aug. 15.

K04AY Silver Lake and Christmas Valley, Ore.—Broadcast Bureau granted CP for VHF TV translator to delete Christmas Valley, from principal community, change type trans., power one watt, and make changes in ant. system; condition. Action Aug. 3.

Big Lake, Texas, Big Lake Translator System Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Big Lake, operating on ch. 73, by rebroadcasting programs of KVKM-TV, Monahans. Action Aug. 7.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K07CA Currier Ranch, Collbran, Colo.; K07GK Yampa Valley, Colo.; K12DQ Williams Fork Rural Area, Colo.; K11HK San Lorenzo and Mimbres Valley area, N. M.; K70BT Santa Rosa, N. M.; K72AX, K76AS and K80AB Tucumcari, N. M., and K73AL Truth or Consequences, N. M. Action Aug. 14.

CATV

APPLICATION

Hamilton County CATV Inc.—Requests distant signals from WGN-TV and WFLD (TV) Chicago; WTAF(TV) Marion, Ind.; WTIU(TV) Bloomington, Ind.; and MPAT, Educational Television (KS2XGD and KS2XGA), Montpelier, Ind. to Hamilton county, Ind. (Indianapolis, Ind.—ARB 18). Ann. Aug. 10.

OTHER ACTIONS

■ Importation of Los Angeles TV signals by San Diego CATV systems will have an adverse impact on all San Diego TV stations, and importation of signals of Los Angeles stations will have particularly severe impact upon San Diego UHF's, FCC's Broadcast Bureau states in proposed findings and conclusions filed in San Diego CATV hearing. Hearing resulted from petition by Midwest Television Inc., licensee of KFMB-TV San Diego, for relief against extension of service of CATV systems carrying signals of Los Angeles stations into San Diego area (Doc. 16786). Action Aug. 15.

Cumberland, Ky. Cumberland Television Inc.—CATV task force extended up to and including Sept. 28, time within which Cumberland Television Inc. is directed to comply with provisions of Sec. 74.1103 of commission's rules. Action Aug. 8.

■ Southern Video Inc., Jonesboro, La. authorized to operate proposed CATV system; petition by KTBS Inc. (KTBS-TV), Shreveport, for relief against importation of distant signals by Southern Video denied. KTBS Inc., licensee of KTBS-TV Shreveport, had requested temporary and permanent relief against importation of distant signals by Southern Video Inc. Oppositions to KTBS petition were filed by KCMC Inc., licensee of KTAL-TV Shreveport, and by Lanford Telecasting Inc., licensee of KALB-TV Alexandria. KTBS opposed carriage of signals of KTAL-TV and KALB-TV by Southern, contending that Southern's proposed CATV system might

adversely affect operation of UHF station KUZN-TV, authorized to operate at West Monroe; and, among other points, that Southern had not indicated it would provide program exclusivity as required by commission rules. Commission found that KUZN-TV will not provide predicted contour over Jonesboro, so that Southern's system could not have an impact on it, and stated that Southern would be required to comply with commission's program exclusivity rules, unless public interest reasons are demonstrated to contrary. Action by commission, Aug. 16 by memorandum opinion and order. Commissioners Hyde (chairman), Lee, and Loevinger, Commissioner Bartley concurring in result; Commissioner Cox concurring and issuing statement.

■ Ohio Cablevision Inc., CATV operator, Findlay, Ohio. Commission has waived hearing provisions of Sec. 74.1107 of its rules and granted Ohio's request to carry the signals of noncommercial educational station WBGU-TV, ch. 70, Bowling Green, Ohio (CATV 100-206). Findlay does not have an educational channel assigned and channel 57, Lima, is nearest unused educational assignment. No oppositions were filed to request. Ohio Cablevision is located in Toledo TV market (ARB 37) and carries signals of WSPD-TV, WTOL-TV and WDHO-TV, all Toledo; WKYC-TV, WEWS and WJW-TV, all Cleveland; WBNS-TV Columbus; WIMA-TV Lima, all Ohio; WKBD Detroit and CKLW-TV Windsor, Ontario. (By memorandum opinion and order, Commissioners Bartley and Cox concurring.) Action Aug. 16.

■ Douglas Antenna Cable TV, CATV operator, Roseburg, Ore. denied petition for reconsideration of commission's action of May 17, which had denied Douglas's request for waiver of nonduplication requirements of Sec. 74.1103(e) of rules. Douglas had sought waiver in order to eliminate program exclusivity requirements for KEZI-TV Eugene, Ore., on its CATV system at Roseburg. Commission, however, granted Douglas's request for an extension of time for 45 days from date of release of memorandum opinion and order, for compliance with Sec. 74.1103(e). (By memorandum opinion and order. Commissioner Bartley dissenting and issuing statement; Commissioner Loevinger abstaining from voting.) Action Aug. 16.

ACTION ON MOTION

■ Hearing Examiner David I. Kraushaar on Aug. 8 in Willmar, Minn. (Willmar Video Inc.) CATV proceeding continued hearing from Aug. 29 to Sept. 1, and scheduled certain procedural dates; further ordered that Central Minnesota Television Co. is made party to proceeding (Doc. 17604).

Ownership changes

APPLICATIONS

KNTV(TV) San Jose, Calif.—Seeks assignment of license from Standard Radio & Television Co. to Standard Property Co. No change in ownership. Allen T. Gilliland, president. Ann. Aug. 15.

WYNR-AM-FM Brunswick, Ga.—Seeks assignment of license from Dixie Radio Inc. to Southland Radio Inc. Principals: Denver T. Brannen (81.25%), Joel T. Brannen, Denver T. Brannen Jr. and William B. Bowman (each 6.25%). Assignment is being made as part of corporate reorganization. Dixie Radio is also licensee of WDLF-AM-FM Panama City, Fla. Officers and directors of assignee are same as assignor. Ann. Aug. 11.

WFAM-TV Lafayette, Ind.—Seeks assignment of license from Sarkes Tarzian Inc. to RJN Broadcasting Inc. for \$250,000. Principals: Richard F. Shively, president (100%) et al. Mr. Shively is officer and director of numerous CATV subsidiary corporations of Telesis Corp., and owns 16.67% of Fer-Rich Broadcasting Inc., licensee of KNOP-AM-FM North Platte, Neb. Mr. Shively also owns 18.8% of WLKY-TV Louisville, Ky. Ann. Aug. 15.

WLAP-AM-FM Lexington, Kv.—Seeks transfer of control of Thoroughbred Broadcasters Inc. to Illinois Broadcasting Co. Principals: F. M. Lindsay Jr., president, R. D. Schaub, vice president, Ida W. Zoch, secretary-treasurer, K. C. Towle, assistant secretary-treasurer, et al. Officers and directors of IBC are also engaged in operation of Lindsay-Schaub Newspapers Inc.: Mr. F. Schaub is president; Mr. Lindsay is executive vice president, and Miss Zoch is secretary-treasurer. Mr. R. D. Schaub is general manager of East Louis Metro East Journal, Mr. Towle is general manager of the Decatur Herald and Review. IBC is li-

(Continued on page 82)

CLASSIFIED ADVERTISING

DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

- **DISPLAY** ads \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted—Management

Manager. Regional AM-FM, Midwest major market. Profitable, \$500,000 gross. Complete information and requirements first letter. Box H-12, BROADCASTING.

Station Manager, small Midwest market, going FM. Opportunity for General Manager, and financial gain. Box H-112, BROADCASTING.

Branch studio manager—well-established Indiana. Sales, announcing, etc. Expanding organization. Box H-171, BROADCASTING.

Experienced FM salesmen for sales management position with new, high-powered, small market FM in upper midwest. Good draw, excellent potential, many company benefits. Here's your chance to build your own future from the ground up. Box H-180, BROADCASTING.

General manager for progressive TV-AM-FM operation in mid-Atlantic area. Solid sales experience needed. Pleasant personality. References. Good salary and fringes plus profit sharing. Box H-266, BROADCASTING.

New AM station needs manager to go on air. Western Oregon single station market. Top salary, profit sharing for right man. Send resume, photo, salary requirements to: Jerden Music, 971 Thomas St., Seattle, Washington 98109.

Sales

Georgia station in medium market has outstanding opportunity for aggressive salesman to make \$10,000.00 plus. Will pay expenses for interview treated confidentially. Box H-68, BROADCASTING.

RAB, trained sales manager who can sell and direct sales staff. Excellent salary, override, bonuses. MOR California daytimer. Box H-116, BROADCASTING.

Branch studio manager. Well-established Indiana. Sales, announcing, etc. Expanding organization. Box H-172, BROADCASTING.

100,000 watt stereo FM wants salesman with appreciation of good music and hunger for good income. Box H-195, BROADCASTING.

Highly regarded Florida station seeking creative, aggressive salesman or saleswoman for both AM and/or FM. Competitive metro market, not Miami. Strong company, excellent benefits; outstanding opportunity for person who can sell creatively. Box H-226, BROADCASTING.

Michigan medium market—number one station—established accounts—outstanding opportunity. Box H-243, BROADCASTING.

"Number one" station in Southwestern Louisiana needs experienced salesman. Must have good references. Sportsman's paradise! Send resume to Bill Edgar, KLOU, Lake Charles, La.

Tacoma—Professional radio salesman proven track record—management capability—high income bracket—rush resume to—KMO—Tacoma, Washington.

Opening for well experienced, active salesman, with sales ideas. Unusually good working conditions. Excellent income and opportunity at only AM station in county. Major hospitalization and medical full paid. Company car. Resume, references to WABJ, Adrian, Michigan.

Sales—(cont'd)

Chicago suburban. Permanent. Top earnings. Opening for experienced man plus trainee. Stable profitable operation, same management ownership 21 years. Complete details WEAU, Evanston, Illinois.

Experienced time salesman for prime North-Central New Jersey one station market. Salary, commissions commensurate with experience. Send resume to Joseph A. Reilly, Commercial Manager, WERA, Plainfield, New Jersey.

Established chain operation needs two more salesmen for Cincinnati station. Sell a strong promotional sound with contemporary music and personality plus. Good draw... good benefits... great potential for imaginative salesman. Join one of the leading chains in the industry. Contact Ron Kempff, WUBE Radio, 110 Government Place, Cincinnati, Ohio 45202. AC 513-621-6960.

Good account list awaiting salesman. Be part of seven station group, with opportunity for management and stock purchase. Guarantee plus. Send resume to Ron Van Buer, Sales Manager, WYFE, Rockford, Illinois.

Salesman—Immediately to take over top account list in growing Beacon-Newburgh market 60 miles from New York City. Salary, plus commission, plus bonus. Call 914-831-1260. No collect calls.

Wanted experienced salesman for radio, television, and FM station. Send resume and experience to Jack Craig, Tri-City Radio Corp., 820 East 29th Street, Muncie, Ind. 47302.

Announcers

Announcers—major market stereo FM station. Must have 3rd endorsed, mature, authoritative news delivery. Will consider talented beginners. No strong personalities please. Send tape and resume to Box H-39, BROADCASTING.

Mature announcer for MOR in northern lower Michigan. Salary open. Send photo, tape and resume. Box H-54, BROADCASTING.

Deep south medium market needs announcer. Also announcer with first ticket. No maintenance. Replies treated confidentially. Box H-69, BROADCASTING.

First Ticket Announcers (2). No maintenance. Reorganizing M.O.R. 5 kw NBC affiliate. In the best small market in New England. \$130.00 to start. Write full details and send air check. Box H-126, BROADCASTING.

Immediate opening. Announcer for midwest daytimer with FM. Third endorsed. Also need copy writer. Box H-130, BROADCASTING.

North Carolina mountain area daytimer has opening for announcer interested in learning sales. Starting salary range \$75-100, plus insurance and other benefits. Write Box H-152, BROADCASTING.

Announcer with successful experience including sales and production. No tapes or photo at this time—just write in full; completely confidential. Box H-161, BROADCASTING.

Join the innovators. Midwest station group is looking for creative modern format personalities and dedicated newsmen. If you like challenge, send tape and resume to: Box H-184, BROADCASTING.

Two top 40 DJ's needed immediately for top rated northern New York station. Market of 75,000 population—\$100 to start. Reply to Box H-193, BROADCASTING.

Announcers—(cont'd)

Announcer with third ticket for morning shift—MOR—Must be thoroughly experienced. No trainees... for coastal Carolina station. Send audition, resume, and photo to Box H-201, BROADCASTING.

Announcer with first ticket for Northeast suburban station. No maintenance. Production and some news. Must be hard worker. Up tempo format. Box H-202, BROADCASTING.

Experienced announcer. First phone MOR. Want reliable family man willing to work. Chance for advancement in group operation. Box H-211, BROADCASTING.

First phone. No maintenance. MOR. Illinois. Box H-212, BROADCASTING.

Wanted: Announcer—Salesman 1,000 watt daytime station middle of the road, scenic and cultural central New England. Ideal conditions in a small market where pay and opportunity is good. Box G-232, BROADCASTING.

Wanted... announcer who can't ad-lib. Must have mature voice and tight board for better music station with strict format in medium New England market. A.M. drive. 135.00 to start. Send resume and tapes to Box H-246, BROADCASTING.

Announcer or announcer-engineer, easy listening format, for station in West Central Florida. Immediate. Box G-252, BROADCASTING.

Midwestern regional, AM-FM fulltimer needs two good men with experience. One newsmen, one announcer for Top 40 night show. 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Box H-258, BROADCASTING.

Opportunity! Combination news production, announcing. Send details, KFRO, Longview, Texas.

Montana network station needs first phone announcer. Excellent opportunity for right man to progress financially and professionally. For details write—KOJM, Havre, Montana—Phone 406-265-7841.

Still looking for the right man with talent. Staff announcer who can deliver good newscast and who is looking for a future. Third endorsed, no floaters. Send tape, resume to Ron Westby, KOKX, Keokuk, Iowa.

Central valley town in California near national parks, peaceful, delightful community to raise family. Experienced, MOR, with ability to write copy and do production. Permanent. Immediate opening. Send air-check, resume. KONG, Visalia, California.

We're in St. Louis... A great radio city. Openings for air personalities: if you have the ability, drive, and desire to succeed and help us to attain our goals in this intensely competitive market. If you believe you're capable of handling this situation, can communicate with young adults, enjoy contemporary music, are willing to comply with our format and follow realistic leadership. We would like to hear about you. Send tape and resume to KSHE-9434 Watson Road—St. Louis, Missouri.

\$115-\$125 weekly for experienced (more than 2 years) announcer. MOR. Mild, dry climate. Near mountain recreation. Must have solid background. Send tape and resume to Kent Roberts, KSIL Radio, Box 590, Silver City, New Mexico.

Wanted — announcer-newsman combination to take news director position. Mobile unit furnished. First class license desired, MOR station. Write or call Jack Brewer, KWCO, Box 770, Chickasha, Okla. 73018.

Announcers—(cont'd)

Immediate opening for bright sounding staff announcer. Must have professional fast moving sound and desire a permanent position. Gospel, standards and light western selected by program director. Guaranteed pay raises. Excellent working conditions. Rush tape, resume, KXOW, P. O. Box 579, Hot Springs, Arkansas.

Immediate opening for announcer. Send photo and resume. WAMD, Aberdeen, Maryland.

We offer good salary, commissions, guaranteed annual increase, truly quality station in excellent small community. We want family man, experienced announcer for twenty air hours, twenty hours sales, play-by-play basketball, news depending on your interest. Interested in moving up to big city radio? Please don't apply! Interested in good paying position in excellent small community with good schools and recreation facilities for your family? Please call, WAWK-AM-FM Stereo, Kendallville, Indiana. 219-347-2400. Mr. King or Manahan.

Needed—Sept. 1—Experienced announcer with first phone. 5000 watt NBC affiliate with MOR adult format. Good pay and fringe benefits. Contact Larry Collins, WBCB, Battle Creek, Mich. 49015.

Opportunity unlimited. Wanted announcer—salesman with 1st ticket. Pleasant college town Central Ohio. Will pay \$500/month to start. Four group station. Call or write Robert A. Kincaid, Vice President-General Manager WDLR Radio, Delaware, Ohio.

Immediate. New station. Dover-Foxcroft, Maine. All details to: WDME, 30 Main St. Dover-Foxcroft.

Immediately—Young fulltime announcer—top 40 daytime. Growing No. 1 in market. Send tape, resume: WERK—Muncie, Indiana.

Immediate opening for experienced announcer 40 hour, 5 day week. Must be experienced in DJ and newswork. Send tape, references and experience to William M. Winn, Program Director, WESB, Bradford, Pennsylvania.

First phone — modern — country music air salesman. No dialect, bright delivery, production minded. In return, salary commensurate with experience, insurance plan, and retirement program. Opportunity to join seven station group operation. Send tape, resume and photo to Bob Todd, WGEE, Indianapolis. Personal interview mandatory.

Beginning announcer, start your announcing career with a pro. Tremendous opportunity to receive valuable experience in a small radio market. No broadcast experience necessary. . . . We'll train you. A Goldman Group station. Contact manager, WGGO, Radio, Salamanca, N. Y. (716) 945-1515.

Announcer with first class license to do morning show. Immediate opening. 5,000 watt daytime. Six-day week. Excellent salary. Hospital. Life insurance, benefits. Three weeks vacation. Send tape or apply by phone to Harry M. Thayer, WGHQ, Kingston, New York.

First phone announcer (no maintenance) to join America's fastest growing broadcast chain (Just purchased CBS, Baltimore pending FCC approval). Get in on the ground floor. Telephone Mr. Burgess, WHAG, Hagerstown, Maryland 301-735-8016.

Wanted. Staff announcer for 8 p.m. to 1 a.m. schedule. Minimum three years experience. Screaming don't apply please. Established station middle of the road music, network news and all major league sports. Send audition, picture and resume to WHBY, 600 S. Lawe St., Appleton, Wisconsin. Phone 733-7791. Immediate opening.

Top pay offered for bright experienced announcer by established full-time kilowatt in pleasant, prosperous city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, sparkling up-beat programming, many fringe benefits. Brand new, modern building, exceptionally well equipped. Write WKAN, Kankakee, Illinois with details of experience, references, tape.

1st phone no maintenance, 8 p.m. to midnight Top-40 gig. You do rock, but must like modern C&W. Salary depends on experience and ability. Air mail tape, resume and pic to Jimmy Mack, P.D., WKYX, Box 931, Paducah, Kentucky 42001.

Announcers—(cont'd)

Wanted: Audience-building sign-on announcer seeking permanent job in one of fastest growing smaller markets in USA. The man we want seeks an enjoyable place to live, an opportunity to grow with publicly owned chain, security, modern equipped station with big attractive studios. Should be family man 30-45 years, and enjoy combination top pop and C&W format. Send resume and tape: Jerdan Bullard, WKUL, Cullman, Ala., an Airmedia station.

Wanted an announcer and newsmen both with experience. Pay is better than average for small town. WLBB, Carrollton, Ga.

Announcer with first ticket. MOR daytime. Experience desired but will train beginner. No maintenance. Tape, resume to Gen. Mgr. WRHL, Rochelle, Ill.

Announcer with first ticket wanted by growing suburban New York City FM operation. Must have bright, contemporary delivery and maintenance background. Evening personality five days a week—weekends off. Call or write, Jerry Carroll, WRNW, 78 Lexington Ave., Mt. Kisco, N. Y. (666-5193).

Good music announcer for Vermont station. No experience needed but ability to read a must. Send tape and resume to WSKI, Montpelier, Vermont 05602.

Morning man. WSMI, Litchfield, Illinois. Tape, resume.

Immediate opening for mature voiced, mature thinking, announcer. Good board operator. MOR station, no rockers need apply. Five day week, vacation, hospitalization, retirement benefits. Old station multiple ownership. Fine community. Give all facts of age, marital and draft status. Also experience and send recent tape plus complete resume of experience and references. Address Hal Barton, Program Director, WTAD Radio, Quincy, Illinois.

Two year man went south. Need good voice, steady announcer, third required, premium for first, for morning shift. Profit sharing. Beautiful Michigan community, good schools, convenient to cities. AM and FM fulltime stations. WTVB, Box 32, Coldwater, Michigan.

America's Great Suburban Stations, 20 minutes from Broadway, immediate openings newsmen/commentators; two openings due to expansion of coverage. Bright, dynamic, aggressive, imaginative, good voice. Generates statewide national influence. May now be best regional stations in East. Tape and resume: Wm. O'Shaughnessy, Vice President, WVOX-AM-FM, New Rochelle, Westchester, New York, 914-636-1460.

Rapid advancement for top quality announcer-salesman with management potential. Rocky mountain 50,000 population. Growing company, great potential. Lou Erick, P. O. Box 189, Cheyenne, Wyo. 307-634-5723.

Seventeen to Ninety-five dollars, (Depending on market size) Brings Robby the Robot, a great audience builder! Impartial critiques of your air work, audition tape. Five dollars per half hour. Fly By Night Productions, Box 15331, Orlando, Florida.

Announcer 1st class ticket. Baltimore area. Need capable industrious broadcast man. Send picture with resume. 1570 Hart Road, Towson, Maryland.

Immediate opening. First phone all night personality. MOR Rock format. Regional clear channel station. 43 hours a week. Opportunity for advancement in chain operation. Many fringe benefits. Salary open. Call 217-446-1314.

Connecticut, MOR, MBS affiliate seeking experienced 1st phone announcer with excellent news and commercial delivery. Pay \$150, 48 hours (45 on board). \$5 raise every 6 months. Car necessary, Call Mr. Eyre, 203-489-4181.

Announcer-salesman for medium market Wisconsin station. Salary, 20% commission, other benefits. Call manager, 715-832-1629.

Wanted announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station, in Virginia. Good opportunity, good pay. Immediate opening. Call 703-629-2509 day, 703-647-8493 night.

Technical

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Need chief engineer—Top Midwest AM-FM operation in community of 30,000. Excellent plant and working conditions. Many fringe benefits including pension plan. Must keep clean shop as well as have top technical ability. Salary negotiable, depending on experience. Reply Box H-48, BROADCASTING.

Wanted. . . . First class engineer, East Coast AM-FM facility. Combo man preferred. Send resume and salary request to Box H-122, BROADCASTING.

Engineer needed for Carolina daytime. \$100 starting salary. Must handle some announcing or sales. Write H-153, BROADCASTING.

We are in need of an engineer to help maintain five radio stations which are under contract for service. Starting salary \$600.00 per month. Box H-213, BROADCASTING.

Chief for 5,000 watt directional—Midwest—excellent facilities. Box H-244, BROADCASTING.

First ticket—maintenance. Announcing-sales helpful. \$500 mo. KHIL, Wilcox, Arizona.

Chief Engineer 5000 w AM, FM stereo. Must be familiar with all phases of radio . . . transmitter . . . studio production. Salary open. Call or write Manager, KXYZ, Houston, Texas, 713 RI-8-3880.

AM FM Operator 3rd class with endorsement No announcing. 40 hour week, contact Wes Thompson WBCM-FM, Bay City, Michigan. TW-3-0261.

Chief engineer for AM daytime and fulltime FM separate programming. Immediate opening. Six day week. Three-week vacation. Hospital, insurance benefits. Good salary. References required. Write or phone Harry M. Thayer, WGHQ, Kingston, New York.

Immediate opening for Chief Engineer. Experienced only. Salary open. Many fringe benefits. Call or write. Manager, WITY, Danville, Illinois.

First phone engineer needed for AM-FM station in Michigan's thumb. All newly equipped station with directional fulltime AM and separately programmed FM. Company benefits, top working conditions. Salary open. Experience helpful but not necessary. Permanent position and you'll really like this friendly area. Please phone or write James Mullenbeck, (517) 289-9931, WLEW, Bad Axe, Michigan.

#1 market needs engineer. Experienced TX maintenance and studio operation. First class ticket. 10 kw AM directional plus FM, an equal opportunity employer. Salary open. Send resume to G. Greenfield, Supervisor, WLBB-AM-FM, 310 Lenox Ave., New York, N. Y. 10027.

Central Pennsylvania local station has immediate opening for qualified chief engineer. Completely remodeled studios with modern equipment in excellent state of repair. AM only. \$125 per week. Contact Lou Murray, WRTA, Altoona, Pennsylvania 814-943-6112.

Wanted director of engineering in city of 60,000 in Ohio. Network station. Four in engineering department. Must be well qualified to handle maintenance on equipment. Salary open. Write Box 461, Mansfield, Ohio.

NEWS

Journalist Grad? Can you write with imagination and color? Can you dig for the news? Any administrative ability? Are you a take-charge guy? Then you're the one. Send tape, written copy, editorial comment, resume, news philosophy. Two openings right away. Box H-103, BROADCASTING.

News Director. . . . Leading medium market station, upstate New York. Pleasant area. . . . Must be strong on gathering local news. . . . start \$115/week. Box H-160, BROADCASTING.

Literate, aggressive news director needed to head up award winning news department. We'll provide anything you need to get the job done. Everyone send tape and resume. Let us decide if you make the grade. Salary well over \$100. Box H-162, BROADCASTING.

NEWS—(Cont'd)

Medium size midwest market needs aggressive news director—Station management news minded. Encourages reporting in depth. Send resume and tape to Box H-222, BROADCASTING.

Immediate opening for mature, articulate, experienced News Director for southeastern Michigan ABC affiliate. Top salary, group hospital and major medical, company car. Send resume and tape to WABJ Radio, Adrian, Michigan.

Immediate opening for newsmen at WCLO, Janesville, Wisconsin. Speech-journalism major preferred. Good pay, mileage, liberal vacation, and fringe benefits. Send audition and resume to Larry Tainter, News Director, WCLO, Janesville, Wis.

1 . . . possibly 2 newsmen for WHWH and WTOA, Princeton-Trenton. Must have some experience. Consider recent journalism grads with good voice delivery, no regionalisms. Excellent opportunity for young newsmen on the move. Special events and hard news coverage in combination of key university town and State Capital. Send tape and resume to Dave Moss, G.M. or call News Director Phil Painter for appointment. Box 1350, Princeton, New Jersey or 609-924-3600.

America's Great Suburban Stations, 20 minutes from Broadway. Immediate openings newsmen/commentators; two openings due to expansion of coverage. Bright, dynamic, aggressive, imaginative, good voice. Generates statewide, national influence. May now be best regional stations in East. Tape and resume: Wm. O'Shaughnessy, Vice President, WVOX-AM-FM New Rochelle, Westchester, New York. 914-636-1460.

Central Pennsylvania news opening. Fully equipped operation seeking strong number 2 man. Good voice, sharp delivery, we'll train you. Immediate opening. Call collect. 814-944-9456.

Production—Programing, Others

Creative copy chief: straight, production, hard-sell, humorous. MOR California daytime. Please send sample of copy. Box H-115, BROADCASTING.

Merchandising and sales promotion girl for top 40 station in large Eastern market. Good salary, benefits and opportunity for advancement. Excellent working conditions. Send resume, references and recent picture. Box H-188, BROADCASTING.

I'm leaving WEIC, after 2 years, to finish my schooling. Am looking for my replacement. Young man with 1st phone who can do production, programing and air shift. Contact Joe Mason, WEIC Radio, Charleston, Ill. (217) 345-2149.

Continuity-production-announcer opening. \$550 to start. Send tape, resume to, Program Director, WWCA, 545 Broadway, Gary, Indiana.

RADIO

Situations Wanted Management

Broadcast veteran. 43. Twenty-year record of sales, sales management, station ownership. Sold out. Past president of state broadcasters association. President of Rotary Club, YMCA. Available for personal interview anywhere. Box H-127, BROADCASTING.

Former owner, 39, has put three country music stations on. DJ, sales, and 1st phone. Wants chance for part ownership. If your market needs country music, reply to Box H-224, BROADCASTING.

Station manager or operations manager. Responsible family man; eighteen years experience all phases. Now operations manager in competitive market. Complete resume on request. Box H-240, BROADCASTING.

Potential, blue skies, doesn't pay bills. If you are willing to pay for exceptional selling and management talents of a professional executive. . . . Box H-249, BROADCASTING.

Management—(Cont'd)

Fully experienced group radio manager available. Background will stand the closest scrutiny. Personnel, programing, sales and understanding of FCC laws & regulations are all part of complete knowledge. Will view major single operation. Prefer western states. Your inquiry will be held in strictest confidence. Box H-250, BROADCASTING.

Responsible newsmen seeks news, writing and gathering spot. College graduate. Experienced. Box H-262, BROADCASTING.

Mature radio broadcaster seeks news managerial job. Strong sales . . . community service . . . good music and M.O.R. programing Pacific Northwest smaller market only. Call operator 907-225-4398.

Sales

Experienced young salesman who can do DJ work also would like to relocate either in N. Y., Conn., Pa. or N. J. Box H-209, BROADCASTING.

Announcers

Mature 3rd MOR announcer in twenties over two years experience, fine voice reputable character; desires relocation, in metropolitan area. Box H-110, BROADCASTING.

Sportscaster. 5 years experience. Some TV. Excellent background. College graduate. First phone. Box H-141, BROADCASTING.

Versatile, polished professional, 15 yrs. exp., seeks progressive professional station. Adaptable personality to any format, highly successful work record, now employed in major market. No floater, want permanency. Box H-157, BROADCASTING.

DJ announcer newscaster, 3rd endorsed. School graduate. Family man relocate. Box H-197, BROADCASTING.

Announcer experienced, bright, happy DJ. Authoritative newscaster, personable, married. Willing to relocate. Box H-198, BROADCASTING.

Need production specialist? Anchor man? Possible P.D.? Now? 5 yrs. Radio-TV medium market. References. (212) TR-7-1271 evenings. Box H-199, BROADCASTING.

DJ, tight board solid news commercials third phone. Box H-207, BROADCASTING.

Radio school grad, any format east of Miss., tell me about your opportunity. Box H-208, BROADCASTING.

Best production-winning sound. Knows radio. Only progressive fast pop, rock-Medium market. Box H-214, BROADCASTING.

Professional baseball broadcaster available in September. Experienced play-by-play in all sports. Family. 1st ticket. Box H-216, BROADCASTING.

Dependable pre-trained DJ. Tight board. Third endorsed, versatile, available now. Box H-218, BROADCASTING.

Soul swinger New York. Broadcasting graduate. Will relocate anywhere. Box H-220, BROADCASTING.

First phone DJ announcer. Top 40. Experienced. prefer Midwest. Box H-221, BROADCASTING.

Experienced sportscaster - newsmen seeks medium to large market. Box H-228, BROADCASTING.

Northeast/Midwest, modified top 40 with young sound. Copywriting ability and production experience. 3rd phone . . . Draft deferred. Box H-231, BROADCASTING.

First phone personality, PD, salesman. 5 yrs. experience. Wants future. Box H-233, BROADCASTING.

Single announcer 5 years exp. Free to relocate with Florida preference. Desire MOR or Christian operation. Any shift, salary open. 3rd ticket w/end. Box H-234, BROADCASTING.

Experienced play-by-play announcer, sports director, married, military obligation fulfilled. Box H-236, BROADCASTING.

Announcers—(cont'd)

Top Florida sportscaster, air personality available immediately. Radio-TV combination preferred. Audio video tape on request. All offers considered. Box H-238, BROADCASTING.

Announcer-newsmen—3 years experience—Top markets! First phone! Top talent! Best references! Married, college! Box H-239, BROADCASTING.

Young announcer-newscaster 3rd phone endorsed, veteran, light experience w/Armed Forces Radio. Box H-241, BROADCASTING.

Ten dollar pro. Rich, warm, bright, WNEW-type, thirty-three year old voice for rent, by airmail, from eastern air center. Want to supplement current healthy income by recording your commercials, promos, I. D.'s, etc. on professional equipment. Straight, hip, hard-sell, or you-name-it delivery. Twenty minutes of material at 7½ IPS for \$10. Each additional minute 40¢. Free samples. Ten years experience in two top-ten markets. Box H-242, BROADCASTING.

Female announcer, broadcasting graduate trained on tight board. Pleasant voice, good news, commercial delivery, stable. 3rd phone. Box H-248, BROADCASTING.

Midwest . . . sports preferred. Experienced. Now employed. Available immediately. Box H-256, BROADCASTING.

First phone ATS, grad., desires work NYC area. Box H-259, BROADCASTING.

Looking for top 40 or liberal M.O.R. Just finished summer replacement. Experienced in New York State 2 years in Radio T.V. Hardworking creative and strong production. Box H-260, BROADCASTING.

Florida . . . experienced sports. 3rd class. Available September 18, Box H-261, BROADCASTING.

Female personality. Middle of road experience. Emphasis on housewife. Copywriting. News. Saleable voice, relocate. College grad. Box H-264, BROADCASTING.

Versatile DJ announcing, some experience. AM-FM. 3rd endorsed. Box H-265, BROADCASTING.

DJ, announcer, 2 years experience, Prefer top 40 MOR, within 300 miles of New York. Others considered. Box H-267, BROADCASTING.

First phone format DJ. Top 40 only, major markets. Available immediately. Box H-269, BROADCASTING.

Announcer, 1st phone, experienced, will travel. Frank Mallard 246-3541, 507 Mill St., Bainbridge, Georgia.

Top 40 rocker, college degree, first phone, 24, draft free, experienced, write Box 611, Conneaut, Ohio.

Disc jockey-announcer. Beginner but trained at best N. Y. School. Have third with endorsement. Young and will try hard. Prefer good music. Write or call, 212-456-3090.

Young man search of "First job." Melvin Rhodes, 364 Louisiana, Asheville, N. C.

Top 40 or MOR, DJ—3 yrs experience—Start immediately—references—Call 414-444-2360 extension 27.

Technical

Capable first. 28, married, Box H-185, BROADCASTING.

Experienced first class engineer desires working or chief job. Fully qualified for any work AM-FM station. West Coast preferred. Box H-215, BROADCASTING.

NEWS

College trained R & TV newsmen. Can report, film, (S.O.F.) edit and process. Prefer medium-size. Box H-62, BROADCASTING.

All-news producer-airman, top five, prefers return to conventional operation as newsmen, top markets; news director smaller majors. Degree, TV-newspaper experience. \$11,500 minimum. Box H-164, BROADCASTING.

1st phone. . . . Recent grad. . . . Elkins. . . . Combo man. . . . News. . . . Production minded. . . . Copy writer. . . . Soul. . . . Available Sept. 1st. . . . Tape Available. . . . Box H-200, BROADCASTING.

Experienced. . . . twenty years . . . can organize, supervise, vitalize, aggrandize your news, production, promotion and/or copy department. Sports, too. Box H-203, BROADCASTING.

NEWS—(Cont'd)

News writer, editor, announcer, two years part-time experience in noncommercial, educational FM radio in major urban area. Accustomed to supervising very unusual, in-depth, respected, popular 15 and 30 minute daily news broadcasts, emphasis on international and national news. Seeking similar position, full-time, in university or urban area. Third endorsed, 24, B.A., English, ancient Greek. Box H-229, BROADCASTING.

Objective aggressive and loyal Reporter/News-caster/Producer desires position with responsible station. Experience includes administrative and TV. Family man, vet, college. Best references. Recent cutback forces move. Phone: Herbert Neu, 303-355-7458.

Production—Programing, Others

Experienced . . . twenty years . . . can organize, supervise, vitalize, aggrandize your news, production, promotion and/or copy department. Sports too. Box H-204, BROADCASTING.

Top ten, Top 40 DJ, Music Director . . . College. . . Experienced some news, all production . . . 3rd phone. . . Available immediately. Box H-206, BROADCASTING.

Continuity gal. Proven ability in experience, talent, production copy, and fresh ideas. Box H-227, BROADCASTING.

Play-by-play sportscaster seeking full time anywhere, part-time south Florida only. Box H-237, BROADCASTING.

First phone P.D. needs challenge. Any format. Box H-247, BROADCASTING.

TELEVISION—Help Wanted

Management

Expanding group operation seeking experienced man for local sales manager. Take charge of 5 man record-breaking sales staff. College graduate, strong in all phases of sales and promotion, with reliable background that will sustain full checking. Midwest market, top fifty. Replies in confidence. Box H-70, BROADCASTING.

Announcers

Announcers (2) Mid-Atlantic net V needs versatile pro to handle sports, weather, booth, commercials. Reply in first letter with resume, photo, salary, availability and SOF or VTR. Box H-95, BROADCASTING.

New CBS affiliate soon to hit the air, needs two announcers. One announcer will do station's sports reporting. Contact Mark Ahmann, KMEG, Box 657, Sioux City, Iowa 51102.

This NBC affiliate needs personable fulltime sports director. No play-by-play. Good pay. Send VTR or equivalent plus resume. Dick McDaniel, Program Director, WTVO, Rockford, Illinois.

Personable, versatile announcer to handle news, weather and staff announcing duties at medium size VHF in Midwestern vacation land area. Excellent opportunity for capable young man. Send resume, tape and salary requirements to: John Wheat, Program Director, WWTV, Box 627, Cadillac, Michigan 49601.

Virgin Islands calling! WSVI-TV, St. Croix is adding to its staff. We have immediate opening for two versatile broadcasters with first class license. One with primary announcing ability who can also handle a board shift. One with primary technical proficiency to assist chief and work the board as operator-switcher. Ability more important than experience and will consider radio men desiring TV. Soon we'll be the Island's most powerful TV station and joining ABC-TV. Housing in short supply, so single men preferred, but married given full consideration. Excellent swimming, fishing, snorkeling on wonderful beaches in world's greatest climate. 48 hour week. Salary \$115.00 to \$130.00 depending on experience. Rush replies, including tape/photo to Manager, WSVI-TV, St. Croix, U.S. Virgin Islands.

Technical

First phone engineer for television station. No announcing location-Northern Lower Michigan. Box H-82, BROADCASTING.

Technical—(Cont'd)

Wanted engineering department head-group ownership, attractive fringe benefits. VHF, AM & FM stations. Beautiful, mid west location. Box H-187, BROADCASTING.

KAUS-TV, Austin, Minnesota, is currently constructing a 1000 foot tower at a new transmitter site. Both FM and TV broadcasting will be done from this site by early fall. Due to this expansion we have openings for both a studio and transmitter 1st class engineer. Experience desirable, but not necessary. Contact Tony Mulder, Chief Engineer.

May accept beginner with first phone. Manager, KDUH-TV, Box W, Hay Springs, Nebraska 69347.

If you like electronics, have a first phone, are proud of your abilities and have a positive attitude, we have an opening in studio operations. Send resume to Wes Haugen, Station Manager, KFYR-TV, Bismarck, North Dakota.

TV-Engineer-Sportsman. Sick of city shmog? Trade for "Big Sky Country" hunting and fishing! Group Station needs mature, experienced transmitter/maintenance engineer. Salary open, commensurate with experience. Contact chief engineer KULR-TV, Box 2512, Billings, Montana.

Senior citizen engineer—If you have been forced into retirement, our company employs through age 70. Live in sunny healthful Arizona, work full or part time. Need experienced maintenance technicians for all phases of TV. No production or programming 1st ticket required. Send resume to KVOA-TV, Box 5188, Tucson, Arizona.

Experienced TV switcher, with first class license. Good pay. Contact: WBJA-TV, Binghamton, N. Y.

First class engineer opening live color—Color VTR—Latest equipment. WGEM-TV & Radio Midwest—125 miles north of St. Louis. Contact Chief Engineer, Frank Laughlin. Phone AC 217/222-6840 or write or wire WGEM, Hotel Quincy, Quincy, Ill.

Southwest. WHNT-TV, Channel 19, Huntsville, Alabama. Television engineer 1st. Contact Victor Bankowski, C. E.

Need technicians with 1st class license for operation, maintenance, construction work. UHF-TV, AM Radio, FM going stereo. These are permanent positions. Industrial community plus state university nearby. Airmail details to: Pat Finnegan, C. E., WLBC-TV, Muncie, Indiana, 47302. All replies answered and held confidential.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

First class ticket engineer for TV transmitter operation and maintenance work. Will train, no announcing or switching. Excellent opportunity. WWUP-TV, Fetzer Television, Inc., Ojibway Hotel, Sault St. Marie, Michigan.

Supervisory engineering position open to man qualified in videotape microwave studio equipment and transmitters. Cool, colorful Colorado offers enjoyable living in television system and expanding opportunities. Contact: Anderson, XYZ Television, Inc., Grand Junction, Colorado.

Television studio and transmitter engineers for operation maintenance of ETV system in American Samoa. Good living conditions, liberal benefits. Send comprehensive resume to R & D Office, NAEF, 1346 Connecticut Avenue, Washington, D. C. 20036.

NEWS

Newsman Midwest radio-TV operation in medium market. Join 8-man staff as reporter-writer. Some air work; excellent community; university near. Journalism background or some experience preferred. Send complete resume, writing samples and tape. Box H-85, BROADCASTING.

NEWS—(Cont'd)

All-around newsman? Expanding news department of a major-market VHF independent station has immediate opening for experienced writer-reporter-photographer with authoritative on-air personality. Contact Daniel Rose, WTTV, Indianapolis, Indiana.

Production—Programing, Others

Our company is seeking a bright, aggressive Promotion Director for one of our stations. Our man will have knowledge of print and layout, writing ability and a dedication to quality. He will have sufficient experience in broadcasting or related fields to demonstrate his talents. We are a young (in attitude), growing group with an excellent reputation. If you are interested in challenge—with opportunity to advance—send resume to Box H-108, BROADCASTING.

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Artist for major Eastern ETV station. Must have two to three years working experience in TV or commercial art field. Box H-145, BROADCASTING.

Promotion Director. Aggressive, enthusiastic idea-man who can get a job done is needed at once to head up department in Top 10 market station. Must be able to write, handle on-air promotion, design ads, coordinate special merchandising and promote station. Excellent opportunity for an eager hard worker with good experience. Please send complete resume of background and samples of work to Box H-188, BROADCASTING.

Art Director—Growing Florida community station needs experienced art Director. Will be responsible for all on-air and promotional graphics. Send complete resume and salary requirements to Box H-210, BROADCASTING.

Producer-director. Well-equipped major southwest ETV station has immediate opening. Excellent opportunity for professional growth. BA or equivalent. Staff directing experience mandatory, preferably in ETV. Salary \$7000+ to start. Send resume and VTR to Brooks Leffler, Production Manager, KLRN-TV, P.O. Box 7158, Austin, Texas 78712. Equal opportunity employer.

Northwest's top television station needs motion picture cameraman-editor, experienced in production of commercials, documentary and films for television. Must have knowledge of all phases of 16 mm silent and sound production. Great opportunity in expanding film division. Salary open. Send full resume to M. Hurley, KSTP Films Inc., 3415 University Avenue, St. Paul, Minnesota 55114.

Situations Wanted—Sales

Free Introductory offer to meet one of America's finest T.V. Account Executives. I'm a college graduate with good size family. Call me a professional—personable but hungry—who is currently employed by a Top Ten market, net affiliated "V." Imbued for advancement to national rep sales or Top 25 market sales management. Income requirement \$18,000 plus opportunity. Sales figures and top references available immediately. Write Box H-268, BROADCASTING.

Professional salesman with major market UHF. Proven track record, references. Seeks growth opportunity, national-local sales. Box H-219, BROADCASTING.

Technical

Dynamic cameraman, experienced in studio operation, presently studying for 1st class ticket, seeks top position with fast growing organization. Box G-361, BROADCASTING.

Position wanted: in Ohio as TV transmitter engineer, 1st phone with color service experience. Write: John Smart, 2304 So. Rogers St., Bloomington, Indiana or phone 812-332-8351.

NEWS

Anchor man for 6 and 11 p.m. News-Medium Market—Looking up! Need not have major newscast if station is right. Excellent writer, thorough knowledge of film; network film stringer; 8 years broadcasting experience; college; youthful. Box H-121, BROADCASTING.

NEWS—(Cont'd)

Talented newscaster writer with degree, experience, seeks larger market. Box H-235, BROADCASTING.

Experienced radio newscaster wants news writing position. College grad. Box H-263, BROADCASTING.

Is your station ready for the galloping outdoor recreation-leisure time audience? 6½ years news director in regional vacation paradise. Full film and writing know how. John North, 506 E. Div., Cadillac, Michigan. 616-775-2534.

Production—Programing, Others

Film Director/Film editor 10 years in small markets. Interested in relocating in larger market by starting as editor. Box H-205, BROADCASTING.

Sportscaster-salesman, major market Radio-TV, desires play-by-play with sales opportunity experienced all phases. Box H-223, 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.

One KW GE or RCA UHF transmitter, 500 foot tower. Channel 19 filterplexer or diplexer or Harmonic filter. UHF transmission line. Contact KIII-TV, Corpus Christi, Texas.

Wanted immediately—A used four or six foot plane polarized shrouded 7 GHz microwave antenna. Phone collect Jim Garner. KORK-TV, Las Vegas, Nevada 702-737-3916.

Wanted. Harmony Isle 15 minute transcriptions. (Macgregor?) 2889 21st Street, San Pablo, California 94806.

Brand new 1,000 W AM needs all studio and transmitting equipment. Box H-29, BROADCASTING.

Self supporting tower, 150-200 feet. 10 kw or larger FM transmitter. 97.3 MC: tape decks, consoles and remote gear. Box H-176, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

E. F. Johnson 1000 Watt transmitter 1470 KHz all spares available March 1968 on floor \$1200.00 W-TOE, Box 536, Spruce Pine, N. C. 28777 Telephone 704-765-4296.

1-Ampex 354. New Heads, Brakes for \$1000.00 Radio Station KCFM, St. Louis, Missouri.

450 ft. Radio-TV tower. Make offer. Call Collect. Robert Holden (202) AD 4-7233.

2 RCA TK-60A Camera Chains with TD 3B pedestals. Also includes TM Master Monitors and console housings, remote iris controls, camera cables, cradle heads, processing amplifier and complete lens complement for each camera. Also, have available 8" lens. We have completely colorized and have a great deal other equipment also available. Inquiries should be addressed to Cecil Suitt, Chief Engineer, KTHV, Little Rock, Arkansas. Ideal for church remotes, education station, etc. for those who have gone color. Otherwise, top cameras for studio use.

For Sale: three GE 4PE4C1-3" IO portable camera chains; new IO tubes under 30 hours each, various lenses, if desired. \$3,000 each including monitoring and cable. Contact William Woods, Director-Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, Ill. PH: 312/583-5000.

5820A I.O.'s for lease or sale. First quality 5820A at \$80.00/month lease; \$475.00 with 750 hour warranty sale. For further information call or write, Baker Miller Taylor Co., 7 Bala Avenue, Bala Cynwyd, Pa. 19004-215-664-6672.

RCA TT25 Aural amplifier in good operating condition presently tuned to channel 6. Contact E. M. Tink, KWWL-TV, Waterloo, Iowa.

Equipment—(Cont'd)

TTU-1B RCA Transmitter, filterplexer, TFU-6 RCA antenna (ch. 33) General radio station monitor. For further information, contact: H. J. Eskew, Chf., Eng. WICD Television, Champaign, Illinois. Phone: Area 217-352-7673.

Equipment for sale: Complete UHF package. TTU-1B RCA transmitter, filterplexer & TFU-24DL antenna (ch. 24). Sync generator, TK-10 live camera, Dage vidicon film camera, 2 Holmes LTD 16 mm projectors, 2 RCA TP16 film projectors, 35 mm dual slide projector, all associated input gear to build a complete studio transmitter. For further information contact: H. J. Eskew, Chief Engineer, WICD Television, Champaign, Illinois. Phone: Area 217-352-7673.

G.E. BCIA dual channel console . . . \$550.00
FOB. I.T.A. type AC1-A console . . . \$450.00
FOB. 1-RCA power max, like new . . . \$200.00
FOB. Write WXPQ, Radio, Box 88, Eatonton, Georgia. Call 404-485-2471.

See the past, present, future at a glance on newtype visual control board. Free 16 page booklet. Multi-Master, 717 N. Addison Rd., Villa Park Ill. 60181.

Coaxial cable, Styroflex, 3¼", 50 Ohm, jacketed, unused. TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric, Box 4668, Oakland, Calif. 94623. 415-832-3527.

Coax cable, 75 ohm, Armor-covered, type 85 A/V in 3-2500 ft. at 400 mhz. \$1.00 per ft. complete reel—\$1.50 per ft. random lengths-f.o.b. Washington, D.C. James Murray, 140 Sumner St., Newton Centre, Mass. 02159. (617) 244-0450.

Video tape, used. 15-minute reels. 4 for \$100. Each guaranteed 11 minutes usable. Otherwise replaced or refunded. RTV Sales, 420 Lexington Ave., NYC, 10017.

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, Boyer Rd., Mariposa, Calif. 95338.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763. 365 days.

Composite Week log analysis service relieves staff at renewal; provides sound management tool between renewals. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

All new DJ adlibs. Quips to build your personality. \$4.95. VinCon Enterprises, P.O. Box 26003, Denver, Colorado.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans' Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

INSTRUCTIONS—(Cont'd)

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Announcers

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Announcers—(cont'd)

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For Detroit Area Good Music Station

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FIRST PHONE NIGHT DISC JOCKEY WANTED:

C & W Fulltime; Southeast Texas Gulf Coast, looking for a disc jockey who digs Country-Western Music, for regular night shift . . . 6 pm till midnight. Must have a first phone ticket. Starting pay \$5200 a year plus fringe benefits.

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Technical

SACRAMENTO ARMY DEPOT

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Sales

EXECUTIVE SALESMAN BROADCAST EQUIPMENT SALES

—to sell IGM broadcast automation equipment and taped music services in 13-state Northeast area.

Must have strong technical sales experience, preferably in the broadcast field. Must be capable of management-level sales presentation. B.A. preferred, some college work required. Age 29-50. Must supply references.

Earnings from \$20-30,000 on guaranteed salary and liberal commissions. All expenses paid. Company car. Career opportunity.

Send resume, leading to personal interview, to:

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NEWS

ASSISTANT NEWS DIRECTOR

Major East Coast station. Applicants must currently be News Director in 500,000 to 1,000,000 size market. Excellent on air delivery necessary plus supervisory ability. \$11,000.00 to start. Call Jerry Jackson, 312-337-5318.

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Box H-251, Broadcasting.

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TOP TEN MAJOR

market contemporary personality selected one of the top in the nation by Esquire Magazine, looking for greater opportunity. Experienced all phases of radio, program director, promotional sales and 1st phone chief engineer. Have had a hand in programing the no. 1 station in present position. Looking for major market operation to further ambitions as personality and/or program director-operations manager. NOW!

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Send your type-written resume and earning record today to be confidentially represented to our station clients. NO FEE!

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TV RADIO

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|--------------------------|--------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | General Manager |
| <input type="checkbox"/> | <input type="checkbox"/> | Program Manager |
| <input type="checkbox"/> | <input type="checkbox"/> | Sales Manager |
| <input type="checkbox"/> | <input type="checkbox"/> | Operations Manager |
| <input type="checkbox"/> | <input type="checkbox"/> | Production Manager |
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VIDEO TAPES REQUIRED

LOCATION		MARKET SIZE	
Northeast	<input type="checkbox"/>	Up to 50,000	<input type="checkbox"/>
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Midwest	<input type="checkbox"/>	Up to 500,000	<input type="checkbox"/>
Northwest	<input type="checkbox"/>	Over 1 million	<input type="checkbox"/>
Southwest	<input type="checkbox"/>	New York	<input type="checkbox"/>
West Coast	<input type="checkbox"/>	Chicago	<input type="checkbox"/>
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Salesmen, Annr./Directors, Production, Artist/Photographer, Film Director, Traffic/copy. Send full resume, pix tape or samples of work with salary requirements to:

Manager
1795 N.E. 164th Street
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All replies confidential!

Technical

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Here's a top level opportunity with a major manufacturer of television broadcast equipment.

This position involves directing layout, design, and cost estimating of television systems for commercial broadcast stations, including occasional field trips with regional managers. Requires a man—part salesman, part engineer—who enjoys customer contact and has a thorough knowledge and understanding of television systems and the problems of commercial broadcasters.

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Technical—(Cont'd)

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If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

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NEWS

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Major market, East Coast, seeking proven newscaster who is an on-the-street newsmen as well as a skilled air man. The man we want to handle our early and late news programs is probably now somewhere in the top 30 markets, has had the top-rated news shows in his market for the past 18 months, and is ready for a bigger challenge. He's the kind of man who takes pride in his success as a newsmen and still gets a thrill out of beating the competition. Complete resume and references to:

Box H-183, Broadcasting.

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Situations Wanted—Announcers

RADIO-TV SPORTSCASTER

17 years experience doing play-by-play for football, basketball and baseball games. Coverage from high school and college to Pro. Looking for metropolitan market. Currently making \$15,000 a year in medium market. Cooperative, aggressive and family man with excellent references.

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AM or FM Radio Station

Which shows some profit and has capable manager. Willing to offer manager an opportunity to get equity in station.

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FOR SALE: DAYTIME

Radio station in Metropolitan Detroit area . . . Terrific Growth Potential . . . 500 watts . . . Directional.

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Idaho Full-Time, Station

1 kw. ABC network station in fast growing southern Idaho. Equipment new in last few years. Excellent real estate, well located. Volume growth 60% in five years. Priced at twice annual growth, plus appraised value of real estate, with 28% down. Balance on lenient terms.

Box H-245, Broadcasting.

(Continued from page 73)

censee of WSOY-AM-FM Decatur and WVLN and WSEI(FM) Olney, all Illinois. At present IBC has 40 stockholders, 23 of whom collectively own 38.5% of stock of Lindsay-Schaub Newspapers Inc., which in turn owns 20% of Midwest Television Inc., licensee of WCIA(TV) Champaign, WMBD-AM-FM-TV Peoria, all Illinois, and KFMB-AM-FM-TV San Diego. Seven of the IBC shareholders collectively own 21.5% of stock of Quincy Newspapers Inc., which in turn owns 88% of Quincy Broadcasting Co., licensee of WGEM-AM-FM-TV Quincy, Ill. Consideration \$49,000 plus assumption of debts and note. Ann. July 27.

WAVE Baltimore, Md.—Seeks assignment of license from Erway Broadcasting Corp. to Adler Communications Corp. for \$650,000. Principals: Warren Adler, president (89% class B common), Joseph Luria, secretary-director and minority stockholder, W. Ronald Smith, vice president, director and second minority stockholder, John L. Bozza, secretary-treasurer, director and minority stockholder and Arthur A. Snowberger, vice president and minority stockholder. Mr. Adler is president, director and 60% owner of Warren Adler Ltd., advertising and public relations agency; president, director and 100% owner of Apartment Shoppers Guide, publishing company; president, director and 50% owner of House Shoppers Guide, publishing company; partner in Washington Real Estate Letter, publication; president, director and 50% owner of college education funds agency, and president and director of Regional Broadcasting Co., licensee of WHAG-AM-FM Haverstown, Md. and applicant for new UHF there. Mr. Luria is attorney. Mr. Smith is vice president of Warren Adler Ltd. and vice president and director of Regional Broadcasting Co. Mr. Bozza is assistant treasurer of Warren Adler Ltd. and secretary-treasurer of Regional Broadcasting Co. Mr. Snowberger is partner in consulting engineer concern. Adler Communications owns 100% of Regional Broadcasting Co. Ann. Aug. 15.

WAPT(TV) Jackson, Miss.—Seeks assignment of CP from John M. McLendon tr/as Tele/Mac of Jackson to Ammac Jackson Corp. Principals: Mr. McLendon, president (50%) and American Public Life Insurance Co. (50%). On July 12, 1966, Mr. McLendon

tr/as Tele/Mac of Jackson City Index Corp. and R. O. Rush entered into an agreement whereby City Index Corp. agreed that its application for CP for operation of ch. 18 Jackson, Miss. be dismissed in consideration of Mr. McLendon's agreement to assign to a corporation his CP, and that City and Mr. Rush, or their assigns, would have option to purchase 50% of voting stock of corporation. This agreement was filed with FCC as exhibit to joint petition for approval of agreement on July 20, 1966. FCC by review board, Aug. 30, 1966 approved agreement and dismissed application of City, City and Mr. Rush elected to assign this option to American Public Life Insurance Co., with Mr. Rush as principal stockholder. American Public Life is owner of all outstanding stock of WMGO Canton, Miss. Ann. Aug. 16.

WMCB Onelda, WBIV-FM Wethersfield township, WEIV-FM Ithaca, WJIV-FM Cherry Valley township, WMIV-FM South Bristol township and WOJF-FM DeRuyter township, all New York—Seeks transfer of control from C & U Communications Corp. to Continental Telephone Corp. Application pertains to proposed merger involving three operating companies (telephone, video and broadcasting). Charles Wohlstetter is chairman of board of directors. Requests waiver of Sec. 1.597 of rules. Ann. Aug. 15.

KNDC Hettlinger, N. D.—Seeks transfer of control from Sturgis Radio Inc. to Allen R. McIntyre. Mr. McIntyre, general manager and 16% owner of KNDC, proposes to issue ten shares of stock to his wife and father, thus all three serving as directors of licensee Hettlinger Broadcasting Co. Kaye McIntyre is nurse. William V. McIntyre is announcer with KNDC. Consideration \$25,000. Ann. Aug. 15.

*WRUW-FM Cleveland—Seeks assignment of CP from Western Reserve University to Case Western Reserve University. Robert W. Morse, president. Assignor will confederate with assignee. No consideration. Ann. Aug. 15.

KODL The Dalles, Ore.—Seeks assignment of license from Western Radio Corp. to Frederic A. Danz for \$125,000. Principals: Mr. Danz has 100% interest in Elwha Theatre (Port Angeles, Wash.) and is president and director; leases Crest Theatre property; owns and operates theatres and bowling lanes of Sterling Theatres Co.; president, director and 40% stockholder in realty company; president, director and 57% stockholder of management company, and 50% stockholder of Admiral Theatre Co., all Seattle. Ann. Aug. 11.

WICU Erie, Pa.—Seeks assignment of license from Lamb Enterprises Inc. to Radio Erie Inc. for \$275,000. Principals: J. Harry Dornheggen, president (100%), John W. English, secretary-treasurer and Irene Albers Dornheggen, vice president. Mr. Dornheggen owns 25% of Forestville Realty Co., which owns 55% of XYZ Inc., licensee of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado; interest in Montrose Telecab Inc., 100% owned by XYZ Inc., plus interest in realty companies, utility companies and supermarketing business. Mr. English has 8.2% interest in WGHP-TV Highpoint, N. C., and has 7% interest in WSEE-TV Erie, Pa.; is director of *WQLN-TV Erie, Pa., plus

ownership in realty company, department stores, director of bank, advisory board of Gannon College and attorney. Mrs. Dornheggen has interest in realty and investment corporation with husband. Ann. Aug. 15.

ACTIONS

WSBP Chattahoochee, Fla.—Broadcast Bureau granted transfer of control from Emory L. and Grady E. Pope to Roscoe Fleetwood and Charles F. Devane. Principals: Mr. Fleetwood is secretary-treasurer and Charles F. Devane is vice president and each have 26% interest in WSBP. Emory L. Pope, president, retains 38% ownership. Action Aug. 8.

WIVY-AM-FM Jacksonville, Fla.—Broadcast Bureau granted transfer of control from Albert M. Crabtree Jr. to Nadine G. Brundage (25% before, 50% after). Consideration \$3,300.65. Action Aug. 8.

WELE South Daytona, Fla.—Broadcast Bureau granted assignment of license from Seven Cities Broadcasting Corp. to J. Shea Peoples d/b as Peoples Broadcasting Co. for \$90,000. Principal: Mr. Peoples is member, on board of directors and has interest in General Nuclear Inc. Action Aug. 11.

WTXL West Springfield, Mass.—Broadcast Bureau granted assignment of license from Telecolor Corp. to Communication Industries Inc. for \$200,000. Principals: Zachary W. Oislander, president (50%), David Ratner, treasurer (38%) et al. Mr. Oislander is assistant general manager and general sales manager for WHYN-AM-FM-TV Springfield, Mass., but will resign with approval of this application. Mr. Ratner owns package liquor concern. Action Aug. 9.

KDWB St. Paul, Minn.—Broadcast Bureau granted assignment of license from Crowell-Collier Broadcasting Corp. to Crowell-Collier Educational Corp. Both corporations are owned by Crowell Collier and Macmillan Inc. Principals: William D. Halsey, president, Joseph F. Bond, vice president, Austin J. Farrell, secretary, Carl A. Wallen, treasurer et al. Principals have no other broadcast interests. Action Aug. 10.

WJQS Jackson, Miss.—Broadcast Bureau granted transfer of control from Town and Country Broadcasting Inc. to Ann C. Zimmerman (40% before, 80% after). Action Aug. 10.

KICS-AM-FM Hastings, Neb.—Broadcast Bureau granted assignment of license from K Bar J Inc. to Hastings Broadcasting Inc. for \$80,000. Principals: John A. Roy G., Gloria B. and Gretchen L. Dinsdale (each 25%). Mr. J. A. Dinsdale is secretary-treasurer of agriculture concern; chairman of bank; secretary-treasurer of grain concern, and vice president of another bank. Mr. Roy Dinsdale is president of agriculture concern, bank and grain concern and vice president of another bank. Misses Dinsdale have interests in agriculture concern. Action Aug. 11.

WMOA-AM-FM Marietta, Ohio—Broadcast Bureau granted assignment of license and CP from William C. Wells and R. Sanford Guyer d/b as Marietta Broadcasting Co. to Major-minor Corp. for \$190,000. Principal: W. Ernst Minor, president and treasurer (100%). Mr. Minor has no other present business interests. Action Aug. 11.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 16. 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.

■ Elmwood Park, Ill.—Telesis Corp. (multiple CATV owner) has been granted a franchise. Monthly rates will be \$5 or \$6.

Amesbury, Mass.—National Cablevision Corp., Boston, has applied for a 15-year franchise. Installation would be \$15 and monthly service charge would run \$4.95. City would receive 3% of annual gross receipts.

Georgetown and Groveland, both Mass.—National Cablevision Corp. (multiple CATV owner) has applied for franchises. Monthly rates would be \$4 to \$5, with the cities each guaranteed approximately 3% of gross receipts.

Wenham, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a 25-year franchise. Monthly service charge

would be \$4.95. City would receive 3% of annual gross revenue.

■ Bismarck, N. D.—Ernest Michelsen of KFVR Bismarck has been granted a franchise. Installation and monthly rates will be \$17.50 and \$5.95, respectively. Target date for the 96-mile system is September.

Hillsboro, Ore.—Telecab Inc. (multiple CATV owner), Seattle, has applied for a franchise.

■ Pierre, S. D.—Midcontinent Broadcasting Co. (multiple CATV owner and broadcast group) has been granted franchise.

■ Parsons and Decaturville, both Tenn.—Tennessee Telephone Co. (multiple CATV owner) has been granted franchises. Comm/Scope Division of Superior Cable Corp. has been awarded \$150,000 construction contract for the two systems. Vern L. Coolidge, Comm/Scope Division Manager, said contract calls for 400-foot receiving tower and 30 miles of plant. Construction scheduled to begin Sept 1; targeted for mid or late October.

Fort Stockton, Tex.—Stockton Television Relay Inc. has purchased Cable TV of Pecos Inc. Principals of Stockton Television Relay Inc. are: Neville Haynes, pres.; Forrest Walker, first vice pres.; George Baker, second vice pres., and Paul Dionne, sec-treas.

FOR SALE

250 watts, Single station market, fastest growing section of Florida, well established.

Box H-253, Broadcasting.

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M.W.	single	daytime	\$ 90M	terms
N.W.	small	daytime	50M	17.5M
Calif.	small	daytime	220M	SOLD
Florida	medium	daytime	75M	29%
West	regional	VHF-TV	1.2MM	terms

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30308

STRIDE through the state capitol building with Milton D. Friedland when the Illinois legislature is in session and every other step or so will be punctuated with "Hi, Milt" from a senator, representative or lobbyist.

Take a tour of the central Illinois business community with him and the same greeting echos for the vice president and general manager of Plains Television Corp. Plains is operator of WICS(TV) Springfield and the new WICD(TV) Champaign-Danville, which has replaced local satellite stations in Champaign and Danville.

One fact becomes quickly apparent: The man knows his market and has become so involved in it that the market is part of the man. The salutes indicate the respect felt for Mr. Friedland and his civic leadership as well as the extensive public-service and open-door policies of the Plains stations that he directs. But like any other broadcasting success story, it didn't happen overnight.

As a UHF pioneer in the area, Mr. Friedland struggled through the medium's lean and sometimes bitter years by means of a sheer persistence and faith in UHF. This stick-to-it determination in spite of the odds or unexpected problems is not always obvious on the surface of this quiet and soft-spoken broadcaster.

But it was evident early this year when the new full megawatt WICD was about to take the air on channel 15 at Fithian, Ill., midway between Champaign and Danville. Hardly hours from sign-on an ice storm toppled the 1,335-foot tower and the debut of the station was aborted.

Concern — When Mr. Friedland got the news of the disaster his immediate reaction was whether anyone was hurt, not about the condition of the \$250,000 tower. Fortunately there were no injuries although the complete structure had to be replaced.

The tower was rebuilt and slight damage to the transmitter building repaired. The new WICD finally took the air July 31, its million watts spreading NBC-TV color across east-central Illinois and into western Indiana. Wicd's pattern meets up with that of channel 20 WICS at Springfield (also an NBC-TV affiliate) to cut a big swath over that region.

WICD replaced Plains's WCHU(TV) (ch. 33) Champaign-Urbana and WICD(TV) (ch. 24) Danville. They had functioned largely as satellites of WICS, although some local programing was also aired. Plains continues its studio plant at Champaign to feed local shows for the new WICD.

Mr. Friedland's intimate knowledge of the personalities and politics in the state capitol served the advertising and broadcasting professions well this year

Building UHF's success through involvement

when he helped marshal the opposition to proposed legislation for a sales tax on services including radio-TV. For some time he has been chairman of the legislative committee of the Illinois Broadcasters Association. He has also served the IBA as vice president for television.

Mr. Friedland doesn't mix well with platitudes. Fellow broadcasters in the state association always can count on him to rise during discussions at their meetings and call for less talk about blue sky and more attention to the nuts and bolts of the business. He is most interested in the exploration of the practical day-by-day operating problems for station owners and managers. He also has appeared on labor-relations panels of the National Association of Broadcasters, a subject he knows from all aspects considering his own unusual personal experiences of making his way long before becoming a boss.

WEEK'S PROFILE



Milton Duftz Friedland—VP-general manager, Plains Television Corp., operator of WICS(TV) Springfield and WICD(TV) Champaign-Decatur, both Illinois; BA economics 1948, Roosevelt University, Chicago; U. S. Naval Intelligence, 1942-45; private male secretary and shorthand teacher, 1945-48; joined WBKB(TV) Chicago as secretary 1948, becoming personnel manager, traffic manager, sales service manager and national sales manager; named general manager WICS 1953 becoming VP in 1959; president, Springfield Association of Commerce and Industry, m. Ruth Stein of Chicago Oct. 14, 1950; children—Lewis Allen, 15, and Howard Armand, 8; hobbies—swimming, art.

There is no doubt in Mr. Friedland's mind about the ultimate success of UHF in the major mixed-allocation markets of the country. "It's only a matter of time," he feels, considering how well UHF has done in the secondary markets. The all-channel set law has helped, he admits, but the real key to the big cities will be the discovery of program formulas that will sell and survive.

He should know how tightly the wringer can squeeze. In July 1953 when he took over management of WICS it had a service radius of about 15 miles, no national business and a total staff of 15 people. Within three years, in spite of an often heated UHF-VHF deintermixture battle and the need to serve local advertisers like an agency and production facility as well as a TV station, he had the station in the black. Elsewhere in the country UHF stations were going broke by the dozens.

Local Service — Mr. Friedland attributes part of this achievement to a policy of a strong sales staff that can properly serve and help accounts, firm rates and the motto that the customer is always right—"or at least most of the time," he laughs. Another vital factor, he says, has been the Plains stations' open-door to every one in the community, a "we want to help" attitude that local organizations, churches and public officials have accepted with appreciation that becomes loyalty. And business too, he adds.

By 1958 the growth of WICS was such that it was able to expand power considerably and move to a new 1,000-foot tower, greatly extending coverage. Plains put WCHU on the air in 1959 and acquired WICD the following year. In 1965 Plains moved its headquarters in Springfield into a modern studio plant for WICS. This fall WICS is acquiring local-live color-camera facilities.

Like many of his generation, Mr. Friedland got his formal education the hard way, in bits and pieces while working parttime at jobs like car hopping for 60 cents a night plus tips. That was 1938. At one college he studied shorthand and met Howard G. Pfrommer, editor of the *Pitman Journal*, who gave him both private instruction and encouragement.

Mr. Friedland became one of the fastest shorthand secretaries in Chicago, a talent which ultimately won him a job in 1948 at WBKB(TV) Chicago. There he learned television basics in the making from the late ABC network executive, John H. Mitchell. Mr. Friedland moved up in jobs ultimately to national sales manager of WBKB. It was sold by Balaban & Katz in 1953 and soon after the Balaban family members now in Plains asked him to take over WICS. As his philosophy reminds him: "Every day is a new challenge."

EDITORIALS

Money can be the root of good

THIS may sound like rankest heresy, but some good may yet come from those much-condemned—by us as well as virtually everybody else—soaring costs of television production. A perceptive report on 1968-69 production plans, published in this magazine last week, suggests what and why.

Because of the high costs—say half a million dollars for a one-hour pilot—the networks, which do most of the underwriting, were forced to sharpen their ingenuity. With the trend toward longer program forms developing alongside (if not partly as a result of) the trend in costs, one new tactic that found favor is the multipurpose pilot, an hour and a half or two hours in length, that can be scheduled as a feature if it doesn't sell as a series. Or, as NBC has demonstrated, movies made for TV can be spun off into series: Its upcoming *Dragnet 1968*, *Ironside* and *The Outsider* are all derived from its "World Premiere" movies.

Hedging or even beating the economic problem does not in itself guarantee better programing, of course. Economic expedients often have the opposite result. But in case it seems clear that high costs have contributed not only to "bigger" productions but also to closer attention to production values. Even more important, perhaps, it is contributing to greater experimentation, and this is especially promising, because the greater the diversity of effort, the better the chance that something different—even great—will emerge.

One task force deserves another

IT is a monumental assignment that President Johnson has given his new task force on communications policy. As reported in detail elsewhere in this issue, the President has called for a comprehensive study of spectrum usage and management. Every kind of spectrum user, from the citizen with the short-range walkie-talkie to the operator of a sophisticated satellite, could be affected by the task force's work.

So could broadcasters be affected—all of them.

Nor are the effects to be confined to spectrum users. No study of communications policy would be complete without consideration of services that move by wire.

In his message of last week, the President recognized that the onrush of communications technology has already raised grave questions of economic and social consequence. And the onrush has only begun. Science is producing new systems and devices of communication faster than existing systems can absorb the innovations. There is good reason to question whether existing mechanisms of governmental regulation are equipped to cope with the outpourings of the laboratories.

On the whole it must be said that the Communications Act of 1934 has stood up reasonably well despite the technological developments that have occurred since it was written. Under the act the AM broadcast system has enormously expanded, an FM system has come into being and a television system of overpowering impact has exploded on the American scene. In the same time other services have proliferated. The communications system of 1934 was primitive by comparison.

But the communications system of the present may also be called primitive when the next generation looks back on it. As Mr. Johnson said, satellites can transform world communications. He could have added that other developments can transform domestic communications too. It is time for a serious reappraisal of the Communications Act.

If Mr. Johnson's task force carries out its assignment, it will deliver in a year a comprehensive proposal for

action. At that point or soon afterward, the Congress must take over the work. But broadcasters have no reason to expect a year's moratorium on worry in the belief that they can wait until Congress begins considering legislation before they must begin making the case for their future in spectrum allocations. The case for retention of the broadcast assignments in the spectrum must be made to the President's task force.

It is not at all certain that the composition of the task force guarantees a particularly sympathetic forum for the broadcasters' case. This is not to say that the members are anti-broadcasting. It is to suggest they may be oriented by nature of their main offices to think of broadcasting as just another occupant among many clamoring for more space in crowded sections of the airways.

Not one of the regular members of the task force is directly associated with supervision or regulation of domestic broadcast services. In that context it may be relevant to point out that roughly half of the usable area of the spectrum is now reserved for governmental use, much of it secret, and that those governmental users are represented on the task force that is to recommend revisions in spectrum management.

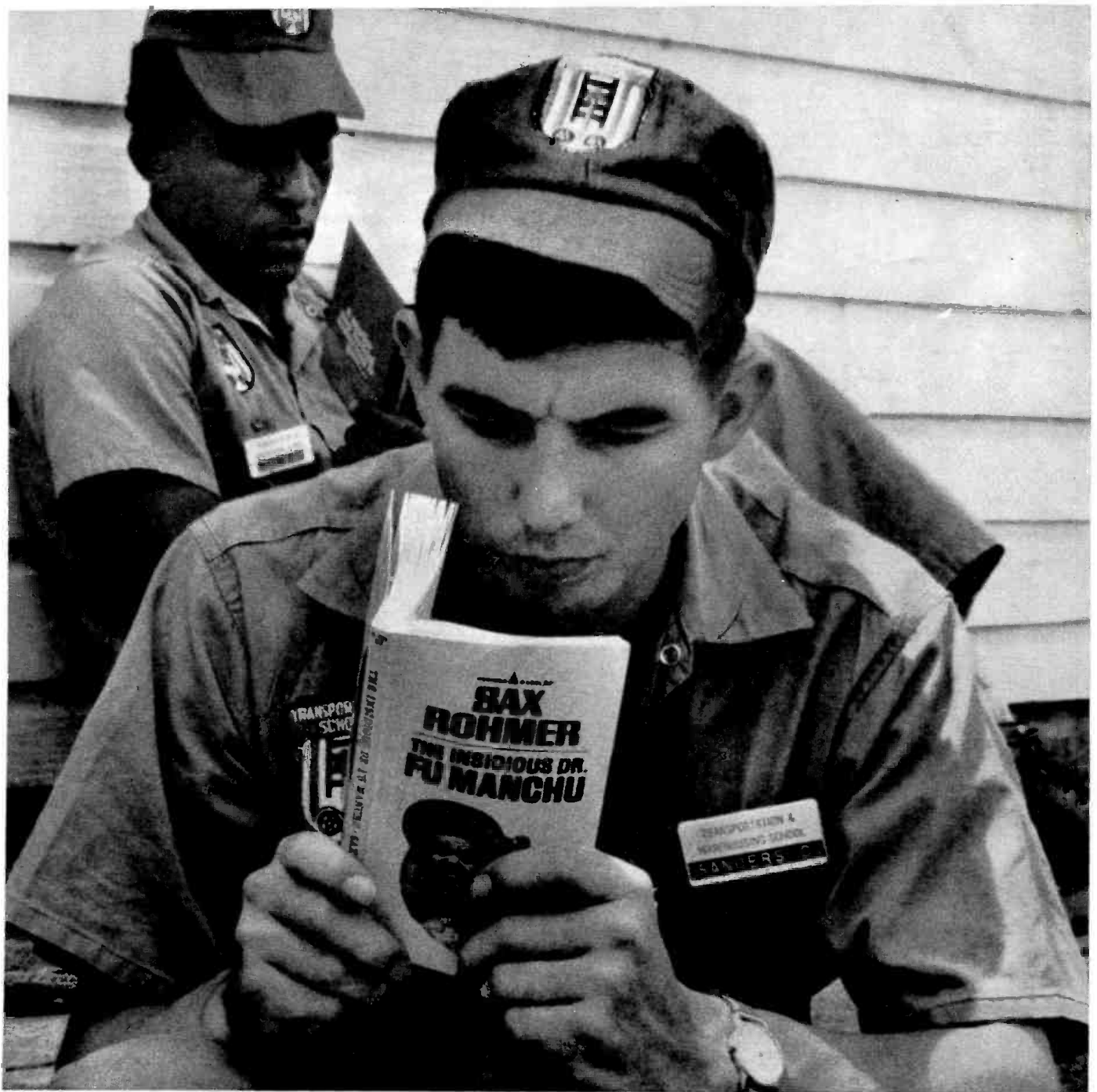
The other half of the spectrum is under the administration of the FCC which is represented only by an ex officio member of the President's task force. The FCC's representative, Chairman Rosel H. Hyde, is as knowledgeable about broadcasting as anybody. The question of moment to broadcasters is whether Mr. Hyde, in his ex officio capacity, can exert as strong a voice as the regular members of the committee.

It is still too early to know how the task force intends to proceed, but it is not too early for broadcasters to begin organizing a case for their own preservation and for the spectrum space to accommodate expansion of the broadcast services. It will not be enough, when one service is matched against all others, for broadcasters to rely on generalized assertions that they are swell guys doing a swell job. They'll have to submit the evidence to prove it.

Nor will it be enough to concentrate only on technological considerations, if revisions of the Communications Act are to be entertained. In any amendment of the law it should be stated, with clearer emphasis than the existing act contains, that the First Amendment is operable in broadcasting and that the government must stay out of program control.



Drawn for BROADCASTING by Sid Hix
"He's getting restless . . . wants to know when you're coming up with a Green Giantess!"



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Thomas E. Foster, Process Engineer, Pontiac Motor Division, Pontiac, Michigan

