

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ANA, 4A's to preview new computerized TV services. p31

Spot advertisers pay \$15.94 average per TV family. p34

The new season: first look at the ratings, reviews. p44

Justice fires on ABC-ITT merger in appeals court. p64

COMPLETE INDEX PAGE 7

CARL B. YLVISAKER
LIBRARY
9/12

CONCORDIA COLLEGE
C B YLVISAKER LIB
MOORHEAD MN
TQ EXP12/ 8
56560
NEWSPAPER

TULSA

you can't buy
all of Oklahoma
without it!

KVOO 2 TV

20

let us sell for you...

Represented by
Edwards Peery & Co., Inc.
The TV and Radio Representatives

Come visit **JERROLD'S CAVALCADE OF CATV**



**See our exhibit
at the U.S.I.T.A. Show
October 10 to 12
Las Vegas Convention Center**

Our Hospitality Suite at the Sahara is always open to you.



FIRST IN CATV



THE KTVI NEWS REPORT twice each weekday

Glenn Wilson and Jim Hale hit St. Louis three months ago.
Today this hot new team is the talk of the town.
They are just two *more* reasons the best informed
St. Louisans prefer KTVI News.

KTVI^{abc}**2**
ST. LOUIS

THE NEW AFTERNOON LOOK FOR FALL



PASSWORD

3:30 - 4:00

MR. ED

4:00 - 4:30

GILLIGAN'S ISLAND

4:30 - 5:00

McHALE'S NAVY

5:00 - 5:30

The late afternoon Monday thru Friday line-up promises to be another winner for KRLD-TV in the nation's 12th ranked television market.

Continuing the pattern of established leadership, Channel 4 has selected programs of proven audience appeal to deliver the demographic requirements of your clients.

Contact your H-R representative for complete information and availabilities for a most efficient schedule.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Revolt in the ranks

Informed union sources think there's little chance that membership of National Association of Broadcast Employees and Technicians will accept contract proposals offered last week by ABC and NBC, even though NABET negotiating committee has recommended approval of NBC deal and passed along ABC's without comment (see page 67). Word Friday was that union's executive committee had turned sour on both proposals and that sampling of members throughout country met with similar reaction. Ballots were to be mailed to members over weekend, with official tally scheduled for next Friday (Sept. 15).

Code to go?

Anti-cigarette forces are heartened by speculation that tobacco industry's Cigarette Advertising Code may be abandoned in near future. Lack of self-regulation, it's felt, might force government to adopt hard-line controls over cigarette advertising. Capitol Hill sources say Senator Robert F. Kennedy will announce today (Sept. 11) proposed legislation designed either to ban cigarette advertising on radio and TV until 10 p.m., or declare year's moratorium on such advertising in effort to determine effect on cigarette sales (see page 38). Senator reportedly will cite lack of industry self-regulation as prompting his proposals.

Former New Jersey governor and now cigarette code administrator, Robert B. Meyner, denies code is ready to fold, however. Recent meetings between Mr. Meyner and tobacco company executives were held in Washington and decision was made to continue code, he said, "but how long it will continue I don't know." Mr. Meyner also met with Howard Bell, code director of National Association of Broadcasters. American Tobacco Co. recently pulled out of industry code and now abides by NAB standards; defection of American has left six subscribers to cigarette code (BROADCASTING, Aug. 28).

Name dropper

What motivated FCC to vote unanimously last June 2 citing cigarette advertising as subject to fairness doctrine? Story, learned this week and not denied in responsible quarters, was that FCC General Counsel Henry Geller

delivered to Senator Warren G. Magnuson (D-Wash.), leading crusader against cigarettes, draft of his proposed ruling and then told FCC in meeting that influential chairman of Senate Commerce Committee not only approved suggested action but urged it. FCC Friday rejected petitions for reconsideration of its ruling (see page 9).

Home front

With spot business soft, more and more TV stations are beefing up local sales staffs to counteract leveling-off and in some cases declines in national sales. No statistics available, but sales authorities generally agree it's been building into trend. In one top-20 market, station that formerly had four local salesmen now has nine—plus two fulltime sales-development men. On another front, Television Bureau of Advertising, which has been stepping up its local sales-promotion activities over past few years, says TVB members' calls for local sales aids have increased significantly.

Houston for Demo's?

While prudence would dictate that Democrats would follow lead of Republicans in selecting Miami Beach for 1968 presidential nominating convention, inside word is that nothing yet has been settled. Four cities in addition to Miami (Chicago, Philadelphia, Los Angeles and Houston) are nominally under consideration. It's expected site committee will defer (as is customary) to party's leader—President himself—and odds are that unless overwhelming arguments are advanced, President will go for Houston, in his native Texas.

Short work

What used to be traditional TV programing policy of 39 episodes and 13 repeats gave way in past few years to about 30 episodes, 17 repeats and five pre-emptions, and is about to be reduced again in first-run content. CBS-TV's *Jackie Gleason Show* will offer new programing only through winter months and then switch into 10 repeats from last season's *Honeymooners*' "around-the-world" series before Dom DeLuise moves into Saturday night slot in early spring as Mr. Gleason's "summer" replacement.

Ready to leave

Whether Paul B. Comstock remains with National Association of Broadcasters as its vice president in charge of government affairs or leaves to become executive with banking organization in his native Florida will be resolved soon. Mr. Comstock received Florida offer several months ago, first turned it down, but firm came back with proposal substantially better than his present \$28,000 salary. Last week he countered with proposal involving fringe benefits, and if group accepts (considered likely), Mr. Comstock will terminate his five-year association with NAB.

NAB brass candidly admits Mr. Comstock has been most effective legislative contact on Capitol Hill in many years. It's understood he was offered increased salary and extra help to remain. He wouldn't have entertained Florida pitch if change in status (perhaps as number two man at NAB) had been offered.

Loner

Attempts to persuade controversial Reverend John M. Norris to call off further move in his fight against FCC's fairness doctrine apparently have failed. Today (Sept. 11), his WGCB-AM-FM Red Lion, Pa., is filing petition for review with U. S. Supreme Court—while major broadcast entities such as CBS, NBC and Radio-Television News Directors Association are still in first round of their attacks on commission regulation (see page 9). For Supreme Court appeal, Mr. Norris has hired Washington law firm of Robb, Porter, Kistler and Parkinson as co-counsel with his regular lawyers, Manuel and Sweeney. Last June, U. S. appeals court in Washington upheld legality of FCC's fairness rules denying Red Lion's appeal (BROADCASTING, June 19).

Fall-back position

If ABC-ITT merger isn't fulfilled, either because of court action or expiration of agreement, what's likely course for ABC? Best guess is that network will expand from within and undertake financing to permit it to diversify into new or related fields. ABC has had its hands tied for past two years because of pendency of merger and resultant litigation.

Put your money on the Smiths of Cleveland.

Their spending is going up faster than the Smiths of Boston, Detroit, New York, Philadelphia and Pittsburgh.

In a recent study, SRDS points out that total retail sales in Cleveland have increased 47% from 1956, tying this city with Chicago as the fourth largest of the Top Ten TV Markets in retail-sales growth. The point is clear: put your money where the money's being spent. And put it on WJW-TV. Every day, more and more Smiths are turning us on.



WJW-TV CLEVELAND/We're turned on

LOS ANGELES KGBS	PHILADELPHIA WIBG	DETROIT WJRN	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK WHN	DETROIT WJRN-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	BOSTON WFSB-TV	STORER BROADCASTING COMPANY
---------------------	----------------------	-----------------	---------------	----------------	------------------	---------------------	-----------------	--------------------	----------------------	--------------------	-------------------	-------------------	---------------------------------------

WEEK IN BRIEF

AAAA and ANA will preview at specially convened joint session three services that offer computerized proof of commercial performance, improved payment service for TV stations, talent. See . . .

PRIVATE EYES . . . 31

Spot-TV advertisers in 1966 laid out \$15.94 average per TV family, according to latest TVAR report: figure represents 6.5% gain over 1965 level. Los Angeles, Chicago markets had largest per family investment. See . . .

SPOT TV RISES . . . 34

Tobacco Institute asks broadcasters for free time to reply to antismoking spots, but stations refuse to take request seriously. FCC sources say cigarette ads already represent one side of controversial issue. See . . .

SMOG ADDED . . . 38

ABC and CBS get new television season underway as NBC waits in wings for one more week. Meaningful ratings on strength of 26 new properties will take time to determine since schedules are special-heavy. See . . .

RACE INTO SEASON . . . 44

Only one out of five new shows will be real hits and seven of 26 new entries will probably fade, according to computer predictions of BBDO. Agency sees ABC still running third, with CBS and NBC in tight race. See . . .

HITS AND MISSES . . . 48

ABC Radio details program plans for four separate network feeds as some dozen affiliates express disgruntlement over loss of exclusivity in their markets, begin negotiations with Mutual. See . . .

PROGRAM PLANS . . . 54

Justice Department treads familiar ground in opening salvo against ABC-ITT merger now before U.S. Court of Appeals. Says FCC erred in five issues; adopts "elder brother" attitude toward commission. See . . .

COURT FIGHT . . . 64

FCC measures impact of its CATV rules with inquiry sent to all TV stations and cable systems on file with commission requesting information on effect of carriage and nonduplication requirements. See . . .

FCC STUDIES . . . 68

Kaiser Broadcasting announces plans for creation of live interconnected TV network among its seven O&O's by fall of 1970; eventually hopes to acquire 20 to 50 affiliates with 75% TV home coverage. See . . .

A KAISER NETWORK . . . 74

Though FCC won't openly acknowledge that problem exists, new figures show FCC machinery for administering CATV rules is groaning under weight of 200-plus case-load awaiting top-100 market waiver hearings. See . . .

NEW BACKLOG . . . 75

DEPARTMENTS

AT DEADLINE	9	MONDAY MEMO	26
BROADCAST ADVERTISING	31	OPEN MIKE	22
CHANGING HANDS	70	PROGRAMING	44
CLOSED CIRCUIT	5	WEEK'S HEADLINERS	10
DATEBOOK	14	WEEK'S PROFILE	105
EDITORIAL PAGE	106		
EQUIPMENT & ENGINEERING	82		
FANFARE	86		
FATES & FORTUNES	88		
FINANCIAL REPORTS	80		
FOR THE RECORD	92		
INTERNATIONAL	86		
LEAD STORY	31		
THE MEDIA	64		

AMERICAN BUSINESS PRESS, INC.



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

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



what is an **influencible?** A listener. Specifically, a Storz radio listener. Influencibles are the “in-touch” young moderns with ideas... buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the influencibles.® On a Storz station you get action where it counts—in sales.

© 1965 Storz Broadcasting Co., Inc.

STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(RAR, Inc.)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

FCC adamant on cigarette-fairness issue

WADSWORTH ABSTAINS; OTHERS STAND FAST ON RULING

FCC has refused to be budged from its position that broadcast stations carrying cigarette commercials must present programming on possible health hazards of smoking.

Commission, in 6 to 0 decision issued Friday (Sept. 8), rejected scores of petitions from broadcast and tobacco industry representatives asking reconsideration of June 2 ruling that fairness doctrine applies to cigarette advertising (BROADCASTING, June 5). Vote on that ruling was 7 to 0. Commissioner not voting last week was James J. Wadsworth.

Commission also refused requests for stay of effectiveness of order pending further deliberations. "If our ruling will contribute to the avoidance of one untimely death, the public interest would not be served by any delay in its effectiveness," commission said.

Commissioner Lee Loevinger, while concurring in result, expressed view commission is on extremely shaky legal ground, asserting conclusion of his colleagues seems to be product more of sentiment than conviction. His own concurrence is based on "strong feeling that suggesting cigarette smoking to young people, in the light of present knowledge, is something very close to wickedness." National Association of Broadcasters is committed to court test of ruling (see page 74).

Commission rejected arguments that ruling marks unprecedented, and illegal, entry into regulation of advertising. Licensees' statutory obligation to operate in public interest, commission said, "includes the duty to make a fair presentation of opposing viewpoints on the controversial issue of public importance posed by cigarette smoking. Commission added that "this duty extends to cigarette advertising which encourages the public to use a product that is habit forming and may in normal use be hazardous to health. . . ."

Commission stressed ruling is limited to cigarette advertising, and rejected arguments that its decision opens door to application of fairness doctrine to advertising of other products that are subject of controversy, such as automobiles.

In requiring allocation of "significant amount of time each week" to anti-smoking material, commission said it is not endangering economic well-being

of broadcast industry—which now earns \$200 million annually from cigarette companies. There is nothing to prohibit broadcasters from obtaining cigarette advertising, commission said, adding comment that cigarette companies would continue to find television and radio too attractive as advertising media to ignore.

Doubts assailing Commissioner Loevinger, he said, include applicability of fairness doctrine to advertising and question of whether ruling will be extended to products other than cigarettes.

Commissioner Nicholas Johnson, in separate concurring opinion, described Commissioner Loevinger's doubts as "unwarranted." He said advertising messages should no more be granted automatic immunity from consideration of fairness than any other category of advocacy.

Commissioner Loevinger was also sharply critical of manner in which commission issued its original ruling, suggesting that it had acted with undue haste.

Fairness rule violates

First Amendment: NBC

Third legal challenge to FCC's rules codifying fairness doctrine has been filed by NBC Inc. against FCC in U. S. Second Circuit Court of Appeals. NBC filing, obtained Friday (Sept. 8), asks court to void commission rules adopted in July and amended month later (BROADCASTING, July 10, Aug. 7).

NBC's notice of appeal charges that FCC rules not only require company to give up its First Amendment rights but also would subject firm to "criminal penalties or forfeitures."

NBC says commission move also violates Fifth Amendment's equal-protection and due process clauses.

NBC appeal gives new case to add to its plans for first two cases. First attack, filed in Seventh Circuit (Chicago) by Radio and Television News Directors Association, was followed in matter of hours by CBS filing in Second Circuit (New York). Both were submitted July 27 (BROADCASTING, July 31).

Commission last week filed motion

in Chicago that court accept only "index" of record instead of whole record. It also plans to seek consolidation of cases in Chicago as next step.

Ford strike threatens heavy TV-radio budget

Strike by Ford Motor Co. employees is resulting in cutbacks and delays of campaigns in all media and can adversely affect spot and local TV-radio particularly, it was reported last Friday (Sept. 8).

There were reports that Ford planned to ask ABC-TV to relieve it of its estimated \$2.3 million commitment to sponsor *Mutiny on the Bounty* on Sept. 24, intended as "block-buster" introductory vehicle. But spokesmen for ABC-TV and Grey Advertising, Ford's corporate agency and handling that show, said they had no indications that Ford planned to make that request. Ford also is "locked in" with *FBI* series, also on ABC-TV network.

In spot TV, several leading reps reported that Ford had cancelled some corporate and some local market campaigns, and, in some instances, made provisions to cancel if strike continued through mid- and late September.

Spot radio, which is heavy recipient of automobile funds, did not seem to

ACLU's fine point

Supporting Department of Justice's opposition to merger of ABC and ITT (see page 64), American Civil Liberties Union Friday (Sept. 8) filed brief as friend of court in U. S. appeals court in Washington—but pegged opposition on novel issue: that FCC lacks authority to accept promise by ITT that it will exercise no direct control over ABC programs, particularly in news area.

In feat of whimsy, ACLU brief includes possible future letter, dated 1984, from ITT chief "George F. Candid" to FCC abrogating promise of autonomy for ABC, and informing commission that it was dropping all news and filling time with old movies, selected by computer!

be seriously affected, at least as of last Friday. One rep said Ford has scheduled 30-market spot radio campaign to begin Sept. 21 and had not as yet cancelled. He added that General Motors had eliminated print campaign set to start this month but planned to continue with spot radio effort in major markets. He stressed that contract contained strike clause giving company option to cancel for some makes of cars.

Ford was third largest national advertiser in 1966 with total expenditures of about \$132.5 million, of which almost \$63 million was in TV-radio. General Motors is leading national advertiser with \$203 million in 1966, of which almost \$73 million was in broadcast. Chrysler is in sixth place among national advertisers, with budget of about \$88.6 million in 1966, of which \$53 million was in TV-radio.

ABC-ITT mystery: who asked for probe?

Charge that International Telephone & Telegraph Corp. was involved in investigation of writer for *New Republic* magazine touched off new mystery in connection with controversial ITT-ABC merger.

In issue out Friday (Sept. 8) *New Republic* said man claiming he was "acting at the behest of ITT began an investigation of staff reporter James Ridgeway. Mr. Ridgeway had written article critical of proposed merger in *New Republic's* July 8 issue.

Magazine said that on Aug. 31 a man identifying himself as James Mackey, 28, employe of Army Times Publishing Co.'s market-research department called receptionist at magazine

and made inquiries on Mr. Ridgeway's personal life.

Officials at Army Times said Mr. Mackey had been given dismissal notice Sept. 1, day after he allegedly called *New Republic*, and had left on week's terminal leave. He could not be reached for comment.

Henry Belber, Army Times marketing director, said dismissal was not related to *New Republic* incident.

New Republic quoted Mr. Mackey as having said he had to check out Mr. Ridgeway by New York advertising agency handling ITT account.

Asked whether agency would have been likely to contact Mr. Mackey with such request, Mr. Belber said, "Impossible."

Agencies representing ITT are Needham Harper & Steers; West, Weir & Bartell Inc., and Doyle Dane Bernbach. Account executives at those agencies were said by *New Republic* to have denied requesting investigation.

Spokesman, John V. Horner, who is in charge of ITT public relations in Washington, was categorical in denial that ITT was behind Ridgeway snooping.

AMC plans for TV

American Motors Corp., Detroit, disclosed all-media advertising plans Friday (Sept. 8) for 1968 model debut Sept. 26 but key emphasis is on TV.

Through its new agency, Wells Rich Green Inc., American plans teaser TV spot drive starting Sept. 15 in top 10 markets followed by 70 prime minutes spread on all three TV networks through December. Heavy local TV spot campaign in 25 markets kicks off Sept. 24 after teaser run. Firm's new Javelin will be contest prize on several network programs this fall.

NAB standing aside from Hatch meeting

In distinct attempt to clear air, National Association of Broadcasters Friday (Sept. 8) disavowed any connection with meeting Thursday (Sept. 14) in Washington between CATV operators and broadcasters (see page 71).

Thursday's meeting will find eight subcommittees of six members each taking up variety of CATV-broadcast subjects.

Each subcommittee includes three representatives of CATV and three from broadcasting. All but three broadcasters have some CATV interests. In addition, seven broadcasters are on NAB's TV board and two are on radio board. Four of them are also members of NAB's Future of Broadcasting Committee, which meets in Washington Wednesday (Sept. 13).

NAB's position, in telegram from President Vincent Wasilewski to George Hatch, group broadcaster and multiple CATV operator, who was instrumental in initiating CATV-broadcaster meetings, emphasizes "this is not an NAB-sponsored meeting and . . . the broadcasters present do not represent an NAB position."

Main NAB concern, apparently, is that simple weight of numbers of NAB board members on subcommittees might make it appear that association has given formal blessing to sessions, that are attempting to iron out basic differences between broadcasters and CATV operators.

Telegram, approved by NAB executive committee at its meeting Friday, intimates association feels it has been misled in formation of subcommittees and how they would meet.

Original understanding, Mr. Wasilewski said, was that subcommittees of broadcasters, "some with CATV interests," would meet independently of those made up of CATV operators; "and that following these meetings, depending on the results achieved, joint meetings might be scheduled between the two groups."

MM refinancing

Metromedia has placed \$30 million of notes, consisting of \$15 million of 6¾% senior notes, due 1987, and \$15 million of 5½% convertible notes, due 1982, through Kuhn, Loeb & Co. and Eastman Dillon, Union Securities & Co., New York, it was reported Friday (Sept. 8).

In addition, Metromedia spokesman said, company has arranged new revolving credit and term loan agreement providing for additional borrowings of up to \$30 million.

ABC's 'Flying Nun' flew high on Thursday

Audience shares in new season introduction (see page 44) continued heavy for ABC Thursday night (Sept. 7) in 26-city Trendex. According to that report, 7:30-10:30 p.m. EDT, one-hour *Flying Nun* (it becomes staple half hour on Sept. 14) captured biggest share. Ratings by half hour:

7:30-8—ABC, *Flying Nun* (new), 54.3; CBS, *Cimarron Strip* (new), 25.8; NBC *Damn Yankees* (special, rerun), 12.7.

8-8:30—ABC, *Flying Nun*, 61.1; CBS, *Cimarron*, 20.4; NBC, *Yankees*, 8.2.

8:30-9—ABC, *Bewitched* (new programing), 55.0; CBS, *Cimarron*, 23.6; NBC, *Yankees*, 9.5.

9-9:30—ABC, *That Girl* (new time), 47.2; CBS, movie, 26.1; NBC, *Yankees*, 12.9.

9:30-10—ABC, *Peyton Place* (new time), 38.2; CBS, movie, 26.9; NBC, *Dragnet* (rerun), 19.2.

10-10:30—ABC, *Good Company* (new), 38.0; CBS, movie, 29.4; NBC, *Vic Damone* (summer program), 21.6.

Trendex did not report 10:30-11 p.m. because period was station time on ABC's lineup.

WEEI is No. 1 in Boston

No. 1 in Pulse

Average Share, M-F, 6AM-12M *

No. 1 in Hooper

Average Share, M-F, 7AM-6PM **

No. 1 in Mediastat

Metro Share, Sun.-Sat., 6AM-12M ***

represented by



* Source: Based on Pulse estimates (Metro Area, April/June, 1967) subject to qualifications which WEEI will supply on request.

** Source: Based on Hooper estimates (July/August, 1967) subject to qualifications which WEEI will supply on request.

*** Source: Based on Mediastat estimates (Metro Area, April/May, 1967) subject to qualifications which WEEI will supply on request.

**A CBS
OWNED
STATION**

WEEI **THE TALK OF BOSTON** ***RADIO 590***



"Noiseless" Colors

**Tape the color "toughies"
...play them like "live"**



**...With the RCA TR-70
High Band Recorder**

The TR-70 is the high band television tape recorder for unexcelled performance. It's truly the world's most sophisticated system . . . it makes even the tough jobs in taping easy to accomplish. It delivers up to four generations of *brilliant, broadcastable color* without a trace of tattle-tale grain.

"NOISELESS" COLORS . . . even with yellow—the "noisiest color" around—you'll get a noise-free picture. The TR-70 delivers the greatest, most noise-free yellow you've ever seen—yellow, without even a whisper!



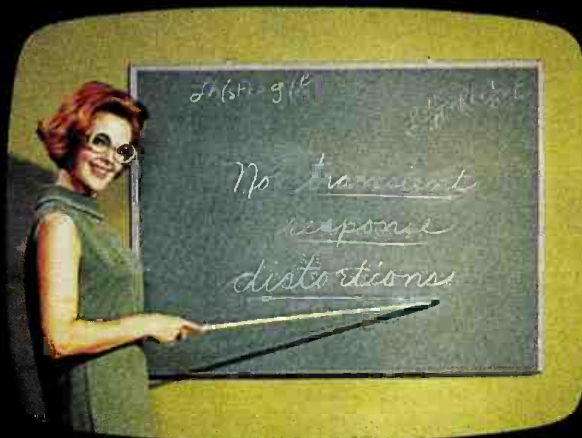
Perfect Chroma Registration



Beer Tones That Raise a Thirst



Reds You See with Pleasure



No Transient Response Distortion

PERFECT CHROMA REGISTRATION means you can be sure there's never any objectionable lipstick smear when your color images are recorded by the TR-70—the most accurate TV tape recorder. You get perfect chroma registration every time.

BEER TONES THAT RAISE A THIRST. You know how hard it has been to make browns and ambers look realistic. The TR-70 specializes in brilliant colors that not only stimulate the sight, but the senses of taste and smell as well!

REDS YOU SEE WITH PLEASURE. Reds, too, were never so faithfully captured. Even when there's more than one kind of red in the same picture—from the sauce on the spaghetti to the checkered cloth—you can see the difference! Your food commercials have instant identification.

NO TRANSIENT RESPONSE DISTORTION . . . even with finicky vertical lines. Sparkling quality couldn't be easier to obtain—because the TR-70 is designed for easy handling of all such problems.

The scenes reproduced above are shown in a tape about the TR-70—made on the TR-70. For proof of the superior reproduction and easier handling of the TR-70 ask your RCA sales representative to arrange a showing of this tape.



THE MOST TRUSTED NAME IN ELECTRONICS

One Moment Please . . .

Sometimes it's a good idea to get another point of view on your operation—an outside look. Are things really as good . . . or as bad as they look to you?

It helps most if the feelings, opinions, and attitudes come from the audience itself—from both those who like your radio or television station and those who like your competitors'.

When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the others in your market.

Our clients know where they stand and, more importantly, the reasons why their ratings tabulate the way they do. They also know just as much about their competitors.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with you for a whole year to make sure you understand it and that it works for you.

Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in some of the country's most competitive markets.

If you would like to talk to us about it, we will be pleased to come and visit you with no obligation on your part. Just drop us a note, or better still, give us a call.



McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

644-9200

DATEBOOK

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

■ Indicates first or revised listing.

SEPTEMBER

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—Opening fall luncheon, Hollywood Radio and Television Society. FCC Commissioner Lee Loevinger is featured speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

■ Sept. 12—Organizational meeting to form Tennessee CATV Association. Contact Alvin Wood, Dyersburg, Tenn.

Sept. 12-16—Annual convention of the Radio-Television News Directors Association. Speakers include Robert Hansen, chief justice-elect of Wisconsin supreme court, and Av Weston, director of Public Broadcast Laboratory at Columbia University. Royal York hotel, Toronto.

Sept. 13-15—Meeting of the Michigan Association 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—Deadline for reply comments on response to petition for reconsideration of FCC's presunrise rulemaking.

Sept. 15—Deadline for entries for the 1968 Ohio State Awards sponsored by the Institute for Education by Radio and Television of the Telecommunications Center, Ohio State University. Entries must have been broadcast during the period Jan. 1-Aug. 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.

Sept. 15—Opening luncheon of Pacific Pioneer Broadcasters with program headlined by Don Quinn and Pat Buttram. Sportsmen's Lodge, North Hollywood, Calif.

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 Associa-

NAB FALL CONFERENCES

Oct. 18-17—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.

tion of Broadcasters. Speakers include William Carlisle, NAB vice president-TV. Sebasco Estates.

Sept. 15-17—Northeast area conference of 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—Extended deadline for filing further comments on Communications Satellite Corp. proposal with FCC for a pilot demonstration program for domestic communication satellite system.

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—Fall meeting, New York State Community Television Association. Otesaga hotel, Cooperstown.

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—Southern California council, American Association of Advertising Agencies dinner meeting. Presentation of in-depth study of Southern California market. Beverly Wilshire hotel, Beverly Hills, Calif.

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

■ Sept. 21—Annual president's luncheon of the Chicago chapter, Broadcast Pioneers. Speaker will be Senator Charles H. Percy (R.-Ill.); subject will be communications and advertising. Pick Congress hotel, Chicago.

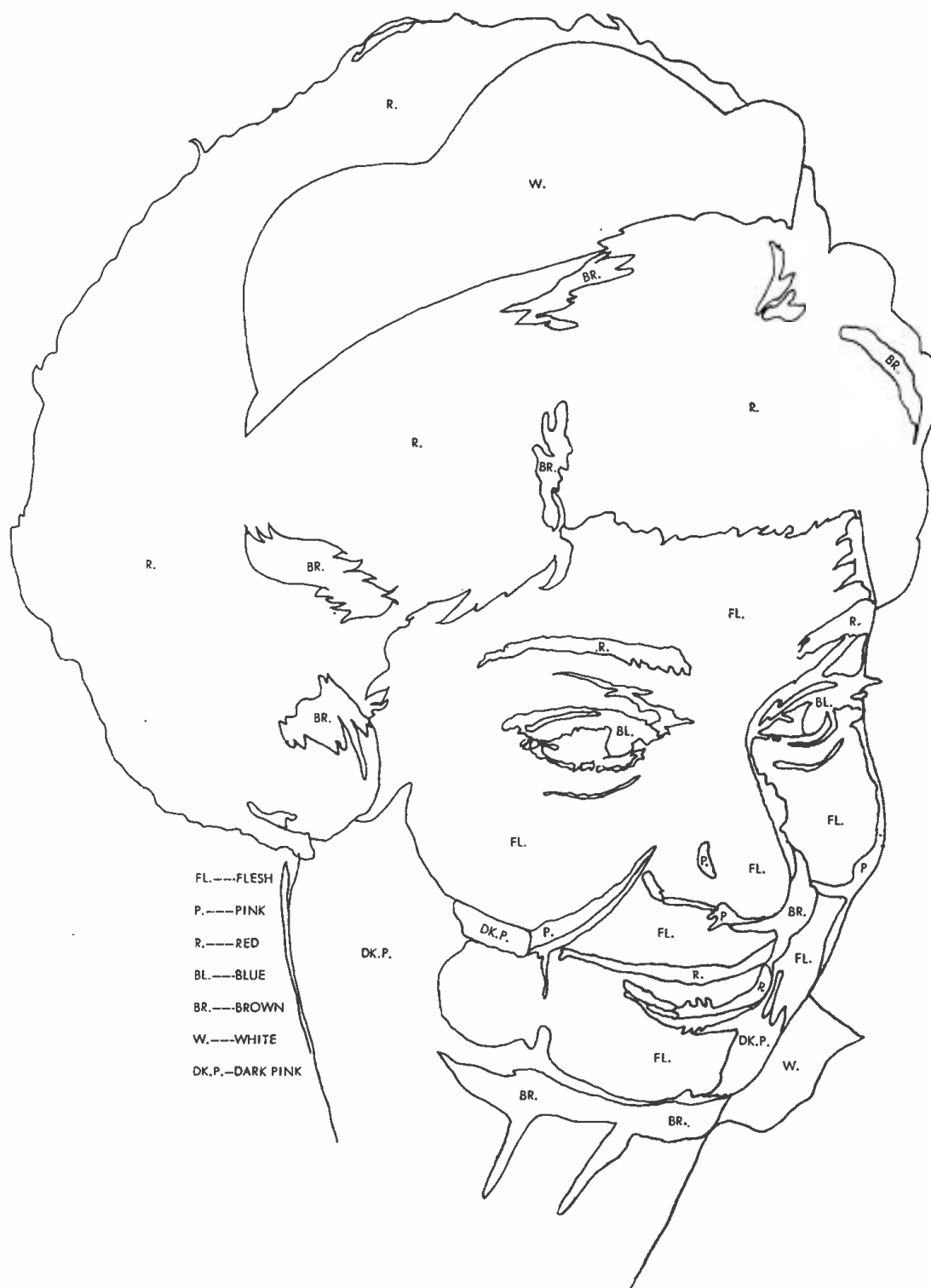
■ Sept. 21-23—Annual broadcast symposium, sponsored by group on broadcasting, Institute of Electrical and Electronics Engineers. Featured speakers will be Sir Francis McLean, director of engineering, British Broadcasting Corp. on "Color TV in the U.K. and Europe," and Dr. Joseph V. Charyk, president of the Communications Satellite Corp. Also scheduled is a panel discussion on "CATV and Its Relation to Broadcasting" with Warren L. Braun, Harrisonburg, Va., consulting engineer, as moderator. Mayflower hotel, Washington.

Sept. 22—FCC luncheon sponsored by the International Radio and Television Society. Speaker is Rosel Hyde, FCC chairman. Waldorf-Astoria hotel, New York.

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

How to add color to strip programming

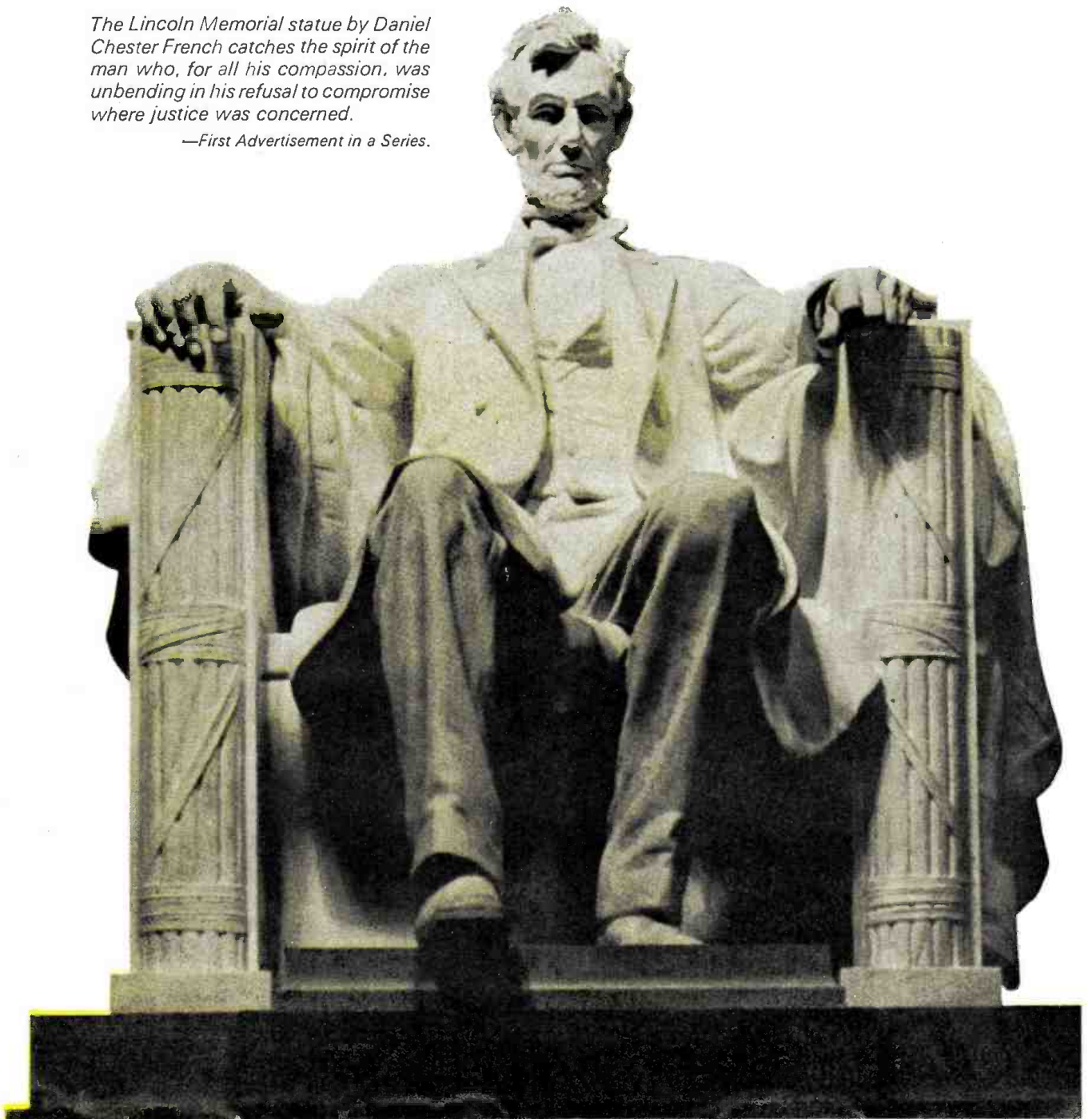


Color Hazel. 154 half-hour episodes; 120 already in full color. Available through **Screen Gems** 

I N T E

The Lincoln Memorial statue by Daniel Chester French catches the spirit of the man who, for all his compassion, was unbending in his refusal to compromise where justice was concerned.

—First Advertisement in a Series.



G R I T Y

A B a s i c S t o r e r S t a n d a r d

Integrity is just one of many reasons why it's good business to do business with Storer. Because you can count on Storer's reliable representatives and station personnel to do exactly what they say they'll do ... give you fast facts on markets, quick confirmation on availabilities, invoices which conform accurately to quoted and published rates. And you can count on a healthful climate

for your commercials, too — good taste in programming—the highest degree of ethical operation—and a long-standing tradition of community service to assure a receptive and loyal audience. ☆ ☆ ☆ So, if selling in major markets is your problem, Storer can give you right answers in ten of them. Con-

tact Storer Television Sales or Major Market Radio — or any Storer Station direct for details.



STORER STATIONS: KGBS, Los Angeles - WGBS, Miami - WIBG, Philadelphia - WJBK and WJBK-TV, Detroit - WSBK-TV, Boston - WJW and WJW-TV, Cleveland - WSPD and WSPD-TV, Toledo - WHN, New York - WAGA-TV, Atlanta - WITI-TV, Milwaukee



**Months ago, these people made
New York's Warwick a wonderful new hotel...**



**...now just about everyone is enjoying its
great location and royal services.**

Seasoned travelers from the worlds of business, entertainment, radio, TV and sports are enjoying the wonderful new Warwick's spacious rooms, all completely air conditioned, splendidly redecorated and refurbished by famed designer, Ellen Lehman McCluskey.

They like the Warwick's royal services: every room is equipped with electric shoe polisher, silent valet, VIP king-size towels, special makeup mirrors and decorator closets.

You, too, will enjoy the Warwick; you'll like the intimate warmth of the Warwick Bar and the famous Raleigh Room, where luncheon and dinner are served in an atmosphere of sturdy elegance. And after a busy day, the new Executive Sauna Club is just the place to relax and unwind.

Next time you come to town, stay at the Warwick. We know you'll agree that it's a very special kind of hotel.

 **The Warwick** 54th Street on the Avenue of the Americas, New York
(212) 247-2700 • A Loew's Hotel • Preston Robert Tisch, President

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Sept. 18-19—Hilton Inn, Dallas

Sept. 21-22—Hilton Inn, Atlanta

Sept. 27-28—White Plains hotel, White Plains, N.Y.

Oct. 16-17—The Dearborn Inn, Detroit

Oct. 19-20—O'Hare Inn, Chicago

Oct. 23-24—Hyatt House, San Francisco

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—Seventh annual conference of the Institute of Broadcasting Financial Management. Speakers include Vice President Hubert H. Humphrey and Walter W. Heller, chairman of the President's Council of Economic Advisors from 1961 to 1964. Sheraton-Ritz hotel, Minneapolis.

Sept. 25-27—International electronics conference and exposition sponsored by Canadian region, Institute of Electrical and Electronics Engineers. Automotive Bldg., Exhibition Park, Toronto.

Sept. 25-Nov. 27—Weekly Monday meetings of the time buying and selling seminar sponsored by the International Radio and Television Society. Chemical Bank New York Trust Co., 277 Park Ave., New York.

Sept. 26-27—Executive committee meeting. National Community Television Association. Washington.

Sept. 27-28—Fall meeting of National Association of Broadcasters Radio Code Board. Waldorf Astoria hotel, New York.

Sept. 27-29—Meeting of the Tennessee Association of Broadcasters. Speakers include FCC Commissioner Robert E. Lee; William Walker, NAB director of broadcast management, and Morgan Beatty, NBC, New York. Mountain View Lodge, Gatlinburg.

Sept. 28-29—Second annual management and programing seminar of TV Stations Inc. New York Hilton hotel, New York.

Sept. 28-Oct. 4—Japan Electronics Show sponsored by the Electronic Industries Association of Japan. Minato International Trade Fair Grounds, Osaka City, Japan. For information contact: EIA-J at Electronic Section, Japan Light Machinery Information Center, 437 Fifth Ave., New York.

Sept. 29—Deadline for comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

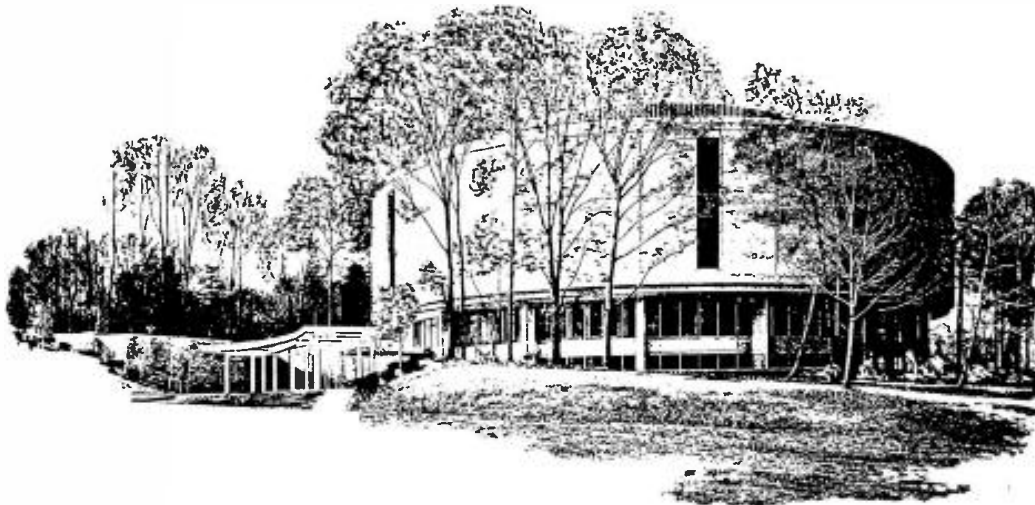
Sept. 29-30—Fall meeting of Utah Broadcasters Association. Speakers include Vincent Wasilewski, NAB president. Provo.

Sept. 29-Oct. 1—Midwest area conference of the American Women in Radio and Television. Knott's Motor Inn, Baltimore.

■Indicates first or revised listing.

UNENDING IS THE PURSUIT OF CREATIVITY

The very first day WFIL-TV went on the air in Philadelphia—September 13, 1947—the station introduced a far-reaching new concept in television programming—the TV Newsreel. It was the first daily television film newsreel in the nation. ■ Creativity has been a dominant force at WFIL-TV in its 20 years of operation. Creativity has produced significant innovations in the quality and scope of its television service. Creativity has sparked the station's progress to a dominant position in the country's fourth largest market. ■ The development of educational programs reflects the spirit of creativity. WFIL-TV was the first station to present programs for in-school viewing. It followed with pioneering adult education programs on television. ■ In newscasting, WFIL-TV was the first station to engage a full staff of regional reporters to cover the entire Delaware and Lehigh Valley. It was the first to engage a professional meteorologist as a staff member. It was the first in the area to present regular aviation weather reports. ■ This year, WFIL-TV became the first local station to telecast all its news programs entirely in color. WFIL-TV also introduced the broadcast industry's first nightly public opinion service. This year, too, WFIL-TV was the first local station to relay a program from Europe via satellite independent of a network. ■ In other areas of service—WFIL-TV was the first station in Philadelphia to telecast color programs on a regular basis and to utilize studio and mobile videotape equipment. It was ABC-TV's first affiliate—indeed, for a time, the "network's" only originating station, either owned or affiliated. ■ These and other advances in television programming, talent development and marketing services are milestones in WFIL-TV's march of progress in 20 years of operation. ■ Creativity forever seeks new horizons. At WFIL-TV the process is unending. It is the force that propels this station to ever higher levels of audience acceptance and advertiser service. ■ In 20 years, WFIL-TV has served the spectrum of public communications needs. In doing so, WFIL-TV has become the most dynamic marketplace for over nine million people . . . and the dominant marketeer. ■ Ahead? Undeviating pursuit for new ways to be of service to television families of the Philadelphia-Eastern Pennsylvania-Southern Jersey-Delaware-Eastern Shore Maryland area . . . and to advertisers seeking most effectively to reach this concentrated mass market.



WFIL-TV 6
Philadelphia, Pa. 19131



Represented nationally by BLAIR-TV

Hello Ollie,



wherever you are.

**In L.A., too,
your Blair man is always as
near as the telephone.**

In Los Angeles, your Blair man spends a lot of time in his car. (Doesn't everybody?)

No problem. We put a phone in his car.

So, if you want information on availabilities, or schedules, or ratings, or any other subject that will help make your broadcast advertising more effective, just pick up your phone, and call Ollie.

If it's radio, call Ollie Ward.

(213 QJ5-3808.)

If it's television, call Ollie Trittler.

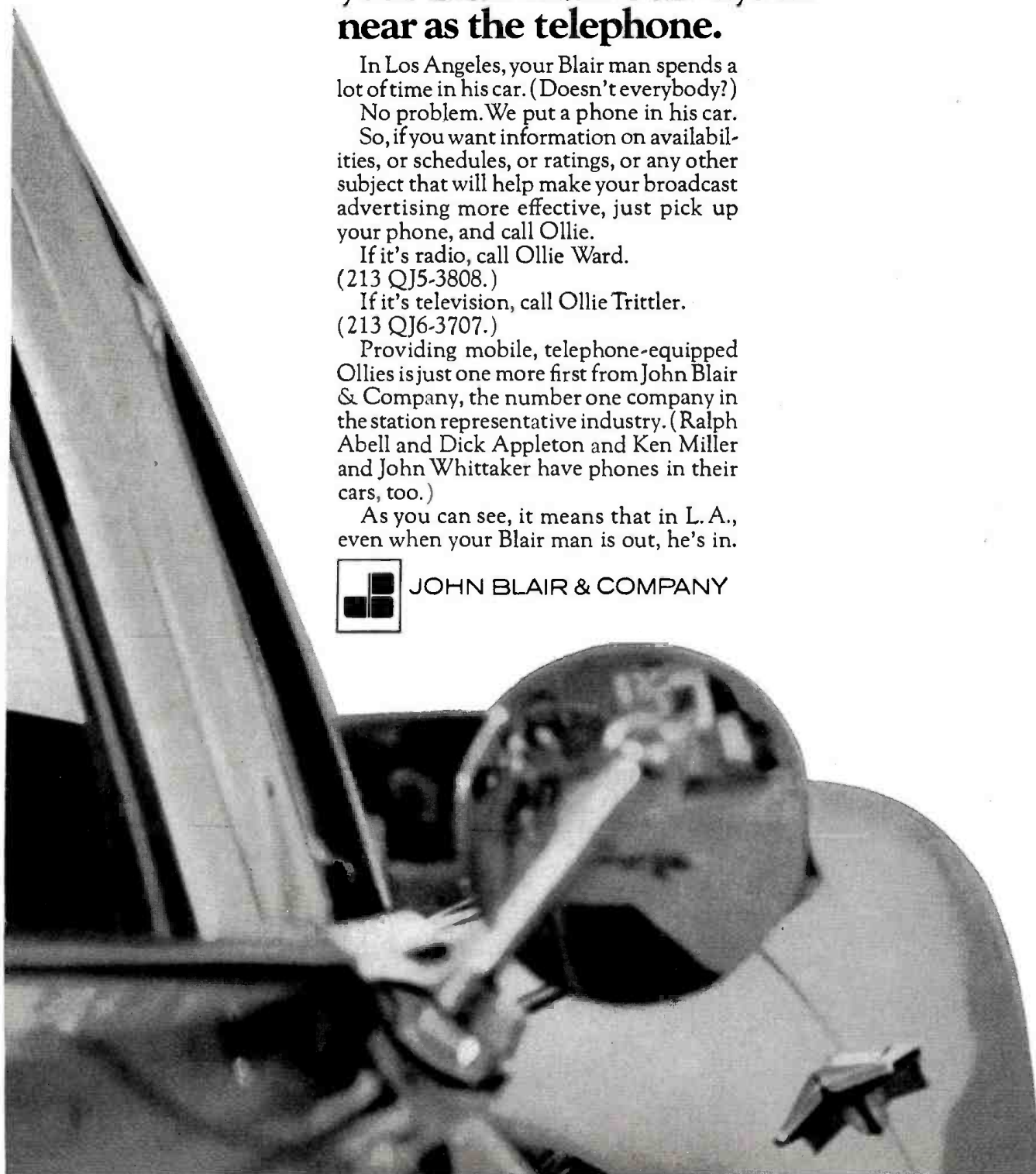
(213 QJ6-3707.)

Providing mobile, telephone-equipped Ollies is just one more first from John Blair & Company, the number one company in the station representative industry. (Ralph Abell and Dick Appleton and Ken Miller and John Whittaker have phones in their cars, too.)

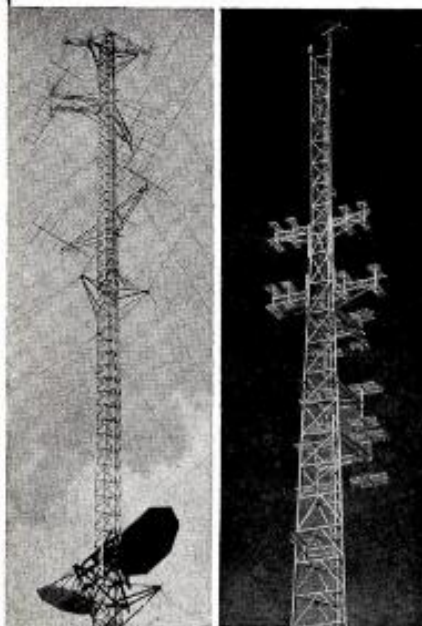
As you can see, it means that in L.A., even when your Blair man is out, he's in.



JOHN BLAIR & COMPANY



CHOICE TOWERS FOR CATV



G4 500' symbol
of Rigidity

SS 300' Unguyed
Space Saver

- Guyed or Self Supporting Types
- Computer Designed
- Heavy Loading Capability
- Minimum Maintenance

Just let us know your requirements



Celebrating
Our
20th Anniversary!

Stainless, inc.

NORTH WALES • PENNA. 19454
IN CANADA Walcan, Limited, Toronto Ontario

OPEN MIKE

ABC's plan and FCC rules

EDITOR: ABC Radio's plan to substitute four networks in place of one [BROADCASTING, Aug. 28] may provide the impetus for the FCC to revise its long outmoded networking rules. . . .

The ABC plan appears to violate the spirit if not the letter of Sec. 73.137 of the AM rules which reads in part: "No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, that this section shall not be applicable if such networks are not operated simultaneously. . . ."

As I understand the ABC quadruple network plan, all four networks would be operated on the same set of lines with each using the line part of the time. Since affiliates would tape network feeds for later presentation, the net effect would be simultaneous operation of more than one network with simultaneous broadcast of different ABC Radio programs on different stations in the same market.

It is also not difficult to anticipate situations in which all four networks would be operated simultaneously on the same line, such as during major national news events. . . .

In the context of radio as it is today, the chain-broadcasting regulation are absurd—guarding against dangers which no longer exist. . . .

In my view, ABC's quadruple-network plan is a laudable effort to push network radio into today's industry. It is also a good reason for the FCC to review the chain-broadcasting regulations as they relate to radio. . . .

ABC has presented the FCC with the rare opportunity to remove regulations which are no longer applicable. One hopes the commission will take the chance to demonstrate that all problems are not solved by more regulation—some may be solved by less.—*J. H. Breen, Box 53, Blawenburg, N. J.*

(Editor's note: As Mr. Breen notes, ABC's plan does not contemplate violation of the FCC's chain-broadcasting rules [BROADCASTING, Sept. 4]. Neither has ABC complained that it is unduly restrained by those rules.)

Celanese's debut year

EDITOR: Thank you . . . for the great editorial support you have lent to *Celanese Center Stage* specials this year. It has aided us immeasurably in spreading the word about our local efforts, and our 50 stations have responded with a remarkable degree of cooperation. . . .
—*Roger L. Gutwillig, manager of advertising, Celanese Fibers Marketing Co., New York.*

BROADCASTING PUBLICATIONS INC.

PRESIDENT . . . SOL TAISSHOFF
VICE PRESIDENT . . . MAURY LONG
VICE PRESIDENT . . . EDWIN H. JAMES
SECRETARY . . . LAWRENCE B. TAISSHOFF
TREASURER . . . B. T. TAISSHOFF
COMPTROLLER . . . IRVING C. MILLER
ASST. TREASURER . . . JOANNE T. COWAN

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. 20036. Tele-
phone: 202 638-1022.

EDITOR AND PUBLISHER
Sol Taisshoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James
EDITORIAL DIRECTOR (New York)
Rufus Crater
MANAGING EDITOR
Art King

SENIOR EDITORS: Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeldenberg, David Berlyn (New York), Rocco Famighetti (New York), George W. Darlington, Morris Gelman (Hollywood), Sherm Brodey; STAFF WRITERS: Joseph A. Esser, F. Martin Kuhn, Robert A. Malone, Martin W. Mitchell, Sharan Rosenberg; EDITORIAL ASSISTANTS: C. Anthony Beargie, Phyllis L. Halleran, Murray M. Martz, Sue M. Tropin; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

NATIONAL SALES MANAGER
WATSON W. MIDDLETON (New York)

ADVERTISING DIRECTOR
Ed Sellers

INSTITUTIONAL SALES MANAGER
Eleanor Manning

PRODUCTION MANAGER: George L. Dant, TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Gretchen Coates; ASSISTANT PRODUCTION-TRAFFIC MANAGER: Bob Sander; ADVERTISING ASSISTANT: Carol Ann Cunningham; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

SUBSCRIPTION MANAGER
Richard B. Kinsey

William Criger, Jerry Fisher, Lucy Fisher, Marilyn Johnson, Ingola Kuntze, Stanley Palczewski, Jr., Carol B. Smith.

Bureaus

New York: 444 Madison Avenue, 10022. Telephone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti; ASSOCIATE EDITOR: Michael Hornberger; STAFF WRITERS: George de Pue, Phil Fitzell, Hazel Hardy; NATIONAL SALES MANAGER: Watson W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN ADVERTISING MANAGER: Greg Masefield; ADVERTISING ASSISTANT: Laura D. Gereau.

Chicago: 360 North Michigan Avenue, 60601. Telephone: 312 236-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028. Telephone: 213 463-3148. SENIOR EDITOR: Morris Gelman; WESTERN SALES MANAGER: Bill Merritt.

ASSISTANT PUBLISHER
Lawrence B. Taisshoff

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

*Reg. U. S. Patent Office
Copyright 1967, Broadcasting Publications Inc.

BROADCASTING, September 11, 1967

BEELINE® COUNTRY...

AWFULLY BIG IN SHIPPING



... and **BEELINE RADIO**

KFBK is a proven way

to reach an important
part of this market.

From Sacramento's \$55 million port the products of California's Sacramento Valley are shipped around the world . . . one more reason why people in this prime agricultural area have over \$3.94 billion to spend. You reach these people effectively when you put your message on Beeline Radio **KFBK**. **KFBK** is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source: Sales Management's 1967 Copyrighted Survey

McCLATCHY BROADCASTING

Katz Radio • National Representative



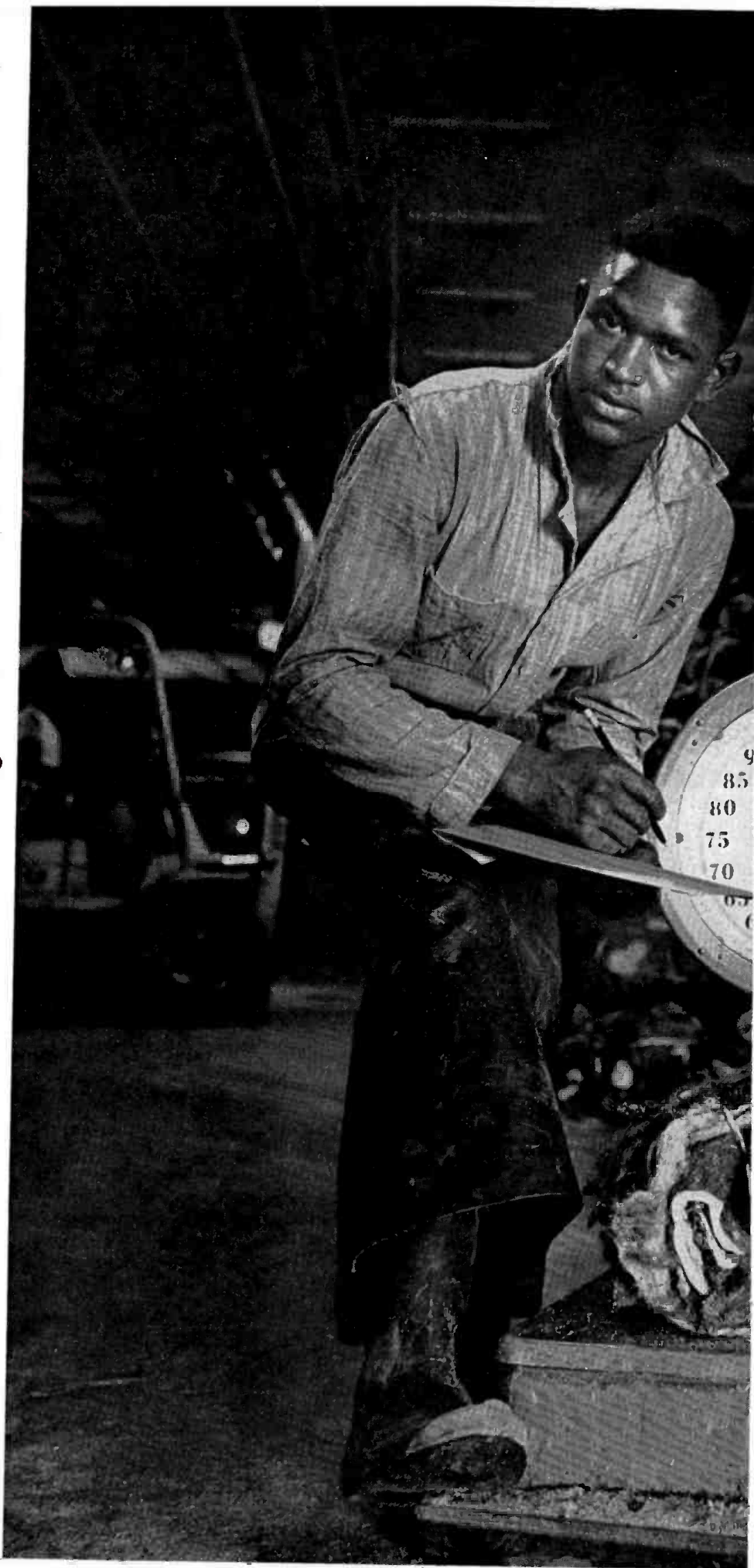
KFBK Sacramento

KBEE Modesto

KMJ Fresno

KOH Reno

**James
Seaberry
knows
what makes
CBS Owned
television
stations
so special.**





Do you?

Twenty years old...a grammar school dropout... unemployed. The future of James Seaberry, like the past, seemed clouded with frustration and doubt.

Until recently.

WBBM-TV, the CBS Owned television station in Chicago, believed there must be a practical, down-to-earth way to help James, and thousands like him. And they created it: "*Opportunity Line*," a weekly half-hour series, specifically designed to help Chicago-area viewers find jobs or job training. Particularly those from disadvantaged minority groups where unemployment is highest. Working closely with state and local employment services, "*Opportunity Line*" provides up-to-the-minute information on job openings in all fields, and includes a "hot line" phone connection to the Illinois State Employment Service for immediate action.

Response to the series has been as unprecedented as its concept. In the first two months on the air, more than 26,000 calls were received, several thousands of which resulted in job or training placement (James Seaberry is now successfully employed as a hide trimmer/inspector at M. Aschheim Co., a hide processing plant). Illinois Governor Otto Kerner calls "*Opportunity Line*" "...one of the best uses of television public service time ever brought to my attention." A similar series is now under way on CBS Owned stations in New York, Philadelphia and St. Louis, offering the hope of a better future for the jobless there.

"*Opportunity Line*" is a perfect example of the stations' total community involvement. Of communication that overleaps normal barriers to reach deep into the hearts of people and their needs. This, then, is one of the things that makes the CBS Owned stations so special...to vast audiences in five major population centers and, of course, to advertisers who recognize something special when they see it.

● CBS Television Stations

CBS Owned WCBSTV New York, KNXT Los Angeles,
WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

Cutting recruiting costs in half through spot radio

Southern California electronics companies are paying close attention to the remarkable recruiting record of Tasker Industries, a diversified electronics manufacturer of Van Nuys, Calif. Tasker has just completed a recruitment coup: increasing engineering personnel by 40% over a three-month period at a cost per engineer of slightly under \$900, less than half the average industry cost per hire for electronics engineers. And Tasker was not recruiting ordinary engineers. It needed electronic specialists in radar systems and CRT-displays, experts at both the junior and senior levels, with five to 15 years of experience.

If Tasker were an industry giant, willing to recruit nationwide, able to rely on the strength of its corporate name as a lure, ready to pay premium salaries and offer additional benefit inducements and to compromise on hiring standards, the achievement would still have been spectacular in terms of per-inquiry recruiting costs and number of hires.

But Tasker is a proverbial David among electronics Goliaths, with \$5-million annual sales and some 200 engineering-oriented personnel. Despite its modest size, Tasker has been prime contractor for major radar systems to the military for the last 10 years. Tasker's recruitment drive was limited to the Los Angeles area, the pay offered was competitive and Tasker did not lower its stringent engineering standards.

Competition ■ Anyone familiar with the Los Angeles market and its normal recruiting practices would assume that Tasker had discovered some revolutionary method of using the help-wanted columns of the *Los Angeles Times*, which publishes 20 to 40 pages of engineers-wanted classified advertising every Sunday.

But, as W. E. Trantham, president of Tasker Industries, explains it: "Our budget wouldn't permit us to make a really big splash in the *Times*. With the big fellows running multiple pages, there's only so much good layout and copy appeals can do for a firm that has to think in terms of limited advertising space." Since being outweighed is the story of Tasker's life, Mr. Trantham realized another of the firm's radical approaches was called for. Radio was the answer.

A transplanted Texan himself, Mr. Trantham had observed the Southern Californians' universal reliance on cars

for commuting. "Putting it all together," says Mr. Trantham, "we decided to contact potential engineers by radio spots during the peak traffic hours. I checked with my agency, Gaynor & Ducas. We compared notes and agreed the competition had not used radio effectively. So I told them to prepare an effective radio campaign and to select the stations best for us."

The stations were XTRA Tijuana, Mexico, which covers the entire Southern California area with an all-news format known to attract professional men, plus KGIL, a middle-of-the-road music station broadcasting in the San Fernando Valley (where Tasker is located).

The Hooker ■ Tasker and its agency then came up with a real "hook" for the radio spots: the "Tasker instant interview." A direct telephone line to the engineering manager's office was installed with an easy to remember dialing number arranged with the telephone company. The direct line was manned by key engineers daily until 9 p.m. Engineers were invited through the radio spots to call in and talk directly to a Tasker engineer to learn more about the company and the engineering opportunity offered. The "instant interview" eliminated the time-consuming practice of sitting in the reception rooms of the employment department, filling out application forms and preliminary screening by a personnel officer.

The response to the messages was immediate and the leads were overwhelming. Virtually 50% of those engineers responding managed to pass the initial screening. Hindsight made it obvious that radio had focused on a select audience and that the "instant interview" had appealed to the imagination of the

interested but jaded engineer.

Significant to broadcasters is the high-caliber audience that radio provided to Tasker. The target was a small segment of the total audience, an elite group of electronic specialists at salaries up to \$23,000. Spots were scheduled in the traffic-hour periods, 7-8 a.m. and 4-6:30 p.m. Advertisers with luxury products appealing to high-income consumers with above-average education can ponder the effectiveness of radio as a select advertising medium. The cost of the radio campaigns was comparable to newspaper classified ads.

Added Benefits ■ It is only fair to add that the *Times* as well as local professional employment agencies and Tasker-personnel referrals were also part of the recruitment advertising mix during the period of the radio campaign. But Mr. Trantham is certain the success of the entire mix was greatly enhanced by radio, and he cites some proven radio "fallout" benefits to back up his feelings.

As Tasker's industrial-relations department quickly discovered, radio had put the company on the map. Production and clerical workers appeared seeking jobs because they had "heard of Tasker on the radio." Southern California businessmen and suppliers, not normally readers of engineers-wanted columns, heard the radio spots and remembered the name. Tasker internal morale was significantly strengthened as personnel remarked they "no longer had to explain to friends who, what or where Tasker is."

By combining radio's reach with an "instant interview" hook to achieve recall by a small, select segment of the traffic-hour audience, Gaynor & Ducas quickly solved a recruitment problem for its client, Tasker Industries.



David Callahan was senior vice president for Gaynor & Ducas Inc., Century City, Los Angeles, when this article was written. He has since formed David Callahan & Associates as a public-relations subsidiary of Holzer/Taylor/McTighe/Dawson, Hollywood. Previously, Mr. Callahan served as assistant to the managing director of the National Association of Broadcasters. He also was vice president of marketing and public relations for Gilfillan Corp., Los Angeles.



11-11:30 P.M. NEWS, SUNDAY THRU SATURDAY

WSYR-TV is No. 1 in Homes

*NSI • Feb. 16 to Mar. 15, 1967
11-11:30 P.M., Sun. thru Sat.

Delivered in the Syracuse Market:

***30.2% More Than Station No. 2**

***194% More Than Station No. 3**

Data quoted or derived from Audience Surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

WSYR • TV

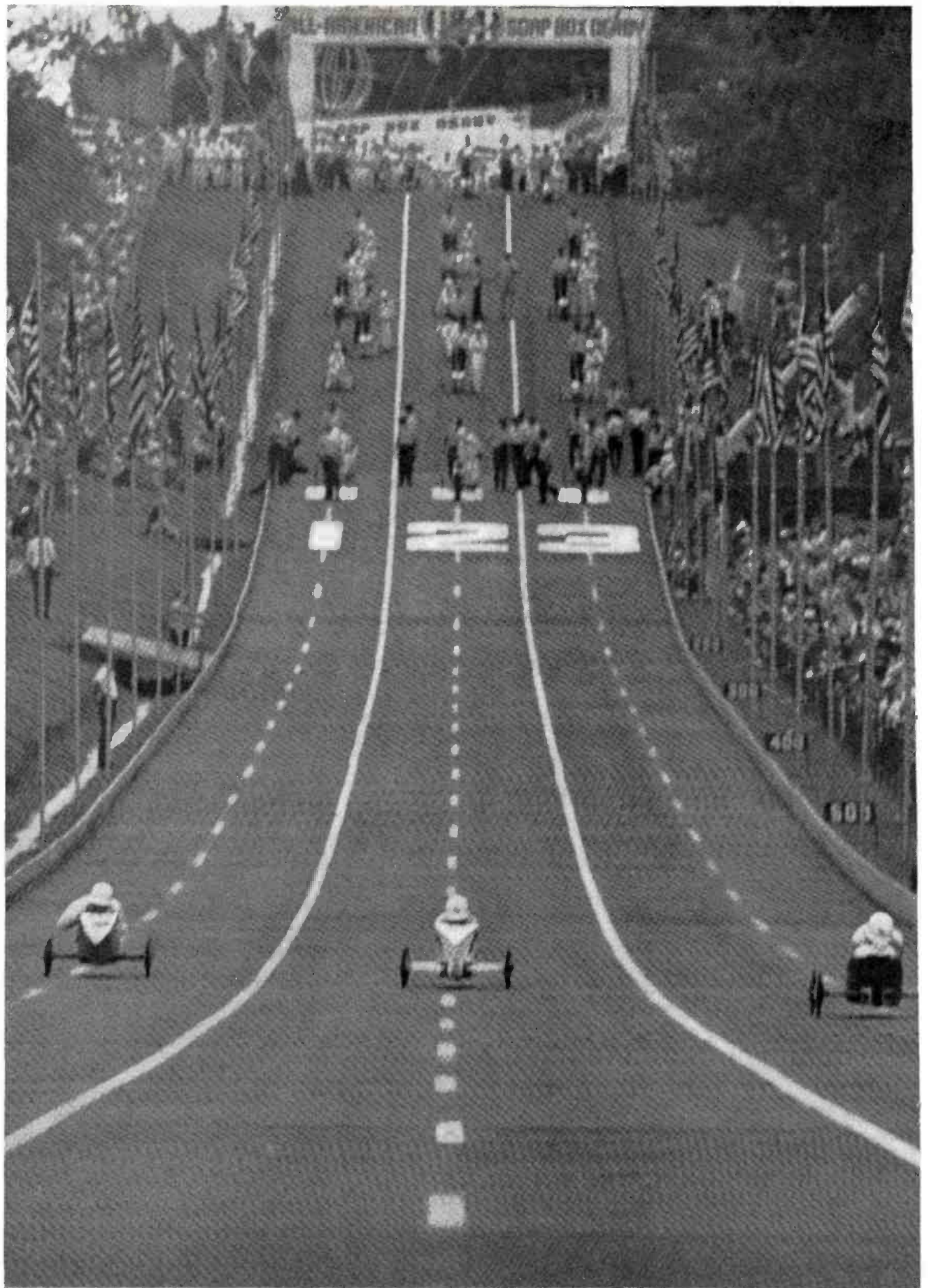


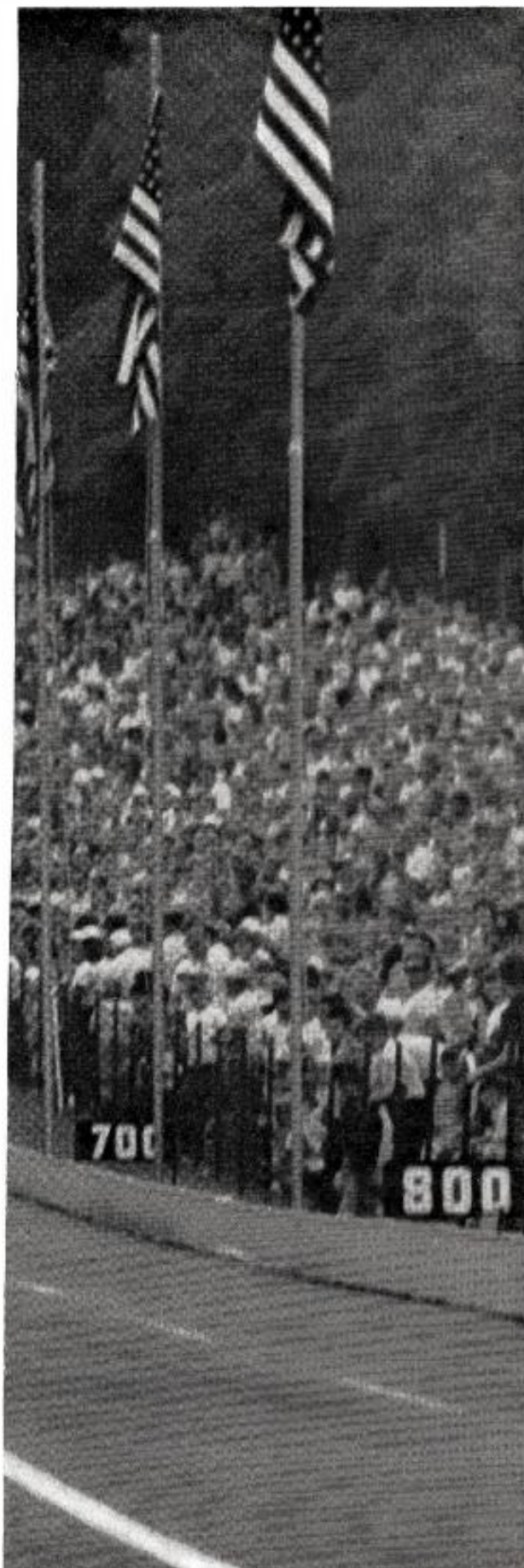
Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS





Thirty years... Something Big Worth Doing.

Thanks to you

...the 50 radio and television stations joined with newspapers, Chevrolet dealers and civic organizations who thought it worth doing...and did it! Your support helped make the 30th All-American Soap Box Derby a success.

*Special congratulations to
the 1967 All-American Soap
Box Derby Champion,
Kenneth D. Cline,
Lincoln, Nebraska*



Chevrolet Division, General Motors, Detroit, Michigan

FAST!

ATTENTION: Station Managers

SOME business does come from the agency...
BUT ALL business, after all, comes from the **CLIENT!**

Sure, the agency is important . . . but, clients do change agencies, and the new agency usually doesn't follow the same media pattern the old agency was fired for following.

IdeaFile is read by more agency people, and more client types . . . like, the president of Helene Curtis, sales manager of Clairol, advertising manager of Quaker Oats, and many more brand managers, advertising managers and the like . . . than any other advertising/marketing publication. In short, **IdeaFile** reaches more of your customers . . . and at less cost. For more information, and a few ideas on putting business on your station, just call



HERE'S HOW **IdeaFile** STACKS UP AGAINST OTHER ADVERTISING/MARKETING MAGAZINES

Circulation and Cost Comparisons

*CIRCULATION	IDEAFILE	ADVERTISING AGE	PRINTERS INK	BROADCASTING	SALES MANAGEMENT
Agencies	27,905	17,970	6,814	4,008	1,109
Sales Managers	13,229	1,082	1,173		9,672
Adv. Managers	20,565	4,367	5,424	**3,023	769
*Total Circulation	80,481	60,317	42,291	27,879	38,224
*1 Time B&W Rate	\$1,040	\$1,390	\$1,320	\$975	\$1,280

*Source: S.R.D.S. 7-24-67, audits or sworn statements
**No breakdown: combined client circulation

A CALL TO ANY OF THE 8 IDEAFILE OFFICES WILL HAVE COMPLETE INFORMATION TO YOU IMMEDIATELY

LOS ANGELES
6725 Sunset Blvd.
Bob Whaley
HO 3-7157

CHICAGO
1211 No. La Salle
M. Butterfield
332-6973

ATLANTA
22 — 8th Street N.E.
Gordon Crane
872-6720

PHILADELPHIA
1530 Locust
Bill McCahey
KI 6-3640

NEW YORK
405 Lexington #925
Roy Smith
661-2421

DALLAS
220 Exchange Park Mall
Jim Cash
FL 1-0195

SAN FRANCISCO
700 Montgomery Bldg. #305
Gordon Simpson
SU 1-4583

WAPPING, CONN.
385 Foster
Al Kaiser
644-0270

Private eyes for TV advertisers

AAAA and ANA will preview three services offering computerized proof of performance and improved payment service for television stations, talent

Blueprinted visions of nationwide, computerized electronic accounting services for television advertising will be unveiled this week—in many respects almost in triplicate.

Three different companies have developed approaches to the task that hold out a promise of something for everybody—advertisers, agencies, broadcasters and performers.

Each system involves an audio and/or visual code inserted in master commercials and duplicated in the printing process, which would be “read” by monitoring devices in each market, with the data then transferred to a central national computer for processing. Under all three plans, the computer would render faster, more accurate and less expensive proof of commercial performance, improved station and talent payment services and, almost as a by-product, comprehensive reports on competitive activity to advertisers.

The three sets of plans will be presented in New York Thursday (Sept. 14) to a specially convened joint committee of the American Association of Advertising Agencies and the Association of National Advertisers.

▪ AMPS Services Inc., the brainchild of Dr. Eli Goldberg, president of Monar Market Planning, would initially offer an integrated service providing proof of performances and station and talent payment systems to agencies, possibly by the end of 1968.

▪ Broadcast Advertisers Reports Inc. plans to add proof-of-performance and single-employer talent payment services to its present service of one-week-a-month reports on commercial activity in the top 75 markets, within the next three years at the latest.

▪ A new company to be formed by Jordan Ross, president of Talent & Residuals Inc., a Chicago talent-payment service, with Sangamo Electric, a manufacturer, would initially offer proof of performance to national advertisers, then computerized talent-payment, by

year-end 1968.

Alfred Plant, advertising vice president of Block Drug Co., and co-chairman of the joint ANA-AAAA committee, said Thursday's meeting is for purely informational purposes, and will result in no recommendations or reports to the memberships of the two associations. But the competitive services approach the meeting as the first industry-wide exposure of their respective plans.

Picture of the Problems ■ The background against which the three projects were developed, as explained by executives of the three companies, is as follows:

The commercial volume has increased to more than 23 million spots (nearly \$3 billion worth) a year, about half for national advertisers. The problem of accurate accounting between agencies, advertisers, stations and performers has increased in direct proportion to commercial volume, to the point where it is inadequately handled by procedures

largely carried over from old radio days.

Stations must maintain records and provide affidavits of performance. Agencies and advertisers must attempt some form of check on performance but are generally unsatisfied with affidavits and seldom try to match them against schedules. Discrepancies occur at an average rate of more than 5,800 per BAR-report week, and each must be checked and adjusted individually. Payment procedures are resultingly laborious, expensive and slow.

Performers' payments are irregular and open to similar inaccuracies which must also be checked and adjusted. One large agency said it receives more than 30 complaints of late or nonpayment per week, and there have been rumblings of dissatisfaction with the talent unions for years.

The main obstacle to progress on these problems was that while almost everybody was dissatisfied with the present system, better systems would be

Broadcasters, eventually, will pay the bill

Broadcasters' relationship to all three of the proposed commercial monitoring systems (see story this page) appears to be a complex mixture of possible advantages and disadvantages.

The marvels of electronic monitoring and computer operation can relatively easily be extended to programming as well as commercial elements, according to all three competitors. Thus complete, fast, cheap and accurate logging that satisfies the demands of advertisers and agencies, the FCC and stations themselves, is held out as a distinct possibility. Faster processing of more accurate proofs of performance might result

in faster payment, reducing the “float” of money due over the time required for payment.

But from present plans it appears likely that some or all of the cost of the new proofs of performance would eventually have to be assumed by broadcasters, which at least during the period of change-over to the new system would certainly involve increased costs. In fact, one of the most potent arguments made to advertisers by one system is precisely that, while advertisers would initially have to bear the proof-of-performance cost, they would be able to unload it onto broadcasters in the long run.

liable to cost more. So people worried about the problems in much the way people worry about the weather or the international situation—without seriously considering what might be done about them.

SAG Survey ■ Against this sort of background, the Screen Actors Guild two years ago shelled out more than \$20,000 for a survey of talent payments alone.

The survey was carried out by Dr. Eli Goldberg of Monar Market Planning. He concluded that "a general problem" existed and went on to propose computerized monitoring of commercials electronically encoded to identify each spot and show its sponsor, agency, talent employed and other information.

He then went beyond that proposal and volunteered his services to SAG to organize and finance such a project (CLOSED CIRCUIT, Jan. 23, 30).

Dr. Goldberg, a mathematician specializing in operations research as well as president of Monar, a management consultant firm, recalls: "The guild's problem was only one facet of the entire problem. No solution is feasible without all segments of the industry being involved, at lower costs than they are currently paying for inadequate services.

"I told the guild that it must not do it on its own, and spent a year going out and developing industry interest in the project. Then last August I made a presentation to the advertising industry, taking a risk on a project and monitoring device which could not be a monitoring device which could not be a joint industry-union steering committee for the project."

A committee was formed whose membership includes Harry Saz, Ted Bates & Co. vice president in charge of media services; Ron Rossin of SAG, and Stanley Pleasant, former counsel to Young & Rubicam and the U. S. Information Agency.

Others Interested ■ But his presentation also attracted the attention and captured the interest of President Bob Morris and his associates at Broadcast Advertisers Reports (BAR). Mr. Morris summed up his attitude toward the monitoring project last week: "If there is going to be such a system, BAR ought to do it."

BAR set out to develop its own "videomatic" system of electronic monitoring, to be marketed essentially as an addition to its present commercial-activity reports to agencies, advertisers and stations.

Dr. Goldberg's presentation also put additional pressure on Jordan I. Ross,

president of Talent & Residuals, a Chicago "single-employer" talent payments firm. Mr. Ross had been working on a commercial monitoring system since about the time of Dr. Goldberg's initial study for SAG, operating on a rationale he explained last week: "I could see immediately that if Dr. Goldberg's project was successful, I would be driven out of business in a matter of years.

"I talked with more than 15 electronics firms about developing the hardware for a commercial monitoring system before I linked up with Sangamo Electric."

Sangamo, he said, will mass-produce, install and maintain the nationwide system of "Teleproof I" monitors planned by Mr. Ross.

The three competitive firms envision eventual, total systems that are generally similar. Primarily they would do the same things approximately the same way, with only secondary differences. But in the here-and-now of technical development and marketing, which strongly affects their eventual success,

Market for commercials

Wanted: outstanding radio commercials from years before 1965. Industry collectors of vintage radio commercials are asked to send tape dubs of the commercials to Maurie Webster, vice president, development, CBS Radio, in New York, for possible inclusion in a disk that will be pressed for the radio commercials workshop of the International Radio and Television Society. The workshop will be held on Nov. 10 at the Waldorf-Astoria hotel. Those attending the workshop and those sending a commercial for consideration by the committee will receive a complimentary copy of the disk, according to Mr. Webster.

they are remarkably different.

Differences ■ By their own acknowledgement, for instance, AMPS is stronger on software (programming being developed by Bankers Trust Co., New York) than on hardware; the Ross system is stronger on hardware than on software; and BAR's plans, although well advanced in both hardware and software, call for substantial prepay-

ments by agencies to get the system into operation.

The present level of the AMPS project, according to Dr. Goldberg, is that "after an initial stage of hardware development by CBS Laboratories, along the lines of audio and/or visual monitoring, we will hold meetings to decide what services we will be marketing. This process may take as short a time as two or three months."

Dr. Goldberg said he prefers a primary audio emphasis in coding, so that the system might eventually be applied to radio as well as TV. He hopes to be able to market initially an integrated service of proof of performance and station and talent payments, but said it would be impossible to estimate the costs of such a service without further technical development and an accounting study.

Dr. Goldberg estimates the per-unit cost of his monitoring equipment at \$1,500 to \$2,000, the total system cost at about \$1.5 million.

BAR's videomatic system employs a visual binary code for direct input to its month-old IBM 360 computer. The code is applied to the master print of a commercial by an agency's optical house at a cost of \$25-\$35, according to Bob Morris, and then is duplicated in the normal printing process.

BAR initially intends to market proof-of-performance and/or talent payment services, flexibly accommodating individual subscribers' needs and systems, and essentially as an addition to its present competitive-activity reports. The new services might be rendered in the form of fix direct on-line feeds to agencies' computers, tape for computer input, or standard print-outs.

Mr. Morris estimated the cost of the full service to one of the larger agencies at \$30,000 to \$50,000 a year, depending on a number of variables.

Wide Interest ■ An independent spot check of medium and large agencies last week suggested a general willingness to subscribe to such a service at a cost in that range, again depending on several variables such as the form, frequency and speed involved.

Mr. Morris said BAR plans to institute videomatic operations in the top 25 markets by midyear 1968, in the top 50 by the end of 1968, and in all TV markets over a period of "several years."

"It's largely a question of logistics," he explained.

The bulk of the cost of setting up the BAR system would be borne by the company, but a substantial prepayment would be required before the system would go into operation. A deadline of Aug. 15 for such prepayments was set by BAR in an effort to get the system rolling, and then was extended because of insufficient agency response. A new



A young man tells his analyst the problem. He innocently offered a



few close friends a refreshing drink at his pad when the Fresca blizzard



struck, turning his party into a bizarre happening.

Commercial preview: Fresca buries a party in snow

A full-blown blizzard with snow pelting the interior of a bachelor's apartment during a party was created for a one-minute commercial for Fresca soft drink to be shown on television starting in late September, in leading spot markets throughout the country.

To simulate a snow storm to drive home the theme ("It's a blizzard, it's a blizzard, it's a blizzard, ice-cold sugar-free Fresca"), Audio Productions, New York, used a large number of powerful snow machines and a new (and secret) formula for the synthetic snow itself.

The problem of creating a blizzard was worked out by Audio director Bruce Malmuth and cameraman Peter Norman in conjunction with Milton Houston, vice president of the Marshalk Co., New York, the agency for Fresca, a product of the Coca-Cola Co.

deadline has not been set.

An executive at one of the agencies polled last week for industry reaction to the entire question of commercial monitoring said, "the whole situation is still too fluid for us to make comments of that kind at this time."

Mr. Morris estimated BAR has already invested \$50,000 in the development of the videomatic system, and that a fully operational nationwide system would cost an additional \$450,000.

Kordan Ross of Talent & Residuals said he has invested more than \$125,000 in the development of his "teleproof" system, that he is ready to contract for "proof-of-performance" service to advertisers on a "payment-on-delivery" basis.

Also Computerized — Teleproof also employs a binary visual code for direct feed into an IBM 360. Mr. Ross's organization would provide agencies free coding films for optical application to masters "to get them in the habit," and with sufficient contractual commitments would provide a free proof-of-performance service from next July 1 through the end of 1968, by which time, he said, the service would be provided for every television market on a pay-as-you-go basis.

Mr. Ross said that an additional talent-payment service would "sell itself," once the proof-of-performance service put the system on its feet na-

tionally.

Mr. Ross emphasized the participation of Sangamo Electric in his organization, and said the company could be ready to begin mass production, installation and maintenance of the monitoring devices "next week," and that his system's "absolute reliability" was backed by Sangamo's prestige as a manufacturer of highly sensitive and durable Navy audio monitors.

He questioned the system costs projected by his competitors, particularly the AMPS estimate of monitor-unit costs of \$1,500. "It's impossible to buy a tape deck that will reliably stand up under the use these machines will be getting for less than \$1,000," he said, "and that doesn't begin to mention even the costs of data transmission."

Mr. Ross said his monitoring units would cost \$5,000 to \$6,000 and that total investment for a nationwide system would be more than \$6 million.

"I've put every dime I've earned from my other interests in the last two years into this operation, and I know that I have to be ready to lose another \$500,000 before I get it on its feet," he said. "But I've bought complete confidence in my system and my pitch to advertisers and agencies in the process."

Mr. Ross's marketing approach is to sell proof-of-performance to advertisers with the argument that they can eventually transfer the cost "to the

media." In fact, the only subscriber-cost figures he has worked out is an eight-category rate card for stations.

The competition to become the accountant of the TV advertising industry shapes up as a three-way race between an established watchdog of competitive activity in the top 75 markets, initially emphasizing talent payments (BAR); a single-employer talent payment firm, initially emphasizing proof of performance (the Ross-Sangamo organization), and a new firm proposing to offer an integrated station and talent payment and proof-of-performance service once its technical capability is further developed (AMPS, whose corporate name derives from its earlier designation as the Agencies-Media-Performers-Sponsors project).

Dixon to stay at FTC

President Johnson last week announced that he intended to name Paul Rand Dixon for reappointment as chairman of the Federal Trade Commission for a new seven-year term at \$28,500 a year.

Mr. Dixon was appointed chairman of the FTC in 1961 by President Kennedy. He had been a staff member of that agency from 1938 to 1957 when he was appointed a counsel of the Senate Antitrust and Monopoly Subcommittee.

Spot TV rises 6.5% per family in '66

TVAR REPORTS ADVERTISERS SPENT AN AVERAGE OF \$15.94 A FAMILY

Spot-television advertisers laid out an average of \$15.94 per TV family in the U. S. last year, according to Television Advertising Representatives, New York.

The figure, based on FCC financial data released two weeks ago (BROADCASTING, Aug. 28), represents a gain of 6.5% over 1965 and 61.2% above the 1961 level.

As in previous years, TVAR's compilation shows that the largest markets garnered the highest concentration of spot dollars per family. Advertisers spent \$19.71 per TV family in the top-20 markets, a gain of 14.3% over the 1965 figure of \$17.24.

Spot dollars spent per family in the 21st through 40th markets averaged out to \$13.02, while \$8.21 was spent per TV family in markets below the top 40.

Largest per-family investment in spot TV according to the TVAR figures, was made in Los Angeles (\$27.55), followed by Chicago (\$26.43) and San Francisco (\$25.43).

TVAR said its market-by-market figures emphasize the point that market size is not always the prime factor in determining how much advertisers allocate for spot in a particular area. "Cincinnati, for example, has traditionally received fewer spot-TV dollars per family than markets that rank below it in terms of circulation (e.g., \$12.11 per family in Cincinnati in 1966 versus

\$18.73 in Miami and \$16.29 in Atlanta)", noted TVAR.

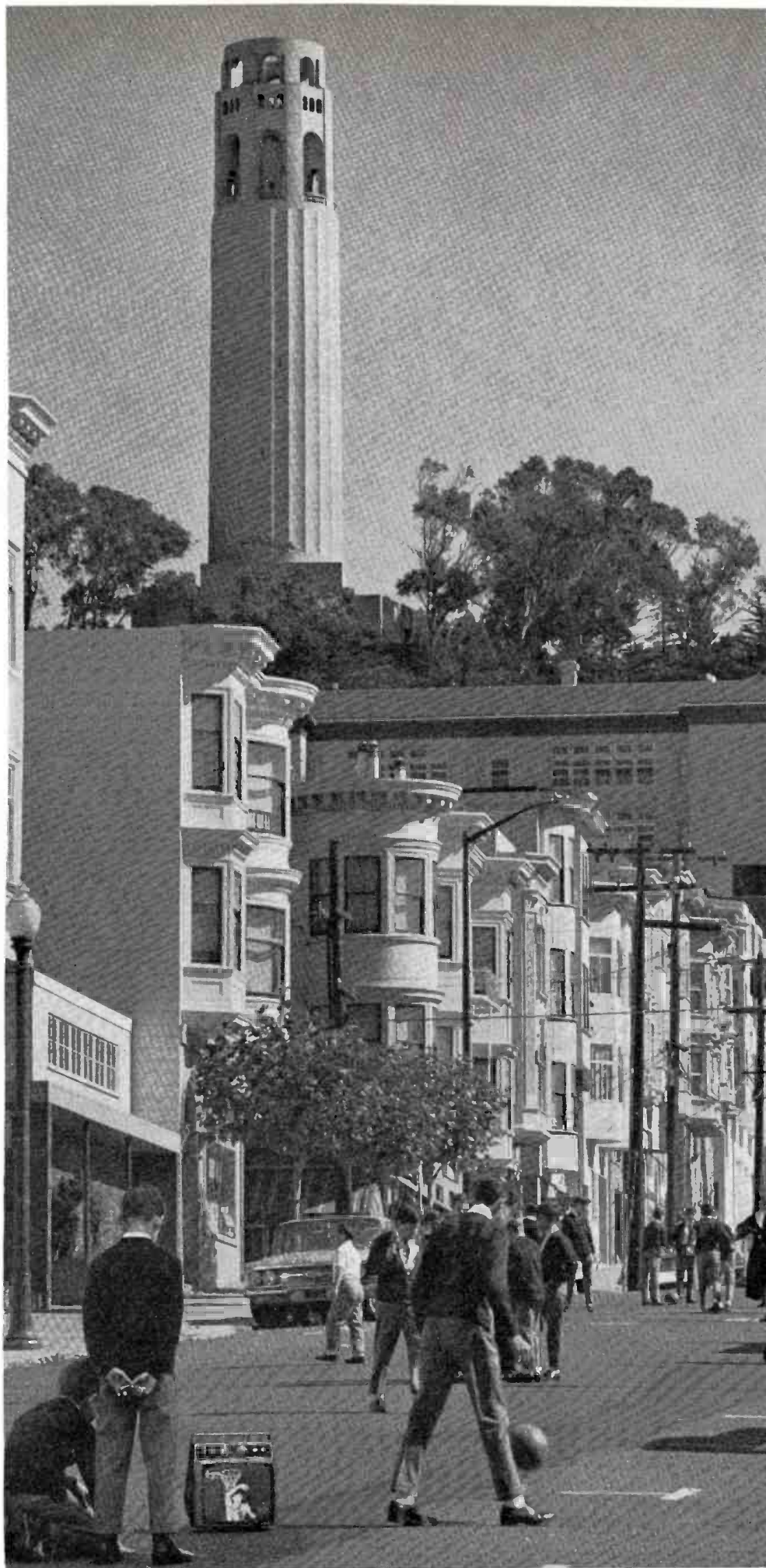
Spot-television billings per television family in 1966		
Market (1)	Spot TV Billings (in \$000) Source: FCC Report	Spot TV Billings per TV Family
New York	\$111,144	\$21.30
Los Angeles	83,158	27.55
Chicago	61,822	26.43
Philadelphia	35,318	17.14
Boston	29,087	17.21
Detroit	(a)	(a)
San Francisco	33,393	25.43
Cleveland	20,256	16.11
Pittsburgh	18,122	15.72
Washington	17,955	17.35
Baltimore	11,102	13.09
Providence, R.I.	6,175	7.59
St. Louis	15,438	19.26
Hartford-New Haven-New Britain-Waterbury, Conn.	12,155	15.46
Dallas-Fort Worth	14,021	18.23
Cincinnati	9,026	12.11
Minneapolis-St. Paul	10,727	15.69
Indianapolis	11,337	17.16
Atlanta	10,050	16.29
Miami	11,412	18.73
Seattle-Tacoma	10,728	17.96
Buffalo-Niagara Falls, N.Y.	12,127	20.90
Kansas City, Mo.	9,750	16.97
Milwaukee	9,576	16.78
Houston-Galveston	11,361	19.97
Dayton, Ohio	4,645	8.33
Sacramento-Stockton, Calif.	7,874	14.54
Columbus, Ohio	7,914	15.37
Harrisburg-Lancaster-York-Lebanon, Pa.	3,362	6.80
Charlotte, N.C.	4,474	9.09
Syracuse, N.Y.	5,583	11.45
Tampa-St. Petersburg, Fla.	6,219	12.91

Market (1)	Spot TV Billings (in \$000) Source: FCC Report	Spot TV Billings per TV Family
Portland, Ore.	7,345	15.64
Memphis	4,742	10.45
Grand Rapids-Kalamazoo, Mich.	5,489	12.10
Johnstown-Altoona, Pa.	1,883	4.18
Birmingham, Ala.	4,766	10.73
Albany-Schenectady-Troy, N.Y.	5,480	12.51
Denver	7,060	16.37
Asheville, N.C.-Greenville-Spartanburg, S.C.	2,709	6.28
New Orleans	6,065	14.18
Nashville	3,721	8.76
Flint-Saginaw-Bay City	3,596	8.68
Charleston-Huntington	2,911	7.12
Greensboro-Winston Salem-High Point, N.C.	2,886	7.13
Louisville, Ky.	4,810	12.54
Oklahoma City	6,020	16.62
Norfolk-Portsmouth-Newport News-Hampton, Va.	2,777	8.08
Wichita-Hutchinson, Kan.	2,344	7.03
San Antonio, Tex.	3,539	10.95
Tulsa, Okla.	3,764	11.85
Omaha	3,251	10.54
Poland Springs-Portland, Me.	1,853	6.03
Salt Lake City-Ogden-Provo	3,158	10.38
Phoenix	4,598	15.20
Davenport-Rock Island, Iowa	2,287	7.59
Roanoke-Lynchburg, Va.	1,359	4.55
Green Bay, Wis.	1,679	5.68
Orlando-Daytona Beach, Fla.	2,574	8.76
Richmond-Petersburg, Va.	2,244	7.68
Shreveport, La.-Texarkana, Tex.	2,212	7.65
Scranton-Wilkes Barre, Pa.	2,058	7.27

BAR network-TV billing report for week ended Sept. 3

Bar network TV dollar revenues estimates—week ended Sept. 3, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Sept. 3	Calendar Month Aug.	Cume Sept. 1-3	Cume Jan. 1 Sept. 3	Day parts	Networks	Week ended Sept. 3	Calendar Month Aug.	Cume Sept. 1-3	Cume Jan. 1 Sept. 3
Monday-Friday Sign-on-10 a.m.	ABC-TV	—	—	—	—	Sunday	ABC-TV	52.2	174.7	52.2	3,825.5
	CBS-TV	\$ 98.4	\$ 415.2	\$ 25.9	\$ 3,923.3	6 p.m.-7:30 p.m.	CBS-TV	167.4	435.0	167.4	7,128.0
	NBC-TV	226.0	750.4	64.7	9,281.1		NBC-TV	189.0	68.4	189.0	4,523.9
	Total	324.4	1,165.6	90.6	13,204.4		Total	408.6	678.1	408.6	15,477.4
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,093.7	5,041.2	202.8	45,564.8	Monday-Sunday 7:30-11 p.m.	ABC-TV	3,317.0	13,319.0	1,397.4	159,966.7
	CBS-TV	2,620.0	11,835.4	531.2	107,277.3		CBS-TV	4,430.4	15,408.6	1,894.3	184,234.9
	NBC-TV	1,375.1	6,172.9	276.7	55,725.9		NBC-TV	3,939.5	15,220.3	1,722.8	182,481.3
	Total	5,088.8	23,049.5	1,010.7	208,568.0		Total	11,686.9	43,947.9	5,014.5	526,682.9
Saturday-Sunday Sign-on-6 p.m.	ABC-TV	440.6	1,940.0	440.6	26,007.7	Monday-Sunday 11 p.m.-Sign off	ABC-TV	216.8	1,184.0	67.7	7,993.9
	CBS-TV	561.0	1,507.1	561.0	26,415.9		CBS-TV	649.2	519.4	341.6	2,875.4
	NBC-TV	623.5	2,021.1	623.5	17,531.0		NBC-TV	358.6	1,128.3	92.9	12,688.1
	Total	1,625.1	5,468.2	1,625.1	69,954.6		Total	1,224.6	2,831.7	502.2	23,557.4
Monday-Saturday 6 p.m.-7:30 p.m.	ABC-TV	278.0	930.1	147.6	9,676.1	Network totals	ABC-TV	5,398.3	21,567.7	2,308.3	253,034.7
	CBS-TV	365.9	1,639.9	97.1	18,687.5		CBS-TV	8,892.3	29,330.5	3,618.5	350,542.3
	NBC-TV	554.9	2,534.3	135.0	20,589.1		NBC-TV	7,266.6	26,216.1	3,104.6	302,820.4
	Total	1,198.8	5,104.3	379.7	48,952.7	Grand totals all networks		\$21,557.2	\$77,114.3	\$9,031.4	\$906,397.4



San Francisco's sporting season is year 'round on KTVU.

You'll have a hard time separating a sports-minded San Franciscan from the rest of the city—because the Bay Area runs to "big league" in every sport. And you'll have a hard time separating any San Franciscan from the station that provides his own favorite sport—college and professional basketball, Giants-Dodgers baseball—football, track, golf, horse racing to ice hockey. KTVU, the Nation's LEADING Independent Television Station.

KTVU 2

SAN FRANCISCO-OAKLAND
Represented by H-R Television



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

Network TV billings up 1.8% in July

Network television net time and program billings by day parts and by network
(add 000)

	July			January-July		
	1966	1967	% Change	1966	1967	% Change
Daytime	\$30,729.7	\$30,332.6	- 1.3%	\$241,094.0	\$263,607.2	+ 9.3%
Monday-Friday	23,307.9	22,505.8	- 3.4	180,753.8	195,202.4	+ 8.0
Saturday-Sunday	7,421.8	7,826.8	+ 5.5	60,340.2	68,404.8	+ 13.4
Nighttime	56,200.0	58,119.0	+ 3.4	509,127.6	545,651.1	+ 7.2
Total	\$86,929.7	\$88,451.6	+ 1.8%	\$750,221.6	\$809,258.3	+ 7.9%

1967	ABC	CBS	NBC	Total
*January	\$37,906.9	\$55,902.7	\$46,627.3	\$140,436.9
*February	35,587.2	47,586.4	40,738.7	123,912.3
*March	40,206.4	53,215.2	45,211.6	138,633.2
*April	34,275.4	44,496.1	40,071.2	118,842.7
*May	30,205.2	41,864.0	36,377.8	108,447.0
*June	24,450.8	36,043.2	30,040.6	90,534.6
July	24,845.9	33,154.3	30,451.4	88,451.6

*Figures January through June revised as of Aug. 30, 1967.

Source: 1967—Leading National Advertisers

1966—Leading National Advertisers/Broadcast Advertiser Reports

and a 2% gain in outdoor advertising.

Estimated total investments by national advertisers are expected to reach \$10.4 billion, a gain of 3%, and total investments by local advertisers are projected to reach \$6.6 billion, a gain of 2%.

The data indicates television revenue in 1966 climbed to \$2.78 billion from \$2.51 billion in 1965, a gain of 10.7%. Radio revenue is estimated to have climbed to \$1 billion in 1966 from \$917 million in 1965, a gain of 9.2%.

Top-100 advertisers put most of budgets in TV

The 10th annual edition of "TV Basics," issued last week by the Television Bureau of Advertising, shows that the top-100 national advertisers in 1966 invested 60.8% of their total measured-media budget in spot and network television.

TVB noted that in 1966 total media investments of the leading 100 advertisers amounted to \$3,078,581,000, as against \$2,699,347,000 in 1965. (Not included in 1965 were figures for outdoor advertising, which totaled about \$78.2 million in 1966.)

The advertisers with the largest share of their advertising budgets in TV in 1966 were: S. C. Johnson & Son, 97.6%; Stanley-Warner, 96.7%; Mars Inc., 96.2%; Sunbeam Corp., 95.5%; Alberto-Culver, 95.3%; Miles Laboratories, 92.8%; Gillette Co., 92.6%; J. B. Williams Co. 91.4%, and Procter & Gamble, 91.3% (CLOSED CIRCUIT, Sept. 4).

Free copies of the TVB brochure, which also covers media trends and reports on the scope and dimensions of TV, are available at TVB offices.

'Psy-color-gy' to tour four more cities

"Psy-color-gy—a Study of the Impact of Color Television" will be presented to advertising agencies and their clients in four cities during a tour beginning this week.

The study, based on research undertaken by Dr. Ernest Dichter's Institute for Motivational Research for Television Advertising Representatives, shows that viewers are more likely to become involved and motivated by color television than by black-and-white TV (BROADCASTING, May 8).

Robert M. McGredy, president, and Robert M. Hoffman, marketing and research vice president of TVAR, will present the study to audiences in Los Angeles, San Francisco, Portland, Ore., and Boston.

Market (1)	Spot TV Billings (in \$000) Source: FCC Report	Spot TV Billings Per TV Family
Rochester, N.Y.	3,065	10.94
Little Rock, Ark.	1,835	6.80
Mobile, Ala.-Pensacola, Fla.	2,021	7.78
Cedar Rapids- Waterloo, Iowa	2,090	8.08
Champaign-Springfield-Decatur Urbana-Danville, Ill.	2,702	10.46
Spokane, Wash.	2,338	9.15
Ames-Des Moines, Iowa	2,982	11.86
Knoxville, Tenn.	2,197	8.89
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	1,506	6.35
Madison, Wis.	1,503	6.52
Columbia, S.C.	1,534	6.87
Greenville- Washington, N.C.	1,210	5.43
Binghamton, N.Y.	1,224	5.55
Chattanooga	1,256	5.80
Fresno, Calif.	2,790	12.91
Youngstown, Ohio	1,298	6.04
Evansville, Ind.	1,315	6.12
Lincoln-Hastings-Kearney Neb.	1,373	6.61
South Bend-Elkhart, Ind.	1,256	6.31
Ft. Wayne, Ind.	1,751	9.20
Peoria, Ill.	1,415	7.45
Rockford-Freeport, Ill.	899	4.87
Albuquerque, N.M.	1,327	7.31
Erie, Pa.	780	4.74
Beaumont-Pt. Arthur, Tex.	1,017	6.18
Rochester-Austin, Minn.- Mason City, Iowa	705	4.39
Montgomery, Ala.	1,004	6.64
Duluth, Minn.- Superior, Wis.	1,181	7.85
Charleston, S.C.	609	4.08
Honolulu	1,584	10.67
Amarillo, Tex.	1,055	7.57
Wichita Falls, Tex.- Lawton, Okla.	889	6.59
Tucson, Ariz.	1,011	7.87
Fargo-Valley City, N.D.	942	7.41

(a) Data for Detroit has been excluded inasmuch as the FCC total for that market does not include billings for CKLW-TV Windsor, Ont.-Detroit. Excluding CKLW-TV, billings per family came to \$14.26 in 1966.

(1) Market rankings based on net weekly circulation of the leading station in the market. (Source: ARB, Television Market Analysis, 1966.)

TV to lead media billing gains in '67

Network and spot television revenues are expected to climb 6.5% in 1967, largest gain of any national advertising medium.

Network and spot radio revenues, however, are expected to fall 2.5% from estimated 1966 levels.

TV ad volume this year is expected to reach \$2.46 billion, up from the estimated 1966 volume of \$2.31 billion. Radio ad volume is expected to fall from the 1966 estimate of \$359 million to \$350 million in 1967.

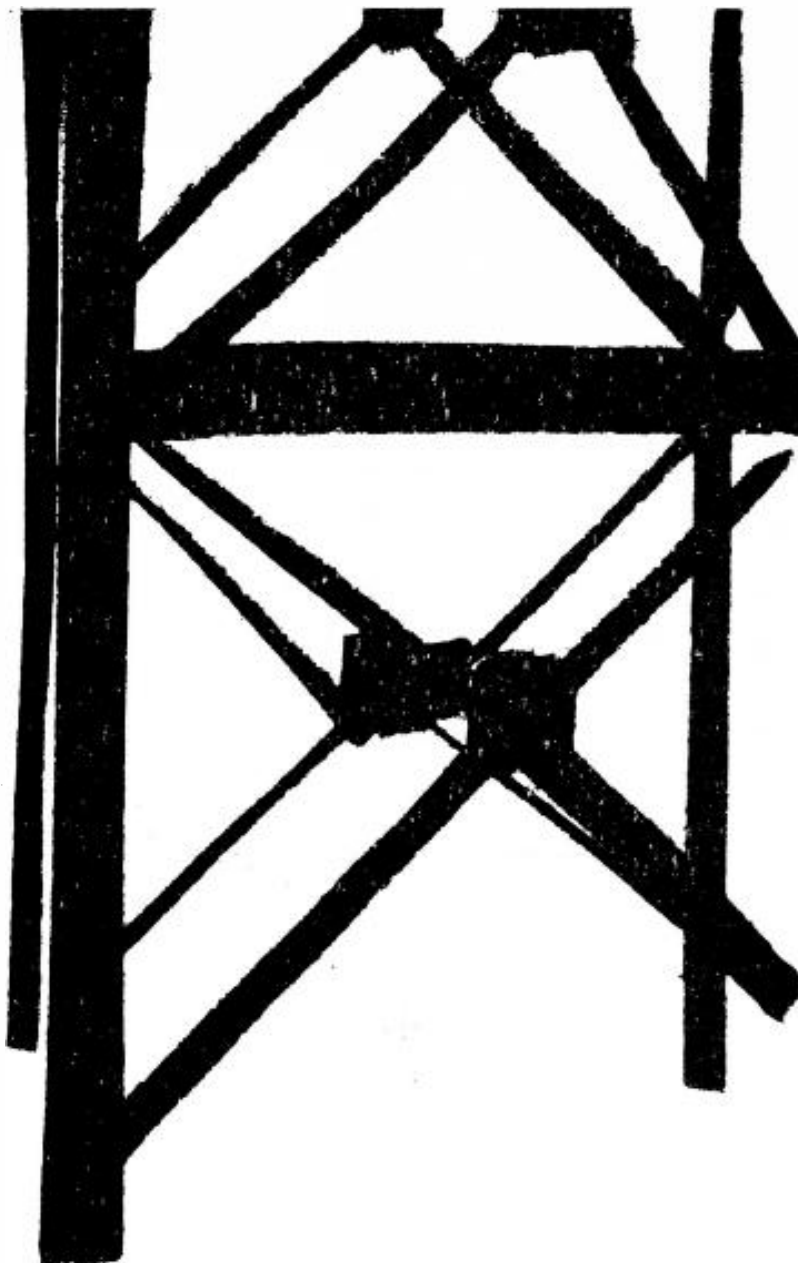
These estimates were published in the Aug. 25 *Printer's Ink*, and are based on data prepared for that magazine by the media research department of McCann-Erickson Co.

According to the data, total advertising volume will be in the neighborhood of \$17 billion, for an increase of 2.6% over the estimated \$16.6 billion outlay in 1966. The percentage gain is lower than in previous three years, all of which have experienced gains of 8% or better in ad volume.

McCann-Erickson projected a gain this year of 1% over the 1966 figure for newspapers; a 3% gain for magazines; a 2% gain for business papers;



who needs it?



Fair question. More than a quarter of a million families have been enjoying excellent reception on KELO-LAND TV right along. So who's to thank us for this new, 2,000-ft. tower? The "thank you" notes in our mailbag come from 79,210* new tv families, who move into the KELO-LAND orbit this month. Starting in mid-August, KELO-LAND's Channel 11, Sioux Falls, becomes the new prime

vhf source of CBS shows for these 79,210 additional families. We're pleased as punch to be entrusted with CBS service to 79,210 additional homes. Naturally, we're pleased also to provide the advertiser with that many additional tv households — more than 270,300 men, women and children added to the KELO-LAND AUDIENCE. You can thank our new 2,000-ft. power tower for that.

*Additional tv homes in Grade B area.

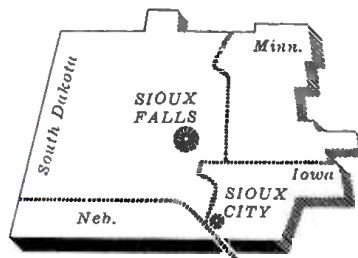
KELO-tv 11 Sioux Falls, S.D., interconnected with KDLO-tv, KPLO-tv



JOE FLOYD, President
Evans Nord, Executive
Vice Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.

kelo-land tv

REPRESENTED NATIONALLY BY **HR** IN MINNEAPOLIS BY WAYNE EVANS



Smog added on fairness issue

Tobacco Institute wants free time for reply to antismoking spots

Broadcasters, struggling to maintain the fairness balance between cigarette advertising and antismoking spots from cancer, heart and other organizations, have begun to feel that they're on an endless treadmill. Last week they received a letter from the Tobacco Institute asking that it be kept informed of the antismoking campaign spots carried so that rebuttals, to be provided by the Tobacco Institute, can be supplied and carried free on the stations.

The letter, dated Aug. 29, signed by Earle C. Clements, president and executive director of the Tobacco Institute, and sent to all licensees of radio and TV stations, asked also that the organization be informed "from time to time" of the extent of the carriage of antismoking spots or other antismoking statements

"in order that we may determine the amount of the program time to be allocated each week to cover the opposing views."

The Tobacco Institute said it was in agreement with the position of CBS and other broadcasters that the fairness doctrine is inapplicable to product advertising. It continued: "So long as the FCC ruling remains in effect, however, the cigarette manufacturing members of this institute request that your station provide a significant amount of free time for the presentation of materials supplied by the Tobacco Institute responsive to and in rebuttal of any so-called public-service announcements or other statements with reference to claimed hazards of smoking."

Mr. Clements, former Democratic senator from Kentucky (1950 to 1957) and former governor of that state, asked that stations notify him "promptly that such time will be made available without charge."

Letters Ignored ■ Broadcast sources refused to take the letter seriously. Vincent T. Wasilewski, president of the National Association of Broadcasters said he was "amazed" at the letter. Several Washington communications attorneys said that they had told their clients, who had called them for advice, to ignore the letter.

The FCC officially had no comment either, but sources informally said that stations carrying cigarette advertising obviously are already presenting the pro-cigarette side of the controversial topic. It was recalled that the commission, in its opinion on the relation of the fairness doctrine to cigarette advertising already has said that these ads constitute "one side" of the argument.

Commission sources agreed, however, that where a station carries no cigarette commercials and a barrage of antismoking spots, presentation of the other side is appropriate.

But, they concluded, it's up to each station to determine when and how to handle this problem. Stations are under no obligation to keep the tobacco industry informed, they added.

A spokesman for the Tobacco Institute said that material presenting the cigarette industry's side in the health-hazard controversy was in preparation and would be submitted to stations in the near future. He also said that the institute planned to do some monitoring of TV and radio stations in selected markets to determine the extent of the health warnings, and that this would be done by contract with one of the monitoring services.

He acknowledged, however, that the entire situation was "pretty fluid."

Bobby Kennedy huffs and puffs about cigarette advertising

Behind-the-scenes staff work on proposed legislation and letters to tobacco and broadcasting industry leaders have helped set the stage for the scheduled appearance of Senator Robert F. Kennedy (D-N. Y.) at the World Conference on Smoking and Health in New York today (Sept. 11). The letters threatened a one-year moratorium on broadcast cigarette advertising but held out the promise that the moratorium or other unspecified legislative weapons might not be brought to bear if voluntary industry cooperation to protect youth from cigarette appeals would be forthcoming.

But it was understood that the industry response, while tangible enough to forestall the ad-ban bill, was still not robust enough to dissuade the senator from plans to introduce this week a bill that would apply a sliding scale of excise taxes to cigarettes in proportion to tar and nicotine content. And another bill was said to be in the works that would give the FCC authority to specify the types of programs that would be permitted to carry cigarette advertising (to limit the use

of programs attractive to young persons) and the power to proscribe any cigarette commercials on radio or television before 9 p.m.

The Kennedy letter, sent to network and tobacco-company presidents, referred to the senator's floor remarks in the spring when he and



Senator Kennedy

Senator Warren Magnuson (D-Wash.) introduced a bill that would require stronger health warnings and publication of tar-and-nicotine ratings on cigarette packs and in ads (BROADCASTING, May 22). At the time Senator Kennedy warned that other legislation might follow, including the possibility of a test prohibition of all broadcast advertising. Another suggestion then was for a tax keyed to tar and nicotine levels.

In the letter he asked what self-regulatory steps had been taken since May and what further steps were contemplated. He said he was preparing "some limited legislative proposals related to advertising," but added that he hoped that industry action would make those, as well as the proposed ad ban, unnecessary.

Several days before Senator Kennedy's appearance at the World Conference on Smoking and Health, set for Sept. 11-13 under the auspices of a number of governmental and private health groups, a staff member said that the senator had not received replies from the networks but that tobacco spokesmen had indicated a desire to meet with the senator.

HIGH INTENSITY SELLING FOR:

WQXR Radio

New York

X-TRA News

Over Los Angeles

KYA Radio

San Francisco

WWDC Radio

Washington, D.C.

WRR Radio

Dallas

WLW Radio

Cincinnati

WOAI Radio

San Antonio

WBBF Radio

Rochester, N.Y.



Broadcast Communications Group, Inc.

SELLING BROADCAST TIME SINCE 1941

Executive Office: 415 Madison Avenue, New York, New York 10017

H. PETER LASKER, PRESIDENT

NEW YORK
LOS ANGELES

CHICAGO
SAN FRANCISCO

DETROIT
DALLAS

TV set for introduction of new long cigarettes

The tobacco industry's quest for new sales went to even greater lengths last week with introduction by Liggett & Myers Tobacco Co., and American Tobacco Co., of two new extra-long cigarettes.

L&M introduced "101 Chesterfield" filter cigarettes, which are one millimeter longer than the increasingly popular 100 mm cigarettes. Its advertising campaign, prepared by J. Walter Thompson, will spoof the trend toward longer cigarettes. TV and radio spot are being used to introduce the brand in Boston; Miami; San Francisco; Los Angeles; Oklahoma City; Milwaukee; Philadelphia; Louisville, Ky.; Syracuse, N. Y., and Sacramento, Calif.

Also last week, American Tobacco introduced "Lucky Strike Filter 100's" in both regular and menthol version. Television, magazine and newspaper advertising is being placed by Richard K. Manoff, New York.

The brand, a more conventional 100 mm in length, was test marketed in Florida, went into distribution in southern and western states and is now being introduced in eastern and central markets.

National research centralized at FC&B

From now on, if a media research project sparked at one of Foote, Cone & Belding's five U. S. offices is national in character, it'll pass through a newly created national media research unit in New York.

FC&B disclosed the new unit in announcing today (Sept. 11) the appointment of Edward I. Barz as national director of media research. Mr. Barz, who has been with the agency in New York since 1957, most recently as manager of media services, has been elected a vice president and will head the unit.

According to FC&B, the new group "will coordinate many of the media research requirements [of the five offices] and will also be responsible for the evaluation and interpretation of various media research reports and special research studies. Departmental offices (in this case the creative and media departments) operate with a degree of autonomy in each city, depending on the accounts handled. While basically this procedure won't change on specific accounts, officials said, the new coordinating unit will be advised on matters dealing with the national

scene in order to "avoid duplication on the national level and increase efficiencies. . . ." The New York and Chicago offices handle the bulk of FC&B's domestic activity and billing; the other U.S. offices are in Los Angeles, San Francisco and Houston.

WCBS buys time on rivals to promote news

WCBS New York is using some of its rivals to promote its news-information format, launched Aug. 28.

The station has purchased time on six New York area radio stations, supplementing its television, newspaper, outdoor and transit advertising. Radio was included to give additional coverage in coping with the problems arising from a plane crash that knocked out WCBS's transmitter (BROADCASTING, Sept. 4).

Two commercials were written by Wyse Advertising, produced in WCBS facilities and delivered to one station the same day of the decision to use radio.

Stations broadcasting the WCBS commercials are WLJB New York; WNJR and WVNJ, both Newark, N. J.; WVOX New Rochelle, N. Y.; WGSM Huntington, N. Y.; WTFM(FM) Fresh Meadows, N. Y.

Rep appointments . . .

- KEYS Corpus Christi, Tex.: Katz Radio, New York.
- KQWB Fargo, N. D., and KQWB-FM Moorhead, Minn.: Adam Young Inc., New York.
- WCIT Lima, Ohio: Jack Masla and Co., New York.
- KQXI Arvada, Colo.: PRO Time Sales Inc., New York.
- KLYX(FM) Memphis: Quality Media Inc., New York.
- KHOW Denver: Radio Advertising Representatives, New York.

Insider to aid radio sales

To provide broadcasters with an insider's guide to selling radio more effectively on the local level, the Radio Advertising Bureau has retained Willis Penny, a retired Sears, Roebuck executive as a retail consultant. Miles David, RAB president, said last week that Mr. Penny, who has had 30 years of experience in the retail-advertising field, will appear at all of the upcoming RAB management conferences, which begin on Sept. 18 in Dallas.

Advertising Associates opens in Nashville

A new full-service advertising and public-relations firm has formed in Nashville.

Advertising Associates Inc., in suite 1200 in the West End building, is headed by R. Locklin Jones, Darrell McMurray and Don Massey. Mr. Jones was vice president and art director for Savage, Kerr & McMillen, Nashville, and Mr. McMurray was an account executive and creative director there. Mr. Massey, who is employed in the executive-services division of Josten's Engraving Co., will retain his position there while serving in an advisory capacity on the agency's management staff.

Presently the new agency's clients are LIN Broadcasting, group broadcaster; Teen America Associates Inc., which sponsors the Miss Teenage America pageant; Sears in Nashville and Huntsville, Ala.; Alpenhaus, a new chain of Bavarian restaurants, and a number of local accounts.

Radio, TV code totals show one-station drop

Both the National Association of Broadcasters radio and television codes showed net losses of one station from June 15 to July 15. The lone TV withdrawal was WTVW(TV) Evansville, Ind. In the period, 29 stations were either dropped or resigned from the radio code and 28 stations were added.

Radio additions: WYDE Birmingham, Ala.; KIKX Tucson, Ariz.; KUSC(FM) Los Angeles and KEDC-FM Northridge, Calif., both noncommercial; WERS(FM) Boston, noncommercial; WJBL-AM-FM Holland, WZZM-FM Grand Rapids and WSHN Fremont, all Michigan; KOTE Fergus Falls and WAYL New Brighton, both Minnesota; WCMA Corinth, Miss.; KMBZ and KMBR(FM), both Kansas City, Mo.; KCBN Reno; WAIR Winston-Salem, N. C.; WCDR(FM) Cedarville, Ohio, noncommercial; WDUQ(FM) Pittsburgh, noncommercial; WFAR Farrell, Pa.; WDXE Lawrenceburg, WDXI Jackson, WDXN Clarksville, WTPR Paris, WENK Union City and WFHC Henderson, all Tennessee; KUHF(FM) Houston, noncommercial; KBEC Waxahachie, Tex., and WBZE Wheeling, W. Va.

Radio withdrawals: WMGY Montgomery, Ala.; KIBS-AM-FM Bishop and KIOT Barstow, both California; WALT Tampa, WGNP-AM-FM Indian Rocks Beach and WJCM Sebring, all Florida; WVHI-FM Evansville, Ind.; WAXU Georgetown, Ky.; WLMD Laurel, Md.;



CG viewers spent \$390,174,000* on automobiles last year. Let CG "rev up" your sales in Indiana. Call Blair. They'll put you in the driver's seat.

*Sales Management, 1967 Survey of Buying Power.

The Communicana Group Includes:

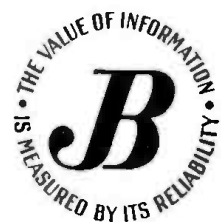


WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



WLKM Three Rivers, Mich.; KCHR Charleston, Mo.; KICS Hastings, Neb.; KAFE Santa Fe, N. M.; WOSC-AM-FM Fulton, N. Y.; WWIZ Lorain, Ohio; KBIX Muskogee and KHEN-AM-FM Henryetta, both Oklahoma; WATO Oak Ridge, Tenn.; KHEM Big Spring, KKAS Silsbee, KRUN Ballinger, KSTA Coleman and KTUE Tulia, all Texas; KRSC Othello, Wash., and WJLS Beckley, W. Va.

IRTS makes plans for 14th year of seminar

The 14th annual Time Buying and Selling Seminar sponsored by the International Radio and Television Society will take place on consecutive Mondays from Sept. 25 through Nov. 27. The New York seminar is open to all willing to pay the \$25 tuition.

The 1967 schedule calls for 10 sessions: an orientation talk by IRTS President Ed Shurick of H-R Television; "Basics in Marketing"; "Research Tools"; "Networks and Groups"; "Other Media"; "Media Planning"; Time Buying"; Time Selling"; "Trends," and "Review."

Speakers booked so far are Stephen Labunski, president, NBC Radio, who will talk on networks; Don Leonard, vice president-media director, Ted Bates & Co., on media planning; Maurice Webster, vice president, development, CBS Radio, who will speak on time selling; and Joyce Peters, managing buyer at Ted Bates & Co., who will talk on time buying.

Seminars will be held at 277 Park Avenue in New York, 5:30-7 p.m., every Monday. Capacity is set at 125 persons, but IRTS expects an "overflow" of applicants, a situation it has experienced since the first such seminar was held in 1953.

Business briefly . . .

Foundation for Commercial Banks, Philadelphia, through Dancer-Fitzgerald-Sample, New York, has bought full sponsorship of a one-hour color special, *The Fred Astaire Show* (a dance-and-singing program) over NBC-TV on Feb. 7, 1968 (9-10 p.m.). It will mark Mr. Astaire's first TV special in eight years, according to NBC-TV.

Chemway Corp., Wayne, N. J., through Delehanty, Kurnit & Geller, New York, will advertise "Dr. West Germ Fighter" toothbrushes with participations on the *Tonight* program on NBC-TV and on various daytime network series, starting later this Fall.

Procter & Gamble, Cincinnati, is using spot and network TV to introduce its new mint-flavored Crest toothpaste as

a companion to its regular wintergreen-flavored Crest. Benton & Bowles, New York, is the agency.

California Prune Advisory Board, division of California State Department of Agriculture, San Francisco, through Botsford, Constantine & McCarty, same city, is allocating an estimated \$500,000 for a two-month campaign on prime-time network television. A schedule of eight 60-second color spots will run on six CBS-TV shows, while six similar commercials will be shown on four ABC-TV programs. The schedule runs through the first week of December.

Fireman's Fund American Insurance Companies, San Francisco, through Cunningham & Walsh Inc., that city, has moved its advertising from national magazines to network television. According to the insurance carrier, a key reason for the change is television's proved superior recall capability. The network campaign, all on NBC-TV, includes sponsorship of the World Series pre-game show, *American Football League Scoreboard*, *Meet the Press* and *Saturday Night News with Frank McGee*. Commercials being used in the campaign were tested in 10 markets during the summer. Last year Fireman's Fund allocated some \$750,000 to general magazines.

Johnson & Johnson Co., New Brunswick, N. J., through Young & Rubicam, New York, is sponsoring a 26-week series of institutional messages highlighting great moments in medicine and medical research, narrated by WHN New York personality Jack Sterling. Now in a test campaign on WMAL and WTOP, both Washington, the messages will be expanded nationally if successful.

Rheingold Breweries Inc., Brooklyn, N. Y., through Doyle Dane Bernbach, New York, has purchased on an eastern regional basis a minute per game in CBS-TV's National Football League package A (18 regular season, NFL Championship, Super Bowl and NFL Pro Bowl games). Sponsorship, starting Sept. 17, will be shared by Rheingold beer, through Grey Advertising, New York, and by Gablinger's beer.

Agency appointments . . .

■ DWG Corp. of Lima, Ohio, has appointed Simons-Michelson Co., Detroit, to handle all brands of DWG cigars, effective this fall. "Take a cigar stand" will be the main theme of a comic campaign utilizing radio.

■ The Diners' Club Inc., New York, has named N. W. Ayer & Son Inc., Philadelphia-New York, to handle an estimated \$1 million in billings, which

include some radio-TV advertising for Club's credit card services. The former agency was Cole Fischer Rogow Inc., New York.

Sinclair switches to C&W

Sinclair Refining Co. last week announced the appointment of Cunningham & Walsh as its new advertising agency, after 26 years at Geyer, Morey & Ballard and its predecessor agencies. Reportedly in the running for the estimated \$5-million account were Lennen & Newell, Foote, Cone & Belding, and Compton Advertising. The change is effective Jan. 1, 1968.

Sara Lee drops FC&B

Kitchens of Sara Lee, Chicago, notified Foote, Cone & Belding there last week that the frozen-food account billing about \$1.5 million was being withdrawn from the agency, effective immediately. Disagreement over marketing plans was believed to be behind the move. FC&B has had the account since 1963. Sara Lee has not yet selected a new agency but last week it heard a presentation from Edward H. Weiss & Co., Chicago.

Negro radio rep formed

Greener, Hiken, Sears, New York, entered the radio-station representative field Wednesday (Sept. 6), specializing in the Negro market. The three founders, Rich Greener, vice president-director of sales; Andrew Hiken, vice-president-Midwest sales manager, and Michael Sears, sales staff, were formerly associated with Dore & Allen Inc., New York. Address is Penthouse, 20 East 53rd Street; phone 421-6260.

Also in advertising . . .

Commercial spinoff ■ Bob Sage, who recently left the Hollywood commercial production house of Filmfair after a five-year association as a vice president and producer-director, has started a new company, Sage & Associates, with himself as president. Mr. Sage will make commercials as well as documentary films for his independent firm. One of the first items on the new company's shooting schedule is the development of a "new, psychedelic film approach" for a series of spots for a major national advertiser.

New name, new place ■ Robert Solomon and Associates Advertising Inc., Detroit, is the new name for Solomon-Sayles Productions. To go along with the name is a new location for the agency: 35th floor, Book building, Detroit. Phone (313) 963-1212.

INTRODUCING ...

THE WAPI-TV "ALL-PRO" LINEUP FOR 1967-68

CAREFULLY SELECTED SEASONED VETERANS PLUS TOP "ROOKIE OF THE YEAR" PROSPECTS FROM BOTH NBC AND CBS.



END your advertising worries with such veterans as:

THE BEVERLY
HILLBILLIES

DANIEL BOONE

HOGAN'S HEROES

GET SMART

RUN FOR YOUR LIFE

GREEN ACRES

TACKLE your competition with these powerhouses:

RED SKELTON

DEAN MARTIN

GOMER PYLE

JACKIE GLEASON

SMOTHERS BROTHERS

GUARD your advertising dollar with these heavy-weights:

BONANZA

MISSION IMPOSSIBLE

TARZAN

GUNSMOKE

MAN FROM U.N.C.L.E.

DRAGNET, 1968

CENTER your campaign around these favorites:

ANDY GRIFFITH

FAMILY AFFAIR

THE VIRGINIAN

WALT DISNEY

DAKTARI

BACK your buy with these promising rookies:

IRONSIDE

HE AND SHE

HIGH CHAPARRAL

DANNY THOMAS HOUR

GOOD MORNING WORLD

MANNIX

RESERVE some of your budget for these crowd pleasers chosen from such great movie packages as Universal, Screen Gems, Warners, MGM, Seven Arts and others. WAPI Tuesday and Friday Night Movies and the WAPI Early Movie (3:25 p.m. weekdays).

wapi-tv
Channel 13 Birmingham, Alabama

Represented nationally by Harrington, Righter & Parsons, Inc.

CBS, ABC race into the season

NBC delays the start of its season a week;
runoff will be held up until the schedule
settles down and a definite pattern emerges

The first rush of new-season programming last week found viewers willing to sample, the television networks unwilling to tout early ratings and agencies waiting for the Nielsens that this year promise to be out in greater profusion than ever (see page 46).

This year two of the networks—ABC and CBS—started their new season programming on Sept. 5, while the third, NBC, put up a mixed lot of pilots

and reruns during the week. NBC was to start its new season programs last weekend.

It cannot be an early runoff in the ratings in any event, agency and network executives pointed out last week. The exceptions to regular programming appear nearly as formidable as the number of series new to the season (26 in all).

For example, ABC was to telecast

its four-hour *Africa* program last night (Sept. 10), preempting that network's full lineup for new-season programming for the evening. The special was to go up against NBC's and CBS's new schedules, except that NBC had of late come up with something a little different. Instead of showing the first one-hour episode of its new western, *The High Chaparral*, NBC planned a two-hour version and the "first" show

Critics vs. new TV season

They give their views
on seven of the 26
shows new to TV

ABC started four shows and CBS started three shows Tuesday and Wednesday (Sept. 5-6) as the 1968-69 TV season officially got underway. In addition, NBC dropped in two "sneak previews" on Tuesday night. The NBC entries are possible "second-season" replacements or potential 1968-69 series.

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

Garrison's Gorillas (ABC-TV, Tuesday 7:30-8:30 p.m. EDT).

"... standard credibility-straining 'outwitting-the-krauts' stuff..." Harry Harris, *Philadelphia Inquirer*.

"... slickly produced, action-packed..." Kay Gardella, *New York Daily News*.

"... a sort of TV 'Dirty Half-Dozen.'" Bob Williams, *New York Post*.

"... ought to be big with teen-agers

and adults with arrested development." Lawrence Laurent, *Washington Post*.

"... the TV carbon [of the movie 'Dirty Dozen'] is a faint copy indeed." Barbara Delatiner, *Newsday*.

"... it is about as exceptional as the latest neighborhood disorder." Martin Hogan Jr., *Cincinnati Enquirer*.

"... a blend of elements that have worked well—and often—before..." Cynthia Lowry, AP.

"... falls into a category that pleases its special audience and doesn't worry much about anyone else." Rick Du Brow, UPI.

"... very likely going to be the season's first popular hit..." Jack Gould, *New York Times*.



"... the opener was just another of what has become too many war shows." Clay Gowran, *Chicago Tribune*.

"ABC has taken the hackneyed and made it trite." Dean Gysel, *Chicago Daily News*.

"... a kind of 'Hooligan's Heroes'... another bad year for Germans. And grownups." Bernie Harrison, *Washington Evening Star*.

"... a sturdy replacement for the old *Combat* program..." Pete Rahn, *St. Louis Globe-Democrat*.

"... this new action show will make

it big." Bert J. Reesing, *Cleveland Plain Dealer*.

"... chance of success very good." Frank Judge, *Detroit News*.

"... this year's *Rat Patrol*." Paul Molloy, *Chicago Sun-Times*.

"... could find its niche as a rating winner." Bill Irvin, *Chicago's American*.

"... could satisfy the appetites of both war and spy fans." Gary Mayfield, *Los Angeles Times*.

"... should be a very appealing program for the mass audience, a modern mixture of lawlessness fighting for what's right." Bob Hull, *Los Angeles Herald Examiner*.

"... reeked with phony balony ploy and action." Dwight Newton, *San Francisco Examiner*.

"... a vicious hour... fortunately, most of the script was obscured by gun fire and explosions." Terrence O'Flaherty, *San Francisco Chronicle*.

N.Y.P.D. (ABC-TV, Tuesday, 9:30-10 p.m. EDT).

"... an unabashed cross between two successful, realistic police series: *Dragnet* and *Felony Squad*. As such *N.Y.P.D.* may be the best of the three." Dean Gysel, *Chicago Daily News*.

"... mixed quickie doses of social significance with conventional TV crime-show violence..." Bob Williams, *New York Post*.

"... a good show in its own right." Robert Goldsborough, *Chicago Tribune*.

"... it was a sick show about sick people on an increasingly sick network."

was moved along to the Sunday after (Sept. 17). Complicating the night further, *Bonanza*, which precedes *Chaparral* in the new schedule, was to be preempted and the first episode of the Cartwrights' series delayed a week, also to Sept. 17.

Several other early special projects in the networks' "very special season" are expected to fog rating results. The fog will lift, agency officials pointed up, as all three networks move out of the introductory period and establish meaningful audience patterns for their new schedules.

Though the ratings drama is yet to be enacted, some of the props—the overnights—were coming on stage. Audiences shares supplied by the 26-market Trendex, for example, indicated promising audience sampling of the new shows on both ABC and CBS.

Audience shares for all network shows on Tuesday and Wednesday, as compiled from agency sources, follow:

N—new show
NP—new-season programming
NTP—new time period
R—rerun
P—pilot

Tuesday, Sept. 5	Trendex share
7:30-8 p.m.	
ABC Garrison's Gorillas (N)	51.9
CBS Daktari (NP)	20.2
NBC Lil Abner (P)	19.8
8-8:30 p.m.	
ABC Garrison's Gorillas (N)	38.4
CBS Daktari (NP)	22.7
NBC Sheriff Who? (P)	28.0
8:30-9 p.m.	
ABC The Invaders (NP)	30.1
CBS Red Skelton (NP)	36.7
NBC Movie (R)	25.0
9-9:30 p.m.	
ABC The Invaders (NP)	26.2
CBS Skelton (NP)	38.0
NBC Movie (R)	26.2
9:30-10 p.m.	
ABC N.Y.P.D. (N)	32.4
CBS Good Morning, World (N)	31.0
NBC Movie (R)	28.3
10-10:30 p.m.	
ABC Hollywood Palace (NTP)	41.2
CBS News (first feed)	12.8
NBC Movie (R)	33.9
10:30-11 p.m.	

ABC Hollywood Palace (NTP)	46.3
CBS News (second feed)	9.6
NBC Movie (R)	34.6
Wednesday, Sept. 6	
7:30-8 p.m.	
ABC Legend of Custer (N)	31.9
CBS Lost in Space (NP)	32.3
NBC Virginian (R)	21.6
8-8:30 p.m.	
ABC Legend of Custer (N)	32.9
CBS Lost in Space (NP)	28.5
NBC Virginian (R)	21.0
8:30-9 p.m.	
ABC Second Hundred Years (N)	47.2
CBS Beverly Hillbillies (NP)	22.2
NBC Virginian (R)	18.5
9-9:30 p.m.	
ABC Movie (R)	33.7
CBS Green Acres (NP)	29.5
NBC Chrysler Theater (R)	20.4
9:30-10 p.m.	
ABC Movie (R)	28.1
CBS He and She (N)	37.3
NBC Chrysler Theater (R)	17.9
10-10:30 p.m.	
ABC Movie (R)	35.1
CBS Dundee and the Culhane (N)	33.1
NBC I Spy (R)	17.6
10:30-11 p.m.	
ABC Movie (R)	32.9
CBS Dundee and the Culhane (N)	39.8
NBC I Spy (R)	18.3

Dwight Newton, *San Francisco Examiner*.

"... along the lines of *Naked City*, *East Side/West Side* and *The Defenders*... Bob Hull, *Los Angeles Herald Examiner*.

"Critical judgment: excellent." Frank Judge, *Detroit News*.



"... a *Naked City* it ain't." Bill Irvin, *Chicago American*.

"... pretty dull going..." Kay Gardella, *New York Daily News*.

"... movie-like, artful photography." Peggy Constantine, *Chicago Sun-Times*.

Chicago Sun-Times.

"... has the makings of a good action series if given sufficient time for the development of its central characters." Walt Dutton, *Los Angeles Times*.

"... essentially a very conventional detective outing with cumbersome overtones of topicality and significance..." Jack Gould, *New York Times*.

"... attempts, with some success, to simulate reality..." Harry Harris, *Philadelphia Inquirer*.

"It is a five-star winner... excellent." Martin Hogan Jr., *Cincinnati Enquirer*.

"There's only one star of a series like this—New York." Bernie Harrison, *Washington Evening Star*.

"... some unkind persons keep insisting this new series is *Dragnet: East*. The comparisons are unavoidable." Lawrence Laurent, *Washington Post*.

"... didn't offer, or promise, anything of exceptional or original programming." Rick Du Brow, UPI.

"*Naked City* mourners can relax. *N.Y.P.D.* may satisfy their cops-and-robbers need." Barbara Delatiner, *Newsday*.

Good Morning, World (CBS-TV, Tuesday, 9:30-10 p.m. EDT).

"... created, written and produced by a combination of the most talented men in television comedy—although there didn't seem much evidence of it..." Clay Gowran, *Chicago Tribune*.



"... the only laugh turned up on the sound track..." George Gent, *New York Times*.

"... supposed to be nothing less than the old *Dick Van Dyke* show. On the basis of the premiere, it is quite something less." Dean Gysel, *Chicago Daily News*.

"I don't believe any of the characters..." Dorothy Storck, *Chicago's American*.

"... perhaps they will improve. They can't get much worse." Barbara Delatiner, *Newsday*.

Newsday.

"... Billy De Wolfe may walk off with the comedy honors." Cynthia Lowry, AP.

"... as soon as this series gets around to focusing on... Billy De Wolfe the better." Bernie Harrison, *Washington Evening Star*.

"... a breezy, amusing premiere." Rick Du Brow, UPI.

"If one enjoys situation comedy this is a good show." Lawrence Laurent, *Washington Post*.

"... the makings of a good situation comedy..." Kay Gardella, *New York Daily News*.

"... mattered little..." Bob Williams, *New York Post*.

"... the merriment's missing..." Harry Harris, *Philadelphia Inquirer*.

"... witless, wordy and dull." Don Page, *Los Angeles Times*.

"... shot for the funnybone in 25 minutes of inane, fatuous dialogue—and missed." Bob Hull, *Los Angeles Herald Examiner*.

"... action and the laughter come to life whenever Billy De Wolfe is on camera..." Terrence O'Flaherty, *San Francisco Chronicle*.

"... it has a better than even chance to attract a youthful following..." Paul Molloy, *Chicago Sun-Times*.

The Legend of Custer (ABC-TV, Wednesday 7:30-8:30 p.m. EDT).

"... could become a hit." Clay Gowran, *Chicago Tribune*.

"... all the plot clichés of TV westerns." Bill Irvin, *Chicago's American*.

TV networks keep the numbers game to themselves

The TV networks are playing the new-season audience numbers close to their vests—so close that, as of late last week, agencies hadn't been able to get a peek at a lot of them.

The national overnight Arbitrons were sold to CBS on a special-study basis, with NBC also coming in for the first two weeks. Neither network was releasing the results, and at least some agencies were upset at their inability even to buy them.

The American Research Bureau said it canvassed networks and agencies, as usual, but didn't find enough interest to justify syndicating the overnight Arbitrons. CBS was willing to pay for them on a special-order basis and NBC subsequently signed up for what NBC sources said was two weeks—last week, when NBC was scheduling next-season pilots against the other networks' new 1967-68 programs, and this week, when NBC will launch its own 1967-68 season.

ARB sources said agencies could

buy the national overnights, but, since there weren't enough takers to make syndication feasible, the special-study rates probably exceeded agencies' interest.

ABC-TV signed Trendex for audience reports in 26 markets, but—like CBS and NBC with the Arbitrons—declined to reveal results. Trendex share-of-audience figures covering the new season's first two nights—Tuesday and Wednesday—were compiled from agency sources last Thursday (see page 44).

Same Story ■ All three networks offered similar explanations for declining to make ratings public: that because of blockbuster programming on all three networks, plus the usual back-and-forth sampling tendencies of viewers when a new season is starting, initial ratings have little or no value as an indicator of what viewer preferences will be when things settle down.

A. C. Nielsen Co. meanwhile will be offering three ratings services this

year instead of two. The first report of its new Fast Evening Weekly Ratings, showing ratings, shares and homes-using-TV levels for programs carried between 6 p.m. and 11 p.m., New York time, will cover last week (Sept. 4-10) and is scheduled for delivery Wednesday Sept. 20, with similar reports each Wednesday thereafter until about February.

Nielsen's first multinetwork-area (MNA) 30-market report on the new season, also covering Sept. 4-10, is due for delivery Sept. 15. The MNA's are released each Friday. And the regular two-week Nielsen national pocketpiece with full network details will appear Sept. 25 (covering Aug. 28-Sept. 10) and on alternate Mondays thereafter.

This week (starting Sept. 10) will be the first in which all three networks will be presenting new-season programming. There were indications that one or more networks might then begin releasing at least "highlights" of some of the ratings.

"... empty-headed pulp fiction..." Percy Shain, *Boston Globe*.

"... one would have to root for the Indians on this one..." Bob Williams, *New York Post*.

"... typical oatburner stuff set against a historical background..." Ben Gross, *New York Daily News*.

"... viewers may wonder if it isn't



time to give the Indians their chance." Gary Mayfield, *Los Angeles Times*.

"... demonstrated little more than that a non-hero may be made a heroic figure..." Bob Hull, *Los Angeles Herald Examiner*.

"... Custer

makes *Dundee* look like the golden age of television." Dean Gysel, *Chicago Daily News*.

"... characterization was nil, the dialogue worse, and interest in the whole engagement less..." Jack Gould, *New York Times*.

"... a fast-paced, consistently entertaining hour of cavalry-and-Indians..." Harry Harris, *Philadelphia Inquirer*.

"The action... is excellent and the performance of Wayne Maunder... is rather good." Lawrence Laurent,

Washington Post.

"I wasn't expecting an American Heritage version, hence I wasn't disappointed." Bernie Harrison, *Washington Evening Star*.

"... too much broad action to fit into the little screen." Peggy Constantine, *Chicago Sun-Times*.

The Second Hundred Years (ABC-TV, Wednesday, 8:30-9 p.m. EDT).

"... seemed far more interested in playing for a series of quick laughs." Bernie Harrison, *Washington Evening Star*.

"... simply one more switch on *The Beverly Hillbillies*. Lawrence Laurent, *Washington Post*.

"the best thing is... that it's only a half-hour long." Clay Gowran, *Chicago Tribune*.

"If you can believe *Bewitched* and *I Dream of Jeannie* you can also believe this one." Bill Irvin, *Chicago's American*.

"... old sight gags, silly dialogue, and tried and tired situations." Dean Gysel, *Chicago Daily News*.

"... frothy nonsense." Peggy Constantine, *Chicago Sun-Times*.



"... looked like a comparatively short-lived venture..." Bob Williams, *New York Post*.

"... joined a long list of banal comedy series which have come and gone." Gary Mayfield, *Los Angeles Times*.

"... has chance to make it, depending on the direction it takes..." Percy Shain, *Boston Globe*.

"... apparently [will] opt for obvious gags..." Harry Harris, *Philadelphia Inquirer*.

"... science fiction with a laugh..." Ben Gross, *New York Daily News*.

"... may [become] one of the season's comedy hits..." George Gent, *New York Times*.

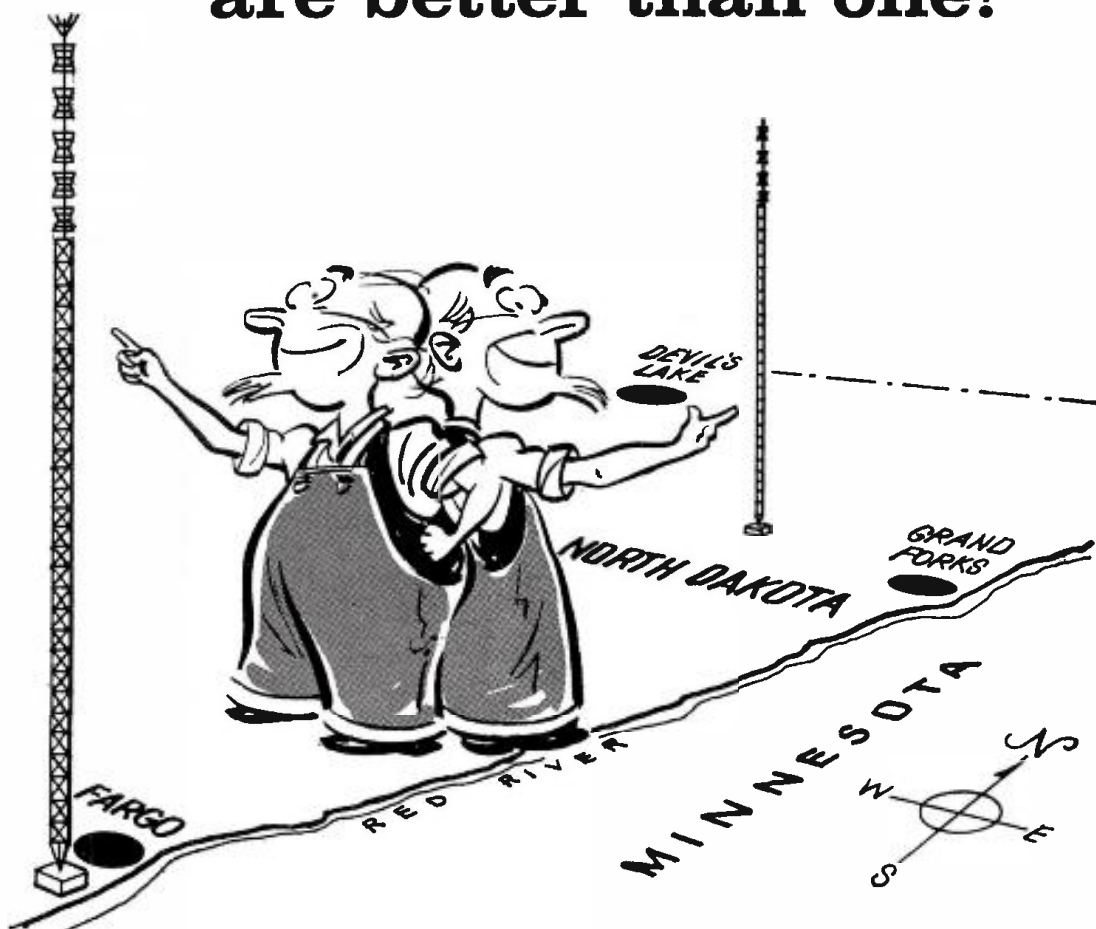
He and She (CBS-TV, Wednesday 9:30-10 p.m. EDT).

"Three attractive people deserving of an excuse for being on TV [but] somebody let them down hard with a slapstick script..." Bob Williams, *New York Post*.

"Sophisticated comedy, subtle throwaway lines and touch of slapstick are blended skillfully in this highly entertaining series." Don Page



Two heads...er, TOWERS... are better than one!



NOW WDAZ at Devils Lake is on the air *with* WDAY-TV — two towers totalling 2,667 feet in height instead of WDAY-TV's 1,206 feet alone — covering 35,370 *new, extra, unduplicated* homes — bringing NBC to the Northern Red River Valley — putting a City Grade picture into Grand Forks, North Dakota's No. 2 market — making our Hayseed an *extra* head and shoulders above any and all "competition"

out here, by covering the ENTIRE Red River Valley!

Actually, this means a lot more than just 31% (35,370) more new, extra, unduplicated Grade B homes. It means that thousands of *other* fringe-area families, whom we've hitherto reached with only a medium-grade signal, are now getting *the best picture available*, from WDAY-TV.

Ask your PGW Colonel to brief you!

WDAY-TV + WDAZ-TV

THE "HEAVENLY TWINS"

Covering All of Eastern N.D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*



Who won last season's ratings race?

Although most eyes were on the opening of the new TV season, NBC researchers took time last week to review the prime-time scores on the one just ending.

On the basis of all 24 Nielsen Television Index reports from September 1966 through August 1967 they reported CBS-TV slightly ahead for the year with a prime-time average-audience rating of 18.0 (same as for the preceding year) to NBC-TV's 17.8 (up 2%) and ABC-TV's 15.7 (down 2%).

They also reported network-TV audiences up about 2% in total homes reached during prime time 1966-67 vs. 1965-66.

Breaking the year into three seasons (fall, winter, summer), they reported that NBC won the first with an average prime-time rating of 19.0 to 18.5 for CBS and 16.6 for ABC; that CBS took the second with 20.2 to 19.0 for NBC and 17.4 for ABC, and that NBC won the third with 14.8 to 14.7 for CBS and 12.6 for ABC.

Los Angeles Times.

"CBS, still the comedy broadcasting system, uncorked another funny one..." Bob Hull, *Los Angeles Herald Examiner*.

"... pure farce ... but some of it is screamingly funny ..." Percy Shain, *Boston Globe*.

"... a busy, physical situation comedy ... the premiere was slick..." Lawrence Laurent, *Washington Post*.

"... good comedy minds are at work here and the casting is impeccable." Bernie Harrison, *Washington Evening Star*.

"... one of the season's certain successes." Clay Gowran, *Chicago Tribune*.

"... a situation comedy that actually does have some comedy. But that laugh track!" Bill Irvin, *Chicago's American*.

"... a welcome, urban addition to a comedy field so far dominated by hicks." Dean Gysel, *Chicago Daily News*.

"... wacky characters, engaged in fast-moving tomfoolery ..." Ben Gross, *New York Daily News*.

"... should spell 'hit' ..." Harry Harris, *Philadelphia Inquirer*.

"Attractive people do not a comedy make ..." George Gent, *New York Times*.

Dundee and the Culhane (CBS-TV, Wednesday, 10-11 p.m. EDT).

"... for fleeting moments ... a note of attractive difference [was imparted by John Mills] to an otherwise determinedly conventional western drama..." Jack Gould, *New York Times*.

"... has problems, but it may have a future." Lawrence Laurent, *Washington Post*.

"... a long, weary way around an old gambit ... before it got to Mills practicing his law, and his wit." Bernie Harrison, *Washington Evening Star*.

"... John Mills is the single redeeming quality ..." Bob Hull, *Los Angeles Herald Examiner*.

"It has cliches but is less greedy about them than most other westerns." Dean Gysel, *Chicago Daily News*.

"... standard shoot-em-up stuff..." Harry Harris, *Philadelphia Inquirer*.

"... some class [is given by John Mills] to the underserving proceedings ..." Bob Williams, *New York Post*.

"... beautiful scenery, vivid players and enough violent

episodes to satisfy the most confirmed sadist ..." Ben Gross, *New York Daily News*.

"... long on acting, but short on plot and story line ..." Clay Gowran, *Chicago Tribune*.

"... Dundee's precise English ... a breath of fresh air through the cliché-ridden dialogue of most horse operas." Bill Irvin, *Chicago's American*.

The following were NBC's "sneak previews."

L'il Abner (NBC-TV, Tuesday 7:30-8 p.m. EDT).

"... Sammy Jackson ... needs to grow about a foot to fill the role." Lawrence Laurent, *Washington Post*.

"... best quickly forgotten." Rick Du Brow, UPI.

Sheriff Who (NBC-TV, Tuesday 8:30 p.m. EDT).

"... the sort of thing W. C. Fields might have had a fine time doing." Rick Du Brow, UPI.

"... might succeed on the strength of actor John Astin's skills." Lawrence Laurent, *Washington Post*.



BBDO picks hits and misses

Computer predicts
harsh fates for most
of new TV entries

BBDO said last week that its computer predictions on program performance in the new television season indicate a high mortality rate can be expected among new shows.

The agency said that at best only about one out of five new shows this season will probably rate high enough to succeed; that seven out of 26 new shows on the networks' nighttime schedules probably will die and that 14 out of 26 most likely will fall in a "middle grouping."

BBDO analysts classify those new shows expected to average an 18-or-better rating as "probable successes," while those averaging a 15 or less rating as "probable failures." In between the 15 and 18 are the middle-category shows, neither successes nor failures.

The BBDO preseason computer prediction system—PSP Computer Model—picked five shows out of the 26 new programs this season as probable winners in the ratings. They are ABC's World War II action hour *Garrison's Gorillas*, CBS's half-hour comedies *Good Morning, World* and *He and She*, and NBC's western hour *High Chapparral* and police drama hour *Ironside*. The ABC and CBS shows started last week; NBC's schedule rolls this week.

The Flops ■ The shows tabbed as misses by BBDO include two comedy stars, Carol Burnett (CBS) and Jerry Lewis (NBC), both starring in new program series this season. According to the agency, the other probable failures (15 rating or less) are *Second Hundred Years*, half-hour comedy on ABC; *Dundee and the Culhane*, one-hour western adventure on CBS; *Good Company*, half-hour F. Lee Bailey interview show on ABC; *Mothers-in-Law*, situation comedy half-hour on NBC, and *Hondo*, one-hour Indian fighting adventure on ABC.

BBDO said its summary of PSP (pre-season predictor) projections was sent to clients the week before Labor Day. The summary report, which incorporates highlights of actual projections, was disclosed publicly last week.

The agency in its report said: "The network with the largest number of new [program] entries must contend with a far higher risk factor. As a con-

Maybe
somewhere there's
a radio station with
more listeners
than WGN...

But not in Chicago*



RADIO · CHICAGO

A WGN CONTINENTAL
BROADCASTING COMPANY STATION



Mediastat April/May 1967
Monday-Sunday 6 a.m. to midnight

BROADCASTING, September 11, 1967

By George, he's finally got it

Although it's been his on-air opening for some 25 years, the men from the ad agency weren't quite satisfied the first nine times that William B. Williams said: "Good morning, world." Each time they encouraged him to try to take another try at it with: "You're very close—you've almost got it."

On the 10th go-round Mr. Williams, a disk jockey at WNEW New York, who was starting to feel a little like Eliza Doolittle praying for that rain in Spain to flood the lousy plain, got the OK from the Professor Higginses from Benton & Bowles, and the opening for CBS-TV's new *Good*

Morning, World series was in the can.

The incident was related by Mr. Williams on his show last week. He noted that his voice-over billboard for the show title and the sponsor, Procter & Gamble's Tide, took about 10 seconds.

The series, about two disk jockeys, was created and produced by Bill Persky and Sam Denoff. Early in their careers they worked at WNEW and they suggested hiring Mr. Williams for the voice-over opening and closing. In the closing visual credits Mr. Williams is cited as being responsible for the title.

sequence, we do not predict an overall change for ABC; thus this network will rank third with CBS and NBC splitting top honors." The report pointed out that ABC is offering the largest number of new programs—11, compared to eight by NBC and seven by CBS.

BBDO's PSP analysts also found few patterns developing this season other

than a continuation of a "gradual shift away from traditional situation comedies" and a trend toward fewer programs, citing the presence of movies on six different nights and the 90-minute *Cimarron Strip* entry on CBS. In sponsorship, BBDO noted, there's a continued trend away from program underwriting—nearly 85% of prime-

time sponsorship will be on a participating basis. The agency commented: "This is attributable to high costs, the desire to spread the risk and the general splitting of audiences between the networks, with no blockbuster shows on the horizon."

For fourth-quarter 1967, according to PSP, these are the average rating and share estimates for the three networks:

	RATING	SHARE
CBS	19	33
NBC	19	33
ABC	17	29

These figures are based on the full week's prime-time schedule (BBDO includes all network nighttime programming, starting at 7:30 and concluding at 11, and the addition of the Sunday 7-7:30 period on both ABC and CBS).

Numbers on File ■ BBDO issued only a summary report, showing the projected ranking in the time period for each show though without the actual rating, commenting that "the actual 'numbers' remain in our file. Specifics can be secured [by clients] by calling the appropriate media director involved on your account."

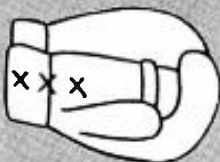
BBDO devoted more than two years to experiments in predicting TV-show rating performance, resulting in the use of PSP, a computerized technique, formally this year (BROADCASTING, Jan. 30).

The BBDO summary includes assessments of the hits and misses. *Chaparral* should make it, said the agency analysts, because among other factors it has a strong lead-in from *Bonanza* and has a similar type of audience appeal. The show, on NBC Sunday, 10-11, "should fare well against ABC's *Sunday Movie* and CBS's *Mission: Impossible*."

ABC's *Gorillas* (Tuesday, 7:30-8:30), BBDO media analysts said, can expect "strong time-period audience appeal for older children, male teens and young adult males." *Good Morning, World* (CBS, Tuesday, 9:30-10) has hit potential, especially in view of its strong lead-in from the *Red Skelton Show*. NBC's *Ironside* (Thursday, 8:30-9:30) also has a strong lead-in with *Daniel Boone* plus the "TV appeal of Raymond Burr," who plays the lead role. *He and She* benefits from two established hits that lead in: *Beverly Hillsbillies* and *Green Acres*.

Strong Opposition ■ In the miss area, Miss Burnett's vehicle (CBS, Monday, 10-11) may run aground in BBDO's view because of ABC's *Big Valley* and NBC's *I Spy* competition; Jerry Lewis (NBC, Tuesday, 8-9) faces *Daktari* and *Skelton* on CBS and *Garrison's Gorillas* and *The Invaders* on ABC; *Second Hundred Years* (ABC, Wednesday, 8:30-9) also has tough competition

in Boxing ...



it's Marquess
of Queensberry

in TV and Radio ...

IT'S BROADCASTING YEARBOOK!

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to know what you're doing—or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and keep

looking, all year 'round, whenever they need information). The 1968 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 18,000 subscribers in broadcast advertising. If you have some facts of your own for them, your message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, Oct. 1; final deadline Oct. 15. Call or wire collect to reserve space.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D. C. 20036

To the old soldiers at Benicia Arsenal Humble is the newest recruit.

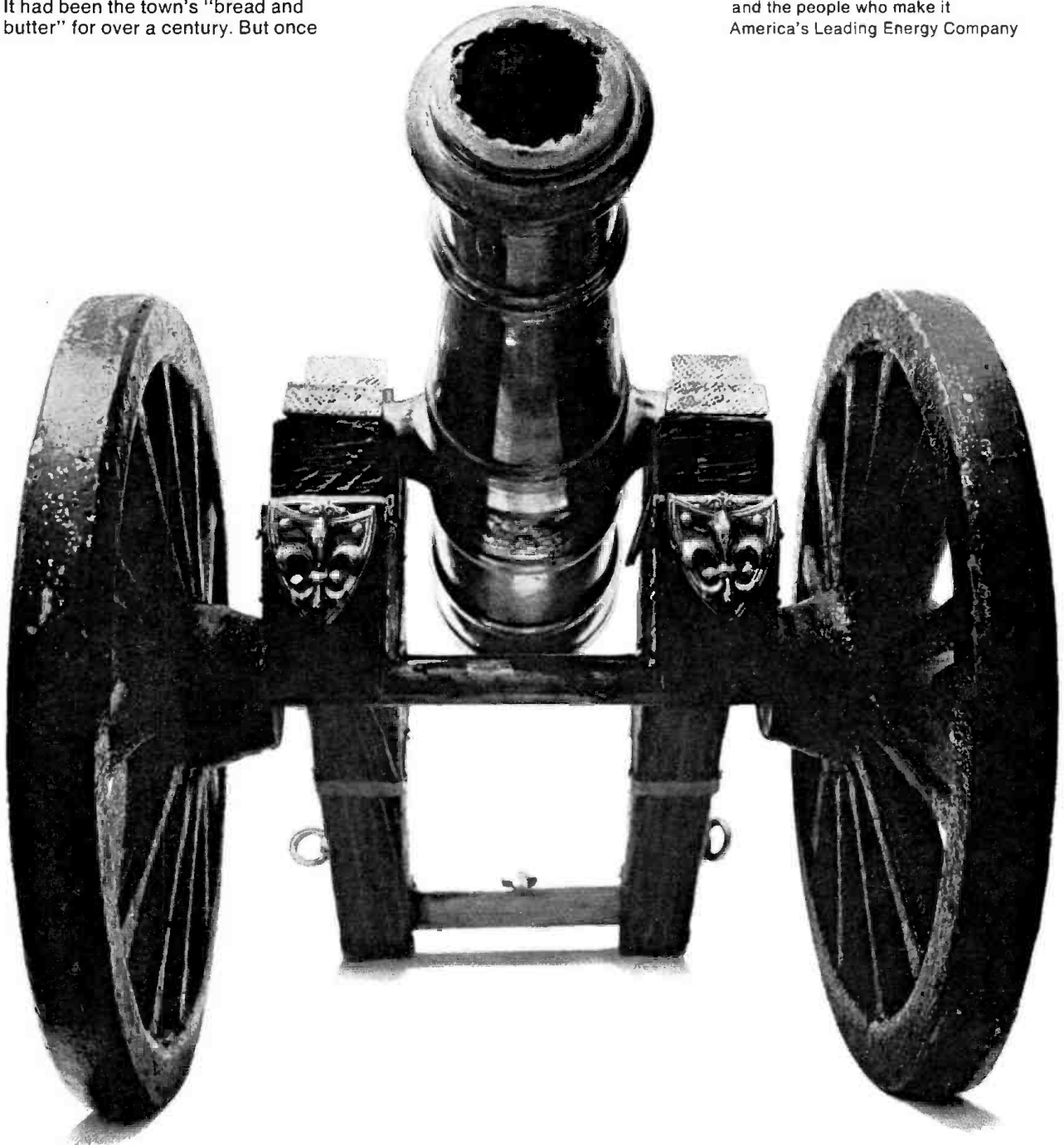
Stand among the rough stone barracks and listen very closely — to the sounds of the Benicia Arsenal, echoing out of the past. A bugle call from cavalry days. The laughter of a doughboy in leggings. A sergeant's bark as he readies his men for Pacific combat. Sounds of a proud, old Army arsenal at Benicia, California. □ The sounds are only echoes now; the arsenal is no more. It had been the town's "bread and butter" for over a century. But once

it was closed, action had to be taken to keep Benicia from becoming a ghost town — like the arsenal itself. Banding together, the citizens planned a modern industrial park where the arsenal once stood. □ In 1965, Humble chose a site there for our new refinery. Since then, the people of Benicia have gone all-out to make us feel at

home. □ We salute their faith in the free enterprise system. Joint community action and initiative payed off — in a park made possible by the individual effort of America's most important resource — its people.

HUMBLE

Oil & Refining Company
and the people who make it
America's Leading Energy Company



from *Beverly Hillbillies* on CBS and *Virginian* on NBC; *Dundee* (CBS, Wednesday, 10-11) must fight a new time period for *Run for Your Life* (NBC) and the movie on ABC; *Good Company* (ABC, Thursday, 10-10:30) is up against such strong company as *Dean Martin* on NBC and the CBS movie.

Competition also is the basic rating drawback for *Mothers-in-Law*, (NBC, Sunday, 8:30-9), which will be against *The FBI* on ABC and *Ed Sullivan* on CBS plus, notes BBDO, "an incompatible lead-in" of Walt Disney, and for *Hondo* (ABC, Friday, 8:30-9), which must fight it out with the durable *Gomer Pyle* on CBS and *Star Trek* on NBC.

In view of PSP's depressing news as to some show ratings, including those of potential failures, why purchase time in the programs? BBDO covers that obvious question in the report in this manner:

"Designating shows as 'failures' or

placing them third in . . . time-period charts does not necessarily indicate BBDO feels that these programs are not good advertising vehicles.

"Their pricing may make them extremely efficient. Often they are included in package participation offerings. In many cases these programs offer target audiences efficiently, or enable us to use nonstandard commercial units.

"Thus, BBDO continues its insistence that the rating alone should not be the sole determinant of what is successful and what is not."

Personalities are topics of new syndicated series

A new half-hour color series, *What Is . . . Really Like?* will be offered for syndication in October following its inaugural telecast on WABC-TV New York this Thursday (10:30-11 p.m.).

The weekly series that centers around

free-for-all opinions and impressions of celebrities, which will include Ed Sullivan, Senator Robert Kennedy of New York, Barbra Streisand and Cassius Clay in initial telecasts, is being produced by Tele-Columns Inc., of which Howard Felscher is president. Mr. Felscher reported last week in an interview that three leading syndicators have offered to distribute the series and he hopes to make a selection by or before early October.

Persons who have been intimately associated with the subject under discussion will be featured on each segment. The premiere telecast spotlighting Ed Sullivan will include Ray Bloch, who has been on the Sullivan TV program since its inception in June 1948; Sam Levenson, a frequent guest on the Sullivan show, and columnist Jack O'Brian, who has known the TV personality for many years and who has often feuded with Mr. Sullivan.

Mr. Felscher said *What Is . . . Really Like?* will make use of the usual visuals, with photographs and film footage associated with the subject flashed on sculptured pieces in the background of the set. The subjects themselves will not appear on the programs and participants will include persons who have favorable and unfavorable impressions of the central character.

Mr. Felscher, who formerly was associated with Goodson-Todman for several years in creative and production posts, will be producer of the new series. It will be directed by Ira Skutch.

Stalin's daughter to lead-off for NET

National Educational Television may have to await the coming of public television for its own interconnected premiere week, but this year it at least has a coveted kickoff in a one-hour interview with the daughter of Josef Stalin, Svetlana Alliluyeva, on the publication date of her book, "Twenty Letters to a Friend," Monday, Oct. 2 (9-10 p.m.).

The interview was the object of some energetic bidding by the three commercial networks, but it will be NET's Washington correspondent (and former Moscow bureau chief for CBS News) Paul Niven who will ask the questions, and Svetlana will be answering them. The event will be carried live over a nationwide network of some 80 of the 117 NET-affiliated stations as a *NET Journal* production.

The next closest thing to a new-season opening NET will mount will be the Friday Nov. 3 start of the *NET Playhouse* weekly dramatic series, this year with a new play by Archibald MacLeish, "An Evening's Journey to Conway, Mass."

Hartke dissents, finds riot news culpable

Although Congress was in recess, the congressional debate about broadcasters' role in civil disturbances continued last week. On *Metro-media's Opinion: Washington*, Senator Vance Hartke (D-Ind.) warned broadcasters that a lack of restraint in news coverage and even in entertainment programming can become an invitation to federal regulation.

In remarks taped for broadcast Sunday (Sept. 10) the senator, a member of the Commerce Committee, disagreed with Committee Chairman Warren Magnuson (D-Wash.) on the assessment of the industry's performance in handling this summer's riot coverage. In a Senate speech Chairman Magnuson in general gave broadcasters high marks for fairness and careful reporting

(BROADCASTING, Sept. 4).

Senator Hartke's opinion: Broadcasters "have a responsibility to their listening audience, and to this country, which . . . they are not properly exercising at the moment." If broadcasters give undue exposure to a radical or explosive situation, Senator Hartke explained, "they're part and parcel of the explosion themselves."

Self-regulation is preferred to governmental interference, Senator Hartke hastened to explain, and added that the broadcasting industry has it within its power to correct any abuses that may now exist. But, he noted: "There is no question in my mind that [broadcasters] have over-emphasized violence, not alone in this field [news], but in some of their entertainment programs."



Senator Hartke during the taping flanked by moderator Mark Evans

(r) and Dan Blackburn, Metromedia News (l).

*Would your friends hire the man
they recommend?*

Makes you wonder, doesn't it!

*Nationwide
Broadcast Personnel
Consultants*



*Station management, please call
conference number 312 337-5318
645 N. Michigan Ave. Chicago 60611*

ABC Radio details program plans

AND MUTUAL MOVES TO PICK UP DISGRUNTLED AFFILIATES

ABC Radio last week provided its affiliates with a closer look at its plan to provide four separate radio feeds tailored to differing station formats (BROADCASTING, Aug. 28 et seq.).

Affiliates received tentative program schedules for each of the four services—American Contemporary, Information, Personality/Entertainment, and FM Networks—and will shortly receive tapes of typical programing offered by each service. Affiliates have until Oct. 1 to decide which network they want; those services remaining will be offered to radio stations not now affiliated with ABC, regardless of market.

(The name of what was initially called the personality network was modified Thursday [Sept. 7] to avoid possible copyright conflicts, not otherwise described.)

The quadripartite approach to radio networking is slated to get underway Jan. 1. Each service will have its own news operation, but one sales force will represent all four networks.

ABC Radio officials continued to blueprint operational plans and promotional efforts following an earlier meeting with 24 ABC Radio affiliated station managers and owners who gathered to study the plan, and who left the gathering with varying degrees of enthusiasm for the concept (BROADCASTING, Sept. 4).

Decisions made last week by Ralph W. Beaudin, ABC Inc. corporate group vice president for radio, and Walter A. Schwartz, president of the ABC Radio Network, included one apparently aimed at satisfying some troubled affiliates: The commentary shows of Paul Harvey will be offered to affiliates regardless of the service they choose. As originally envisioned, Mr. Harvey would have appeared only on the American Personality/Entertainment Network.

ABC officials also were at work selecting the visual and sound logos to be used by each network. Each service will have a distinctive logo: "They will be as distinguishable from each other as is the present ABC logo from the CBS eye," said one official.

Network officials also met with members of the Station Representatives Association last week to explain the

new plan. Initial reaction of many station reps following announcement of the concept was described by rep sources as generally unfavorable. Mr. Schwartz explained earlier that the plan was not an attempt to go after existing national spot dollars, but an effort to bring new money into all of radio. "Desire on the part of the advertiser to use radio is there, we're going to make it easier for them to use it," he said.

ABC officials say that radio stations throughout the country will benefit from the plan. Mr. Beaudin said that under the concept, the four services will collectively sell less time than ABC Radio has in the past: local stations would carry more national spot. He indicated there would be local availabilities in all newscasts and in feature programs.

While exact details of the programing schedule for each service have yet to be nailed down, affiliates last week were studying four different networks.

Contemporary ■ American Contemporary Radio Network on Mondays through Saturdays will feed five-minute newscasts five minutes before the hour beginning at 6:55 a.m. EST. Final news feed will begin at 10:55 p.m. Five-minute sports shows will be fed at 7:25, 8:25, 9:25 in the morning and at 5:25 and 7:25 in the evening. In addition, five-minute *American Contemporary Reports* will be fed at 25 minutes past the hour beginning at 10:25 a.m. and continuing to 4:25 p.m. The reports will again be available to affiliates at 8:25, 9:25 and 10:22 in the evening. (ABC officials say *American Contemporary Reports* will contain material of current interest, such as interviews with top popular musical groups and personalities.)

On Sundays, five-minute news programs will be presented five minutes before the hour throughout the day beginning at 11:55 a.m., with a final feed at 7:55 p.m. Seven *American Contemporary Reports* will be presented during Sunday afternoons and evenings at 12:25, 1:25, 2:25, 3:25, 4:25, 5:25 and 7:25.

Between 6:55 a.m. and 11:55 a.m. on Sunday, the contemporary network will be open for prefeed or local use. Fed at this time will be three 15-minute religious programs which will be produced by Protestant, Catholic and Jewish organizations, plus *Perspective*, a 50 minute in-depth news feature program that will be fed in two 25-minute parts.

Two additional 25-minute programs

will be prefed for use on Sunday night: *Speaking of Everything* with Howard Cosell, a wide-ranging 25-minute show, and *Youth Wants to Know*, also 25 minutes.

Information ■ American Information Network will feed 10-minute newscasts Monday through Friday beginning at 7 a.m. with the final news show of this length fed at 9 p.m. (The 11 a.m. news Monday through Friday will be five minutes long.) Fifteen-minute newscasts, however, will be fed at 8 a.m., 9 a.m., 7 p.m., and 10 p.m. At 11:05 a.m. Monday through Friday American Information will feed a 10-minute update of its 8 a.m. news show for stations in the Mountain and Pacific time zones.

In addition, five-minute news features will be presented at 10 minutes past the hour from 1:10 p.m. to 5:10 p.m. and again at 8:10, Monday through Friday. A five-minute sports show will also be fed at 7:10 a.m., and again 10:10 a.m. for stations in the Mountain and Pacific time zones. Another five-minute sports show will be fed at 12:10 p.m.

On Saturdays, American Information will feed 10-minute newscasts on the hour from 7 a.m. to 9 a.m. Affiliates will also receive three-and-one-half-minute *World of Sports* features at 10 past the hour from 7:10 a.m. through 8:10 p.m.

On Sundays, affiliates will be fed five-minute newscasts at 8, 9, 10, and 11 in the morning, and 10-minute newscasts on the hour throughout the rest of the day until 8 p.m. *Issues and Answers*, a 25-minute program, will be fed at 8:30 p.m. Religious programs and *Voices in the Headlines* will be prefed on Sunday morning.

American Information will feed a 10-minute sports show featuring Tom Harmon at 6:10 p.m., and a 10-minute news show with Alex Dreier at 6:20 p.m., every day of the week.

Personality/Entertainment ■ American Personality/Entertainment Network will feed five minutes of news, Monday through Friday, at 7:30, 9:30 and 10:30 in the morning and at 1:30, 2:30, 3:30, 4:30 and 5:30 p.m.

A five-minute show featuring Paul Harvey will be presented five days a week at 8:30 a.m. (and refeed to Pacific time zones at 10:35 a.m.) on Monday through Friday. A 15-minute program featuring Mr. Harvey will be fed six days a week at 11:30 a.m. (and refeed to Mountain and Pacific time zones at 12:30 p.m.), Monday through Saturday.

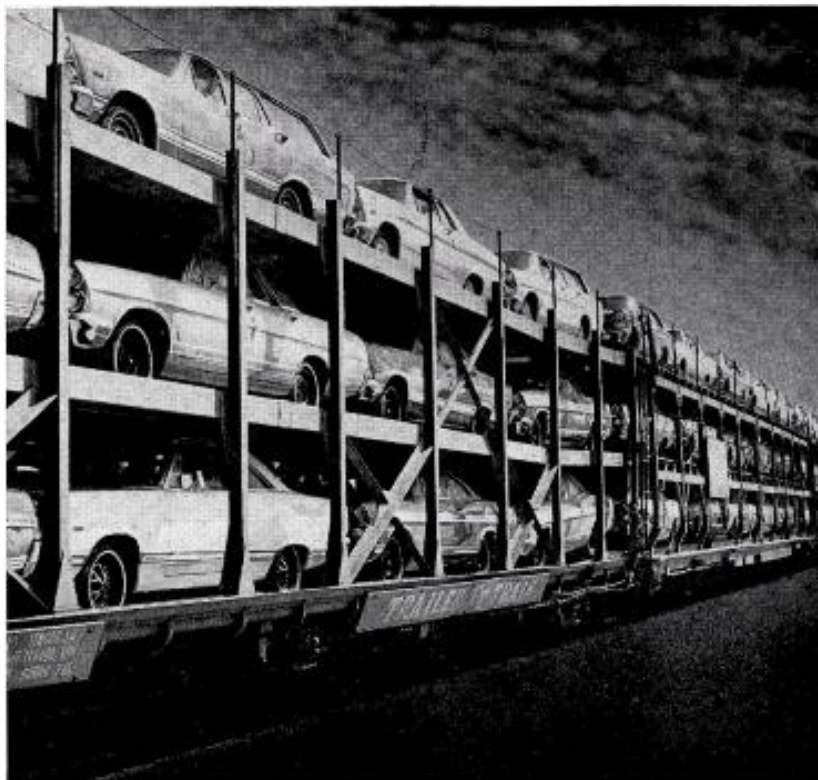
At 6:30 p.m. Monday through Fri-



Mr. Harvey



Kodak
TRADEMARK



An average of 225 automobiles per trainload arrive daily in Memphis at Dealers Transport ramp, one of three such ramps in city.

You can see the money everywhere in Memphis.

the nation's 2nd fastest-growing city in retail sales*

Cars by the trainload. That's typical of the automotive sales picture in Memphis. In 1966, it reached \$634,925,000. It's what you'd expect in a city where total retail sales were up 42% for 1960-1965. But Memphis sales growth is not just fast, it's *big*. In the total Memphis market, 1966 retail sales figures for all categories reached \$3,000,784,000.*

Want to put your money where the big money's being spent? Then buy television. Only television delivers 2,587,600** consumers in the rich regions of West Tennessee, the Mississippi Delta, and Eastern Arkansas. That's the total Memphis market. Ask your Katz, Blair, or RKO representative. He'll put you onto the good life in Memphis.

Buy the total Memphis market

WREC-TV
WMC-TV
WHBQ-TV

MEMPHIS
TELEVISION

Sources:

*Sales Management Magazine

**ARB, January, 1967, Television Audience Estimates.

day, a five-minute program featuring Joseph C. Harsch will be fed, followed by a five-minute feed of commentary by Bob Considine at 6:35 p.m.

On Saturdays, affiliates will get five minutes of news on the half-hour beginning at 7:30 a.m. through 10:30 a.m., and again at 1:30 p.m. through 6:30 p.m. The Sunday schedule is similar except that the first news feed begins an hour later at 8:30 a.m., and a five-minute newscast replaces the 15-minute commentary of Mr. Harvey carried at 11:30 a.m. on Saturdays.

The first five minutes of Mr. Harvey's six-day-a-week show are for national sale; the concluding 10 minutes are co-op.

Don McNeill's *Breakfast Club*, which will also contain local availabilities, will be fed in two 25-minute segments at night for local broadcast the following day whenever the local station wishes to slot it. Also to be fed for delayed broadcast will be additional public affairs programs and religious shows.

FM ■ The American FM Network will feed 13 five-minute news programs at a quarter past the hour, seven days a week, beginning at 10:15 a.m., with a final feed at 10:15 p.m. The network will sell one minute: 30 seconds will be available to the local station.

In addition, the FM service will provide features and programs at night to all stations; material may be used at the station's option. This material will consist of public affairs and religious programming.

While most of the present ABC Radio affiliates are expected to opt for one or more of the above schedules, disappointment at what was described as the paucity of feature material was expressed by some station operators. "Network is a misnomer for the schedules I received from ABC," one affiliate said. "It's really just a glorified news service."

Another operator said he found nothing in the schedules that differentiated them from the present single source of network programming: "There's not much to choose between the four schedules. One might offer a couple of more personalities, but it will be hard for them to write the news in four different ways without sacrificing something."

Dissatisfaction with the ABC plan has led some dozen affiliates into what was described by one source as "negotiation" with Mutual. "There seems to be a lot of resentment over the loss of exclusivity in a particular market, especially the large markets. We've considered offering our services to more than one station in the same market some time ago, but abolishing exclusivity would hurt us and the stations," he said.

MBS was quick in its efforts to capitalize on the dissatisfaction some ABC affiliates feel for the four-part plan. In telegrams to several ABC affiliates sent shortly after public announcement of the ABC plan, MBS President Matthew J. Culligan said:

"There may be some aspects of the ABC plan which are not consistent with your station's objectives. In this event, you should be aware that Mutual is a network oriented for independent stations. If you are interested in learning how we can serve you exclusively in your market, call Gary Worth [manager of station relations for MBS's west-

ern division] at 212-LT 1-6100. Call collect."

Mutual officials described response to the message as "surprising."

Wolper syndicates two-hour rock show

Metromedia, through its Wolper TV Sale's Inc., will syndicate *Steve Paul's Scene*, a two-hour television rock-music special.

The show was produced by Metromedia's WNEW-TV New York. Its stars

The WJEF Countrypolitans



What's this turned-on couple like?

They have a lot

At 29, average WJEF Countrypolitans couples aren't hurting.

They have three children, a home, and two cars.

He may be in the professions, trades, services, or farming. Typically, though, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And they have the WJEF listening habit—to get our own and CBS news and sports, plus the best in country music.

They need more

Since they average only 29, and have three children, they're in the *acquisitive* stage of life. While they already have a lot, they've got their sights set on the rest as soon as possible!

And the radio he listens to on the highway, and the one she hears around the house, keep reminding them of all the things they need and want.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.

The Wolper Stations

RADIO

WJEF GRAND RAPIDS
WJEF GRAND RAPIDS
WJEF GRAND RAPIDS
WJEF GRAND RAPIDS

TELEVISION

WJEF-TV GRAND RAPIDS
WJEF-TV GRAND RAPIDS
WJEF-TV GRAND RAPIDS
WJEF-TV GRAND RAPIDS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representative

'Girl power' boosts KLAC's talk shows

A woman's place is on the telephone, KLAC Los Angeles has decided. So the Metromedia-owned radio station has taken four young women and is giving them the run of the station's telephone-talk format.

Calling this concept "girl-power," KLAC is scheduling its women commentators to four-hour stints each on both Saturdays and Sundays as a sort of experiment. They are replacing three males who will be maintained as relief standbys for

the station's other male personalities during the week.

The quartet of females in the "girl-power" concept include Jill Schary daughter of playwright and former movie executive Dore Schary; Eve Bonner, a PhD from the University of Chicago; Louise Rohner, author of the "Divorcee's Handbook" and Victoria James, an announcer on KLAC's sister station KMET(FM) Los Angeles. All of the announcers on the FM station are females.

include Aretha Franklin, the Blues Project, the Young Rascals, the Moby Grape, the Chamber Brothers, and the Staple Singers, and features psychedelic visuals in color by Rudi Stern and Jackie Casson.

Spanish-language features are new Filmex project

The formation by Filmex Inc. of a feature-film division to produce motion pictures in New York in Spanish was announced last week by Robert I. Bergmann, president. Production will begin on two 90-minute features, "LSD" and "El Regresso," both during the week of Oct. 3.

The films will be coproduced by Filmex International, a newly created division, and the Mexican government, and will be dubbed into other languages for distribution throughout the world, according to Mr. Bergmann. The features will be cast with Mexican, Puerto Rican and Negro performers. Filmex is a producer of TV commercials and industrial films.

Yale offers half hour radio discussion series

Yale University is syndicating its 39-week radio series, *Yale Reports*, aimed at providing authoritative and timely comment on the arts, sciences and public affairs. The first program will be released Oct. 1.

Each series runs 29 minutes and 30 seconds, and is in various formats: discussions, dramas, interviews and concerts. Some of the topics include the responsibilities of American intellectuals, what the long hot summer will bring to city politics this winter, and

selections of new theater from the Yale drama school.

Recently, the series won the certificate of merit of the American Bar Association; two recognitions by the National Association of Educational Broadcasters, and the WIP award for public service.

Tapes are available to interested stations on a series basis at \$5 plus postage for each tape. They will be mailed weekly from Oct. 1 through the end of June. Further information can be obtained by writing to Yale Reports, 1773 Yale Station, New Haven, Conn. 06520.

RKO makes first sales of feature-film package

RKO Pictures Co., New York, which last month began television distribution of its first feature-film package, has sold all 16 features in six major U. S. markets, as well as to RKO General TV outlets. The company reports sale of one of the films—"Some May Live"—to the five CBS-owned TV stations. Most of RKO's "action" films, produced for the company in Europe within the last year, are dubbed.

RKO Pictures also announced last week conclusion of a sales representation agreement with Sovereign Films, Toronto, for syndication of the films in Canada. RKO's TV series, *Shirley Temple Storybook*, will also be handled by Sovereign.

Aaron Beckwith, RKO Pictures vice president and general manager, said the movie package has been bought by stations in San Francisco, Philadelphia, Atlanta, Houston, Pittsburgh and Cincinnati, and by the five RKO TV outlets. The company holds TV and theatrical rights to the films in the U. S. and Canada, and limited rights elsewhere.

The RKO film package was first developed by Robert J. Leder (BROADCASTING, Nov. 15, 1965, May 2, 1966). Mr. Leder was executive vice president of RKO General Broadcasting, but has since left the company. Mr. Beckwith took over and reorganized the film project. The films, originally earmarked for theatrical distribution, will instead be released first to TV stations. Titles in the package include: "How to Kill a Lady," "Code Name: Jaguar," "Ordered to Love," "Our Agent Tiger," and "30 Winchester for El Diablo." Of the 16 films, 13 are in color.

Telerama beats NFL, Browns in FCC playoff

The National Football League and the Cleveland Browns last week ran out of running room in the long-standing Telerama CATV proceeding before the FCC.

The football interests had petitioned to intervene in the proceeding to the extent of maintaining blackout protection of the Browns' home football games. Multiple-CATV-owner Telerama Inc. has proposed to deliver 13 distant signals to Euclid and 14 other Cleveland suburbs. Among those signals would be that of WSEE(TV) Erie, Pa., which telecasts home games of the Cleveland Browns.

The NFL-Browns petition received a recommendation of denial by the FCC's Broadcast Bureau, but a go-ahead from Hearing Examiner H. Gifford Irion. On a petition to review the examiner's decision called for by Telerama, the review board said no to the football interests. Last week the commission, on appeal, refused to review the review board decision.

TV series sales . . .

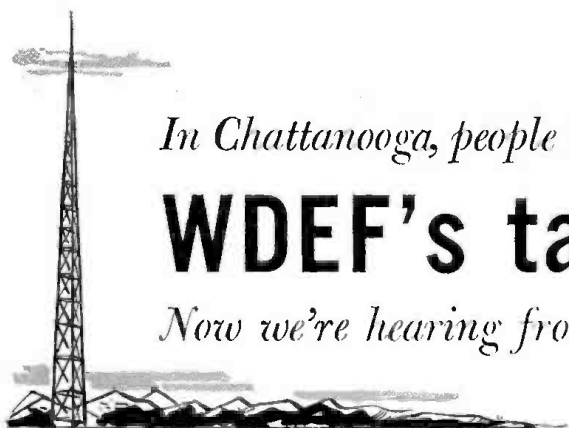
Americal, The American West and High and Wild (Sandy Frank Program Sales Inc.): WGTv(TV) Athens, Ga., and WTSJ(TV) San Juan, P. R.

Colonel Bleep (Sandy Frank Program Sales Inc.): KROC-TV Rochester, Minn.

Comedy Capers and You Asked For It (Sandy Frank Program Sales Inc.): WGTv(TV) Athens, Ga.

Always Another Wave (TV Cinema Sales Corp.): KFMB-TV San Diego; KHJ-TV Los Angeles; KTVU(TV) Oakland-San Francisco; KCPX-TV Salt Lake City; WISH-TV Indianapolis; WOR-TV New York; KGMB-TV Honolulu; KING-TV Seattle, and WTVJ(TV) Miami.

Abbott and Costello cartoons (RKO Pictures): WJW-TV Cleveland; KHVB(TV) Henderson-Las Vegas, and KHJK-TV San Francisco.



In Chattanooga, people have heard from...

WDEF's tall tower

Now we're hearing from them!

Late in 1966, WDEF-TV, Chattanooga, virtually doubled its tower height to become the "big stick" in this fast growing metropolis. Sure, we reach out further, but equally rewarding is the improved reception throughout the mountainous terrain served by the station. It means more viewers more of the time.



WJHL-TV JOHNSON CITY, TENN. The Tri-Cities in Eastern Tennessee is one of the fastest growing urban complexes in the country. And we cover it like a blanket. Represented by Hollingbery.

WNCT-TV GREENVILLE, N. C. Local-live color and complete production facilities keep this commercially oriented station the strong front runner from the capital to the coast. Represented by Hollingbery.

WTVR-TV RICHMOND, VA. Early evening audiences beat most of the prime time viewing on our competition. You get big reach, frequency. Represented by Blair.

WDEF-TV CHATTANOOGA, TENN. Our new tall tower is the beacon that beckons thousands of customers into this hub trading center. Represented by Hollingbery.



Park Broadcasting stations were pioneers in each of their markets and all are affiliated with television's top network—CBS.

Park

BROADCASTING, INC.

Rome, Georgia—"We get a very bright, clear picture on our color set, much brighter than before..."

Maryville, Tenn.—"We get real good reception... just rabbit ears..."

Fort Payne, Ala.—"It is very much better since you placed the new tall tower in operation..."

Halton, Georgia—"I believe the tower has improved reception on my TV close to 100%..."

Harriman, Tenn.—"Now you're coming in strong and clear..."

Jasper, Tenn.—"Now getting perfect reception from Channel 12, unable to watch you before..."

Hayesville, N. C.—"Channel 12 now coming in real good..."

Huntsville, Ala.—"Our reception is much better..."

Topton, N. C.—"The new tall tower sure did help our TV..."

Etowah, Tenn.—"I know we are getting better reception here..."

Coalmont, Tenn.—"Now the picture is clear and good..."

Chatsworth, Ga.—"The new tower has improved our reception 100%..."

Scottsboro, Ala.—"To our absolute delight and amazement, your station comes in the best..."

Winchester, Tenn.—"People in our area are really enjoying Channel 12..."

Athens, Tenn.—"Now reception wonderful in Athens..."

Trial news big RTNDA issue

Four television and three radio stations to be honored with awards for news and editorials

The issues concerning fair trial and free press will be among the subjects explored this week in Toronto at the annual convention of the Radio-Television News Directors Association. The Sept. 12-16 meeting at the Royal York hotel also will include the latest on riot news codes, war coverage and satellite communication.

Sol Taishoff, former president of Sigma Delta Chi and editor and publisher of *BROADCASTING and Television*, will be the featured speaker Saturday at the annual Paul White memorial awards banquet. Other keynote speakers during the week include Joseph C. Culligan, president of MBS; Norman (Pete) Cash, president of the Television Bureau of Advertising, and Av Westin, director, Public Broadcast Laboratory, Columbia University. RTNDA President Bruce Dennis, WGN-AM-TV Chicago, will preside.

The chief justice-elect of the Wisconsin Supreme Court, Robert Hansen, an open advocate of television in the courtroom, will speak Thursday noon. That morning RTNDA's Washington counsel, Ted Pierson, and ABC News President Elmer Lower will report on the news media battle with the American Bar Association over ABA's proposals for more stringent curbs in courtroom reporting.

Among the RTNDA convention panels: war coverage—Mike Wallace, CBS; Dave Snell, ABC; Bill Wordham, NBC; William Stevenson, Canadian Broadcasting Corp., and Daniel Z. Henkin, deputy assistant secretary of defense; talk radio as a form of news—Jerry Williams, WBBM Chicago; Dave Crane, KLAC Los Angeles, and Tom Reardon, WTAG Worcester, Mass.; news commentary and analysis—Rod MacLeish, Westinghouse Broadcasting Co.; Gordon Sinclair, CFRB Toronto, and David Wright, WTAG Worcester, Mass.; satellites—Dan Karasik, Comsat; Jack Weir, NBC, Neville Clark, European Broadcasting Union; Art Kane, CBS, and Don Coe, ABC.

Other panels: newsroom management techniques—Grant Holcomb, KNXT (TV) Los Angeles; Jim Early, WBIR Knoxville, Tenn.; John Strong, CKNX Wingham, Ont., and Bill Fyffe, WXYZ-TV Detroit; riot coverage—Chet Casselman, KSFO San Francisco; William A. Corley, WMAQ-TV Chicago; John R. Corporon, WNEW-TV New York; James F. Clark, WWJ-AM-TV Detroit; Carl G. Zimmermann, WITI-TV Milwaukee, and Roger

Wilkins, U. S. Department of Justice.

The annual broadcast news awards of the RTNDA are to be announced today (Sept. 11) on the eve of the convention. The presentations will be made at Thursday's luncheon.

This year's television winners include the following:

Documentary—KLZ-TV Denver, for program dealing with juvenile delinquency; spot news—two first-place winners, WCCO-TV Minneapolis for Vietnam war coverage, WGN-TV Chicago for April 21 tornado coverage; editorials—KING-TV Seattle, opposing Vietnam war.

The radio winners:

Documentary—KFSO San Francisco, minority group unemployment problems; spot news—KYW Philadelphia, Glassboro, N. J., summit meeting; editorials—KABC Los Angeles, campaign in favor of reform of California's mechanics' lien law.

Radio series sales . . .

Amazon Ace (Spot Productions): KSTT Davenport and KIOA Des Moines, both Iowa; KTOK Oklahoma City; WHYY Montgomery, Ala.; WKLO Louisville, Ky.; KFVZ Ft. Worth, KGBC Galveston, KLBK Lubbock, KTSN San Antonio, KNUZ Houston and KLIF Dallas, all Texas; WGN Knoxvill, WKDA Nashville and WREC Memphis, all Tennessee; KEYN Wichita and KUOL Overland Park, both Kansas; KDEF Albuquerque, N. M.; WPOP Hartford and WNHC New Haven, both Connecticut; KLMS Lincoln, Neb.; KMOR Salt Lake City; WTPS Portage, Mich.; WFUN Miami; WPTR Albany, N. Y.; KKOK St. Louis; WGH Newport News, Va.; KABL San Francisco; WMIN St. Paul; KLOA Des Moines, Iowa, and KGEM Quincy, Ill.

Chickenman (Spot Productions): WJMS Ironwood and WJSM St. Joseph, both Michigan; WOMP Bellaire, WIOF Portsmouth and WOHO Toledo, all Ohio; KTSM El Paso, KINE Kingsville, and KLVI Beaumont, all Texas; KLOH Pipestone, Minn.; KICA Clovis, KRZY Albuquerque, KOBE Las Cruces, KRZE Farmington, and KDCE Santa Fe-Espanola, all New Mexico; WVLK Lexington and WEKY Richmond, all Kentucky; WJAK Jackson, Tenn.; WIP Philadelphia and WUPA Williamsport, both Pennsylvania; WONY Newburgh and WACK Newark, both New York; KLIK Jefferson City and KMPL Sikeston, both Missouri; WHPK Hendersonville, N. C.; KSLM

Salem, Ore.; KIRV Fresno, Calif.; WRJN Racine and WFHR Wisconsin Rapids, both Wisconsin; WBOY Clarksburg, W. Va.; KOY Phoenix; WIRL and KROK Rockford, both Illinois; KPEG Spokane, Wash.; WAAY Huntsville, Ala.; KWBW Hutchinson, Kan., and WLBB Carrollton, Ga.

Doctor's House Call (Signal Productions): WOKZ Alton, Ill.; WTOP Washington; WHAG Hagerstown, Md.; WLAV-FM Grand Rapids, Mich.; WAKR Akron, Ohio; KWIL Albany, Ore.; KOIN Portland, Ore.; WCMB Harrisburg, Pa.; WTAR Norfolk, WRVA Richmond and WDBJ Roanoke, all Virginia; KAYO Seattle, and WSAU Wausau, Wis.

Point of Law (Signal Productions): WPON Pontiac, Mich.; WDBO Orlando, Fla.; KCLN Clinton, Iowa, and WTUX Wilmington, Del.

More For Your Money (Signal Productions): WOAI San Antonio, Tex.

Strangest of All (Radiozark Enterprises Inc.): WVHI(FM) Evansville, Ind.

Earl Nightingale Program (Nightingale-Conant): WSHF Sheffield, Ala.; WGUL New Port Richey, Fla.; KASI Ames, Iowa; WABJ Adrian and WLAV Grand Rapids, both Michigan; KWHW Altus, Okla.; WFWL Camden, Tenn.; KIVY Crockett and KBMF-FM Spearman, both Texas; KSUB Cedar City, Utah and CKTB St. Catharines, Ont.

Superfun (Mel Blanc Associates): KLOT Barstow, Calif.; KHOW Denver; WCAW Charleston, W. Va.; KSMA Santa Maria, Calif.; WSAZ Huntington, W. Va.; KSEL Lubbock, Tex., and WJBC Bloomington, Ill.

Talk Digest (World Wide Productions): KFAC Los Angeles; WPEO Peoria, Ill.; WLIQ Mobile, Ala., and KALG Alamogordo, N. M.

All Time Heavyweight Championship Tournament (Woroner Productions Inc.): KBND Bend, Ore.; KAUS Austin, Minn.; KHAR Anchorage; WFLS Fredericksburg, Va.; KWWL Waterloo and KLWW Cedar Rapids, both Iowa; WSIX Nashville, WCDT Winchester, WBAC Cleveland, WAPQ Chattanooga, WYFY Columbia, WHAL Shelbyville, WMSR Manchester, WEKR Fayetteville, WJIG Tullahoma and WTJS Jackson, all Tennessee.

Program notes . . .

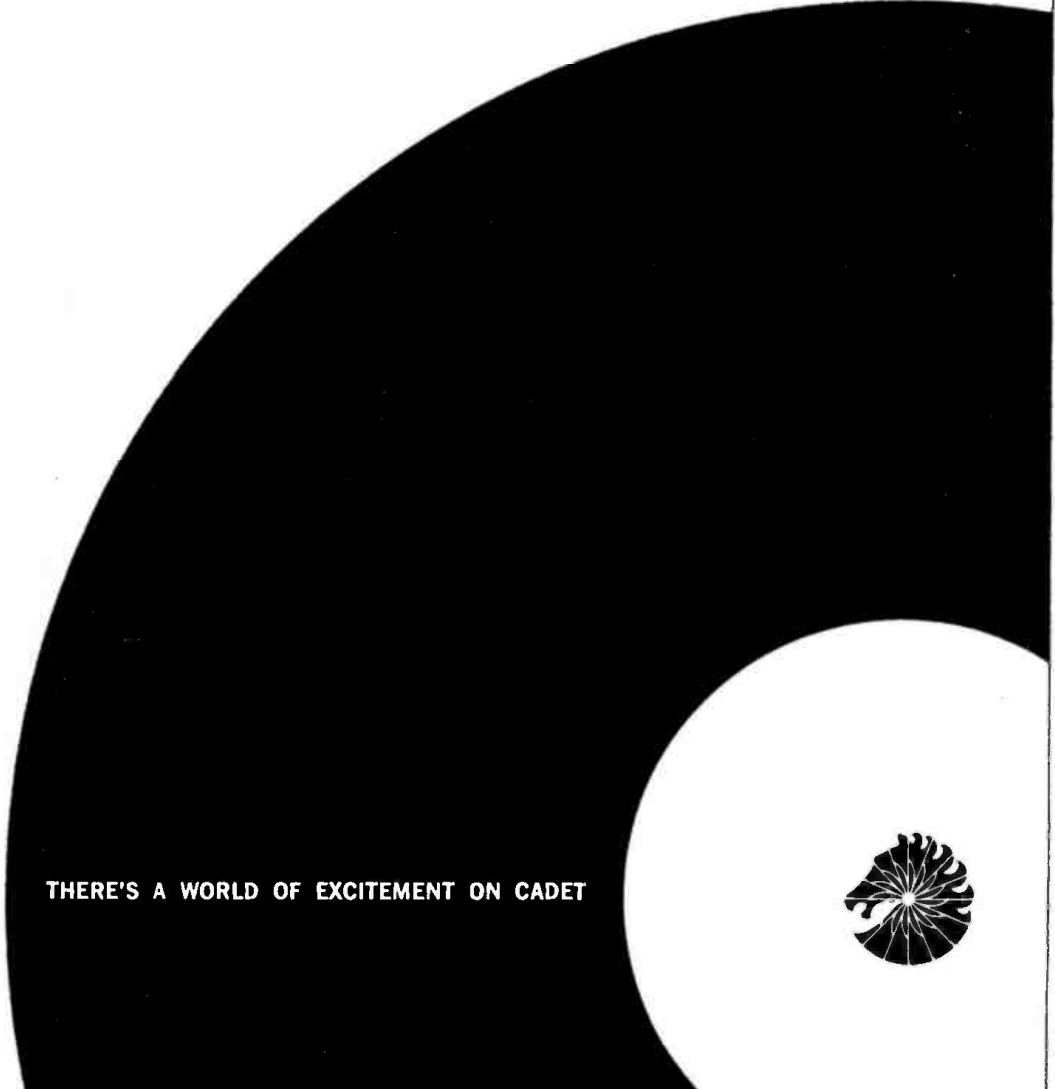
New ABC-TV daytimers ■ Two new daytime programs will begin on ABC-TV on Oct. 2. They are *Temptation* (Mon.-Fri., 10:30-10:55 a.m.) a panel-game series, and *How's Your Mother-in-Law?* (Mon.-Fri., 11-11:30 a.m.).

Accent on women ■ A weekly five-

**If You Call Yourself A "Good Music"
Station – You Really Should Be
Playing the CADET ALBUM,**

**"PAINT IT BLACK" BY THE
SOULFUL STRINGS.**

It's Sensational!



THERE'S A WORLD OF EXCITEMENT ON CADET



minute radio series, *We, The Women*, will be carried on approximately 80 stations from coast to coast, starting this fall, under the auspices of Church Women United, the National Council of Catholic Women, the National Council of Jewish Women and the National Council of Negro Women. The series will feature Cornelia Otis Skinner in monologues depicting the role of women in community affairs.

Prisoner's program ■ Two Time-Life Broadcast-owned TV stations in California are scheduled to broadcast a musical program written and produced by prisoners in a state correctional institution. The program, *Sing-Out '67*, originally was staged by the inmates of a prison at Tehachapi, Calif. A version of it has been taped and will be shown by KOGO-TV San Diego and KERO-TV Bakersfield. Featured in the program is a choral group composed of 75 prisoners.

Two for syndication ■ TV Cinema Sales Corp., Beverly Hills-based film distribution company, has acquired nationwide TV syndication rights to two first-run feature films. The movies, both in color and produced in 1966, were acquired from Cheryl TV. They are "Navy vs. the Night Monsters" and "Women of the Pre-historic Planet." Both features go into distribution as part of a film package of 13 U. S.-produced movies. TV Cinema Sales will distribute in western states, with Firestone Film Syndication Ltd. handling distribution east of the Mississippi.

Rhythm, blues and a move ■ Spot Productions, formerly of Fort Worth, has moved to 3636 Cedar Springs Road, Dallas (75219). Spot, producers of comedies and jingles, is now offering a rhythm and blues package called "Soul City."

Spanish study ■ Results of a survey of radio listening preferences among Spanish-surname residents of 10 cities by Pulse Inc. were revealed last week

by Savalli/Gates Inc., national representation firm. The study was undertaken to establish the proportions of Spanish-speaking audiences that listen to Spanish stations only, non-Spanish stations only, and both. The findings indicate that while preference for non-Spanish radio listening increases the younger the audience, a substantial percentage of adults 25 and older prefer only Spanish stations.

Language of love ■ The *NBC Experiment in Television* series will include a bi-lingual love story, "Meeting in Prague," to be filmed on location for showing in 1968. Author Victor Vicas will produce and direct the show based on his original story.

Derby tapes ■ Bay Promotions Inc., Oakland, Calif., producer and syndicator of *Roller Derby* programs, is distributing new color video tapes of the sporting event to coincide with the fall season. Recent sales include WOC-TV Davenport, KWWL-TV Waterloo-Cedar Rapids, both Iowa; KMTV-TV Omaha; WDCA-TV Washington and WNCT-TV Greenville, N. C. It is now on 32 stations.

UHF specials ■ The Los Angeles area's newest commercial UHF station has announced a heavy schedule of special programming. KLXA-TV Fontana, Calif., is planning a continuing schedule of specials in the next 12 months. Among them are a tribute to Spanish bull fighter Manolete, a program on the anniversary of the founding of Los Angeles, coverage of Mexican Independence Day, and the Los Angeles county fair, and depiction of Christmas in both Mexico and the U. S.

Teen-agers, Russian-style ■ A television documentary, produced in the musical form, will portray modern Russian teen-agers, according to plans announced by Teen-Age Fair Inc., Hollywood. The program, *The Flip Side of Moscow*, projected as a 30-minute special, will be filmed early next spring in Moscow.

It will trace the adventures of an American teen-age fashion model in the Russian capital. Highlighted will be local youth activities at beaches and various entertainment attractions.

Oppenheimer sues Lucy for breach of contract

Writer-producer Jess Oppenheimer apparently doesn't love Lucy anymore. Mr. Oppenheimer, who from 1951 through 1956 wrote and produced 153 episodes of CBS-TV's *I Love Lucy* series, last week filed a more than \$500,000 lawsuit rising out of his involvement with the show. In his suit filed in Los Angeles superior court and charging breach of contract and asking for a royalty accounting and declaratory relief, Mr. Oppenheimer alleges that material from the old *I Love Lucy* series is being used on CBS-TV's current *The Lucy Show* series.

Both programs star Lucille Ball. She is named as a defendant in the suit as are Desilu Productions, CBS-TV, Ball Productions, Gulf & Western Industries and Paramount Pictures.

According to the suit, material Mr. Oppenheimer created for the *I Love Lucy* program is protected under a royalty agreement. Mr. Oppenheimer claims the defendants have "wrongfully withheld" money allegedly due him and "refuse to account" to him.

Court says racing-news ban is unconstitutional

The Massachusetts Supreme Court has told that state's legislature that a bill aimed at restricting the dissemination of horse-racing information is unconstitutional. The unanimous decision by the seven state justices was in response to a request for an advisory ruling by the state house of representatives.

The bill (House No. 358) had been passed by the legislature, but had been vetoed by Massachusetts Governor John A. Volpe as unconstitutional. The legislature was considering overturning the veto.

The measure would have imposed a blackout on racing news from any track in the state for a period of one hour before a race until half an hour after the race had been run. The state tribunal found the bill vague and ambiguous and said it might restrain news media from exercising their fundamental rights. Legislation to prohibit the transmission of racing information that is used for illegal gambling is constitutional, the court said, but the proposed bill exceeded the legislature's authority.

A special for your listeners—
"on-the-spot" newscasts of

**CHRISTMAS
AS IT HAPPENED!**

Your listeners can live through the events surrounding the birth of Jesus Christ through "on-the-spot" reports and powerful drama.

* Six 4½-minute "newscasts" on a 12-inch LP, plus one 9½-minute Christmas day wrap-up.

* Only \$15 for complete program for local sponsorship or free for sustaining public-service programming.

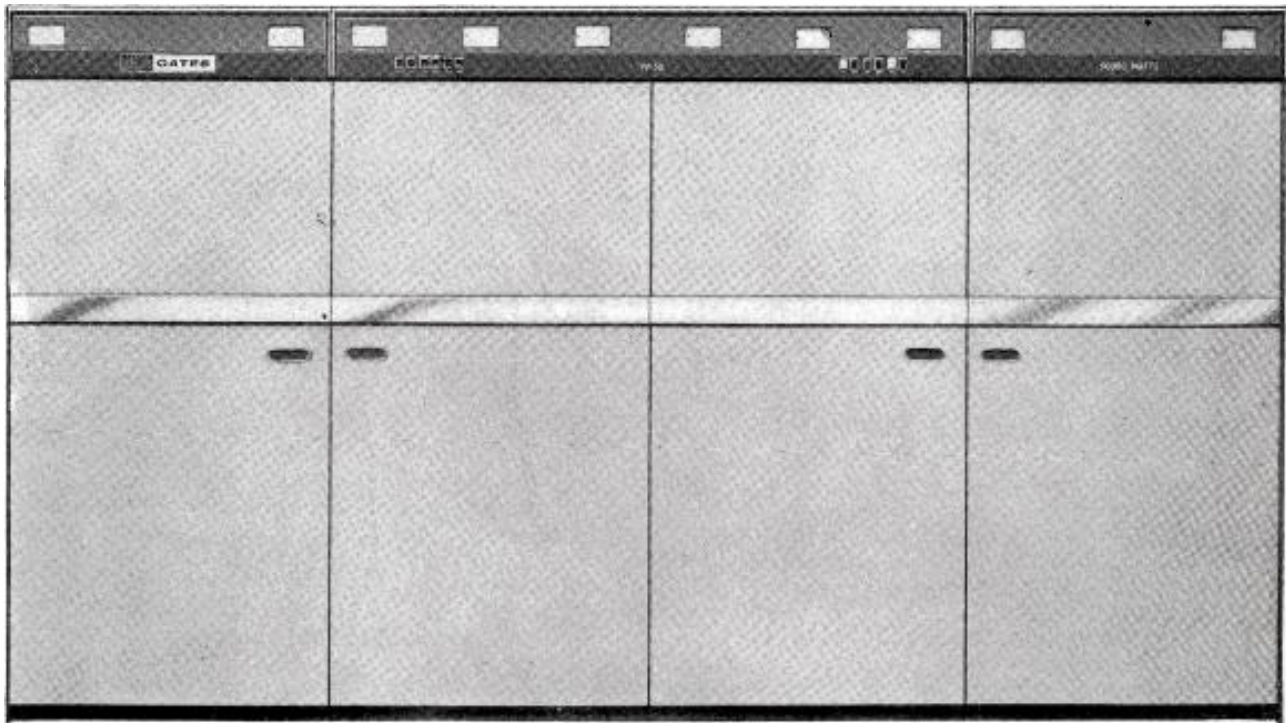
For further information on "Christmas As It Happened" and other programs produced by Mennonite Broadcasts, Inc., Harrisonburg, Virginia, write to

mennonite advertising agency

Box 1018, 1123 N. Main St., Harrisonburg, Virginia 22801



**First in its class...
a vapor-cooled, high-efficiency
50,000-watt AM transmitter
by Gates**



Inside and out – the VP-50 is the first really new 50,000-watt transmitter in years . . . a breakthrough in engineering design utilizing vapor cooling. Superb fidelity is combined with operating economy in the VP-50 transmitter. Lowest power consumption with only 80 kW at 0% modulation. Lowest tube cost of any 50 kW model.

Newest solid-state design with all-transistor circuits up to RF driver. Quietest operating transmitter in its class with no large blowers. FCC-type accepted.

Want more information and complete specifications? Write or call (217) 222-8202 for complete information.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation



Justice opens merger court fight

In asking appeals court to reverse FCC approval of ITT-ABC merger, department attacks five areas in which it believes the commission erred

The Department of Justice last week asked the U. S. Court of Appeals in the District of Columbia to reverse the FCC's favorable decision on the merger of ABC into International Telephone & Telegraph Co.

In an unusual typewritten double-spaced 171-page document, the federal government's legal department said the FCC had erred egregiously in five of the significant issues.

The document, almost palpably patronizing like an elder brother's attitude toward a smaller member of the family, claimed that the FCC's first decision approving the merger in December 1966 was based on "a wholly inadequate record," without a hearing and "in uncritical reliance upon the companies'

representations." The hearing last April, the Department of Justice said, "has substantially undermined the basis for the first decision." The second hearing was ordered when the Justice Department asked the FCC to reopen the case a month after the FCC had acted. The Justice Department said anticompetitive effects would result from the merger.

In both instances the FCC voted 4-3 in favor of permitting ABC to be merged into ITT. In both instances also, the same commissioners lined up on opposite sides: the majority consisted of FCC Chairman Rosel H. Hyde, and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth; the minority, Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas John-

son.

Reply briefs are due from the FCC and ABC and ITT, on Oct. 2. Argument is expected to be held the week of Oct. 16, in the expedited schedule in the appeals court in Washington.

The companies agreed not to consummate the merger until after the court rules on the merits of the Justice Department appeal.

Lengthy Brief ■ The Department of Justice brief was filed last Thursday afternoon.

Because U. S. court rules limit briefs to not more than 50 printed pages, the Department of Justice found it necessary to file a motion asking the court to accept the "extended" brief in its typewritten form. As of late Thursday,

Changes planned for NAB convention

A move to streamline the annual National Association of Broadcasters convention was approved last week by NAB's convention committee. The plan, suggested by the executive committee (BROADCASTING, June 12), calls for eliminating the Wednesday afternoon panel session and replacing it with a series of workshops on small-market radio, secondary-market television, labor relations, and radio and TV sales.

Also to be changed is the annual banquet, which has been run by the Broadcast Pioneers on Tuesday nights. Starting in 1968 the banquet will be shifted to Wednesday night, which had been the traditional start-to-get-out-of-town night for many delegates. The Pioneers will continue to hold the banquet but NAB will take over supplying the entertainment with a budget up to \$20,000.

Being moved to the Wednesday afternoon slots are the: secondary-market television session (in the past on Sunday afternoon); the Television Bureau of Advertising presentation (from Monday afternoon); the Radio Advertising Bureau presentation (from Tuesday morning), and the NAB labor clinic (from Wednesday

morning). There has been no small-market radio session up to now.

Through 1965 the Wednesday afternoon panel had featured the seven FCC commissioners. Then former Representative Oren Harris assailed regulatory agencies that turn up formally en masse before the industries they are regulating. So the FCC panel passed into oblivion.

In 1966 the Wednesday afternoon session presented a panel of communications attorneys and this year the session was devoted to broadcasting's worldwide future. However, neither the 1966 nor 1967 sessions had the zest of the FCC sessions.

Present thinking is that moving the workshop sessions into Wednesday will open some time earlier in the week for meetings of other associations that tie their annual gatherings into the NAB convention. It's felt at NAB that fewer non-NAB meetings will now have to be programmed on the weekend preceding the convention.

Three subcommittees of the convention committee were appointed at last Thursday's (Sept. 7) meeting by NAB President Vincent Wasilewski. They will be charged with selecting

the recipient of the Distinguished Service Award; getting the banquet entertainment, and lining up the third-day luncheon speaker.

On the DSA subcommittee are: Daniel W. Kops, WAVZ New Haven, Conn.; John T. Murphy, Avco Broadcasting Corp., Cincinnati, vice chairmen of the radio and television boards, respectively; Roy E. Morgan, WILK Wilkes-Barre, Pa.; Willard E. Walbridge, KTRK-TV Houston; Donald A. Thurston, WMNB North Adams, Mass.; Carl F. Lee, WKZO-TV Kalamazoo, Mich.; and Jack S. Younts, WEEB Southern Pines, N. C. (This subcommittee will be abetted by a poll of NAB members asking for suggestions as to who should receive the award and some background on the prospective nominee.)

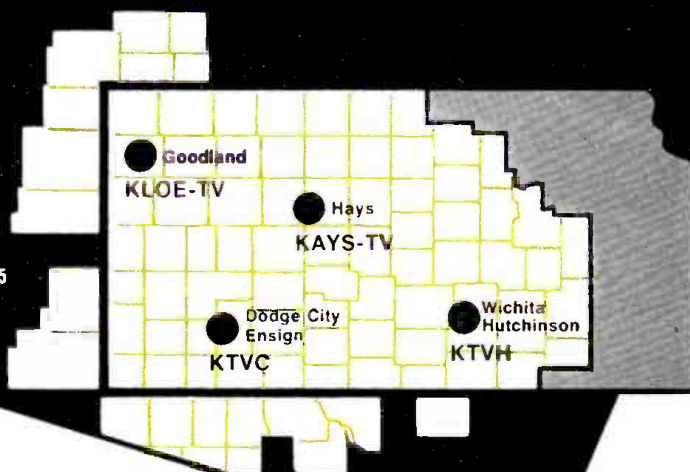
On the banquet subcommittee are: Messrs. Murphy and Kops; Charles E. Gates, WGN Chicago, and Charles H. Tower, Corinthian Broadcasting Corp., New York.

On the luncheon speaker subcommittee are: Messrs. Murphy, Kops, Morgan and Tower.

The 1968 convention will be held at the Conrad Hilton hotel, Chicago, March 31-April 3.

WHEN YOU'RE IN THE MARKET FOR SALES...

SOURCE
ARB TV COVERAGE/65



THE KANSAS BROADCASTING SYSTEM
delivers a sales potential larger than many major markets. Four leading Kansas television stations combine to offer coverage in 88 prosperous counties. Compare the KBS market to the major markets on your 'must buy' lists.

Larger
population than
SAN DIEGO
Metro Area

More
TV Homes than
MIAMI
Metro Area

Larger
TRS than
CINCINNATI
Metro Area

Larger
CSI than
DENVER
Metro Area

ONE ORDER - ONE INVOICE - ONE CHECK
KANSAS BROADCASTING SYSTEM

KTVH
Wichita
Hutchinson

KAYS-TV
Hays



KLOE-TV
Goodland

KTVC
Dodge City
Ensign

Sold nationally by Avery-Knodel, Inc.



Chief Judge David L. Bazelon had not yet issued a ruling on this motion.

Six antitrust division lawyers signed the brief, leading with Donald F. Turner, who is the assistant attorney general in charge of antitrust, followed by Lionel Kestenbaum, chief of the Justice Department team that participated in the 13-day hearing last April, and Samuel Z. Gordon, Milton J. Grossman, Robert K. Baker and Daniel R. Hunter.

The Department of Justice made these five principal points—all premised on the charge that the FCC erred in concluding otherwise:

- ABC does not need the financial support of ITT in order to continue operating or to grow, and there is no "substantial public benefit" stemming from the merger.

- It's impossible to accept the belief that benefits will flow to UHF from the merger, and the conditions imposed by the commission to secure this are incapable of being policed.

- ITT had plans, big plans in some instances the Department of Justice implied, for entry into station ownership, CATV, and in related fields. The merger approval negates these moves that competitively would have been beneficial to the industry.

- ABC will not have complete autonomy, and this will show itself in the regulatory field, in the advertising market and in the integrity of ABC news and public-affairs programs.

- Principals of ABC and ITT were less than candid in their testimony during the hearing last April.

The Department of Justice contended that there is no support in the evidence that ABC needs ITT's financial resources. In fact, the brief stated, there is no evidence on ABC's deficiencies in performance and in its competitive position that can be attributed to lack of funds. Indeed, it went on, ABC has the ability to obtain needed funds without the merger.

Fast-rising Share ▪ In developing this point, the Department of Justice contended that ABC has been profitable every year since 1953, that its share of TV-network revenues has risen from 9% in 1953 to 27% in 1966 (this counts owned and operated stations), and that its growth in revenues from 1964 to 1966 exceeded the average growth of CBS and NBC combined for those two years—38% for ABC and 23% for CBS-NBC.

In its first decision, the Justice Department noted, the FCC said that ABC needed \$140 million to update studio and technical equipment principally for color, and that ABC's loan agreements limited further borrowings to \$6 million. In its second decision three months ago, the Justice Department observed, the FCC declined to specify the exact

NCTA rechristened

It's official now, the National Community Television Association is now the National Cable Television Association. But it's still NCTA for headline writers.

Campaign to change the name of the organization has been carried on for some years on the ground that "cable TV" identifies the industry more clearly than "community TV." The name change was endorsed by members at the NCTA convention in Chicago last June, but because of by-law requirements, a mail ballot had to be conducted. Deadline for voting was Sept. 4, and NCTA sources say the change in name was overwhelmingly approved.

amount needed by ABC and failed to determine whether ABC can borrow funds elsewhere without having to merge with ITT.

Actually, the Justice Department claimed, ABC is moving ahead financially. "By every normal standard indeed," the Justice brief said, "ABC is an extraordinarily successful and profitable company." It said that ABC's profit from TV alone from 1960 to 1966 amounted to \$125 million. ABC is on a par with the other two networks, Justice continued, on affiliate clearances and on audience size for prime-time programs.

There is no "substantial basis", the Department of Justice said, in ABC's claim in 1966 that it planned a \$90-million outlay for extending facilities. And, Justice added, ABC's new plans "greatly exaggerate its actual requirements." It cited ITT's estimate of ABC's needs at \$25 million.

Thumb on Scale ▪ The FCC, the Justice Department said, "loaded the scales" in favor of the merger by assuming benefits from large size and diversification in broadcasting and "by relying upon speculative improvements from an 'environment'." And, it continued, the FCC shows a "skewed" standard when talking about this and the desirability of news, public affairs and cultural programs "as if such programming was an act of magnanimity by a network for which the public must pay the price of huge profits and great corporate size."

In assuming that the merger will benefit UHF, Justice commented, the commission relied on its own conditions as a source of advantage. Even so the conditions—that ITT report annually for the next three years on its efforts

to aid UHF—are vague and uncertain, Justice said.

In effect, Justice contended, the commission imposed the conditions to create the benefit and then found the benefit to be a principal ground for approving the merger. This is "bootstrapping", it claimed.

In charging that the commission failed to give proper weight to the potential ITT entry into the broadcasting industry by itself, without the benefit of merger, the Justice Department vigorously expressed its views. It called broadcasting a "highly concentrated industry." It said "the existence of only three networks . . . has serious adverse consequences for competition. . . ." It added that the scarcity of network channels has serious social and political implications, and that "a high premium should be placed on fostering additional entrants into network broadcasting to enhance competition and diversity."

This "failure" to give adequate weight to the importance of fostering additional network competition, Justice said, means that "instead of acknowledging the disadvantages of the existing triopoly . . . the commission majority has expressed general satisfaction with the present structure and performance of the three-network industry." The commission majority, Justice went on, seems to suggest that networking "is a kind of natural oligopoly necessarily limited to three companies. . . ."

The evidence showed, Justice stated, that ITT definitely contemplated entering broadcasting—ITT documents, it noted, confirm that there were discussions of applying for a group of UHF stations, like Kaiser Broadcasting; that it made an offer of \$35 million to buy WTIC-AM-FM-TV Hartford, Conn., from Travelers Insurance Co.; that at one time it committed \$10 million to CATV, and owned six CATV systems in whole or in part; and that discussions took place within the ITT hierarchy on the future of CATV, pay television the establishment of a national microwave system, and the use of satellites for broadcasting.

Promises, Promises ▪ On the subject of ABC's autonomy under the ITT corporate umbrella, the Department of Justice was almost caustic in its scepticism at the warrants offered by ITT. A determination of this issue, it said, can't be based on promises; it must be premised on control and ownership. Discussing ITT's present organization and chain of command, which it said point to highly centralized control, the Department of Justice observed that the testimony indicated that the ABC position would be "unique". But, Justice added, the FCC has no means to effectively police claims of autonomy un-

less the commission planned to institute day-by-day surveillance of the merged company.

And, it continued, the commission's refusal to see that ITT could apply weight in the advertising market, by pressuring its suppliers, for instance, to advertise on ABC, does not jibe with accepted antitrust law. Court decisions have held, it noted, that the existence of "significant probability" is sufficient to require weight to be given in this field.

And on the question of the integrity of ABC's news and public affairs programs, Justice was adamant in questioning the assurances that were given during the hearing. "There is no valid basis" for accepting the companies' assurances that the ABC News division would be inviolate of ITT and its other interests, Justice said.

Among ITT's foreign holdings, Justice noted, are postal, telegraph, telephone and utility firms that are dependent on foreign governments. A conflict of interest in these circumstances cannot be blinked at, Justice said. In fact, it continued, there undoubtedly would be a "strong motivation" to use the news medium to promote certain of its foreign interests "by showing the officials and programs of a for-

eign government in a favorable light." And, Justice added, the obverse would also be true; ITT would certainly resist a program where ABC News might be critical of a defense minister, or a foreign minister.

Above all, the Department of Justice observed, ITT's attitude toward the integrity of news was shown during the April hearings themselves. This was a reference to the charges that ITT public-relations officials had attempted to influence the writing of news stories on the hearings by bringing pressure on reporters covering the story.

Sincerity Questioned — The Department of Justice concluded its brief by questioning the candor of the chief executives of both ABC and ITT. Leonard Goldenson, president of ABC, originally told the FCC, Justice said, that his loan agreements limited ABC's future borrowing to \$6 million; he acknowledged that this was a mistake in the second proceeding. Mr. Goldenson's references to ABC's plans for \$90 million for expansion requirements were termed less than candid by the Justice Department. And, it added, the references to "general conversations" about CATV and other broadcast matters by Harold S. Geneen on the witness stand were actually "misleading".

NABET members to get NBC, ABC offers

The National Association of Broadcast Employees and Technicians plans to submit to its membership early this week contract proposals offered to the union's negotiating committee in Miami Beach by NBC and ABC. These actions averted the immediate threat of a strike (BROADCASTING, Sept. 5).

The negotiating committee reached a tentative agreement with NBC last Tuesday (Sept. 5) and said it would submit this offer to its members employed at that network with a recommendation to ratify. The committee did not reach agreement with ABC but said it would send that network's final offer to members without recommendation.

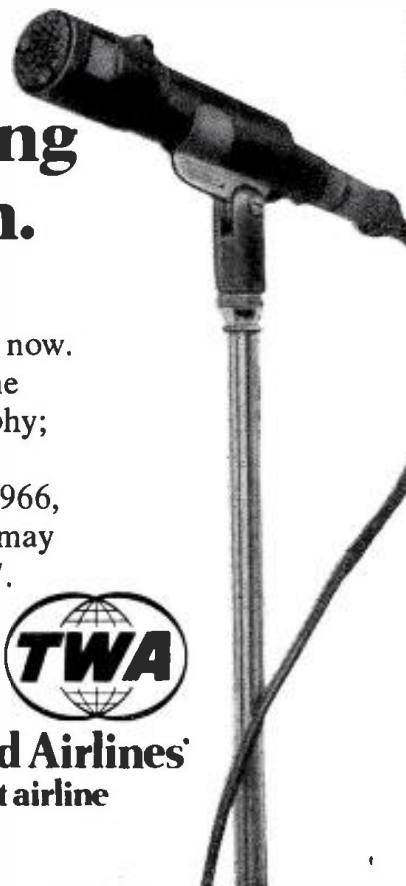
A union spokesman said late Thursday that no decision had been made as to the form of submission of contract offers to members. He said it would be either through a mail referendum or through the holding of special meetings in New York, Los Angeles, San Francisco and Washington. He pointed out that in either case no action would be

Announcing TWA's 30th annual writing and picture competition.

Enter your coverage of commercial aviation and air travel now. Categories include; press association, newspaper, magazine and broadcast writing; color or black and white photography; newsreel and television film; television-radio production. Material published or broadcast between September 15, 1966, and September 15, 1967, is eligible. More than one entry may be submitted and must be postmarked by October 15, 1967.

For further details, please write to Gordon Gilmore,
Vice President, Public Relations,
Trans World Airlines, Inc.,
605 Third Ave., N.Y., N.Y. 10016.

Welcome
to the world of
TWA
Trans World Airlines®
...the all-jet airline



*Service mark owned exclusively by Trans World Airlines, Inc.

taken until this week since NABET wanted to have printed copies of proposals in members' hands first.

Neither the union nor ABC and NBC would discuss proposed contract terms or explain the differences between the ABC and NBC offers.

Color-Production Personnel ■ There were reports, however, that the principal difference between the ABC and NBC proposals centered around the size and duties of personnel assigned to color production, with NABET seeking to bring the ABC pact up to the level of NBC's.

The large majority of NABET technicians had been earning \$218 a week at the maximum level under terms of a contract that expired on March 31 and was extended until Aug. 31. The union originally had been seeking a maximum of \$300 a week and subsequently scaled down its demands to \$255 for the first year of a proposed three-year contract; \$265 for the second year, and \$275 for the third year. A compromise was reached, it was indicated, but no details could be obtained. A new contract would be retroactive to last March 31.

Negotiations had been conducted in Miami Beach since Aug. 7 and about two weeks ago federal mediators entered the dispute. The negotiators were armed with strike authorization and had instructed NABET members to be ready for a strike. The networks had supervisory and nonunion personnel on the alert for substitute duty in the event a walkout materialized. Approximately 3,000 workers at NBC and ABC are represented by NABET.

CBS was not involved in the dispute since its technicians belong to the International Brotherhood of Electrical Workers.

United gets go-ahead on reorganization

A crucial obstacle in the way of United Network's plans for a return to the air before the year is out was hurdled last week in New York.

Court-appointed bankruptcy referee Herbert Loewenthal authorized United to go ahead with plans to form an investor-owned, "interim" corporation that can contract for personnel, AT&T long lines, program material and affiliates (BROADCASTING, Sept. 4).

United Network Co. and United Network Inc., owners and operators which attempted to establish a fourth network earlier this year, filed a petition in New York under Chapter 11 of the Bankruptcy Act of June 22, and since that time, have been unable to enter into legally binding contracts. First step in the network's comeback

trail is to establish a separate corporate entity, which will in turn be absorbed by United when it is clear of obligations imposed by bankruptcy proceedings.

Earlier last week, United's directors met in Dallas and approved plans hammered out by managing director James W. Nichols to get the network back into operation. With approval of referee and company directors in hand, Mr. Nichols and Robert R. Pauley will handle formation of the interim corporation (BROADCASTING, Sept. 5).

FCC studies its CATV rules

Inquiry to stations and cable systems seeks comments on their impact

Eighteen months after the FCC put the entire CATV industry under its wing, and 29 months after it began regulating those CATV systems using microwave facilities, the commission has launched an inquiry into some of the problems that have arisen in connection with its CATV rules.

The commission, in a notice issued last week, requested information on, and possible solutions to, problems raised by rules requiring CATV systems to carry, and to refrain from same-day duplication of, signals of stations within whose grade-B contours they operate.

The distant-signal rule, under which CATV systems must request commission permission before importing signals beyond a station's grade-B contour into one of the top-100 markets, is not included because of a lack of experience with it, according to a commission official. He noted that a number of requests filed under the rule are still in hearing, while the waivers that have been granted generally do not involve issues of wide-ranging significance.

But a number of problems involving the carriage and nonduplication rules have surfaced in the hundreds of petitions that CATV systems have filed for relief from the rules that the commission adopted in 1966 (BROADCASTING, March 14, 1966).

Complaints ■ Some CATV systems have complained that, while they are required to protect stations placing a "predicted" "grade-B signal" over them, the stations involved do not always project a viewable signal into their area. Systems have also said that the requirement that they give priority to local

as against more distant stations causes a disruption in their subscribers' viewing habits.

The notice of inquiry asks "what difficulties, if any, have been encountered in the implementation" of the rules. But, in requesting suggested rule modifications, the commission asks that the suggestions "take into account the requirements of stations" as well as of systems and viewers.

The inquiry also reflects interest in problems of stations as well as of CATV systems under the new rules. It asks what impact they have had on the net weekly circulation of the stations in a CATV community, as well as on the viewing habits of the system's subscribers. Another question asks "what lasting economic effects on the operation of the CATV or local television station" may be projected from the operation of the rules.

The inquiry, which is being sent to all television licensees and to CATV system owners whose names are on file with the commission, asks:

- Whether the CATV system in a given community is providing nonduplication protection to a station and, if so, is the protection being afforded because of commission rules.

- Whether television stations in an area have insisted on their rights under the rules.

- Whether systems and stations in a community are operating under a private agreement that provides for something other than carriage and program exclusivity as provided in the rules; if so, the inquiry requests description of the agreement's terms.

The commission, which is calling for responses within 60 days, says that the answers need not be limited to specific questions but may include other information considered pertinent. The stations and system operators receiving the notice are not being directed to reply, but the commission said it hopes parties with experience that would be helpful will participate.

Losers object to Rochester TV grant

An August FCC decision to end the six-year-old channel 13 Rochester, N. Y. proceeding with a grant to Flower City Television Corp. proved unpopular at the time with several commissioners who issued stinging dissents (BROADCASTING, Aug. 7). Last week the eight losing applicants, who have shared the interim operation of the facility with Flower City since 1962, voiced their objections as well.

Pleading variously that "the case has been decided on a will-of-the-wisp" and that the decision demonstrated the

Now, Atlanta Has A Great New Choice!

WJRJ-TV is Atlanta's best television buy.

Signal covers 60 miles in all directions.

Competing coverage
to the 3 V's in the market.

The 1,050-ft. self-supporting tower
skylining Atlanta
is the third tallest tower of its kind
in the U.S.

ATLANTA

WJRJ-TV 17

"basic bankruptcy of approach the commission follows in the comparative hearing process," the applicants called for a stay of the grant and a reconsideration of the decision. One contestant, Star Television Inc., appealed the case in the U. S. Court of Appeals for the District of Columbia. The applicants who filed were Rochester Telecasters Inc., Citizens Television Corp., Genesee Valley Television Co. Inc., Community Broadcasting Inc., Main Broadcast Inc., The Federal Broadcasting System Inc. and Heritage Radio & Television Broadcasting Co.

FCC finds lawyers clear of misconduct

Counsel for two competing applicants in a comparative hearing for a television construction permit have been found by the FCC to be innocent of any misconduct which might have resulted in their disqualification from that proceeding.

The commission finding concluded a bizarre episode in the channel 21 Birmingham, Ala., proceeding which saw the FCC order an unusual special expedited hearing be held into alleged

misconduct on the part of attorneys representing two of the four applicants (BROADCASTING, June 5). The counsel named in the order were the firms of Philipson, Lyon & Chase (now Philipson, Lyon, Nellis and Mallios) representing Alabama Television Co., and Putbrese & Fisher, representing Birmingham Broadcasting Co.

The hearing order issued in June grew out of a controversy among the counsel that was touched off last December when it was disclosed that Mr. Chase, formerly of Philipson, and Jason Shrinsky, then an attorney for Putbrese assigned to the channel-21 case, had held talks leading to Mr. Shrinsky's employment by the Philipson firm. Birmingham, claiming it had been prejudiced, moved for the disqualification of Mr. Chase's firm and the dismissal of the Alabama application.

The hearing before FCC Hearing Examiner David I. Kraushaar involved questions as to whether the law firms or members of firms engaged in conduct in connection with the comparative hearing that required their disqualification from continuing as counsel in that proceeding. Mr. Shrinsky, who did not join Mr. Chase and who is now with another law firm, was made a party to the proceeding.

The commission finding last week came as a result of a petition of recon-

sideration of the order filed by the parties involved in July. The counsel asserted they were now in agreement that "no disqualification or adverse finding or inference is warranted as to any applicant, principal or past or present counsel or law firm." And though the commission stressed that "parties cannot, by their agreement, preclude commission action for misconduct or for an abuse of the commission's processes," that was the commission's finding as well: "We conclude that no basis exists for the disqualification of any attorney from continuing as counsel for an applicant in this proceeding."

Changing hands . . .

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

■ WPET Greensboro, N. C.: Sold by James S. Beattie to Donald Wilks and Michael Schwartz for \$185,000. Messrs. Wilks and Schwartz own WTYM East Longmeadow, Mass. WPET is daytimer on 950 kc with 500 w. Broker: Blackburn & Co.

■ WAVN Stillwater, Minn.: Sold by Richard Power to Eldon Lun and others of Wahpeton, N. D. for \$165,000. Mr. Lun until recently was half owner of *Farmer's Globe* newspaper at Wahpeton. WAVN is daytimer on 1220 kc with 5 kw. Broker: John D. Stebbins Co.

APPROVED - The following transfer of station interests was approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 92).

■ WJAB Westbrook, Me.: Sold by Howard L. Green, Robert R. Michael and others to Chester C. Steadman Jr. for \$160,000. Mr. Steadman owns WCNL Newport and WBRL Berlin, both New Hampshire. WJAB is daytimer on 1440 kc with 5 kw.

W.Va. CATV called on carpet by FCC

A CATV system that generated a mountain of mail on its behalf to four West Virginia congressmen in May received bad news in its own mailbox last week from the FCC. Bluefield Cable Corp., Bluefield, W. Va., was ordered to show cause why it should not stop operating in violation of the CATV rules by failing to carry and protect the signals of WCYB-TV Bristol, Va. Bluefield is in the Roanoke, Va., market (ranked 61st).

At the same time, an earlier order

BROADCASTING, September 11, 1967

check Blackburn about financing!

Arranging the proper financing that responsible buyers and sellers need to do business is just one of the full range and depth of services of Blackburn, the reliable broker. Others, equally important, include an accurate appraisal or actual as well as potential; a good name that is worth more to us than any single commission could ever be.

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Shutek
RCA Building
333-9279

CHICAGO

H. W. Camill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6468

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Merry Building
1600 Peachtree Rd.
873-5626

BEVERLY HILLS

Cofin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

directing the cable system to show cause in a hearing why it should not stop violating the top-100-market rule in the importation of four distant signals, from Huntington, W. Va., and Greensboro and Winston-Salem, both North Carolina, was found unnecessary since the violations had been discontinued (BROADCASTING, May 29).

Bluefield contended that the grade B contour of WCYB-TV did not reach its city, therefore the CATV rules were inapplicable. If the rules were applicable, then the carriage provision should be waived because the proximity and overriding signal strength of WHIS-TV Bluefield, prevents reception of the WCYB signal at the cable systems' antenna site (located near WHIS-TV). The commission claimed that these facts could only be resolved on the basis of an evidentiary hearing.

Bluefield was also the subject of commission notice in May when the FCC admonished the cable system for soliciting ex-parte contacts with the commission. The CATV had requested its subscribers (3,200 strong) to send form postcards to West Virginia representatives in Congress protesting the demise of certain TV signals if the cable system were to comply with the top-100 market rule. Thousands of cards were received by West Virginia Democratic Senators Robert Byrd and Jennings Randolph, and Representative Harley Staggers (D), chairman of the House Commerce Committee (BROADCASTING, May 8).

No quick action set on ETV subsidy bill

The House Rules Committee, returning from a 10-day Labor Day recess this week, is not expected to turn to the Commerce Committee's public-television bill, but Rules Committee staff members see possible action to clear the measure for floor debate possibly by next week.

No Rules Committee snags are foreseen for the bill that would subsidize noncommercial educational TV programming. Rules, however, has no formal agenda for bills and legislation is usually considered with little advance notice. Only House members appear as witnesses for measures, a committee aide explained, which renders scheduling too far in advance not only unnecessary but awkward for members.

An unofficial prediction for the Public Broadcasting bill was for early Rules consideration, leading to a report for an open rule (permitting floor amendments) and perhaps three hours of floor debate.

Cablemen, broadcasters meet again

WASHINGTON MEETING OFFERS HOPE OF SERIOUS WORK

The second meeting of CATV operators and broadcasters, most of whom also have CATV interests, will take place in Washington Thursday (Sept. 14) and what started out as a stab at a dialogue last July (BROADCASTING, July 24, 17) is expected to take on the color of serious deliberations.

At issue are the factors that have ranged CATV operators against broadcasters: copyright, carriage, duplication protection, importation of distant signals and origination. The first meeting, called by George Hatch, a group broadcaster and a multiple CATV-system owner, also took place in Washington and saw 10 broadcasters and five CATV operators gather for initial discussions.

The group was organized into eight committees and the meeting this week is expected to hear reports from each of them. The committees:

Exclusivity—Roger Clipp, Triangle Stations; John English, WSEE Erie, Pa.; Willard E. Walbridge, KTRK-TV Houston; Irving B. Kahn, Teleprompter Corp.; Robert Regan, Mankato, Minn.,

and Marcus Bartlett, Cox Cablevision (owned by Cox Broadcasting Corp.).

Distant signals—Charles H. Tower, Corinthian Broadcasting; G. Richard Shafto, Cosmos Broadcasting; Arch L. Madsen, Bonneville International Stations; Benjamin J. Conroy Jr., Gencoe Inc.; Bruce Merrill, American Cable TV and Robert Magness, Community Television.

Origination—Frank Fogarty, Meredith Stations; Rex Howell, XYZ Stations; Hamilton Shea, WSWA-TV Harrisonburg, Va.; Richard A. Moore, Southwestern Cable Co.; Jack R. Crosby, Gencoe, and Byron D. Jarvis, National Trans-Video.

Carriage—Fred Weber, Rust Craft Broadcasting; Carl Lee, Fetzer Broadcasting; Frank Gaither, Cox Broadcasting; Albert J. Ricci, Pioneer Valley; Ralph M. Demgen, Willmar, Minn., and Claude Stevanus, Coshocton, Ohio.

Impact study—Jack F. Dille Jr., Communicana Group; Reid L. Shaw, of GE; Eldon Campbell, Time-Life; Robert H. Beisswenger, Jerrold; Harry Harkins, Webster Springs, W. Va.

EXCLUSIVE BROADCAST PROPERTIES!

WEST TEXAS

—Single station fulltimer 40 miles from growing major market, county seat town, highly agricultural. Owner has made other commitments and must act quickly. Good equipment, attractive studios and well established. Price \$130,000—Down 29%—balance 7% ten years or 6% eight years. **Contact George W. Moore in our Dallas office.**

ROCKY MOUNTAIN

—One of the oldest fulltimers in Rocky Mountain Region throwing off \$50,000 cash flow annually. Has good dial position, excellent power. With \$87,000 down, equal to 29% of total price, buyer can easily handle monthly payments out of station profits and have it paid for in 6 to 7 years. **Contact Richard A. Shaheen in our Chicago office.**

Hamilton-Landis
AND ASSOCIATES, INC.

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES • APPRAISALS & FINANCING

WASHINGTON, D. C.
1737 De Sales St., N. W.
393-3456

CHICAGO
Tribune Tower
337-2754

DALLAS
1511 Bryn St.
748-0345

SAN FRANCISCO
111 Sutter St.
392-5671

America's Most Experienced Media Brokers

and Alfred R. Stern, TeleVision Communications.

License-fee collection procedures—Charles Woodard, Westinghouse Broadcasting; E. R. Vadeboncoeur, Newhouse Broadcasting, and Dwight H. Martin, Royal Street Stations.

AM and FM radio implications—Sy Goldman, Goldman Group; Jack Lemme, KTLF Little Falls, Minn.; Everett H. Dillard, WASH(FM) Washington; Albin Malin, Laconia, N. H.; John Lewis, Winchester, Va., and Clark Swanson, Sebring, Fla.

Rate schedules—Jack Poor, RKO General; Edgar Smith, Time-Life; Otto Brandt, KING stations; W. Randolph Tucker, United Cablevision; Frank Thompson, American Cablevision, and Franklin R. Valentine, Unicom Inc.

Although virtually all the broadcasters have CATV interests, a number do not: Messrs. English, Tower, Martin, and Lemme do not. Many of the broadcasters are members of boards or committees of the National Association of Broadcasters which has countered CATV interests on many issues; these are Messrs. Clipp, Walbridge, Tower, Madsen, Shea, Lee and Campbell, who are present members of the NAB TV board; Messrs. Gaither and Goldman, radio board; Messrs. Walbridge, Shafro, Martin and Dille, Future of Broadcasting committee; Mr. Dille is also a member of the NAB executive committee as immediate past chairman. Mr. Lemme is a former member of the FBA committee, and Mr. Brandt is a former member of the NAB's TV board.

SAG bucks CATV on copyright law

CATV's policy regarding copyrighted programs and the National Association of Theater Owners' stand on pay television both are criticized in an editorial in the September-October issue of *Screen Actor*, official publication of the Screen Actors Guild.

SAG makes clear in the editorial that it wants CATV systems to pay for copyrighted material. "Copyright is property," the editorial emphasizes, "and CATV owners are using copyrighted material for their own profit without paying the property owners, thereby depriving actors and other talents of their just compensation."

With respect to the National Association of Theater Owners and pay TV, SAG contends that the fears of exhibitors are "undoubtedly motivated by their own interests." The talent union says it does not share these fears—including the possibility that pay TV "will impair

and perhaps deplete the supply of feature motion pictures available for theaters, as well as reducing audiences"—and is doubtful that theater owners "are going to be able to stand in the way of progress. . . ."

In a signed "memo" in the same issue of *Screen Actor*, John L. Dales, executive secretary of SAG, adds a personal endorsement for pay TV. He expresses "pleasant surprise" over a recent recommendation made by many AFL-CIO unions asking that the executive council of the AFL-CIO change its historic position that has been in opposition to pay TV. Comments Mr. Dales: "My personal judgment is that affirmative support should and will prevail. If so, a great step forward will have been taken, not only for those of us in the entertainment world but for the free enterprise system in which we live and upon which we rely."

Hyde cites ETV aid from commercial TV

FCC Chairman Rosel H. Hyde sees the campaign to strengthen noncommercial television as an effort to harness the nation's technological might for social good. And he went out of his way last week to give commercial broadcasters a pat on the back for what he regards as their significant help in this effort.

The chairman, in a speech before the Rocky Mountain Governors Conference in Albuquerque, N.M., on Thursday (Sept. 7), discussed at some length the administration's proposal for a Corp. for Public Broadcasting, which is now moving through Congress and which the commission has vigorously supported.

But he mentioned also the 1962 act providing for federal aid for the construction and physical-plant improvement of ETV stations and the commission action in 1963 establishing the educational service known as Instructional Television Fixed Service, in the 2,500-2,690 mc range.

The public broadcasting bill, which is designed to pump new financial life into noncommercial stations, the 1962 act, now being updated, and the ITFS action, he said, constitute "an expression of our national interest in seeking methods of employing our advancing technology and our growing economic ability to improve the quality of life. They reflect our inherent concern to improve existing concepts of serving public needs and to provide alternative choices."

He noted the proposals for improving ETV have attracted widespread interest that indicates "the importance that all segments of society place upon" them.

And that interest he attributes "in no small measure to the accomplishments of commercial broadcasters."

Greatest Impact ■ He stated the view that he noted he has expressed before, that broadcasting, "which has had more impact on more people than any other innovation since the printing press," has, in its over-all contributions, "been profoundly beneficial. It has become a major dynamic force and its influence will continue to grow in size and importance. . . ."

Then he said: "It is right to emphasize . . . that commercial broadcasters are among the true pioneers in supporting noncommercial broadcasting, both radio and television." He pointed out that the commercial side has contributed money, "running into the millions of dollars," plant and equipment, and program material to noncommercial television.

He said that record was the "short answer" to those claiming commercial broadcasters don't want to see a viable noncommercial broadcasting system in this country, then added: Commercial broadcasters "recognize that in an affluent society such as ours we must constantly seek to keep our broadcast commitment consistent with our total national goals and aspirations."

Fletcher's Talk ■ The conference also heard a spokesman for the National Association of Educational Broadcasters underscore the need for funds, from both private and public sources, to support noncommercial TV. C. Scott Fletcher, executive consultant to the educational stations division of the NAEB, called the story of educational TV in the U. S. "one of courage and a continuing struggle against ETV poverty in a land of plenty."

Discussing the Public Broadcasting Act of 1967, Mr. Fletcher said: "Without the Corp. for Public Broadcasting, which is the heart of the Carnegie Commission for Educational Television's recommendations, there cannot be the range of quality programing which will be needed if educational television is to survive."

Off to Geneva

FCC Commissioner Robert T. Bartley and five commission staff members will leave Washington on Friday, Sept. 15, to attend the International Telecommunication Union Maritime Radio Conference in Geneva. The conference is scheduled to run for seven weeks.

Attention TV Stations:

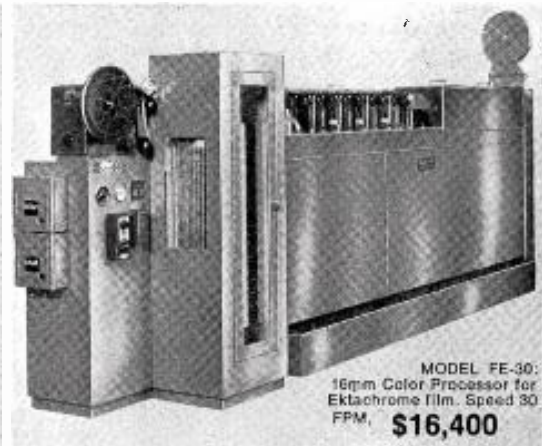
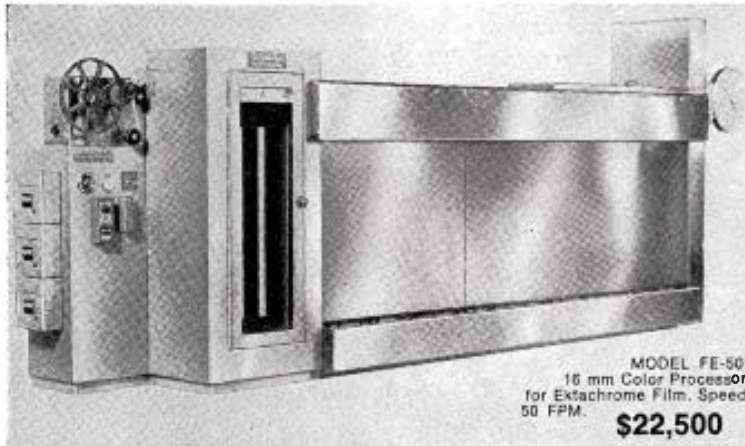
We've got news for you!

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, WKCT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTAR-TV, WSYR-TV.

All prices F.O.B.
MILFORD, CONN.



8SEPT-67

Send for Literature.

Time & Lease
Plans Available.

“When you buy quality Filmline Costs Less”

A network in Kaiser's future

1970 target date set for interconnected lineup

using group owner's seven UHF's as a foundation

Kaiser Broadcasting Corp. last week announced plans for creation of a live, interconnected TV network by the fall of 1970.

Its nucleus will be seven Kaiser owned-and-operated UHF stations in Detroit, Philadelphia, Boston, Cleveland, San Francisco, Los Angeles, and in either New York or Chicago. Other cities—such as Miami, Washington, Pittsburgh, etc.—will be added as the Kaiser network begins programming news and various 90-minute entertainment shows, according to the plan. The company expects to use available circuits and lines supplied by AT&T.

Kaiser estimates its original seven U's in the network will "account for a coverage potential of 40% of all U. S. TV homes." Once membership grows in the Kaiser network, the company anticipates coverage will increase to some 75% of TV homes in the country. The network will be composed eventually of some 20 to 50 stations, Kaiser officials indicated.

Although no budget figures have been arranged or detailed studies worked out on paper, Kaiser does have ideas about what television will be like three years hence. The company believes that UHF and VHF stations will be programming primarily the same thing, and that no distinction between them will exist.

"People watch television programs, not megacycles, which is the big reason we are succeeding," Richard C. Block, vice president and general manager of Kaiser Broadcasting, told a gathering of advertising agency people in New York at the time of the network announcement.

Kaiser's success with a lineup of five UHF stations and a sixth, WKBF-TV Cleveland, now pending FCC action, was measured by a series of predictions and announcements made at the agency presentation by Frank X. Tuoti, Kaiser's director of sales development:

- Kaiser's major TV network was described as a "legitimate fourth TV network," not like those proposed by people backing the short-lived Overmyer network, or the newly revived United Network (see page 68). Kaiser's network instead will operate with its own owned-and-operated outlets.

- A seventh Kaiser UHF outlet will "pop up either in New York or Chicago" by 1970.

- Once Kaiser puts its five U's (excluding KMTW-TV Los Angeles-Corona,

Calif.) into full programming operation, it will activate its own programming-syndication division. Kaiser now operates WKBD-TV Detroit, WKBS-TV (Philadelphia) Burlington, N. J., and WKBG-TV (Boston) Cambridge, Mass.

- This fall, pending FCC approval of 50%, Kaiser begins telecasts on WKBF-TV Cleveland (now WAFT-TV). By next spring (1968) programming will commence on KHJK-TV San Francisco, which now has a construction permit. Within 18 months "original and exciting plans" will be implemented on KMTW-TV Los Angeles-Corona, Calif.

- "Upwards of \$6 million" has been invested in fall programming for Kaiser stations: The 90-minute *Woody Woodbury Show*; a Reade-Sterling cinema package of 200 films, including the "Pawnbroker," "Umbrellas of Cherbourg," and "La Dolce Vita"; and various off-network TV series (*Combat*, *Hazel*, *I Love Lucy* and *Perry Mason*).

Mr. Tuoti explained later that Kaiser's development of a major TV network is still in an embryonic stage. The idea behind its programming, he said, will basically be a news format and various 90-minute shows similar to the syndicated *Merv Griffin* and *Mike Douglas* programs.



Mr. Block



Mr. Tuoti

The company's plans for a program division will be oriented first to produce for individual Kaiser markets. Eventually, he indicated, Kaiser will expand this service to all its U's and for general TV syndication. The division's first project—a 90-minute, five-days-a-week program—has already been earmarked for KHJK-TV San Francisco. Kaiser, he noted, has put aside a "multi-million fund" for KHJK-TV to develop programming, buy new equipment, and hire personnel. That station, he said, will start operation next spring with a 15-man news crew.

Kaiser's entry in New York or Chicago, will be accomplished most likely

through purchase of an existing UHF station, it was indicated. Mr. Tuoti said negotiations would be similar to those earlier this year in Kaiser's purchase of WAFT-TV Cleveland. That is a merger deal with Superior Broadcasting Corp., giving Kaiser 50% ownership and an option to buy the station outright within three years after the FCC approves the buy (BROADCASTING, May 8).

Industrial Giant ■ During the agency presentation, tribute was paid to the late Henry J. Kaiser, who died last month in Honolulu. Mr. Kaiser first entered broadcasting 10 years ago when he purchased KHVH-AM-FM-TV Honolulu. He later sold the station at a \$4-million profit, and entered broadcasting again in January 1965 with WKBD-TV Detroit.

Kaiser Broadcasting, besides its UHF properties, also operates WCAS and WJIB-FM Cambridge-Boston, and KFOG (FM) San Francisco. Kaiser industries, through its Aerospace Division, operates a firm that manufactures community antenna TV equipment and parts.

Cobb defends TV cultural record

Regardless of the critics who maintain that television is not attempting to elevate the public taste, "any unbiased reading of the facts would indicate that television has contributed a good deal to the growing appreciation of the arts."

Attacking those who accuse broadcasters of failing to meet their responsibilities, Grover C. Cobb, KVOB Great Bend, Kan., chairman of the National Association of Broadcasters, said TV shouldn't be required to elevate public tastes although it is doing just that while broadening the base of culture.

In an address to the Advertising and Sales Executive Club of Kansas City, Mo., Wednesday (Sept. 6), Mr. Cobb pointed out that in the past 20 years television has had "phenomenal growth" in the number of viewers and in enthusiastic acceptance by advertisers.

However, he noted, the critics, "highly educated, highly articulate and highly placed in government and the intellectual circles . . . seem to resent that television is a huge smorgasbord table with something for everyone and with everyone free to choose his own combination of nourishment, rather than a gourmet meal presented for the appreciation of a few highly developed palates."

Foisting Personal Wants ■ The critics he continued, are "demanding . . . intellectually and artistically elevating programs" be placed in prime time "to

reflect their own tastes and interests—which are obviously not at typical social, economic or educational levels.”

However, he added, looking at book sales, museum crowds, library circulation, concert attendance and other symbols of cultural pursuits, “those who have been fearful of the spread of mass culture, of tastes being diluted [because of television], seem to have been prematurely concerned.”

In addition, Mr. Cobb said, TV already has plenty for the “unaverage man, more probably than he is entitled to in terms of his numbers in the population.”

He cited the 300 specials expected on the networks in the coming year and noted they will cover a wide range of subjects. Although some will be disappointing and mediocre, he said, and others will be classics, the evidence is there that television is trying; “that it is making a good-faith effort to do good things.”

Discussing advertising on TV, the NAB chairman reminded his audience that NAB is “committed” to a court test of the applicability of the FCC’s fairness doctrine to advertising if the commission refuses to reconsider its decision placing cigarette advertising under the doctrine.

WCGA in hot water for tardy reports

WCGA Calhoun, Ga., which failed to file required financial information with the FCC for a three-year period, now finds its license renewal application designated for a consolidated hearing with another applicant for the same frequency. The other applicant, John C. Roach, is seeking a 1-kw daytimer to operate on the WCGA frequency, 900 kc.

In setting the hearing issues to determine financial qualifications and program proposals of the applicants, the commission noted that Gordon County Broadcasting Co., licensee of WCGA, had failed to file the required financial report forms from 1964 to 1966. The commission also noted that WCGA had not answered any of its letters and that WCGA’s last license renewal was for only a one-year period because of “willful failure to comply with the commission’s rules and to answer commission correspondence.”

The commission directed WCGA to file the report forms within 15 days of its order. Should the station fail to supply them as requested, the commission then would order the hearing examiner to dismiss WCGA’s renewal application.

New backlog jams FCC

Did agency bite off more
than it could chew
with its CATV rules?

FCC machinery for administering the CATV rules, long known to be groaning under the weight of a burgeoning case load, was revealed last week to be falling behind in its effort to keep pace with a rapidly growing, CATV industry.

Backlogs are growing, with the commission currently receiving for consideration cases that were filed more than a year ago. Where top-100 market cases are involved, there is a two-step delay: in reaching them on the processing line and, if they are designated for hearing, moving them to the hearing stage.

There are signs of commission concern. But faced as it is with a tight budget situation, the agency would appear to be foreclosed from assigning more personnel to CATV work. Officials concerned with CATV regulation, however, feel a more basic approach will ultimately be needed—a revamping of the commission’s rules.

The first hard statistics on CATV backlogs were presented to the commission last week by the task force that was created in August 1966 (BROADCASTING, Aug. 22, 1966) to implement the rules the commission adopted the previous March when it asserted jurisdiction over all CATV systems.

Statistics ■ The figures show that 200 cases involving requests for waiver of the top-100 market rule (under which CATV systems proposing to relay distant signals into major markets must seek commission permission in a hearing) are pending. The total was 127 in April, and 111 on Oct. 1, 1966.

In the backlog, also, are 245 requests for special relief from the rules, filed by broadcasters as well as CATV systems. This is one less than the figure in this category on Oct. 1, 1966, but 85 more than it was in April.

The task force is also responsible for processing CATV applications for microwave authorizations in the new Community Antenna Relay Service (CARS). And the backlog in that category was said to be substantial also.

The commission’s failure to keep abreast of the work results in more than an inconvenience to the parties involved. A station may request program-exclusivity protection under the non-duplication rule. But if the CATV system involved asks for a waiver of the

rule, the system may continue to duplicate the station’s signals until the issue is resolved in the station’s favor.

Conversely, a CATV system getting underway is required to notify local stations of its plans. A protest against the operation would automatically bar the start of the system’s service until the matter is resolved.

Burden ■ The burden on the parties involved is underlined by the fact that task force members are now processing special-relief petitions filed some 12 months ago or more. However, cases in which the start of a CATV system’s operation is being held up, or a station is requesting a cease-and-desist order against a system’s alleged rule violation are being reached more speedily—within six months.

It’s believed that one result of this problem is that contending CATV systems and stations are reaching agreements among themselves, without going to the commission, as provided for in the rules. The commission has no authoritative knowledge on this subject. But in a notice of inquiry issued last week on the impact of its carriage and nonduplication rules, it has asked systems and stations to relate the terms of such agreements (see page 68).

The difficulties in administering the rules are compounded in the cases of CATV systems where petitions to import distant signals into any of the top-100 markets are designated for hearing. Of the 10 cases designated—involving some 50 petitions—only one has moved from the prehearing to the hearing stage. Most of the others have been shelved as the parties await commission action on petitions the CATV systems have filed for reconsideration of the hearing orders.

Waivers granted ■ Out of some 300 petitions for waiver of the top-100 rule, about 30 have been granted in full, a number of others have been granted in part, generally those involving relatively noncontroversial proposals.

The backlog figures were presented to the commission at the request of Commissioner Nicholas Johnson, who is said to have expressed concern about the problem and to have cited the need for a long-range solution. However, the commissioner told BROADCASTING he is no more concerned about the CATV backlogs than those in any other commission shop.

The commission did not discuss the matter last week. But Sol Schildhouse, task force chief, is known to have given his views on the problem to the commission on several occasions. Reportedly, he feels the Second Report and Order, under which the commission assumed jurisdiction over all CATV systems, should be overhauled. And he has suggested that the commission institute an

inquiry as to how this should be done.

But as an interim step to whittle down existing backlogs, he has said the task force needs more strength. It now has 23 employees, including 15 professional staffers, three of the latter recent law school graduates.

However, there is hardly a section of the commission that hasn't felt the pinch of the economy drive the administration has imposed on all government agencies. And commission officials have expressed skepticism that much money can be found in the 1968 budget, now pending in the Senate after being pared \$100,000 to \$19 million in the House, for strengthening the task force.

Some commission officials, including Chairman Rosel H. Hyde, have expressed the view that pending bills in Congress that would bring CATV systems under the terms of the copyright act would ease the commission's regulatory burden in CATV. But Mr. Schildehouse disagrees. He feels that while legislation making CATV systems liable for payment for the use of copyrighted material will settle the question of "who owns what," it will not eliminate the problem of CATV's competitive impact on television stations.

Financial deal ends Kansas CATV fray

A controversy barring three CATV systems from full operation in five Kansas communities ended last week when the FCC approved an agreement under which the protesting television licensee acquires a minority interest in one of the cable companies.

The cable company directly involved in the agreement—the first of its kind approved by the commission—is Cobb & Associates, whose president is Grover C. Cobb, who was elected chairman of the board of directors of the National Association of Broadcasters in June. Mr. Cobb is also vice president of KVBG Great Bend and secretary-treasurer of KSLI Salina.

Under the agreement, Cobb will sell Kansas State Network, licensee of KCKT(TV) Great Bend \$12,500 in common stock, about 9%, and \$12,500 in 5% debentures, about 9%, at the same price as paid by other stockholders. The agreement also entitles KSN to name a member to the Cobb board of directors, and to acquire additional stock if it is made available.

KSN, claiming it would suffer economic injury, had originally objected to the proposals of United Transmission and KAYS Inc., as well as Cobb, to import distant signals into the KCKT service area. All are new systems. The

Purdue's CATV exempt

A CATV-type distribution system was ruled "out of our bailiwick" by the FCC last week.

The commission said that its CATV rules would not apply to a TV-distribution system proposed by Purdue University in West Lafayette, Ind. The university plans to install coaxial cable to serve about 1,500 rooms and 300 dormitory lounges with television programs. The service, the university maintained, will not be offered to the general public or to any fraternity or sorority houses.

The commission found the CATV-type system exempt under the meaning of its rules since the TV signals will not be distributed "to subscribing members of the public who pay for such service" and the TV system will serve "only the residents of one or more apartment dwellings under common ownership, control or management."

first two are located respectively in Russell and Hays. Cobb has systems in Great Bend, Hoisington and Larned.

Hearing ■ The commission, accordingly, designated the matter for hearing to determine, among other things, KCKT's financial condition and the economic impact that would be caused by the importation of distant signals.

However, before the case reached the hearing stage, Cobb and KSN filed the proposed agreement under which the station would withdraw its objections to the proposed CATV systems. The examiner, who had no precedent on which to decide the matter, certified the proceedings to the commission.

In expressing approval, the commission in a 5-to-2 decision noted that in proposing its CATV rules on Dec. 13, 1963, it authorized CATV operators and local stations to reach agreements that would resolve differences between them. The commission also pointed out that in the first report and order two years ago on the question of cross-ownership of CATV and TV stations, it held that since there may be "an element of unfairness in certain aspects of competition offered by CATV systems to television broadcast stations . . . it is appropriate to permit the unfairness to be eliminated, in some cases at least, by the union of the economic interests involved."

The commission said the proposed agreement is "fair, equitable and in the public interest." The commission noted, in connection with the agree-

ment, that supplemental documents provide assurances that the CATV systems will continue to provide nonduplication and carriage protection to the local stations—KAYS-TV Hays and KTVH(TV) Wichita as well as KCKT. Each of the systems had been permitted to provide a choice of one network service and the signal of one educational station pending a resolution of the KSN complaint.

The commission order removes the bar to carrying distant signals.

The commission conditioned its approval of the agreement on any policy decision emerging from a pending inquiry into the cross-ownership question which was released in April (BROADCASTING, April 17).

Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth A. Cox, with Commissioners Robert T. Bartley and Lee Loevinger concurring, voted to approve the agreement. Commissioners James J. Wadsworth and Nicholas Johnson dissented.

Ex parte charges swept away by FCC

The FCC last week polished off the last of the ex parte charges arising out of that May 9 visit to four FCC commissioners by members of the Association of Maximum Service Telecasters. But in the process the commission indicated that the incident may have left some lasting scars on its venerable rules governing ex parte contracts.

The FCC's ex parte rules bar persons from off-the-record contacts about adjudicatory cases in which they are interested. But they don't bar members of regulated industries from discussing matters of general policy with the commission. That in essence was the commission reaffirmation in an order handed down last week rejecting the contentions of American Television Relay Inc. that representatives of AMST had violated the ex parte rules in individual meetings with Commissioners Kenneth A. Cox, Robert E. Lee, Nicholas Johnson and Chairman Rosel H. Hyde (BROADCASTING, May 15).

The AMST delegation consisted of president Jack Harris, KPRC-TV Houston; C. Wrede Petersmeyer, Corinthian Broadcasting; Laurence E. Richardson, Post-Newsweek Stations; Lester W. Lindow, AMST's executive director, and Ernest W. Jenness, counsel.

ATR claimed the delegation's representations related to its pending applications for CP's to set up a point-to-point microwave service carrying the signals of Chicago and St. Louis TV stations to Kentucky and Alabama com-



INSTANT REPLAY
HOLT SAFE ON WILLIAMS' ERROR



The fastest replay on record:
Keyboard...to Converter...to Screen—Instantly!

The VIDEOGRAPH® Display Control Unit model 990

A new pacesetter that meets today's challenge for instantaneous, economical TV broadcasting of News...Titles...Election Reports...Sport Scores...Weather Bulletins...and a myriad of other messages requiring no additional Camera Chains or artwork preparation!

The A. B. Dick Videograph® Model 990 Display Control Unit is unique in its low-cost sophistication. It offers digital-to-video character conversion from 64 different alphanumeric or special symbols, directly and instantly onto the TV screen—unerringly. Input to the unit can be from any 8-bit data input source such as a keyboard, punched paper tape, magnetic tape, or Dataphone line input. And, the Videograph® can store and display one complete frame of pre-selected information.

Its video output is compatible with standard TV signals, and information may be erased and corrected electronically. "Error-free" information composed in the Videograph® may be fed as data output to be stored for future use in a punched paper tape or magnetic tape device.

The A. B. Dick Videograph® is ideally designed for the standard TV system, producing single or multiple line display in crisp, easily legible characters. It can even achieve vertical or horizontal crawl effects, and slow-rate "blinking" of words is also possible. For the complete story, contact your area Visual Electronics representative—or write for brochure.



VISUAL ELECTRONICS CORPORATION

356 west 40th street • new york, n.y. 10018 • (212) 736-5840

® Registered Trade Mark of A.B. Dick Co.

munities for eventual distribution by CATV systems. Among those broadcasters opposing ATR's plans were Taft Broadcasting, Cincinnati; WAVE-Louisville, Ky., and WFIE-TV Evansville, Ind.

ATR asked all four commissioners each to prepare and furnish summaries of oral statements made by them and AMST on May 9; that AMST make public its membership list, and that the full extent of AMST board member Laurence H. Rogers II's participation in preparation of the visit be revealed. Mr. Rogers is president of Taft Broadcasting.

As in the previous orders dismissing similar charges raised by eight CATV systems (BROADCASTING, July 31), the commission reiterated that the AMST discussion was limited to matters of overall policy, and "involved no discussion of the ATR application proceedings as such." However, the commission found merit in ATR's request that AMST be made to disclose those of its TV-station licensee members who had advance knowledge of the May 9 meeting and of the extent to which they participated in planning for those meetings. The commission requested AMST to furnish the information for the record in the proceeding.

On the one hand, the commission affirmed the practicality of its present rules: "We do not think it appropriate to so extend or apply the ex parte rules that the result, not in any way required by fairness or due process, is to strait-jacket the commission and those who practice before it in a veritable snarl of ex parte regulations. In our view, to do so would be impracticable and, more important, would seriously diminish our important function of keeping abreast of new rules and developments in this dynamic field." Accordingly, the commission found that the present rules comprise a "proper balance" of the various considerations.

However the commission noted that if groups such as the American Bar Association, the Federal Communications Bar Association, and others "believe that revisions are called for in light of the experience now gained under the rules," the commission said it would invite their comments and appropriate suggestions.

Small-market operators to tell FCC their woes

FCC Chairman Rosel H. Hyde, and Commissioners Robert T. Bartley and Robert E. Lee will hear of problem areas of small-market radio broadcasters Tuesday (Sept. 12). The three FCC members will be luncheon guests of the

National Association of Broadcasters Small-Market Radio Committee.

For several months the committee has wanted to meet with the commission and give the federal regulators a first-hand report on difficulties faced by many broadcasters, and in particular small-market operators.

Two cable groups plan Massachusetts systems

Eastern Massachusetts is gearing up for intensive CATV activity as two relatively new but well-financed Boston-based CATV enterprises—National Cablevision Inc. and Cablevision Corp. of America (the latter owned by Herbert S. Hoffman, also owner of WBOS-AM-FM Boston)—plan to serve communities blanketing that portion of the state from Haverhill in the north to Fairhaven in the south.

National Cablevision Inc. has applications pending in more than 100 eastern Massachusetts communities, while Cablevision Corp. of America has applications pending in 53. Both firms are seeking 25-year exclusive franchises.

National Cablevision's uniform rates for installation and monthly service would run \$15.00 and \$4.95, respectively, with 3% of the firm's annual gross revenue going to the communities. Cablevision Corp. of America's uniform rates would include a \$14.95 installation fee and a \$4.95 monthly service charge. In lieu of receiving a percentage of the firm's annual gross revenues, communities would receive a negotiated license fee.

Some of the cities in which applications have been filed are Newton and Watertown, both bordering Boston; Weymouth, four miles south of Quincy; Methuen, in upper Essex county and Swampscott, located near the southeastern border of Lynn.

National Cablevision already holds franchises in Hoboken, N. J. (operating under the name of Cable Vision of New Jersey), and Salisbury, Mass. The firm expects to be granted 12 franchises within 30 days. Cablevision Corp. of America holds franchises in the Massachusetts communities of Somerville (under the name of Somerville Cablevision Inc.) and Malden (under the name of Malden Cablevision Inc.). The firm also holds a franchise for Nashua, N. H., under the name of Merrimack Valley CATV Inc.

Principals of National Cablevision Inc. are Edmund M. Abramson, New York real-estate figure, president; J. John Fox, Norfolk county, Mass., probate court judge, chairman, and Joseph M. Linsey, Boston industrialist, treasurer. Other principals are Dennis J. Roberts, former

governor of Rhode Island and Joel A. Kozol, Boston attorney.

Principals of Cablevision Corp. of America, who purchased North Shore Cablevision Aug. 30 are Herbert S. Hoffman, radio station owner, president; Peter W. Doelger, Boston real-estate developer, vice president, and Samuel Baker, former owner of North Shore Cablevision Inc., also vice president. North Shore Cablevision had applications pending in 14 communities throughout Essex county.

New bid disrupts sale of WPEN

An offer of \$6 million for WPEN-AM-FM Philadelphia, accompanied by a \$100,000 check as a binder, has stymied litigation in the sale of the stations to a group of Philadelphia businessmen.

The stations had been sold for \$5 million by Old Colony Trust Co. of Boston as trustee for the creditors of Penrose Industries Corp. (formerly Sun Ray Drug Co.) (BROADCASTING, May 29).

The present owners claim the stations are worth more than the \$5 million offered by the Philadelphia group, which is headed by Martin Field, real estate owner in Philadelphia and Florida, and have sued in federal court in Philadelphia to prevent the sale of the stations at that price. The case was scheduled to be argued two weeks ago.

When the new \$6 million bid was proffered in court, a federal judge ruled that the prospective new buyers had no standing in the case. This ruling has been appealed to the federal appeals court and is expected to be argued this week.

The new group includes David Milgrim, theater chain owner; Jack Walgin, financier; Martin Orleans, builder, and Sylvan Cohen, lawyer.

TSI seminar adds six

Five broadcasting executives and a TV critic have been named to serve as panel moderators of TV Stations Inc.'s management-programming seminar in New York, Sept. 28-29 (BROADCASTING, Aug. 28). Moderators will be Fred S. Houwink, vice president, WMAL-TV Washington, in session dealing with government; Edward P. Shurick, president, H-R Television Inc., on relationship with advertisers; Dwight Martin, executive vice president, WDSU-TV New Orleans, on future of industry; Carl E. Lee, executive vice president, Fetzer Stations, on "station image"; Casey Cohlmlia, promotion director, WFAA-TV Dallas-Ft. Worth, on promotion, and Laurence Laurent, *Washington Post* TV critic, on TV programming.

THIS FILM FLUNKED



It didn't get a good grade at WTTW. You see, when we transfer videotape to film we give each transfer a grade on 40 different qualities; the tape when it comes in, the film before it goes out.

If the quality of the film transfer doesn't match up to the quality of the tape, it flunks, and will never see the light of your projector.

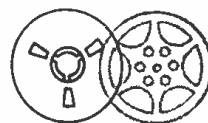
Many places transfer black-and-white videotape to film. Very few of them pay this much attention to quality. That's why WTTW has customers in cities that have their own local videotape-to-film transfer houses. A film that is sent out at another

transfer house may very well flunk at our quality control department. It's a fact we're proud of!

Color? Not many places do color videotape-to-film transfers. We're the *only* place in the Midwest that does. Naturally, we pay as much attention to quality in color as we do black-and-white. We're the *only* place in the country that offers direct positive color work—the most economical.

Speaking of economical, WTTW quality costs no more. We'll be glad to send you our rate card and black-and-white or color samples.

Write or call:



WTTW

RECORDING SERVICES
5400 N. ST. LOUIS AVENUE
CHICAGO, ILLINOIS 60625
PHONE: 312/583-5000 (Ext. 61)

WTTW
Recording Services

COLOR, BLACK-AND-WHITE
Videotape-to-Film Transfers

O&M's income jumps 14% for half year

Ogilvy & Mather International Inc., New York, reports net income and gross U.S. billings both up 14% in the first half of 1967, compared with that period a year ago.

Board Chairman David Ogilvy said new accounts had come into all offices during the six-month period. In the U.S., three clients joined the O&M roster in 1967; five new clients were added in London, and O&M's new office in Melbourne, Australia, which opened June 5, acquired four clients.

Stockholders received a regular dividend of 12½ cents per share, payable Aug. 31 to stockholders of record Aug. 10.

For the six months ended June 30:

	1967	1966
Earned per share	\$0.75	\$0.66
Gross billings	87,556,341	83,427,499
Fee and commission income	13,931,102	12,744,194
Other income	14,064,712	12,839,065
Income before taxes	1,714,987	1,500,148
Net income	822,360	721,224

Corinthian makes first public earnings report

Corinthian Broadcasting Corp., New York group broadcaster, has reported highest quarter sales and earnings for the corporation's first quarter ended July 31.

In the first report made since public sale July 11 of 22% of the company's stock by John Hay Whitney, Corinthian

last week noted that per-share earnings, because of the greater number of shares outstanding, remained at the same level as the 1966 period.

C. Wrede Petersmeyer, Corinthian chairman and president, said local sales were up 16% for the fiscal quarter while national sales and network revenues were down 4% and 8% respectively. He also said that as a result of Mr. Whitney's public offering, the company now has 3,700 stockholders of record and substantially more beneficial owners. Distribution of ownership, he indicated, appears to meet the requirements for listing on the New York Stock Exchange, and an application for such listing has been filed.

For three months ended July 31:

	1967	1966
Earned per share	\$0.26	\$0.26
Operating revenues	4,426,433	4,422,124
Net income	864,208	836,405
Average shares outstanding	3,384,259	3,172,564

Collins sets new records, calls in debentures early

Collins Radio Corp., Dallas equipment manufacturer, reported record fiscal 1967 sales and earnings, called for redemption of its 4.75% convertible subordinated debentures due 1980, and predicted fiscal 1968 results to be "near or moderately above" the latest figures.

According to Arthur A. Collins, president and chairman, the company's backlog of orders at the end of the fiscal year totaled \$385 million, up from \$356 million in July 1966, but less than the high of \$430 million in May 1967. The latest backlog figure includes \$134

million in unfilled orders from commercial and foreign customers and \$251 million from the government.

Directors also declared the usual quarterly dividend of 20 cents per share, payable Oct. 16 to stockholders of record Oct. 2. Also, John M. Whalen, vice president and general manager of Collins's Dallas region, was elected a director.

For the fiscal year ended July 28:

	1967	1966
Earned per share	\$4.42	\$3.36
Sales	438,962,000	388,177,000
Working capital	99,171,000	73,729,000
Net income	12,063,000	7,677,000
Shares outstanding	2,739,000	2,286,000

BMC debentures would repay Chris-Craft loan

Baldwin-Montrose Chemical Co. Inc., New York, (chemicals and plastics) which is acquiring 35% of Chris Craft Industries Inc., has filed a registration statement with the Securities and Exchange Commission in Washington to offer \$11.2 million worth of convertible subordinated debentures due 1987.

Of the net proceeds, \$5 million will be used to repay a loan by the Philadelphia National Bank in connection with Baldwin-Montrose's purchase of common stock in Chris-Craft and the balance to consummate the purchase of 150,000 shares of Chris-Craft common. This purchase requires FCC approval of the transfer of control of Chris-Craft's three TV stations—KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

The debentures are to be offered to

SEC's August report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for August (all common stock unless otherwise indicated):

ABC Inc.—Leonard H. Goldenson sold 5,500 shares, leaving 80,061, plus 114 shares beneficially held as custodian.

Capital Cities Broadcasting Corp. — Kenneth M. Johnson bought 3,000 shares, giving total of 5,600, plus 44 beneficially held with children. Robert K. King exercised option on 2,000 shares, giving total of 7,300.

CBS Inc.—E. K. Meade Jr. sold 750 shares, leaving 6,320.

Desilu Productions Inc.—Gary Morton bought 500 shares, giving total of 2,443.

Lin Broadcasting Corp. — Kirkman Sutherland sold 450 shares, leaving none.

Thomas I. Unterberg, holding 6,333 shares personally, bought 4,769 shares and sold 4,635 shares beneficially held in partnership giving total of 341, plus 100 beneficially held with daughter. Frank A. Woods, holding 300 shares personally, sold 200 shares beneficially held with wife, leaving 200.

A. C. Nielsen Co.—Edgar P. H. James sold 500 shares of class-A common stock, leaving 100. Arthur C. Nielsen Jr., personally holding 12,287 shares, sold 15,500 class-A shares beneficially held in trusts, leaving 76,937, plus 2,000 beneficially held with wife and children. H. E. Nickelson Jr. sold 500 class-A shares, leaving 5,000, plus 1,400 beneficially held as custodian, 1,800 beneficially held with wife and 28 beneficially held with child. J. D. Pope sold 2,000 class-A shares, leaving 2,200, plus 320 beneficially held with wife, and sold 500 class-B common shares, leaving 1,600, plus 160 beneficially held with wife.

Official Films Inc.—Louis C. Lerner, holding 595,200 shares personally, and 885,000 on beneficially held Victoria Instruments Co. account, 25,000 on beneficially held Lerner & Co. investment account, and 2,000 beneficially held with wife, bought 4,500 shares and sold 15,600

shares on beneficially held Lerner & Co. trading account, leaving 15,531.

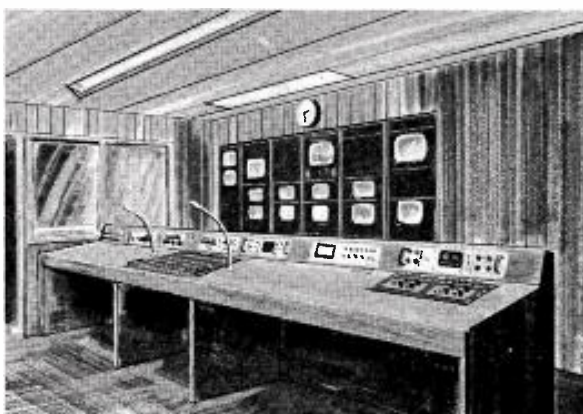
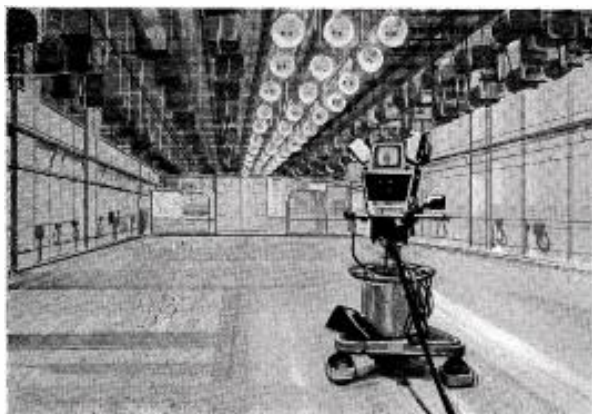
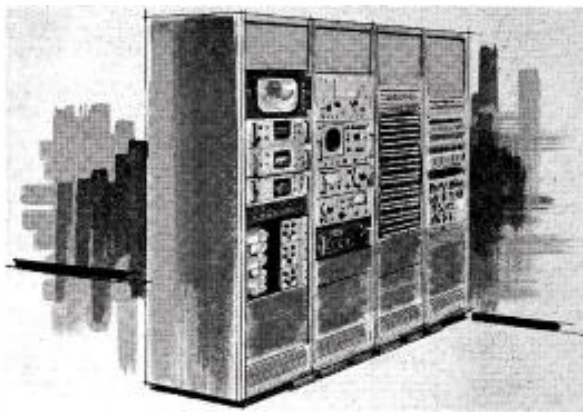
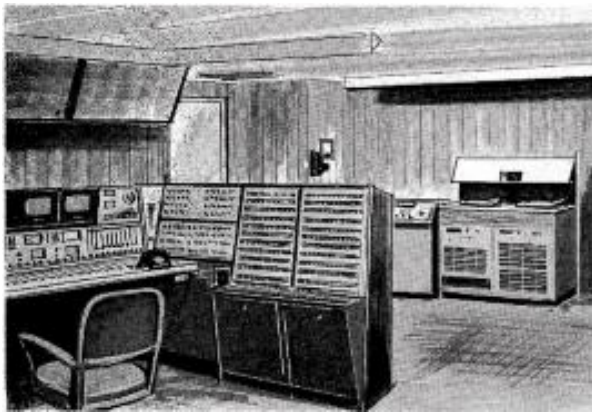
RCA — Charles R. Denny sold 2,000 shares, leaving 12,295. Leon C. Greenebaum through exercise of rights bought \$7,500 in \$100 convertible subordinated debentures beneficially held as co-trustee, giving total of \$7,500; and through exercise of rights bought \$91,000 in \$100 convertible subordinated debentures beneficially held as corporation, giving total of \$91,000.

Reeves Broadcasting — Richard Weininger sold 10,500 shares, leaving 61,500.

Screen Gems Inc.—Columbia Pictures Corp. sold 6,250 shares, leaving 3,509,375 (sold upon exercise of option). Jackie Cooper exercised option on 2,812 shares, giving total of 2,812, plus 144 beneficially held in retirement fund.

Storer Broadcasting Co. — Merrill B. Johns Jr. sold 1,000 shares, leaving 3,000. Terry H. Lee sold 2,000 shares, leaving 12,300, plus 100 shares beneficially held with wife. William E. Rine sold 1,000 shares, leaving 21,300.

Walt Disney Productions — Oliver B. Johnston sold 100 shares, leaving 1,267. Richard T. Morrow sold 400 shares, leaving 594.



Now, from a single source, a full range of TV studio engineering services.

Studio engineers seeking the best in TV broadcasting technology rely on Federal Electric Corporation's full range of studio services, backed by the experience, skill and resources of ITT, world leader in communications research and engineering.

Federal Electric offers studio design, installation, and backup maintenance, custom-tailored to improve your studio's effi-

ciency and flexibility. Result: your station equipment is current, competitive and profit-making.

We design systems, select, install, tuneup and checkout equipment, and deliver as-installed records and technical manuals. Whether you are building a station from the ground up . . . adding remote pickup . . . converting from monochrome to color . . . or

merely adding updated or expanded recording facilities, you'll find that service from Federal Electric brings you top professional people, fully matured in TV studio engineering.

ITT's Service Associate,
Federal Electric Corporation,
621 Industrial Avenue,
Paramus, N. J. 07652.
(201) 967-2554

ITT

common stockholders at 100% of principal amount and at the rate of \$500 of debentures for each 50 shares held. Interest rate and underwriting terms are to be supplied by amendment. Loeb, Rhoades & Co., New York, is the principal underwriter.

Following FCC approval and completion of the transaction, Baldwin-Montrose will own 587,000 shares (35%) of Chris-Craft. Herbert J. Siegel is chairman, and James J. Rochlis is president of Baldwin-Montrose.

Earnings up 25% at 20th Century-Fox

Despite lower revenues, 20th Century-Fox Film Corp., New York, reported 25% higher earnings for the first six months of 1967 and higher earnings for its second quarter ended July 1 compared with the same periods last year.

Net income for the second quarter totaled \$3,861,000 or \$1.29 a share, up from \$3,062,000 or \$1.05 a share the year earlier. Sales amounted to \$46,492,000, down slightly from \$47,093,000 recorded in the second quarter of 1966.

The board declared a quarterly dividend of 40 cents a share, payable Sept. 30 to stockholders of record Sept. 15.

Darryl Zanuck, president of Fox, said that film series produced specifically for television resulted in a substantial profit during the first six months of 1967, in comparison to a loss on such operations during the comparable period in 1966.

For the first six months ended June 30:

	1967	1966
Earned per share	\$2.57	\$2.09
Revenue	95,037,000	100,992,000
Net income	7,632,000	6,110,000

Reeves's revenues rise 11% for six-months

Reeves Broadcasting and Development Corp.'s interim report on the first six months of this year showed an increase of \$528,300 (11%) in revenues over the same period of last year. A one-cent decline in earnings-per-share, the company said, was due to a larger than average number of shares outstanding.

For the six months ended June 30:

	1967	1966
Earned per share	\$0.22	\$0.23
Gross revenues	5,106,600	4,578,300
Net income	712,400	678,500

Bank sells Columbia stock

Five prominent industrialists and two mutual funds have bought 36% interest in Columbia Pictures owned by Banque de Paris et des Pays-Bas, it was reported by A. Schneider, Columbia president. He did not disclose names of purchasers but indicated they were friendly to Columbia management. The stock was sold under an option granted to Columbia by the bank on Aug. 2. The price was not disclosed but was understood to be about \$35.1 million, yielding a profit of about \$8.5 million for the French bank, which acquired the Columbia stock last fall.

Electronics firm to offer stock

International Electronics Corp., Milville, N.Y., filed a registration with the Securities and Exchange Commission last week for 250,000 shares of class-A common stock, 105,400 shares of which are to be offered for sale to the public. The offering price will be \$8 a share maximum. Present outstanding shares

number 995,600 class-A common, of which management officials own 53.6%.

The company is engaged in marketing electronic components, primarily receiving tubes (other than picture tubes) used for color and black-and-white television receivers, AM and FM radios and stereophonic and other high-fidelity equipment.

Financial reports . . .

■ Packard-Bell Electronics Corp., Los Angeles-based manufacturer of color-TV sets and closed-circuit TV cameras, and Telex Corp., an electronics producer, last week reached an agreement in principle for a merger. Under the plan, Telex shareholders would receive one share of Packard-Bell common for each share they hold. The transaction is subject to final management review and approval of the directors and shareholders of each company.

■ The board of directors of RCA declared a quarterly dividend of 20 cents per share on common stock, payable Oct. 23 to holders of record at the close of business Sept. 18. Directors also declared quarterly dividends of \$1 per share on the \$4 cumulative convertible series first preferred stock, and 87½ cents per share on the \$3.50 cumulative first preferred stock, both for the period from Oct. 1 to Dec. 31, payable Jan. 2, 1968 to shareholders of record at the close of business Dec. 15.

■ Walt Disney Productions, Burbank, Calif., declared a two-for-one stock split last week. Board of directors of the production company, at a special meeting, also set in motion necessary authorization for an increase in common shares from 3 million to 7.5 million, with a change in par value from \$2.50 to \$1.25. The authorized number of directors was increased from eight to nine.

EQUIPMENT & ENGINEERING

NAB opposes study of spectrum

The National Association of Broadcasters has gone on record in opposition to a proposed bill that would grant the Department of Commerce authority to conduct frequency allocation studies. A draft bill being circulated for comment by the House Small Business Subcommittee on Regulatory Agencies would authorize the Commerce Department to study spectrum usage with appropriations of \$10 million for each

of the first two years (BROADCASTING, Oct. 24, 1966).

But the NAB, in a letter to Greg Potvin, subcommittee counsel, said that the bill in effect would remove control of allocations from the FCC and vest that authority in the Commerce Department. And some industry observers were of the opinion that the President's action to appoint a task force to study communications problems, including spectrum use, had the effect of pre-empting the Commerce Department study plan (BROADCASTING, Aug. 21).

Since the FCC's creation, the NAB

argued, the commission has functioned as a bipartisan agency, independent of the executive branch, and the proposed bill would breach that independence and restore to the executive branch the major FCC function of allocating frequencies. The bill would authorize Commerce to "set standards" for allocations and, the NAB warned, this would relieve the FCC of its effective power to allocate.

"Certainly a proposal for such a far-reaching and pervasive change in the pattern of regulation of communications should be considered only in the context of the entire Communications

The package carrier that never sleeps



Your packages go 24 hours a day, 365 days a year, by Greyhound Package Express

Greyhound Package Express is the wide-awake way to get your packages *where* you want them. Ship anytime 'round the clock, days, nights, weekends, and holidays, too! Your packages can go wherever Greyhound goes, and Greyhound goes just about everywhere in the U.S.A. When you ship by GPX,

your packages travel on fast, frequent "people" schedules, aboard regular Greyhound buses, serving more than 25,000 cities, towns and villages. Very often, packages shipped by GPX get where you want them in a matter of hours. Sometimes even faster than if you shipped them by air. Before you

make your next shipment, remember GPX. Ship C.O.D., Collect, Prepaid, or open a Charge Account. Extra savings on lot shipments also available. For information on service, rates and routes, call Greyhound or write: Greyhound Package Express, Dept. 8-I, 10 South Riverside Plaza, Chicago, Ill. 60606.

It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs.	\$1.75	\$2.05	\$2.30
LOS ANGELES— SAN DIEGO	33	2 hrs. 15 min.	1.50	1.70	1.95
CHICAGO— MILWAUKEE	28	1 hr. 50 min.	1.75	2.00	2.20
RICHMOND— NORFOLK	19	1 hr. 45 min.	1.85	2.10	2.40

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



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

Act of 1934 and the Satellite Act of 1962," said the NAB letter, signed by Vincent Wasilewski, NAB president.

Meanwhile, Representative John D. Dingell (D-Mich.), chairman of the small business subcommittee, has been searching for land-mobile frequency-space ammunition. In letters sent to police chiefs of cities marked by rioting this summer, Representative Dingell has asked for information on instances where a shortage of police frequencies hampered riot control.

The police chiefs were also asked if present frequency allotments are deemed sufficient to accommodate future needs.

Fincher to head RCA's new radio-equipment unit

To expand and improve its broadcast radio-equipment operation, RCA Broadcast and Communications Products Division, Camden N.J., has created a new merchandising unit and appointed Byron E. Fincher its manager. Mr. Fincher will oversee RCA's radio station equipment merchandising for all AM and FM studio and transmitter products and systems.

Prior to this assignment, Mr. Fincher was an RCA broadcast-equipment salesman, serving out of Memphis since 1954. Before joining RCA, he was general manager and secretary of WDXB Chattanooga.

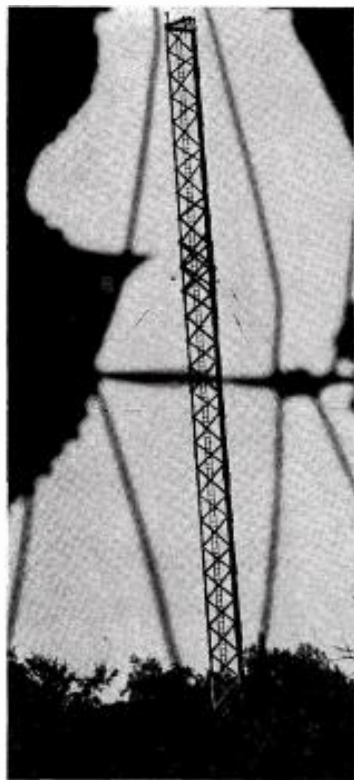
Stereo deadline extended

The FCC has extended the Sept. 1 effective date for installation of type-approved stereo modulation monitors in FM stereo stations to Nov. 1. The extension will apply only to those stations having placed a type-approved stereo modulation monitor on order on or before Sept. 1.

Commission action came at the request of three electronic equipment companies—Belair Electronics Laboratory, Collins Radio Co. and McMartin Industries Inc.—whose monitors were type-approved by the commission. Though the companies have sent monitors to stations ordering them, many stations did not receive monitors in time for installation by the original Sept. 1 deadline, the commission noted.

FM stereo OK'd in 397 markets

A total of 588 FM stations in 397 markets have been authorized by the FCC to broadcast in multiplex stereo in the last six years, according to a recent survey by RCA. The survey shows stereo broadcasting is now approved for nearly one-third of all commercial FM



Wood gives up the ghost

The 165-foot 31-year-old wooden radio tower, serving the University of North Dakota's KFJM Grand Forks, will come tumbling down to be replaced by a steel transmitting antenna tower.

The new tower, according to Myron M. Curry, director of KFJM, will not change the power of the station, but will increase the range slightly. It will be located on the northwest side of the campus.

KFJM says its history goes back to 1911 when it was one of three college stations in the U. S. It is a daytimer on 1370 kc with 1 kw.

stations. FM stereo broadcasting began June 1, 1961.

Litcom to build new center

Litton Industries' Litcom Division, Silver Spring, Md., this month plans to break ground in Melville, N. Y., for construction of a multi-million-dollar headquarters and manufacturing plant for radio, radio navigation, facsimile and communications systems. Litcom's new site (168,000 square feet) will consolidate activities now handled at its plants in New Rochelle, Pelham Manor and Pleasantville, all New York.

Breakthrough doubles use of recording tapes

A method of recording on both sides of audio or video tape has reportedly been developed by a Virginia college professor.

Dr. Siegfried S. Meyers, professor of physics at Madison College, Harrisonburg, Va., invented the new process while studying photomagnetic phenomena. He was assisted by Dr. Doris V. Stage, professor of chemistry, also at Madison College.

In present tape-recording technology, signals impressed on one side of a tape pass through so that the underside is unusable. Dr. Meyers' development places a ferrite barrier between the two sides, insulating one from the other during recordings. A patent is pending on the discovery, Madison College officials said.

Vikoa announces 'Minicaster'

Vikoa Inc., Hoboken, N. J., CATV equipment manufacturer, has announced development of the Minicaster, said to be a new and simplified channel originator. It comprises a 500-line, vidicon TV camera focused on a 16-position rotary card holder. Each position is viewed for 12 seconds, with three seconds needed to move; all 16 therefore are reviewed every four minutes.

The Minicaster uses ordinary 3 by 5-inch cards on which messages can be typed: It will also accommodate photos, drawings and maps. Price is \$1,100.

Sony gets du Pont tape rights

DuPont de Nemours & Co., Wilmington, Del., has reported a licensing agreement with Sony Corp. of Japan, giving Sony technical information and patent rights in Japan to its new chromium-dioxide magnetic-tape process. Sony reportedly will make video tapes, using the new process, for the Japanese market.

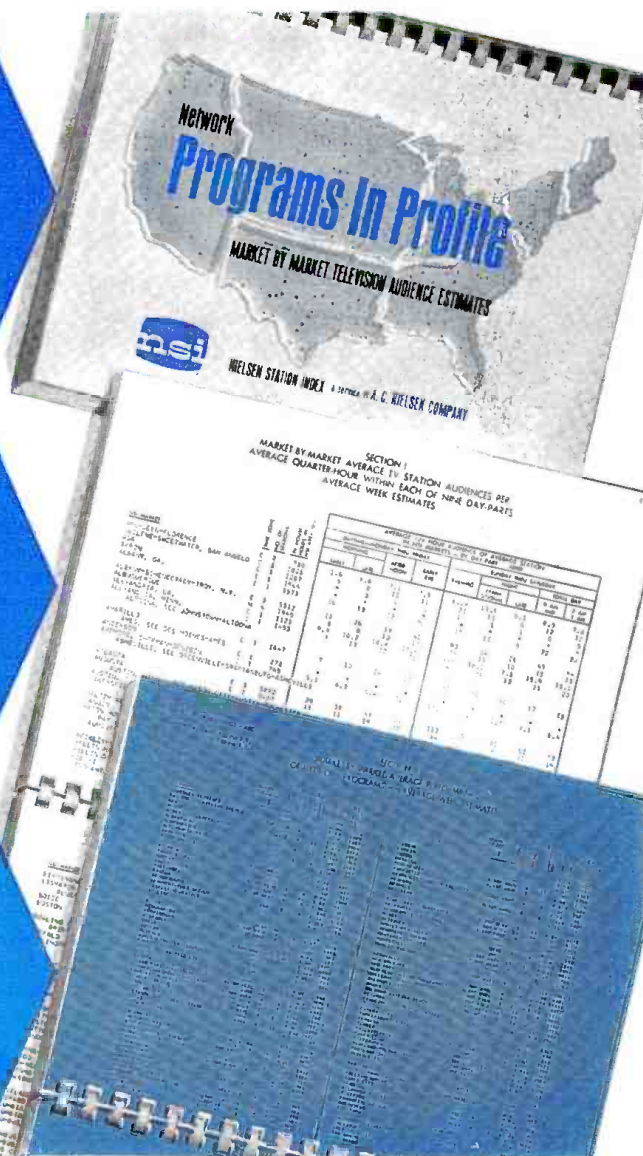
Rule change proposed

The FCC has issued a notice of proposed rulemaking that would amend the rules to require that the call sign and license of unattended studio transmitter links and intercity relay station transmitters be displayed on the supporting antenna structure, "visible to a person standing in an easily accessible spot." The purpose of the new rule, the commission said, would be to facilitate transmitter identification by FCC field engineers and would indicate where specific information on the transmitter may be obtained. Comments are due Oct. 18 with replies Oct. 30.

NSI's new Programs in Profile

gives you market-by-market
average TV station audience
estimates per average 1/4 hr.
within each of 9 day-parts

and market-by-market
information on network
program performance



to help you compare and
analyze TV programs
and markets.

Now you can quickly analyze estimated performance
of stations in:

- markets of comparable size
- markets of comparable facilities
- markets in the same time zone
- markets in the same Nielsen marketing territories
- market-by-market program clearances including
delayed telecasts

Issued twice a year covering NSI's Fall and
Winter Measurements of all TV markets.

For details, write, wire or phone
your NSI Sales/Service Representative.



Nielsen Station Index

NSI EXECUTIVE AND EASTERN
SALES/SERVICE OFFICE

NEW YORK (10019) • 1290 Avenue of the Americas • 956-2500

NSI SALES/SERVICE OFFICES

CHICAGO (60601) • 360 N. Michigan Ave. • 372-3810

HOLLYWOOD (90028) • 1680 N. Vine St. • Hollywood 6-4391

SAN FRANCISCO (94104) • 68 Post St. • YUkon 6-6437

a service of **A. C. NIELSEN COMPANY** 2101 Howard Street • Chicago 60645 • 465-4400

Pulse picks McLendon as 'man of the year'

Station owner and operator Gordon B. McLendon was named last week to receive the 1967 Man-of-the-Year award of The Pulse Inc. at a luncheon to be held in his honor at the Plaza hotel in New York on Oct. 18.

Dr. Sydney Roslow, Pulse's director, said Mr. McLendon was chosen in recognition of his "outstanding contributions" in the field of radio. Mr. McLendon is president of the McLendon Corp., which owns radio stations in Texas, California, Illinois and New York, but has sold its three Texas stations to LIN Broadcasting Corp. for \$15 million, subject to FCC approval (BROADCASTING, July 3).

Mr. McLendon has been active in radio broadcasting for more than 20 years and at one time operated the Liberty Broadcasting System, over which baseball and football games were carried to more than 450 stations.

Other winners of The Pulse's Man-



Mr. McLendon

of-the-Year awards have been William Bernbach, Leonard H. Goldenson, John Kluge, George B. Storer, Pierre Salinger, Donald H. McGannon, Arthur Godfrey, Bob Hope, Ed Sullivan, Robert Kintner and Dr. Allen B. Dumont.

Legion auxiliary gives radio-TV awards

The American Legion Auxiliary's 18th annual "Golden Mike" awards were announced at its 47th national convention in Boston.

The awards are offered for "distinguished programs in the field of broadcasting" and intended as a 1,000,000-family index to "what America likes best to see and hear on TV and radio." Four of the six 1967 awards were based on a nationwide poll of auxiliary members conducted through the magazine *The American Legion*; the remaining two were determined in state and subsequent national competition.

The six categories and winners in each are: "best family program," *A Family Affair* (CBS-TV); "best special production," *Bob Hope Christmas Special* (NBC-TV); "best musical," *Lawrence Welk* (ABC-TV); "junior jury award," *The Monkees* (NBC-TV); "America's best local radio program in the interest of youth," *Listen to Their*

Voices (WGY Schenectady, N. Y.), and "America's best local television program in the interest of youth," *The Indispensables* (KTAR-TV Phoenix).

Drumbeats ...

DJ's for week ■ Joby Baker and Ronnie Schell, who play disk jockeys on CBS-TV's *Good Morning, World*, had a chance to play the role for real earlier this month. The two actors substituted for vacationing Lohman & Barkley, the morning men on KFWB Los Angeles. Bill Persky and Sam Denoff, creators of *Good Morning, World* produced the week of four-hour daily disk jockey programs. They used to write and produce for DJ's at WNEW New York.

White elephants for Goodwill ■ Nine San Francisco radio personalities recently went on a "white elephant" buying spree, subsequently auctioning off their items at one of the city's Goodwill Industries stores. The only stipulation regulating purchases, which ranged from hubcaps to an antique telephone, was that there must be no monetary exchange; each buyer was required to negotiate using a BankAmericard only. Proceeds from the three-day auction were donated to Goodwill Industries by BankAmericard and the following participating stations: KNRB, KGO, KKHI, KSAY, KPEN(FM) and KFOG(FM).

INTERNATIONAL

Clients buy control of Toronto rep firm

The sale by CBS of a majority interest in Stephens & Tondrow, Toronto, radio station representative company, to a group of Canadian broadcasters

was announced last week by Clark B. George, president, CBS Radio Division. CBS which will retain a minority interest in the firm, would not divulge the amount of money involved in the sale.

The broadcasters acquiring the majority interest are associated with stations represented by Stephens & Tondrow. They are CJMS and CKGM, both

Montreal; CKEY Toronto; CJRS Sherbrooke, Que.; CKWW Windsor, Ont.; CKPM Ottawa; CKY Winnipeg, Man.; CKXL Calgary, Alberta; CHED Edmonton, Alberta; CHAB Moose Jaw, Sask. and CHQM and CKLG both Vancouver, B. C.

Ernest P. Tondrow, the current president and managing director, will not be associated with the new organization and has not announced his future plans. The new management will consist of Raymond Crepault, board chairman; Allan Slaight, president and managing director; Charles Fenton and Guy Royal, vice presidents and general managers, respectively, of the Toronto and Montreal offices.

New British TV stations to improve color's reach

Britain's Independent Television Authority, together with the BBC, is planning to build 26 main UHF transmitting stations and a probable 56 relay

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Paul E. Wagner, Alex Howard
5th/3rd Bank Building, phone (513) 381-7775

TUCSON—

Edwin G. Richter, Jr., 515 Arizona Land Title
Building, phone (602) 622-3336

stations in the 1969-71 period. This according to the authority, will bring ITV color programs to approximately 43.5-million people (79% of the population) by the end of 1971.

The ITA expects to have seven UHF stations ready for color by early 1970, or sooner possibly. Color launching by ITV when it comes will be simultaneous with BBC-1. BBC-2 initiated color television in Britain on July 1 (BROADCASTING, July 10).

In the future, all UHF programs (whether BBC-1, BBC-2 or ITV) will be transmitted from shared antenna towers. Saluting this cooperation between the competing networks, Howard Steele, ITA chief engineer, said that "Britain's color coverage . . . is being jointly planned by the engineers of the ITA, BBC and Post Office on a national basis."

Canadian radio set-growth outpaces people

The Radio Sales Bureau, a sales service association of Canada's independent radio broadcasters, has announced that radio receivers in that country have hit the 16-million-plus mark and that

by 1971 the count is expected to exceed the Canadian population.

According to RSB President W. Dennis Whitaker, the radio count has risen 150% since 1956, while the population has risen only 24%.

The most popular set in Canada today is the transistor which accounted for 45% of the 2,225,000 radios purchased last year.

Battery portables accounted for nearly 10 million or 62% of all sets in operation last year, outnumbering plug-in sets by about 6 million.

Australia TV to receive yacht-race films fast

Satellite coverage of the America's Cup competition, starting on Sept. 12, will be supplied to Australian TV stations by CBS Films Inc., it was announced last week. Within hours of the completion of each race, according to Willard Block, vice president, international sales, CBS Films, TV viewers in Australia will be able to see the film coverage, which will be edited to a half-hour version.

CBS News will produce the films of

the yachting races off Newport, R. I., which will pit the United States defender, Intrepid, and the Australian challenger, Dame Pattie, in a four-out-of-seven competition. The coverage was made possible, it was said, as a service to the Australian public through the cooperation of CBS Films, the National Aeronautics and Space Administration (NASA) and the Australian broadcasting industry.

Abroad in brief . . .

Slimming pickings ■ Benton & Bowles, New York, reported that its London office has been assigned the \$300,000 Finsons Pharmaceuticals Ltd. account, which includes a line of diet food. Assignment becomes effective Jan 1, 1968.

Go-between ■ Florida Citrus Commission, Lakeland, Fla., will use NCK/EUROPE, marketing services company serving Norman, Craig & Kummel's nine European agencies, to act as liaison between the commission, the U. S. Department of Agriculture's Foreign Agricultural Service, and European Cooperators (distributors). NCK/EUROPE will provide supervisory and consulting services for the commission's marketing program in nine European countries.

MOST SUCCESSFUL "TIME SALES" PROMOTION EVER OFFERED

Offer your clients a Las Vegas Safari and see how easy it is to:

**MOVE "HARD TO SELL" TIME
BOOST GROSS SALES
SECURE CLIENT LOYALTY**



EVERYONE WINS!

- * Clients get free trips to Las Vegas, plus advertising.
- * ROS, B and C spots . . . weekends . . . slow periods . . . are easier to sell.
- * Extra sales for your salesmen at regular commission.
- * Station gets Riviera due-bill for own use or sales incentive.

This is a proven promotion. Used year-after-year to boost sales . . . increase revenue in slow periods. Get the facts. Absolutely no obligation.

...and we have the testimonials to prove it!

"... fantastic . . . everyone had a terrific time . . . only too happy to recommend . . ."

Wayne L. Turner, Sales Manager, CJIC Television, Sault St. Marie, Ont.

"... cemented excellent relationships with important local advertisers . . . everyone enthusiastic . . ."

Jack Townsend, Promotion Director, KELO-LAND Stations, Sioux Falls, S.D.

"... tremendous image builder and financial success . . . most successful promotion ever tried . . . most signed up for next trip . . ."

Orville Kope, General Manager, CHAT TV, Medicine Hat, Alberta



Write, or phone collect:
RICK WILLIAMS, GROUP SALES
Riviera Hotel,
Las Vegas, Nevada 89109,
Phone (702) 735-5111

BROADCAST ADVERTISING

Barrett Alley, media director at Kenyon & Eckhardt, Chicago, elected VP.

Brantz Bryan, Eben Keyes, Arie Kopelman and **Simon Kornblit**, account supervisors with Doyle Dane Bernbach, New York, named VP's.



Mr. Fouts

John M. Fouts, VP and Midwest manager for Henry I. Christal Co., Detroit, named executive VP in rep's New York office. **Kirk Munroe**, with Christal, Los Angeles, named VP-West. **Pierre R. Megroz**, sales manager

of Christal's New York office, becomes VP.

George E. Wilson, account supervisor at Kenyon & Eckhardt, New York, joins Clyne Maxon Inc. there as VP and account supervisor. **Walter E. Roth**, Ted Bates & Co. media department, New York, joins Clyne Maxon there as broadcast coordinator. **George F. Johnson**, Grey Advertising, New York, named radio-TV business manager for Clyne Maxon, that city.

Donald T. Beaumont Jr. elected treasurer and **Robert D. Beaumont** elected VP and secretary of Beaumont, Heller & Sperling, Reading, Pa.

Stephen Potter, senior creative group supervisor, Compton Advertising, New York, elected VP.

Rosalie Fossceco, media director of Holzer/Taylor/McTighe/Dawson, Los Angeles, elected VP.



Mr. Pontius

Guy V. Pontius Jr., VP and account supervisor with BBDO, New York, joins BBDO, Minneapolis, in similar capacity.

Gary Guinn, with Van der Boom McCarron Inc., Glendale, Calif., joins the Koblitiz Co., Los Angeles, as art director.

Malcolm L. Jennings, art director of Hamilton Cosco Inc., Columbus, Ind., appointed art director of Ruben Advertising Agency, Indianapolis.

Ed Martin, director of photography for John Urie & Associates, Hollywood, named director and lighting consultant for EUE Screen Gems, Hollywood.

Al Racco, account executive with KGO San Francisco, named sales manager.

Sean X. Ward, local sales manager of WTOP-TV Washington, resigns to open advertising and PR firm, Ward-Dabrow-

ski Advertising and Public Relations, at 1725 K Street, N. W., that city.

Dennis Griffin, with KBER San Antonio, Tex., named sales manager.

Virge Clemons, station manager at KFMB San Diego, joins KCRA Sacramento, Calif., as sales manager.



Mr. Andre

Keith L. Andre, Midwest manager broadcast sales for American Research Bureau, Chicago, appointed director sales-Midwest region for Radio Advertising Bureau, that city.

Gordon Faulkner, with Venard, Torbet & McConnell, New York, appointed national sales manager of Reeves Broadcasting Corp., that city.

Robert L. Spiller, with WCRY Macon, Ga., appointed commercial manager.



Mr. Lee

Donald K. Lee, account executive at KWGN-TV Denver, appointed sales manager.

M. Joel Suffield, with WMAL-TV Washington, appointed account executive.

Robert Roy Yost, formerly producer and account executive with WTOP Washington, appointed account executive at WGMS-AM-FM Bethesda, Md.-Washington.

Ray Bates, salesman for WLWI(TV) Indianapolis, named to newly created position of local sales manager.

John E. Lauer, sales manager of CBS Radio Spot Sales office in Philadelphia, named to similar post in Chicago office, succeeding **James K. Francis**, resigned. Successor in Philadelphia not yet designated.

MEDIA

Mrs. Edward H. Butler, president of Buffalo (N. Y). *Evening News* and VP of subsidiary WBEN Inc. (WBEN-AM-FM-TV Buffalo), named president of WBEN Inc., replacing **Alfred H. Kirchhofer**, who retires after 37 years with stations.

Lincoln W. N. Pratt, general manager of WSAR Fall River, Mass., appointed station manager of WPTB-FM Providence, R. I.

Wendell Borrink, supervisor of production and talent for WMBI-AM-FM Chicago, appointed station manager of WYCA(FM) Hammond, Ind.

John F. DeBardleben, chief of emergency communications resources branch, emergency communications di-

vision of FCC executive director's office, retires after 27 years with commission.

Jeff Nagle, program manager of KMJ-AM-FM Fresno, Calif., named manager.

Hal Chambers, with KFRB Fairbanks, Alaska, named station manager of KIBH Seward, Alaska.



Mr. Morris

Cecil B. Morris, controller, European division, Singer Co., appointed to newly created position, VP-business affairs, Westinghouse Broadcasting Co., New York.

Peter R. Dreyer, sales manager of WNOX Knoxville, Tenn., named assistant general manager.

Gene Alfred, director of public relations and advertising for Harvey Aluminum, Torrance, Calif., named president of North County Broadcasting Co., which has permit for AM station in Vista, Calif.

Bob J. Robison, operations officer of Atlantic fleet for U. S. Navy, appointed deputy director of special Washington relations for International Telephone & Telegraph Corp.

Wallace W. Warren, with Howard S. Frazier Inc., Washington, joins Markey, Taylor and Associates, Washington CATV consulting firm, as assistant to **Archer S. Taylor**, VP for engineering.

PROGRAMMING



Mr. Grood

Charles R. Grood, formerly VP of Music Creations Inc., Dallas, and regional sales manager of Richard H. Ullman Co., Hollywood, named VP and national sales manager of Spot Productions at firm's new executive offices in Dallas.

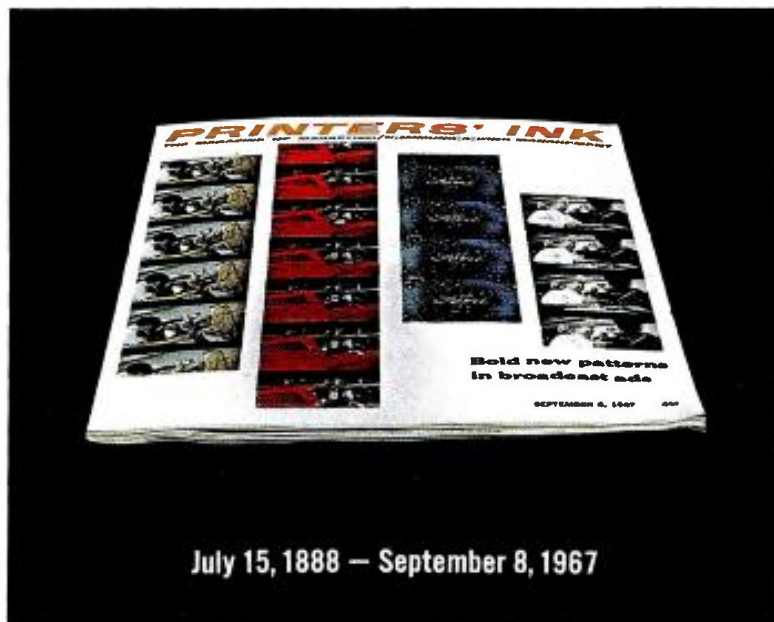
Alexander Singer, director, signed to direct episodes of *Run For Your Life* and *The Outsider* for Public Arts Inc. and Universal City Studios, Universal City, Calif.

James McNeill Clark, operations director of WNOX Knoxville, Tenn., appointed program director.

Jeff Hogwood, with KRFM(FM) Phoenix, named program director.

Bert Saperstein, TV commercial producer, Dancer-Fitzgerald-Sample, New York, named executive production representative, Jefferson Productions' New York office. Jefferson, with

Sorry about that.



We mean it. We really are. And if you've been in marketing or advertising very long, you're probably a little sorry, too.

But sorry or not, this is it: the last issue of *Printers' Ink* we'll ever publish. Because starting next month we're publishing an even better magazine to take its place—*Marketing/Communications*.

The product of more than two years of continuous research, testing, planning and experiment, *Marketing/Communications* is a new kind of book conceived and edited for today's new breed of marketing and advertising men.

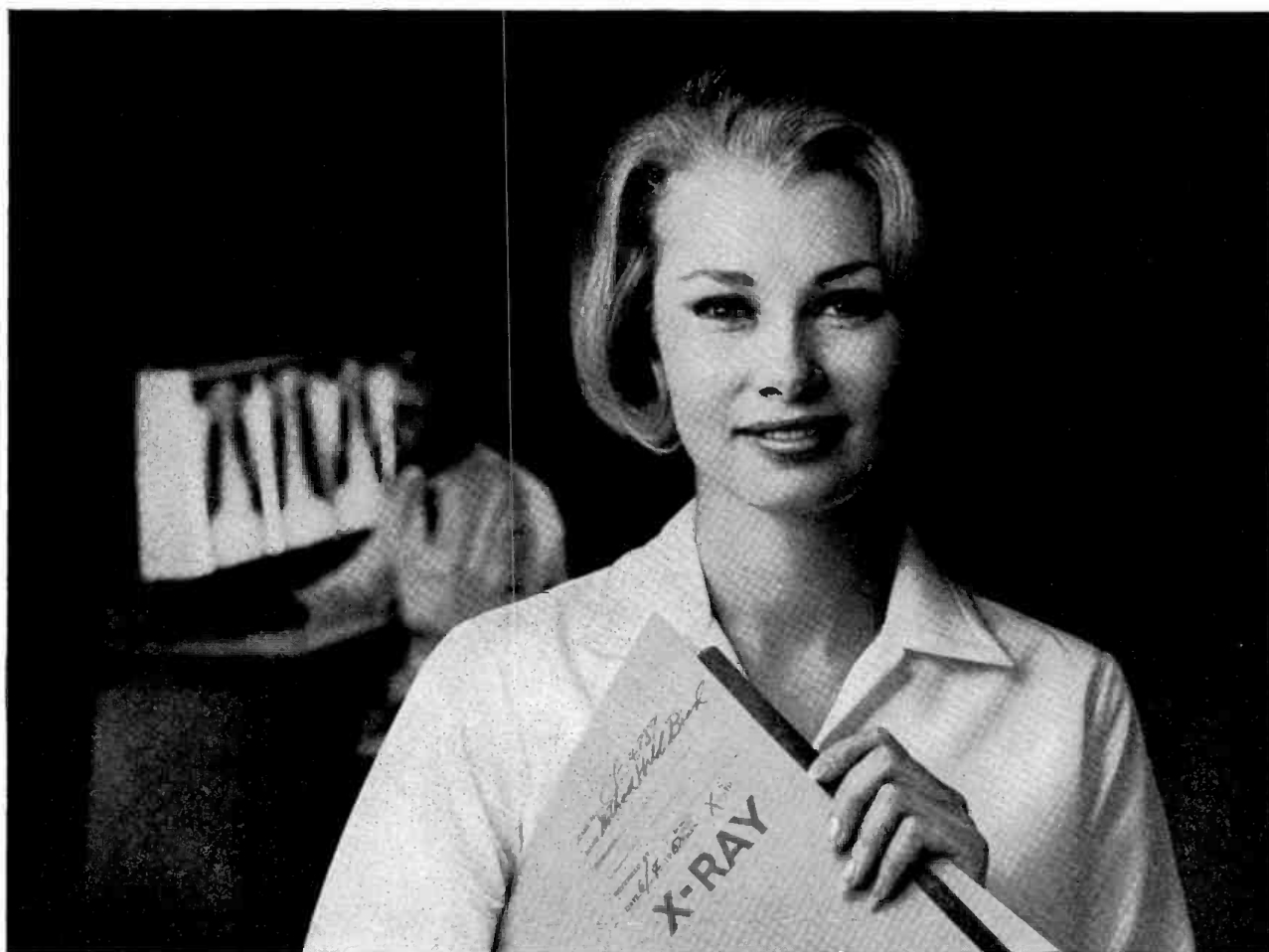
Controversial and colorful, opinionated and people-oriented, iconoclastic and upbeat, *Marketing/Communications* will report, interpret and comment every month on every important happening in every form of communi-

cations used in the marketing and advertising of goods and services today.

And right from the start, it will reach more of the people your ads should reach than any other publication in its field can claim: 84,000 decision-makers in every area of marketing communications, everywhere in the world.

Sound like your kind of book? Then let us give you a preview. Just call your Decker Communications representative, today, at 501 Madison Avenue, New York, New York (212) 421-0800. He'll tell you how you can reach these leaders and readers every month at a lower cost-per-thousand than any other marketing and advertising magazine now offers you. And you can't be sorry about that, can you?

Marketing/Communications



Just What Your Doctor Ordered

Last year more than 90 million people in the United States alone were examined or treated with x-ray. The persons most frequently seen by patients during routine x-ray procedures are radiologic technologists. Their skills play a vital role in helping your doctor and his consulting radiologist (a physician specializing in x-ray) achieve the correct diagnosis. In assisting the radiologist, the technologist performs a wide variety of functions—positioning patients, operating complex equipment, making x-ray exposures and processing film. X-ray technologists are important members of the staff in hospitals, clinics and private offices. ■ How does a radiologic technologist achieve professional status? Acceptance by the American Registry of Radiologic Technologists requires high school graduation plus the successful completion of a two year program of

study and application of x-ray under the direct supervision of a radiologist. Technologists are trained in anatomy, medical and surgical diseases, radiographic exposure and chemistry. They also receive instruction in the basics of electricity, radiological mathematics and psychology. Radiologists depend heavily on their technical assistants to provide properly exposed and developed x-ray films. ■ The rewards of radiologic technology are many. Foremost is the personal satisfaction and pride of working with respected medical practitioners, sharing in the victory over disease and pain. ■ General Electric is proud to be associated with x-ray technologists, providing the finest, most advanced equipment and supplies. For additional information on careers in radiologic technology, write to General Electric X-Ray, Milwaukee, Wisconsin 53201.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

Hoving leaves PBL board

Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, last week resigned his membership on the Editorial Policy Board of the Ford Foundation-endowed Public Broadcast Laboratory.

In his letter of resignation to Dean Edward W. Barrett of the Columbia Graduate School of Journalism, the board's chairman, Mr. Hoving praised its dual function of "insulating and inspiring" the PBL, but explained that "being head of a whole, committee, it would be unwise for me to associate myself with one group actively seeking one solution. I must take the broad position about Public Television."

headquarters in Charlotte, N. C., has opened New York office at 14 East 39th Street.

William H. Traphagen Jr. named program manager of WOAI San Antonio, Tex., succeeding **Gene Crockett**, who resigned.

Everett T. Felder, assistant director of operations for WNJU-TV Linden-Newark, N. J., named director of operations.

Allan M. Peck, music director at KLIK Jefferson City, Mo., appointed production supervisor at WCLU Covington, Ky.

Bob McCourt, production manager of WSOC-TV Charlotte, N. C., named head of station's new creative planning department.

Zev Putterman, producer of documentary series *A.M.* for KGO-TV San Francisco, signed as producer of nightly *Les Crane Show* on KTTV-TV Los Angeles.

Bernard Widin, production supervisor for *Star Trek* series, named supervisor of TV editorial department for Paramount Television.

Frank Leahy, former Notre Dame football coach, joins WBBM-TV Chicago as sports broadcaster.

Donald Swartz and **Robert Jones**, with Maryland Educational-Cultural Broadcasting Commission, Baltimore, named production manager and graphic arts manager, respectively.

E. Alvin Davis, with KLEO Wichita, Kan., named music director.

Juan Felipe de la Cruz, director of

CAMBRIDGE SCHOOL

RADIO AND TELEVISION BROADCASTING
Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management, Communications, Liberal Arts. Professional training on School Station WOSB and WOSB-TV. Activities. Placement. Dormitories Co-Ed. Catalog.

Write Mr. Roberts, Cambridge School
632 Beacon Street, Boston, Massachusetts 02116

Spanish programming for wsun-TV St. Petersburg, Fla., appointed operations manager for noncommercial WUSF(FM) and WUSF-TV Tampa, Fla. **David M. Guerra**, formerly with instructional television center, Archdiocese of New York, and Brooklyn (N. Y.) College Television Center, named production manager for WUSF and WUSF-TV.

NEWS

Greg Harris, NBC News correspondent in New York, reassigned to network's Saigon news bureau.

Lester Cooper, ABC news producer, New York, appointed executive producer, ABC News hours documentary unit, joining **John H. Secondari** and **Stephen Fleischman** on newly formed unit.

Harold M. Cessna, with KDKA-AM-FM Pittsburgh, named Capitol Hill correspondent for Westinghouse Broadcasting Co.'s Washington news bureau.

William Hampton, with WINZ Miami, appointed news director.

Don Gordon, with WMEX Boston, appointed news director of WLKW Providence, R. I.

Mike Rhea, AP, Baltimore, named AP broadcast news editor for Maryland. He replaces **Tom Briley**, appointed AP correspondent, Dover, Del.



Mr. Scott

Bill Scott, VP-public affairs, Straus Broadcasting Group, and former news director, Radio Press International, named VP-news, WMCA New York and Straus Group.

Floyd Kalber, on-air news personality at NBC-owned WMAQ-TV Chicago, signed to new five-year contract for both network and local news.

Clarence Renshaw II, formerly with WDBJ-TV Roanoke, Va., and WAVY-TV Portsmouth - Norfolk - Newport News, Va., joins news and public affairs department of WTAR-AM-FM-TV Norfolk, Va., as producer.

Bob Porter joins news staff of WSBT-AM-FM-TV South Bend, Ind., replacing newsman **Bob Speaks**, who joins WANE-TV Fort Wayne, Ind.

Tom Cuevas, with WTOK-TV Meridian, Miss., joins WLOX-TV Biloxi, Miss., as newsman.

FANFARE

Herb Marks, with WRAL-TV Raleigh, N. C., appointed promotion manager for WFGA-TV Jacksonville, Fla.

Joseph Fusco Jr., director of pro-

motion for 20th Century-Fox Television, New York, named to newly created post of director of advertising, publicity and promotion-TV.

Gordon A. Mikkelsen, director of program promotion and public relations for WCCO Minneapolis, named director of special projects and public relations. **Robinson B. Brown**, assistant director of program promotion for WCCO, becomes director of program promotion.

EQUIPMENT & ENGINEERING

Robert F. Halligan resigns as board chairman of Hallicrafters Co., Chicago, subsidiary of Northrop Corp. No future plans announced.

Richard L. Paullus, with Dynair Electronics Inc., San Diego, named VP, marketing.



Mr. Flaherty

Joseph A. Flaherty, director, technical facilities staff, CBS-TV, New York, appointed to new position of general manager, engineering and development.

Ira T. (Buddy) Lowe Jr., engineer with WSVA-AM-FM-TV Harrisonburg, Va., named chief engineer.

SPOTMASTER



PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

Richard B. Martenson, general sales manager for photolamp operation of **Sylvania Electric Products Inc.**, New York, named VP-marketing of photolamp operation.

Howard Souther named VP, marketing, of **Koss Electronics Inc.**, Milwaukee.

John B. Mandle, manager of product test laboratory for **Memorex Corp.**, Santa Clara, Calif., appointed director of quality control.

Wesley H. Terres, manager, broadcast transmitter manufacturing, for **RCA's** facility at **Meadow Lands, Pa.**, appointed plant manager.

Dr. William R. Eubank and **Dr. Paul R. Fram**, with magnetic products laboratory of **3M Co.**, St. Paul, named advanced research manager and organic materials research manager, respectively. **Willis D. Haller**, with magnetic products laboratory since 1954, named magnetic materials development manager.

Michael A. Carlisle, director of promotion for **United Video Systems** and manager of **United's** CATV systems at **Columbus, Neb.**, joins **Ameco Inc.** there as sales representative in **Nebraska, Kansas, Iowa, Missouri** and **Colorado**.

Garry L. Powell appointed sales engineer for **ELSCO Colorado Inc.**, Denver.

ALLIED FIELDS

Bill Ladd retires after 17 years on radio-television desk of **Louisville (Ky.) Courier-Journal**.

Rev. James A. Brown S.J., who has

just completed work for doctor of philosophy degree in communications from **University of Southern California**, **Los Angeles**, named chairman of radio-TV department at **University of Detroit**.

INTERNATIONAL

Grant McLean, assistant film commissioner for **National Film Board**, **Montreal**, resigns to enter private film industry in **Canada**.

Dr. Italo Tinari, plant manager of **Technicolor Italiana S.P.A.**, **Rome**, appointed general manager of wholly-owned **Technicolor Corp.** subsidiary.

Jacques Gauthier, producer for **French network of Canadian Broadcasting Corp.**, **Montreal**, named cabinet adviser on matters relating to radio and television in **Quebec**.

DEATHS



Mr. Barnett

Wells Barnett, 50, former executive with **wwok Charlotte, N. C.**, and before that for 18 years with **John Blair & Co.**, **New York**, died Sept. 6 in **New Haven, Conn.** He had been in ill health for past year. Mr. Barnett joined **Blair** in 1946 after working for **WLS Chicago**, became assistant to founder **John Blair**, organized **Blair Radio's** sales development department, and helped to set up **Blair's** TV division in 1948. Late in 1964 he resigned to join **wwok** as VP and general manager. Surviving are his wife, **Judy**, and daughter.

J. William Atherton, 76, chairman

of plans board and honorary chairman of **Emerson Foote Inc.**, **New York**, died of heart attack Sept. 2 at **New Rochelle (N. Y.)** hospital. He was founder and partner of **Atherton and Currier Agency** in 1924. He joined **Kastor, Hilton, Chesley and Clifford** in 1959 and helped reorganize that agency earlier this year into **Emerson Foote Inc.** Surviving are his wife, **Williamina**, daughter and two sons.

Francis H. Spencer, 60, retired official of **FCC's** space satellite division, died of cerebral hemorrhage Aug. 26 at **Trieste, Italy**, while on trip around world. He is survived by his wife, **Alice**.

James Dunn, 61, stage, screen and television actor, died Sept. 1 at **Santa Monica (Calif.)** hospital after long illness.

Julio DiBenedetto, 40, producer and director of network television programs, died of heart ailment Aug. 30 at his parents' home in **Youngstown, Ohio**. He was associated with such shows as **Candid Camera** and shows featuring **Gary Moore, Steve Allen** and **Dinah Shore**. Surviving are his wife, **Kim**, and son.

Leo Weith, 69, senior producer and announcer with **Austrian and German** service of **Voice of America** for 22 years, died of circulatory ailment Sept. 5 at **Doctors** hospital in **Washington**. He is survived by his wife, **Erica**, and daughter.

Bob Zenner, 36, sports director of **KLIN** and **KOLN-TV** both **Lincoln, Neb.**, died of leukemia Sept. 1. Previously he had been sports director of **KWWL** **Waterloo, Iowa**.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by **BROADCASTING**, Aug. 31 through Sept. 6, and based on filings, authorizations and other actions of the **FCC**.

	EDWIN TORNBURG & COMPANY, INC.
	Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors 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

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

APPLICATION

* **Pierre, S. D.**—**University of South Dakota**. Seeks VHF ch. 10 (192-198 mc); ERP 316 kw vis., 31.6 kw aur. Ant. height above average terrain 1,070 ft.; ant. height above ground 679 ft. P.O. address: c/o **Martin P. Busch, University of South Dakota**. Estimated construction cost \$375,409.91; first-year operating cost \$51,550; revenue none. Geographic coordinates 43° 57' 55" north lat.; 99° 36' 25" west long.

BROADCASTING, September 11, 1967

Type trans. GE TT-530-D. Type ant. GE TV-70-H. Legal counsel Marcus Cohn, Washington; consulting engineer James Prusha, ETW board in South Dakota. Requests waiver of Sec. 73.685(a) of rules. Principals: Martin P. Busch, secretary, James Prusha, director of engineering and board of directors, Joseph L. Floyd is president of Midcontinental Broadcasting Co., licensee of KEL-O-AM-FM-TV Sioux Falls, S.D.; KPOL, Los Angeles; WLOW-AM-FM Aiken, S.C.; and WKOW-AM-TV Madison, Wis. Mr. Busch is director of KUSD-AM-FM-TV Vermillion, S.D. University of South Dakota in Vermillion and South Dakota State University in Brookings, both South Dakota, hold CP's for KUSD-TV and KESD-TV. Ann. Sept. 1.

FINAL ACTIONS

Tallahassee, Fla.—Leon County Communication Corp.—FCC granted UHF ch. 40 (626-632 mc); ERP 759 kw vis., 75.9 kw aur. Ant. height above average terrain 1,060 ft.; ant. height above ground 1,102 ft. P. O. address: c/o Weyman H. D. Walker, 4432 Jim West, Bellaire, Tex. 77401. Estimated construction cost \$562,000; first-year operating cost \$165,500; revenue \$180,000. Geographic coordinates 30° 39' 35" north lat.; 84° 12' 19" west long. Type trans. Townsend & Associates TT 55 BT. Type ant. Jampro JZZ-4-0-B. Legal counsel Scharfeld, Bechhoefer & Baron; consulting engineer David L. Steel Sr., both Washington. Principals: Weyman H. D. Walker, president, (25%); James L. Britton III, chairman of board (28.125%) et al. Mr. Walker is president, director and 10% stockholder in Galveston Television Inc., applicant for new TV, ch. 16, Galveston, Tex. Mr. Britton is in insurance, real estate, drive-in groceries and is director of bank. Stockholders also have CP for ch. 24 at Meridian, Miss. and ch. 67 at Monterey, Calif. Commission waived mileage separation requirements of sec. 73.610 (d) of rules. Action Aug. 30.

Evansville, Ind.—KYND TV Inc. Broadcast Bureau granted UHF ch. 44 (650-656 mc); ERP 852 kw vis., 170 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 921 ft. P. O. address: 408 South East First Street, Evansville 47713. Estimated construction cost \$752,565; first-year operating cost \$475,000; revenue \$600,000. Geographic coordinates 37° 57' 12" north lat.; 87° 17' 24" west long. Type trans. RCA TTU-50B. Type ant. RCA TFU-30J. Legal counsel Samuel Miller, Washington; consulting engineer Robert Jones, La Grange, Ill. Principals: Rex Schepp, president (25%), B. F. Schepp and Miklos M. Sperling, both vice presidents, 20% and 40% respectively and Homer Cochran secretary-treasurer (15%). Mr. R. Schepp has interest in motel, real estate and science industries. Dr. B. Schepp is optometrist and has real estate interest. Mr. Cochran owns investment firm. Mr. Sperling owns machine tool concern, medical needle corporation, medical supply company and farm. Action Aug. 31.

Albany-Schenectady, N. Y.—Northeast TV Cablevision Corp. FCC granted UHF ch. 23 (524-530 mc); ERP 141.3 kw vis., 21.2 kw aur. Ant. height above average terrain 1135 ft., above ground 556 ft. P. O. address: c/o Lee Ehrlich, 39 Brunswick Road, Troy, N. Y. Estimated construction cost \$398,560; first year operating cost \$250,000; revenue \$400,000. Studio and tower location both Rensselaer county near Troy, N. Y. Geographic coordinates 42° 47' 18" north lat., 73° 36' 95" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Cohen and Berfield; consulting engineer A. D. Ring and Associates, both Washington. Principals: Lee Ehrlich, president (8.92%), George E. Galonian, vice president (2.97%), Edward W. Pattison, secretary (5.95%) et al. Northeast also owns 100% of Champlain Cablevision Inc. with CATV in Ticonderoga, N. Y. and construction of one in Whitehall, N. Y. Mr. Ehrlich has been employed in area radio and TV, Mr. Patrick is 4% stockholder of WICC and WJZZ-FM Bridgeport, Conn. Action Sept. 1.

OTHER ACTIONS

■ In special expedited hearing, FCC has ruled that there was no misconduct on part of any attorneys in CP application proceeding for TV ch. 21 at Homewood and Birmingham, Ala. (Docs. 15461, 16760, 16761). Action Aug. 30 by memorandum opinion and order. Commissioners Hyde (chairman), Lee, and Loevinger; Commissioners Bartley and Cox not participating; Commissioner Johnson concurring in result. ■ FCC has deleted an issue in its designation order on applications of SRC Inc. and San Angelo Independent School District No. 226-903 for new TV's to operate on ch. 6 in San Angelo. Revised order deletes issue 1(b) as to whether proposed use by

San Angelo School District represents the best available use of channel. Commission stated that deleted issue would be inappropriate since no restriction has been placed upon the use of VHF channel and school district does not propose to share use of channel with any other applicant. Action Sept. 5, by order. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger and Johnson.

■ Review board in Gainesville, Fla. television broadcast proceeding, Docs. 17609-10 granted petition filed Aug. 30 by University City Television Cable Inc., and extended to Sept. 18 time to file responsive pleadings to petition to enlarge issues filed Aug. 21 by Minshall Broadcasting Co. Board member Nelson abstaining. Board members Slone and Pincock absent. Action Sept. 1.

■ Review board in Augusta, Ga. television broadcast proceeding, Docs. 17611-2 granted petition filed Aug. 20 by Broadcast Bureau and extended to Sept. 13 time to file responsive pleadings to motions to enlarge issues filed Aug. 21 by Augusta Telecasters Inc. and Georgia-Carolina Industries Inc. Board members Slone and Pincock absent. Action Sept. 1.

■ Review board in Albany, N. Y. television broadcast proceeding, Docs. 16737-8 granted petition for leave to amend filed Aug. 10 by Northeast TV Cablevision Corp. and accepted amendment. Board members Slone and Pincock absent. Action Sept. 1.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 5 in San Angelo, Tex. (SRC Inc. and San Angelo Independent School District No. 226-903) TV ch. 6 proceeding continued Sept. 6 prehearing conference to date to be specified by subsequent order (Docs. 17541-2). and in Palm Springs, Calif. (Desert Empire Television Corp. and Oasis Broadcasting Corp.) TV ch. 36 proceeding continued without date prehearing conference scheduled for Sept. 5 (Docs. 17373-4).

RULEMAKING ACTIONS

■ Commission has assigned 18 UHF television channels to Hawaii, eight of which are reserved for educational use. Channels, selected from UHF assignment plan developed for entire state, are first UHF channels to be assigned to Hawaii. Assignments were made to four largest cities on four major islands of Hawaii and will provide statewide UHF coverage. Cities and channels selected are: Hilo, Hawaii—Chs. 14, 20, 26 and educational chs. *32 and *38; Honolulu, Oahu—Chs. 14, 20, 26, 32 and educational chs. *38 and *44; Lihue, Kauai—Ch. 15 and educational chs. *21 and *27, and Walluku, Maui—Chs. 15 and 21 and educational chs. *27 and *33. Number of assignments made in Hawaii (both commercial and educational) exceeds minimum goals used in designing UHF assignment plan for continental United States with exception of Alaska. Commission stated, however, that this may be justified because of unique ethnic composition of Hawaii and because use of channels in Hawaii does not deprive other places of needed channels. S & G Television Inc., and James A. Chase and E.

Harold Munn Jr., had petitioned for commercial UHF assignments in Honolulu and Walluku. University of Hawaii and National Association of Educational Broadcasters filed comments requesting that UHF channels also be reserved for educational use in Hawaii at this time. Action Aug. 30, by report and order in Doc. 17296. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger and Johnson.

■ FCC assigned UHF television ch. 55 to Leesburg, Fla.—first commercial assignment. Heard Broadcasting Inc., licensee of WLBE Leesburg-Eustis, Fla., had requested assignment, and plans to apply for CP to operate channel. Assignment will serve Leesburg-Eustis area. Leesburg and Eustis are located in Lake County, which has population of over 70,000. Nearest operating TV stations are VHF stations at Orlando, 30 to 35 miles away, and UHF at Daytona Beach, 35 miles distant. Leesburg is assigned UHF educational ch. 45. By report and order, Doc. 17146. Action Aug. 30.

Raleigh, N. C., Tar Heel Television Inc.—Request for institution of rulemaking proceedings to assign UHF ch. 50 to Raleigh, N. C. denied by commission memorandum opinion and order adopted Aug. 24 and released on Aug. 28.

CALL LETTER APPLICATION

■ Virginia Telecasters Inc., Richmond, Va. Requests WRTU-TV.

CALL LETTER ACTIONS

■ UMC Broadcasting Corp., Jacksonville, Fla. Granted WUMJ-TV.
■ Nebraska Educational TV Commission, Norfolk, Neb. Granted *KXNE-TV.
■ Shenandoah Valley Educational TV Corp., Staunton, Va. Granted *WVPT(TV).

Existing TV stations

FINAL ACTIONS

KTVA(TV) Anchorage, Alaska—Broadcast Bureau granted license covering redescription of transmitter and studio location as 1007 West 32d Avenue, Anchorage. Action Aug. 31.

WCID(TV) Champaign, Ill. — Broadcast Bureau granted license covering changes in TV. Action Aug. 31.

WCIU-TV Chicago — Broadcast Bureau granted CP to change ERP to 468 kw vis., 70.8 kw aur., antenna height 650 ft., change type trans. and type ant. Action Aug. 31.

WTVW Evansville, Ind.—Broadcast Bureau granted renewal of license for commercial television. Action July 31.

WCTU-TV Charlotte, N. C. — Broadcast Bureau granted license covering CP for new TV. Action Aug. 31.

KYW-TV Philadelphia—Broadcast Bureau granted CP to install alternate main trans. at main trans. and ant. location. Action Aug. 31.

WAVY-TV Portsmouth, Va. — Broadcast Bureau granted license covering alternate main amplifier at main trans. and ant. location. Action Aug. 31.

WYAH-TV Portsmouth, Va. — Broadcast Bureau granted license covering changes

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name Position

Company

☐ Business Address
☐ Home Address

City State Zip

SUBSCRIBER SERVICE

☐ 1 year \$10

☐ 2 years \$17

☐ 3 years \$25

Canada Add \$2 Per Year

Foreign Add \$4 Per Year

☐ 1968 Yearbook \$10.
January Publication

☐ Payment enclosed

☐ Bill me

BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

☐ Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Sept. 7

	ON AIR	NOT ON AIR
	Lic.	CP's
Commercial AM	4,118 ¹	96
Commercial FM	1,642	253
Commercial TV-VHF	488 ²	21
Commercial TV-UHF	112 ²	144
Educational FM	304	27
Educational TV-VHF	60	9
Educational TV-UHF	49	48

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 7

	VHF	UHF	Total
Commercial	519	276	795
Noncommercial	76	109	185

STATION BOXSCORE

Compiled by FCC, June 30, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,120 ¹	1,638	595 ²	303	100
CP's on air (new stations)	13	70	28	15	27
CP's not on air (new stations)	89	243	157	26	56
Total authorized stations	4,224	1,951	787	344	183
Licenses deleted	3	1	0	0	0
CP's deleted	0	0	1	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

in TV. Action Aug. 31.

OTHER ACTION

■ Office of opinions and review on Aug. 25 in Houston (KXYZ Television Inc.; Crest Broadcasting Co.) TV proceeding granted petition by Broadcast Bureau for extension of time to file responsive pleadings to KXYZ Television application for review filed July 18, and extended time for filing pleadings to Sept. 15 (Docs. 15826-7).

ACTION ON MOTION

■ Hearing Examiner Thomas H. Donahue on Aug. 30 in Los Angeles-Norwalk, Calif. (RKO General Inc. (KRLD-TV) and Fidelity Television Inc.) TV proceeding granted request of Fidelity Television and extended from Sept. 5 to Sept. 15 time for filing proposed findings, and extended from Oct. 5 to Oct. 20 time for filing reply findings in Docs. 16679-80.

CALL LETTER APPLICATIONS

■ *KRWE-TV, Redwood Empire Educational TV Inc., Eureka, Calif. Requests KEET(TV).
 ■ WGBS-TV, Coastal Broadcasting System Inc., Miami. Requests WJA-TV.
 ■ *WGBX(TV), WGBH Educational Foundation, Boston. Requests *WGBX-TV.

New AM stations

APPLICATION

Oak Ridge, Tenn.—Leonard Broadcasting Co. Seeks 1540 kc, 1 kw D. P. O. address: Box 212, Route 1, Sweetwater, Tenn. 37874. Estimated construction cost \$8,609.25; first-year operating cost \$18,000; revenue \$36,000. Principal: Robert W. Leonard, owner. Mr. Leonard owns farm. Ann. Aug. 31.

FINAL ACTIONS

Ainsworth, Neb.—K.B.R. Broadcasting Co. FCC granted 1400 kc, 1 kw D., 250 w, 1 kw-LS-U. P. O. address: c/o Lorris C. Rice, Box 150, O'Neill, Neb. 68763. Estimated construction cost \$21,885; first-year operating cost \$36,000; revenue \$40,000. Principals: Lorris C. Rice (50%), Gilbert L. Poese (30%) and Carlee P. Mathis (20%). Mr. Rice is 10% owner of KBRX O'Neill, Neb. Mr. Poese is 80% owner of KBRX, while Mr. Mathis is chief engineer with same station, but no financial interest. Action Aug. 24.

■ FCC granted new AM to Charles Lutz and Erwin Gladdenbegk in Shell Lake, Wis. to operate on 940 kc, 1 kw. Mr. Glad-

denbegk owns 11% of WERL Eagle River, Wis. Action Aug. 24 by commissioners.

OTHER ACTIONS

■ Review board in Montgomery, Ala. AM broadcast proceeding, Docs. 17058-59-60 granted joint request for approval of agreement filed July 28, by Tennessee Valley Broadcasting Inc. and Rocket City Broadcasting Inc. Board members Slone and Pincock absent. Action Aug. 30.

■ Review board in Henderson, Nev. standard broadcast proceeding, Docs. 16813-4 granted petition filed Aug. 30 by Broadcast Bureau and extended to Sept. 12 time to file replies to opposition to petition to enlarge issues filed June 29 by Bureau. Board members Slone and Pincock absent. Action Sept. 1.

■ Review board in New Castle, Pa. AM broadcast proceeding, Docs. 17178-80 granted petition filed Aug. 28, by Lawrence County Broadcasting Corp., Brownsville Radio Inc. and Shawnee Broadcasting Co., and extended to Sept. 8, time for filing reply to Broadcast Bureau's comments to their supplement to joint request for approval of agreement filed Aug. 4. Board members Slone and Pincock absent. Action Aug. 30.

■ Review board in Sioux Falls, S. D. AM broadcast proceeding, Docs. 17174-17636 denied petition to enlarge issues filed July 17, by Sioux Empire Broadcasting Co. Board members Slone and Pincock absent. Action Aug. 30.

■ FCC accepted Tennessee Valley Advertising Agency Inc., Knoxville, Tenn., application. Commission waived its rule Sec. 1.569 concerning filing of applications for frequencies adjacent to class I-A channels, and accepted for filing application by Tennessee Valley for new daytime AM to operate on 1190 kc with 10 kw, DA. Commissioner Cox abstaining from voting. Action Aug. 30.

■ Office of opinions and review on Aug. 25 in Bellevue, Wash. (Northwest Broadcasters Inc. (KBVU); Bellevue Broadcasters (KFKF)) AM proceeding dismissed as moot petition of Walter N. Nelskog for reconsideration of commission's memorandum opinion and order, and request for dismissal of Nelskog's pending petition for reconsideration, to return retendered application and for withdrawal from proceedings; also dismissed as moot joint request for approval of settlement agreement filed by Bellevue Broadcasters (KFKF) and Walter N. Nelskog. Review board, by order released Aug. 10, granted joint request for approval of settlement agreement filed by

Northwest Broadcasters (KBVU) and Bellevue Broadcasters (KFKF), approved agreement, dismissed Northwest application with prejudice and granted Bellevue Broadcasters application, and terminated proceeding in Docs. 16609 and 16610.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Aug. 29 in Donelson, Tenn. (Great Southern Broadcasting Co.) AM proceeding granted motion for extension of time filed by Great Southern Broadcasting and rescheduled certain procedural dates; continued hearing from Oct. 3 to Oct. 18 in Doc. 17365.

■ Hearing Examiner Isadore A. Honig on Aug. 30 in Lima-Geneseo, N. Y. (Ellm Bible Institute Inc., What The Bible Says Inc., Oxbow Broadcasting Corp., John B. Weeks) AM proceeding granted petition of Oxbow Broadcasting Corp. and accepted amendment showing withdrawal from corporation of James A. Green Jr. and his replacement by Roy S. Allison, and to effect correction of a typographical error concerning ant. height (Docs. 17570-3). And on Sept. 5 in East St. Louis, Ill. (East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc.) AM proceeding granted petition by East St. Louis for leave to amend its application to reflect availability of additional loans from two stockholders (Docs. 17256-7).

CALL LETTER APPLICATIONS

■ White Construction Co., Chiefland, Fla. Requests WLQH.
 ■ Frank Quinn, Albuquerque, N. M. Requests KPAR.
 ■ Metro Group Broadcasting Inc., Plattsburgh, N. Y. Requests WKDR.

CALL LETTER ACTION

■ Seaside Broadcasting Corp., Seaside, Ore. Granted KSWB.

DESIGNATED FOR HEARING

■ FCC in Calhoun, Ga. AM applications designated for hearing (John C. Roach and Gordon County Broadcasting Co.) Commission designated for consolidated hearing applications of John C. Roach for new AM to operate on 900 kc, 1 kw, day, and Gordon County for renewal of license for WCGA to operate on same facilities. Hearing issues include determination as to financial qualifications and programing proposals. In addition, Gordon County has been directed to file financial report form 324 for the years 1964, 1965 and 1966 within 15 days. In its designation order, commission directed hearing examiner to dismiss WCGA's renewal application if station fails to supply forms within the specified time. By memorandum opinion and order. Action Aug. 30.

Existing AM stations

APPLICATION

KLIK Jefferson City, Mo.—Seeks CP to change hours of operation from daytime to unlimited time using power of 500 w, 5kw-LS, install DA-N, change ant.-trans. location to on Highway B, 2 miles south of city limits of Jefferson City, Mo., and install new trans. Ann. Aug. 31.

FINAL ACTIONS

KVOO Tulsa, Okla.—Broadcast Bureau granted renewal of license. Action Sept. 1.

WMAK Nashville — Broadcast Bureau granted mod. of license to change name of licensee to Lin-Medallion Picture Corp. Action Aug. 31.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WCSI-AM-FM Columbus, Ind.; WEIF Moundsville, W. Va.; WETB Johnson City, Tenn.; WFMS(FM) Indianapolis; WIFN(FM) Franklin, Ind.; WMAK Nashville, and WYNN Florence, S. C. Action Aug. 31.

OTHER ACTIONS

■ FCC in WNYW, Radio New York Worldwide, waived Sec. 73.702 (allocation of frequencies for international broadcast stations) and authorized operating schedule of international broadcast station WNYW on specified frequencies from Sept. 3 to Nov. 5. Frequencies and hours have been coordinated with United States Information Agency and International Frequency Registration board has been notified. Action Aug. 30.

■ FCC denied requests for waiver of rules Sec. 1.569 and applications returned. Commission has denied requests for waiver of Sec. 1.569(b)(2)(i) concerning applications for frequencies adjacent to class I-A chan-

(Continued on page 103)

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D. C. 20006 296-6400
Member AFCOE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCOE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCOE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCOE

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D. C. 20005
Member AFCOE

A. D. Ring & Associates
42 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFCOE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCOE

Lohnes & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFCOE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCOE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElose 1-8360
Member AFCOE

GUY C. HUTCHESON
817 CRestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member AFCOE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCOE

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFCOE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco, California 94128
342-5208
Member AFCOE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

**JULES COHEN
& ASSOCIATES**
9th Floor, Securities Bldg.
729 15th St., N.W. 393-4616
Washington 5, D. C.
Member AFCOE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCOE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFCOE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
Phone 592-1394 Res. 593-6706

**PETE JOHNSON
& Associates**
CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-925-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
634-9558 632-2821

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCOE

RAYMOND E. ROHRER
Consulting Radio Engineers
317 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCOE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

**JOHN H. MULLANEY
and ASSOCIATES**
Suite 71,
1150 Connecticut Ave., N.W.
Washington, D. C. 20036
Phone 202-223-1180
Member AFCOE

**ROSNER TELEVISION
SYSTEMS**
ENGINEERS 120 E. 56 St.
New York N. Y. 10022
CONTRACTORS 230 Newtown Rd.
Plainview N. Y. 11803

Serving The SOUTHEAST
FREDERICK A. SMITH, P.E.
Consulting Engineer
5 Exchange St.
Charleston, S. C. 29401
A/C 803 723-4775

**Service
Directory**

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, LaCiede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge 38, Mass.
Phone TRowbridge 6-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers
—among them, the decision-mak-
ing station owners and managers,
chief engineers and technicians—
applicants for am, fm, tv and
facsimile facilities.
*ARB Continuing Readership Study

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

General Sales Manager for top rated, upper Midwest, full time, Net affiliate. Excellent base, plus incentive, many company fringes. A great opportunity to make a future for yourself. Box J-86, BROADCASTING.

Immediate opening for aggressive sales manager to handle regional group sales and manage three man sales staff. Top-rated upper Midwest Top Forty station. Award-winning news and forward-looking top management. Here's your opportunity to grow. Box J-119, BROADCASTING.

Immediate opening for FM salesman looking to FM sales management. Midwest, maximum-power small market station. Top salary and other employee benefits. Box J-121, BROADCASTING.

FM or small market AM salesman who wants to try his wings as FM manager. Chance to build. Send resume to O. J. Keller, WTAX-FM, Springfield, Ill.

Station manager for radio station; ownership possibility. Prefer Sales Manager in medium market ready to move up. Box 22082, Greensboro, N. C.

Sales

100,000 watt stereo FM wants salesman with appreciation of good music and hunger for good income. Box H-195, BROADCASTING.

Immediate opening. Nationally known group has just acquired superb Top 40 operation. Choice position, top salary plus. Also company benefits. Send your name, phone number and latest billing figure. A company executive will call you. Strictly confidential. Box H-287, BROADCASTING.

I'm looking for a young man with broadcast experience to sell in a suburban Northeast market. If you are a self starter and not afraid to make money send your resume and references to Box H-323, BROADCASTING.

\$150.00 week guarantee for experienced radio salesman in small midwest market. Commission should earn you \$10 to \$15 thousand per year. Box J-5, BROADCASTING.

Salesman. Opportunity to move into management position in Midwestern area with growing national sales representative company. Sell space in national publication—time on radio stations. Salary open. Reply in confidence with detailed resume. Box J-17, BROADCASTING.

Virginia AM-FM operation, medium market, desires experienced salesman. MOR station. Excellent account list, 20% commission. Opportunity to work into management. Tell us about yourself, then come grow with us. Box J-54, BROADCASTING.

Excellent sales opportunity in California. Medium-sized market. Good opportunity for aggressive hard-working man. MOR format. Top station in market. Great climate. Top working conditions. Send complete resume and photo first letter. Box J-106, BROADCASTING.

In radio but not in sales? We have a spot open for you. Generous guarantee plus commission. Active protected account list. Salesman looking for faster growing account list. . . this could be it. Vacation, hospitalization life insurance, sick leave, other fringes. Box J-120, BROADCASTING.

Pioneer C & W in Texas needs sales pro who can sell creatively. Medium market, good list, top commission, guarantee and benefits. Box J-129, BROADCASTING.

Sales—(cont'd)

Need radio time salesman who wants to move up to aggressive radio market and sell exciting "All-talk" format. Are you a self starter?? Can you manage copy?? Send experience, resume and requirements to, Sales Manager, KBON, Omaha, Nebraska.

Station Group has opening at new country politan daytimer with active account list waiting. Guarantee and Commissions, fringe benefits, opportunity to work into management and stock participation. Send photo and resume to Manager, WITL, Lansing, Michigan.

One of Virginia's most successful sales staffs needs one addition. You will replace a No. 1 man who has gone to the big time. They were big shoes. What size feet do you have? Dick Via, WLEE, Richmond. 703-288-2835.

Announcers

Man capable of handling telephone talk show, pleasant personality, willing to assume responsibilities, must do good production. Box H-175, 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.

I'm looking for a solid young broadcaster, with limited experience and an eye toward the future. First ticket desirable. We offer good pay, good working conditions, lots of hard work and suburban market experience. Send a tape, resume, salary requirements immediately. Box H-322, BROADCASTING.

First phone announcer for good music station in midwest. Must be experienced and able to do good newscast. Send tape, photo, salary required to Box J-30, BROADCASTING. Secure position for dependable man.

Up to \$115 start for experienced morning man. Illinois. Box J-37, BROADCASTING.

Two announcers wanted for Virginia station. One sportscaster-announcer combo man and announcer-sales or production man. Group operation with fringe benefits. Send complete resume and tapes. Excellent opportunity. Box J-52, BROADCASTING.

If you consider yourself a glib, intelligent, capable radio personality who can contribute more than the usual trite expressions to a drive-time afternoon slot; if you can function effectively in a top-adult format with out constant guidance; if you are strong on production (a must) and are interested in expanding into "talk" and play by play sports; And if you think you can knock two rockers out of the box using our format and your talent, we may have an ideal position for you. The starting salary is \$125 but will rise sharply with your ratings. Brand new facilities in three station Pennsylvania market over 100,000. Experience and professional attitude a requirement. Send tape and resume to Box J-74, BROADCASTING.

The right price for morning man who is topical, friendly and can communicate and get involved with the community. First phone desired, not required. Resume, tape Box J-83, BROADCASTING.

Small market upper Midwest Radio-TV, needs Sports Director. Must do both radio and TV sportscasts and radio play-by-play. Will consider beginner who can shoot film. Box J-87, BROADCASTING.

Need announcer with mature voice and pleasant personality. Easy listening but not sleepy AM-FM Stereo operation in Florida. Send tape and salary requirements to Box J-125, BROADCASTING.

Announcers—(cont'd)

Major market station needs good, bright, tight mature voice DJ. Rush, tape, resume, salary. Box J-148, BROADCASTING.

Excellent opportunity for experienced, savvy newsmen. Top market. Send tape resume, salary. Box J-149, BROADCASTING.

Immediate opening for AM & FM engineer. Capable of maintenance. Some announcing. \$110.00 up. Send complete resume. Box J-154, BROADCASTING.

Manager wanted for FM station, C&W format. Air shift, plus sales. Program and manage station. Network. Opportunity to build your station and listeners. Send complete details Box J-155, BROADCASTING.

KEZY—5 kw AM Disneyland Hotel, Anaheim, California (92802). Two experienced young 25-35 aggressive radio account executives. Orange County—one of the fastest growing areas in America offers great salesmen unparalleled opportunity. Account books constantly growing. Hundreds of businesses never before called on. Car expenses, draw, commission, bonus plan, insurance. Write or call General Manager, Daniel P. Mitchell. 714-776-1190.

Immediate opening for experienced airman at CBS affiliate. Tape and resume to Doug Sherwin, KGLO AM-TV, Mason City, Iowa.

Alaska. Hunting, fishing great. \$800 to start. City over 100,000. Good music AM-FM expanding into TV. All new equipment. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references. Bill Harpel, KHAR, Pouch 7-016, Anchorage 99501.

Announcer strong on news, good music station. Top rated operation. Contact KRGI. Grand Island, Nebraska. 308-382-5420.

We want a man who can develop into a personality. Humorous or serious. MOR station. Must have adult voice. Send tape, resume and photograph to Glenn Bell, KSO, 3900 N.E. Broadway, Des Moines, Iowa.

Quality 3rd phone announcer wanted by FM-Stereo station which pays highest average salaries in area. Must be strong on commercials & news. Tape, resume, photo, references to KVMN FM, 2828 West Northern, Pueblo, Colo. 81004.

WAAY Radio has an immediate opening for an announcer with first class license. WAAY is a 5000 Watt, number one radio station located in Huntsville, Alabama. Good opportunity for advancement with young, growing chain. Send tape, resume, and photograph air mail to: Henry Beam, P. O. Box 3347, Blue Spring Station, Huntsville, Alabama 35804.

We are looking for 2 top talent morning announcers of major market quality for WARV (formerly WYNG) Warwick, Rhode Island. Air shift is 5:30 am to 10:00 am. . . The balance of the 40-hour week can be spent in either news, sports, or production. Play-by-play sports or part-time sales can add additional income. The format is MOR. This is not a job, but an opportunity to join a young, stable growing organization on a permanent basis. The salary is negotiable . . . however, we are willing to pay top dollar for the right man. Send tape and resume to Don Budd, WARV, 19 Luther Avenue, Warwick, Rhode Island.

Morning man. WBEU AM-FM. Middle of road. Start at \$90 and grow with your ability. Heavy news-information in bright music show. Hunt and fish on S. C. coast. Call Steven T. Lindberg, area code 803, 524-3050, Beaufort, S. C.

Announcers—(cont'd)

First ticket announcers—WBRY, Waterbury, Conn.—203-753-1125.

Mid September opening for experienced announcer on outskirts of metropolitan Atlanta in finest small city in Georgia. MOR adult, format emphasizing news and sports. Above average salary and fringe benefits. Send tape, resume, and photograph to Jim Hardin. WCOH, Noonan, Georgia.

Announcer: Must be versatile and a good reader. Play-by-play experience desirable. Needed for a New York State 3-station operation. Reply to Philip Spencer, WCSS, Amsterdam, New York, 12010.

Experienced announcer-salesman good salary and opportunity for permanent position with established station in beautiful Shenandoah Valley. MOR. Clean cut, mature man. Tapes and resumes returned. Station interview necessary references checked. No collect calls. Contact Ken Gordon, WFTB, Front Royal, Virginia.

Morning man/sports director Experienced play-by-play. Adult format. \$140 to start. WGMZ, Flint, Michigan.

Experienced combo — heavy news/sports MOR. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

We need a bright, enthusiastic, contemporary, experienced air personality for our noon-4 p.m. segment. We are top-rated in Peoria, Illinois, and this opening has come about because of promotion within the organization. Send tape and resume to: Program Director. WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois, 61602.

1st phone no maintenance, 6 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.

Experienced announcer with First. No maintenance. News or Production experience desirable. Afternoon air shift. WNRK, Box 425, Newark, Delaware.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in 4th largest market playing the world's most beautiful music. Approximately \$100.00 to start a week. Call 215-CH-8-4900 or send tape and resume to John Beaty, Station Manager. WQAL, 1230 Mermaid Lane, Phila. Pa. 19118. All tapes will be returned.

Immediate opening for announcer with first phone. News and production experience desirable but not necessary. MOR music format. Above average pay for right man. Area 217-843-1460 WRTL, Rantoul, Illinois.

Experienced C&W personality-DJ for leading country station in Syracuse market where C&W is hot. Step in for top man leaving after five years for bigger market. Solid pay, fringe benefits, live AM-FM Operations. Number two in Syracuse Metro pulse. Immediate opening. Call Bob Stockdale, WSEN 315-635-3971.

Immediate opening, mature announcer & good board man. Better than average salary, five day week, retirement & other benefits, fine community. Contact Hal Barton, Program-Director, WTAD. Quincy, Ill.

Immediately. . . . Opening for announcer with first phone. Permanent position, 5 kw Daytime AM and 3 kw ERP FM covering Michigan's Thumb Land. Starting salary based on experience. Phone days 313-664-8555, Nights 313-664-8293.

1st phone announcer needed now for ABC affiliate in Southwest. Good salary, MOR music, no maintenance. Call Manager, 316-483-7151.

Immediate opening for morning personality. no rock! Mature approach to copy, friendly approach to listeners, involve yourself in friendly community. Congenial working conditions, fringe benefits. Forward tape, pix resume, salary to Ralph Allinger, Production Manager, P. O. Box 950, Utica, New York 13503.

Announcers—(cont'd)

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.

NOW! Is this you—modern C & W experience, first phone, no dialect, bright delivery, production minded, creative copy and looking for opportunity??? You could be the P.D. we are looking for!!! Good pay, benefits. Air mail resume and tape to Box 6070, Lubbock, Texas. 806-744-4567.

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.

North Carolina daytimer needs a first phone man. Will accept good character recent graduate with no experience if willing to learn. Box J-112, BROADCASTING.

Chief engineer—\$200 weekly to start with raises to \$225 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 6 first ticket engineers. Must be able to pass thorough background check. Send resume references and recent picture to Box J-146, BROADCASTING.

Immediate opening for experienced AM transmitter engineer. Good array man. Major market. Send experience and salary to Box J-150, BROADCASTING.

Challenge: We need chief engineer for 200,000 watt 24 hour stereo FM to qualify for this big job with excellent salary. . . . You must have experience, knowledge, ambition and the ability to get things done. We offer excellent equipment, great working conditions. If you can work for and with us, your future will be bright with Century broadcasting and KSHE, 9434 Watson Road, St. Louis.

Immediate opening—Chief engineer with experience. 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or write WASA AM-FM, Box 97, Havre de Grace, Maryland. 301-939-0800.

WANTED . . . 1st class engineer . . . some voice work . . . write or phone Paul W. Entress, WEHW, Windsor, Conn.

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.

Immediate permanent fulltime opening for board operators, 3rd class license required. WSEB, Chicago, Ill. (312) 666-9060.

NEWS

News Director, Illinois. News gathering experience essential. Starting salary \$150 for qualified man from medium or larger market. Other benefits. Box J-88, BROADCASTING.

Now is the time for you to make that move to one of the top 15 markets. Top rated Top 40 powerhouse needs newsman immediately. If you have a solid news background, can deliver a well-written, hard-hitting newscast and aren't afraid of working hard send aircheck, resume, and salary requirements in confidence to Box J-109, BROADCASTING.

Hard-hitting newsman wanted. Immediately. Excellent opportunity with South's hottest station. Contact Jack Gale, WAYS, Charlotte, North Carolina.

Newsman. Excellent opportunity with expanding, hard-hitting, Radio-TV news chain in Midwest. Requires top air voice and organizational ability. Unlimited future with group operation. Tape and resume immediately to Milt Kapp, General Manager, KLWW, Cedar Rapids, Iowa.

Professional reporter with savvy needed for Wichita's top local news staff. Opening September 15th. Rush tape, resume, references and salary requirement to Ron Scott, KWBB Radio, Wichita, Kansas. Box 486.

NEWS—(Cont'd)

News Director wanted for West Chester station. All queries to Dennis Hazzard, WCHE, West Chester, Pa. 19380. Send tape and all details first letter. Beginners considered.

Local Newsman needed now. WELV Ellen-ville, New York, 914-847-5678.

Immediate opening. Medium midwest market. Number 1 News Post open for experienced newsman. Station management news minded. Contact Manager, WTRY, Danville, Illinois.

Experienced newsminded News Director, college and with intense interest in community affairs wanted by award winning AM & FM station in Southern Wisconsin. Send resume and tape to WLIP, Kenosha, Wisconsin.

Two newsmen, immediate openings. Experienced in writing, gathering and broadcasting. Fully equipped news room. Call John Speciale, 815-968-2263 or write WRRR Radio, 113 South Court St., Rockford, Illinois 61101.

Experienced newsman who can dig facts as well as write. Immediate opening WTAX, Springfield, Illinois, consistently a news leader. Send tape to Shelby Harbison.

News—Immediate Opening—Articulate second newsman, who can write—strong local news gathering—good voice—delivery—group operated station between N.Y.C. and Albany—good starting salary—send resume and tape—Manager—Box 398—Kingston, N.Y.

Production—Programing, Others

Creative copy chief: straight, production, hard-sell, humorous. MOR California daytimer. Please send sample of copy. Box H-115, BROADCASTING.

Maryland station. Man with program and sales experience. some play-by-play. Box H-284, BROADCASTING.

Do remotes? Create original production spots that sell? Like details? Brief morning air trick? Only station in rich Michigan county needs operations manager. Hunting, fishing, boating etc. Be a big frog in middle size puddle. MOR send tape details. All considered. Box J-39, BROADCASTING.

Program director for midwest 5 KW MOR. Want stable serious-minded man with experience who can also handle daily air show, or could be very production young man who could assume PD duties. Send tape, photo, references and salary requirements to Box J-156, BROADCASTING.

If you are young . . . capable of good copy, good commercial production and a two-hour air shift . . . like country and western . . . and are interested in a good salary and a powerful (10,000 watts, full time) station, then you're our man! One more thing— you must be ready to settle down. We're looking for a permanent pro! Contact Mike Lynch or Mike Oatman, KFDI, Box 1402, Wichita, Kansas. 316-TE-8-3377.

Dominant midwest station needs well seasoned woman broadcaster as Director of daily one hour Women's Club program. Must be completely "up" on all topics of interest to women . . . good at interviews . . . neat appearing . . . enthusiastic with happy approach and cheerful style. Will make some sales and service calls with salesman and do occasional personal appearances. Send tape, photo and resume to Lew Cole, Program Director, KMMJ, Grand Island, Nebraska. 68801.

RADIO

Situations Wanted Management

Desire management trainee position, ownership participation. College, tech school grad. First phones. Broadcast background. Some capital. Box J-97, BROADCASTING.

Experienced General Manager. Mature, sober, family man. Investigate any size market in Rockies or West. Strong on sales. Community leader. Prefer profit sharing and investment opportunity. Box J-110, BROADCASTING.

One last move. Small to medium market. Outstanding program-sales experience for responsible position. Box J-114, BROADCASTING.

Situations Wanted—Management

Continued

In the South, Southeast, Southwest there's a radio or TV station or organization which demands and recognizes and is willing to pay for broadcast professionalism. Have spent the last 20 years becoming a professional—news, sales, production, programming, sports, promotion—from announcer to owner-general manager. References can withstand severest scrutiny. If you want community-minded, well-adjusted, mature broadcast pro, you can get an audio tape and realistic resume by writing to Box J-134, BROADCASTING.

Top Ratings, Revenue! See "top ratings" under Programing! Box J-142, BROADCASTING.

Sales

Radio and TV sales executive is interested in becoming active investor in radio station where capable salesmanship can contribute to growth. Box J-36, BROADCASTING.

FM station manager seeks change to opportunity for more on-the-street selling or sales management. RAB trained, 38, college graduate, background in AM & FM sales, copywriting, announcing, programming. Now with classical FM. Box J-69, BROADCASTING.

Salesman-announcer — first phone. Prefer New York, Florida, California. \$150 per week plus expenses. Box J-107, BROADCASTING.

Announcers

Sportscaster. 5 years experience. Some TV. Excellent background. College graduate. First phone. Box H-141, BROADCASTING.

DJ, tight board solid news commercials third phone. Box H-207, BROADCASTING.

Northeast/Midwest, modified top 40 with young sound. Copywriting ability and production experience. 3rd phone. Draft deferred. Box H-231, BROADCASTING.

Female announcer, broadcasting graduate trained on tight board. Pleasant voice, good news, commercial delivery, stable. 3rd phone. Box H-248, BROADCASTING.

Female personality. Middle of road experience. Emphasis on housewife. Copywriting. News. Saleable voice, relocate. College grad. Box H-264, BROADCASTING.

1st phone announcer DJ. Employed, experienced. Prefer central Texas. Consider all. Box H-280, BROADCASTING.

First phone! Beautiful music. Nights. No maintenance. 201-227-1103. Box H-315, BROADCASTING.

Announcer, Six years, AFN experience, MOR/Contemporary Format, Large market. Box J-8, BROADCASTING.

Announcer. 27, Married. Have general station operation knowledge. Except sales. Midwest smaller area preferred. Box J-21, BROADCASTING.

Negro DJ announcer. Real swinger. Broadcast school graduate experienced. Box J-43, BROADCASTING.

Creative radio personality seeks creative radio format. Jazz/Pop/Rock background. . . . Radio and MC/performer experience. Box J-85, BROADCASTING.

Young, creative, intelligent, academic background; interested in talk show, can handle news, most music, reporting, reviews. 3rd Endorsed—inexperienced but Try Me! Box J-90, BROADCASTING.

Announcer, D.J., experienced, mature sound, family, responsible, tight production, salesman, not floater or prima donna. Box J-91, BROADCASTING.

DJ, Air personality, newscaster, personable, experienced, 3rd class, married, will settle, dependable, tight board, salesman. Box J-92, BROADCASTING.

Announcers—(cont'd)

We can make a lot of money together. Dynamic broadcaster, world traveler, seeks metro station interested in "talk personality". Authoritative voice, warm, compassionate air personality. Highest character references. Now employed, seeks broader horizons. Creates own original commercials. Box J-93, BROADCASTING.

Talk Personality—Wide broadcast and non-broadcast background. Polished performer now with major 50kw. Seeks more stimulating environment. Box J-96, BROADCASTING.

Colored DJ Announcer combo, 3rd Endorsed, need a break, will work hard. Box J-98, BROADCASTING.

Attention 50 mile radius Washington, D.C. pep up your weekends. Two man part time team available. Combined experience of quarter of century in all phases of broadcasting. One announcer first phone, one announcer newsmen. Reply Box J-100, BROADCASTING.

Now available announcer first phone, 15 years experience. Desire pleasant working conditions. Tape on request. Reply Box J-101, BROADCASTING.

First phone — D.J.-Salesman. 39, Top 40, MOR, or country. Not a floater or drinker. Radio or Television. Prefer New York, Michigan, Florida or nearby. Box J-108, BROADCASTING.

23, draft exempt, 3 years experience, prefer rock, will C/W, news, within 125 miles Kittanning, Pennsylvania. Sundays off. Now working will send tape. Box J-111, BROADCASTING.

Announcer-DJ, Experienced, dependable. No drifter. Will relocate. Draft exempt. 3rd phone. Box J-113, BROADCASTING.

Major market first phone Top 40 personality married with daughter now residing in California. Tops with ratings. Interested only major market stations. Box J-115, BROADCASTING.

Negro 1st phone, top jock.-great newsmen-5 yrs, experience. Stable. Great fast, swinging style. Box J-116, BROADCASTING.

No. 1 Jock—PD FM side of AM&FM outlet —4 station market, looking for move to larger market now as jock or PD. Large market experience in MOR nights-R&B and jazz, small market station manager, want move up now. Box J-118, BROADCASTING.

Negro beginner trained by New York professionals. Will relocate. Box J-124, BROADCASTING.

Announcing position MOR station. Inexperienced. 1st phone, mature voice. Veteran. Western states. Box J-127, BROADCASTING.

Ambitious, experienced, 1st phone, announcer, salesman, six years in all phases of radio—now looking for final move into management or a piece of the action. I'm 26, married, currently making \$175 weekly, major market, top references. Prefer MOR or Rock. Box J-128, BROADCASTING.

Announcer experience Happy D.J. Authoritative newscaster, personable, family man. Willing to relocate. Box J-130, BROADCASTING.

Dependable, D.J. & News. Tight board, third endorsed. Gives 100%. Relocate. Box J-132 BROADCASTING.

Announcer, D.J., news, play-by-play. College grad. Military completed, 3 years experience. Box J-135, BROADCASTING.

Combo man interested in New York, Jersey, or Connecticut areas primarily. 3½ years experience. . . . any musical format. . . . control board engineering if opportune. Box J-138, BROADCASTING.

Musicaster—experienced, family man, authoritative newscaster, personable, not a prima donna or floater. Will relocate. Box J-139, BROADCASTING.

Experienced, fast moving, Top 40 D.J. ready for medium market. I offer entertainment. Hard-working, 25, married, 3rd phone. Will relocate. Box J-141, BROADCASTING.

Announcers—(cont'd)

Midwest. Are you searching for a personality with production know-how and a knowledge of music? I'm searching for a secure top forty position with professionals. 4 years experience. College. Box J-143, BROADCASTING.

I am a prisoner in a market of one million plus.—shhh—Did I hear someone? Could it be me on your station talking the nite away?—Conversation is what's happening. Did you close the door? Good—Let's talk about money—Say, five figures. Twenty years experience and that's a lot of talk. Air-check sent in plain brown wrapper. Box J-145, BROADCASTING.

Top 40 personality wants challenge. . . . 2½ years small market experience. . . . college graduate. . . . Third endorsed. . . . Permanent. . . . Box J-147, BROADCASTING.

Experienced DJ, MOR, third endorsed, BA degree, humor, voice impressions, tight board, extensive knowledge jazz, pop, also play piano organ. Box J-157, BROADCASTING.

Radio & TV Sportscaster. 10 years experience, 1st phone, wishes to relocate in Midwest area. Call 915-751-1679.

Flexible first phone announcer salesman, six years experience. 25, Married, 1 child, employed here 3½ years. Robert E. Lee, 267-1121, Titusville, Florida.

First phone, college grad, draft exempt announcer-newsmen desires Virginia or East. Others considered. Year's experience. Sam Joyner, 4403 Victoria Blvd., Hampton, Virginia 23369. Phone (703) 722-6588.

Basic training begins in 1968. Need a versatile combo man in Northeast until then? Over 4 years experience. 207-783-8238.

Available now, steady, reliable, fully experienced, top 40 jock with first phone. Good morning man, good production, good news delivery, no maintenance. 30 years old good references, draft free, willing to travel, good worker. Assumes responsibility and uses initiative. Show pulse rated #1. Well worth \$150 a week minimum salary to start. 8 years experience in all phases of radio. Call Johnny Ferguson at 216-454-6927, 812 Walnut St., Northeast, Ohio 1.

Air personality—3½ yrs. Top 40 experience, 29, family, presently MD, have PD experience. I want large market, creative position, preferably south. Minimum \$125.00 wk. Harold Dodd, 205-845-2090, Ft. Payne, Ala.

Announcer. Midwest. Married. Phone 712-262-1640, after 5:30.

Love radio—1st phone, experienced, SW, love rock, Karl 505-265-0352.

Good young Country & Western announcer. Broadcasting school graduate, draft deferred. Will work anywhere. Contact Mike Higgins, 37 Steeplebush Road, Levittown, Pennsylvania.

Buoyant Air Delivery—Just dial 315 RE 6-1538.

New and used DJs for sale, experienced 1st & twin brother, love rock, prefer SW—Karl or Dave, 505-265-0352.

Technical

First phone ATS grad, recent military discharge. Desires work on East Coast. Box J-82, BROADCASTING.

Buffalo or Rochester: College student with first, transmitter and combo experience, can work up to 20 hours. Box J-136, BROADCASTING.

NEWS

Versatile professional newscaster-sportscaster now employed with outstanding small market operation desires change to larger market. Authoritative news delivery. Professional play-by-play on football and basketball. Successful sales background. Strong on writing "selling" copy. Will consider combination news-sales or sports-sales position. Prefer Midwest. 26, College education. Married. Professional outlook on Broadcasting. Box J-85, BROADCASTING.

NEWS—(Cont'd)

Newsman-announcer—1st phone—16 years—all phases. Radio, prefer western states, Alaska. Foreign Service. Box J-60, BROADCASTING.

Radio-TV veteran visiting Iceland, Britain, Europe; Seeks work assignment. Box J-103, BROADCASTING.

In the South, Southeast, Southwest there's a radio or TV station or organization which demands and recognizes and is willing to pay for broadcast professionalism. Have spent last 20 years becoming a professional-news, sales, production, programing, sports, promotion—from announcer to owner-general manager. References can withstand severest scrutiny. If you want community-minded, well-adjusted, mature broadcast pro, you can get an audio tape and realistic resume by writing to Box J-134, BROADCASTING.

First phone, family, five years radio, four years top 25, one year news. Now with all-news, prefer conventional newsroom in top 35 seacoast city, Box J-137, BROADCASTING.

Production—Programing, Others

First phone, Top-40 Program Director. Any market. Now. Box J-6, BROADCASTING.

Idea factory—program manager—Top forty announcer—First phone . . . Proven ability in capturing audience. Built two stations into the black. Major market experience. Now employed by major network. No daytimers. Box J-41, BROADCASTING.

Country PD-Announcer, top newscaster, production. Third endorsed. Efficiency plus experience. Box J-126, BROADCASTING.

In the South, Southeast, Southwest there's a radio or TV station or organization which demands and recognizes and is willing to pay for broadcast professionalism. Have spent the last 20 years becoming a professional-news, sales, production, programing, sports, promotion—from announcer to owner-general manager. References can withstand severest scrutiny. If you want community-minded, well adjusted, mature pro, you can get an audio tape and realistic resume by writing to Box J-134, BROADCASTING.

Top ratings, revenue! Have beaten top 40 by 81%-19% (Pulse) under 5-1 power disadvantage! Put new FM #3 in 11 station market (14.8 Hooper)! Topped major 50 kw's in outlying area (ARB)! Let me advise you . . . new consulting approach, Box J-142, BROADCASTING.

TELEVISION—Help Wanted

Sales

Are you the number two man in TV Sales Department who would like to head your own Sales Department in a Southern VHF station? You must be qualified to set up a Sales operation and run it with strong management backing. If you are qualified, send salary requirements, photo, and resume to Box J-12, BROADCASTING.

Announcers

Booth announcer—for ETV station in Northeast. Send resume including educational details and language ability, plus audition tape. Approximately \$5,200. Box H-272, BROADCASTING.

Full-color VHF in midwestern metropolitan area has opening for a mature, experienced announcer. Staff duties including on-camera and booth. Excellent physical facilities, sound group ownership and exceptional fringe benefits. Please send resume and photograph to Box J-1, BROADCASTING.

Young men interested in television news and announcing. Radio experience necessary. Send voice tape, picture and information to KCEN-TV, P. O. Box 188, Temple, Texas, or call Bob Lunquist at PROspect 3-6868.

Technical

Engineer in charge of maintenance, Top 10 market, 1st class license, experienced in all solid state color UHF operation. Good pay. Career with opportunity to advance. Send reply to Box J-50, BROADCASTING.

Transmitter supervisor to locate in Ohio valley! RCA equipment. Salary \$9,000 plus nice apartment. Box J-151, BROADCASTING.

TV Engineer—Immediate opening for man with first phone license. Some experience desirable but will consider man with basic knowledge and ability to learn quickly. Contact C. R. Secrist, KID-TV, Box 2008, Idaho Falls, Idaho.

Many people, including ourselves, feel that northeastern Iowa is one of the best areas of the country in which to live and raise a family. If you agree, wish to work in the television broadcast industry and have a 1st class license, here is your chance! KWWL-TV, Waterloo, Iowa, has an opening for either an operations or maintenance engineer. Experience desirable, but not mandatory. Contact E. M. Tink.

Experienced TV switcher, with first class license. Good pay. Contact: WBJA-TV, Binghamton, N. Y.

Licensed ENGINEER with Tech. School training and some experience to maintain TV Broadcast and CATV equipment. Send complete resume to Chief Engineer, WFSU-TV, Florida State University, Tallahassee, Florida.

Western Michigan — Immediate openings for Television control room Engineers. Excellent fringe benefits: good pay; NBC affiliate; full color facilities. Phone collect, or write: Mr. Charles F. Robinson, Chief Engineer, WOOD TV, Grand Rapids, Michigan, 616-459-4125.

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.

University Chief with first to maintain CCTV, VTR, FM. \$8630 annually. Dr. Kenneth Harwood, University of Southern California, Los Angeles 90007.

Immediate opening for broadcast engineers, all color station, second class phone license required. Send resume to WNYT-TV, Channel 9, Syracuse Inc., Box 9, Syracuse, New York 13214.

Assistant Chief, experienced, immediately to handle maintenance in beautiful Shenandoah Valley group TV-Radio operation. Phone 703-434-0331 or send complete resume work experience, references, salary requirements and availability to Ira T. "Buddy" Lowe, WSWA-TV-AM-FM, Harrisonburg, Va.

Experienced technician for maintenance and operations at expanding state university ETV system. Excellent location and fringe benefits. One month vacation per year. Salary range \$7,140 to \$9,840. Harry Matthews, State University College, Oswego, New York, 13126.

Television technicians—Must have 5 years TV experience. Pay range \$3.97 to \$5.75 per hour. Excellent working conditions. Full government benefits. Normal hours 8:45 a.m. to 5:30 p.m. Mon.-Fri. Jobs in Washington, D. C. U. S. citizens only. Send application to U. S. Information Agency, IPT/R, Washington, D. C. 20547. An Equal Opportunity Employer.

NEWS

Newsfilm photographer, one of top 15 metropolitan areas, with regions most enterprising and progressive color news station. Man must be technically top notch, who wants an outlet for his best efforts. Early availability. State salary and expectations. Box J-47, BROADCASTING.

Production—Programing, Others

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.

Production—Programing, Others

Continued

Production manager who is also very capable producer-director for ETV station in Northeast. Approximately \$9,500. Box H-271, BROADCASTING.

Southeastern University ETV station has several openings for Producer-Directors and experienced motion picture director. Box J-53, BROADCASTING.

Major station in large midwest market offers prime opportunity for program executive to grow in network organization. If you are currently a program manager, have thorough knowledge of feature film with administrative credentials, and would be interested in being assistant director of programing for key network station, please send resume to Box J-117, BROADCASTING.

Producer-Director. Group owned, network affiliated, VHF station in Northeastern New England has immediate opportunity for experienced top-notch creative man. No button pusher! Man hired will work heavily in commercial production, studio and remote programs, and on special assignment with our totally equipped documentary unit. If you are an experienced professional looking to work with experienced professionals, in a growing broadcast company, then this is your opportunity. Contact Ray Gilvard, WGAN-TV, 390 Congress St., Portland, Maine.

Audio/Visual Specialist. College graduate. Under 30. Television writer, producer, spot copy, interviews, dialog for tapes or film, slide presentations. Some advertising, training lay-groups. Some travel. Beginning salary \$6,400. Write Personnel Service, American National Red Cross, 4050 Lindell Blvd., St. Louis, Mo. 63108, Equal opportunity employer.

TELEVISION

SITUATIONS WANTED

Management

Challenging management position desired by assistant manager (AM-TV), solid citizen under 40, Masters degree. Box H-283, BROADCASTING.

Station manager or program manager. Responsible, experienced broadcaster seeking new challenge. Presently program manager for top 50 station. Film buying, network relations, budgeting, quality programing, sales, promotion, and understanding of industry codes and FCC rules are all part of complete, mature knowledge. Complete resume upon request. Box J-102, BROADCASTING.

Announcers

On Air Personality for News or Sports, Six Years Experience. Box J-79, BROADCASTING.

15 years local radio experience. Can do unique children's show. Would like opportunity in TV, any area. Box J-89, BROADCASTING.

Technical

First phone—Light on experience, heavy on desire to learn television engineering. Over 5 years in Radio Broadcasting. Box J-133, BROADCASTING.

NEWS

Radio-TV newsman, experienced in medium market, seeks to move up. MA degree in broadcast journalism. References. Box J-18, BROADCASTING.

News director . . . Presently Asst. News Director in top 10 market. Ready to move up. Ten years experience. College degree; excellent references. Full details, first letter. Box J-122, BROADCASTING.

Totally professional news team seeking to locate in medium to metro area. Both excellent TV-Radio delivery. National-world events with authority; local-area news with originality. Network quality visual presentation. Box J-123, BROADCASTING.

Production—Programing, Others

Available immediately—U of Texas R/TV graduate; veteran just released from USAF active duty. Commercial and educational experience. TV director, sales, or news. For resume write Allan C. Pape, 2701 Swisher, Austin, Texas 78705.

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.

"Weather Radar 3 cm new, or used in good condition" Box J-3, BROADCASTING.

#5535 Lapp base antenna insulators with #5537 steel flange. Contact Pat Uliano, WICC, Bridgeport, Connecticut.

Wanted—Used Eastman Kodak #275 Film projector with or without magnetic sound. Contact Lyle C. Johnson, Studio Supervisor, KCAU-TV, Seventh and Douglas, Sioux City, Iowa.

Wanted by June 1, 1968: Guyed tower 610 ft. or 615 ft. capable of supporting 12 bay hi-band pedestal mount antenna together with 6 bay FM antenna and related equipment. Minimum 40 pound wind load. Contact Ivar Nelson, KFYR-TV, Bismarck, North Dakota, 701-223-0900.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3 1/4", 50 Ohm, jacketed, unused, TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric, Box 4668, Oakland, Calif. 94623. 415-832-3527.

For Sale: Complete Collins Audio equipment and RCA transmitter needed for station construction. Custom built by Collins Radio. 7 Preamplifiers; 2 custom dual console switches with 12 pot inputs; 2 program amplifiers; 3 10 watt monitor amplifiers; 1 McIntosh 50 watt amplifier; 7 83 inch equipment racks; 1 RCA 73B Professional Disc Recorder; 1 RCA BTA-1L 1 kilowatt Transmitter; Many double row jack strips. All audio equipment is on standard 19 inch panels. All in operation until August 1st when W-A-C-O moved to new building. Cash FOB, Waco \$2,000.00. Telephone 817-772-7100. WACO Broadcasting Corporation.

Be competitive . . . Now! Your station or remote unit can be telecasting live color programs before you think. Our 2 RCA TK 40A color cameras and related Chain equipment in working order and waiting for action. Your price, no brokers, \$25,000. Call or wire Industrial Television systems, Inc., 1518 W. Orient, Tampa, Fla. 33614.

Gen'l Radio Model OH RF Bridge & Heterodyne Detector Military Version of 516—Approved by FCC for Antenna Measurements. \$200. REK-O-KUT R16H Turnable with M5 Recording Lathe, two feed screws, Caps, Hot Stylus Unit, Gates M4810 Freq Mon Extension Meter—For Mo2890 Monitor. Box J-94, BROADCAST-ING.

2—RCA TK-11 Image Orthicon Camera chains complete with cables, lenses, pedestal, dolly, monitors, etc. Excellent Condition—Immediate delivery. Best offer over \$3,500.00 per chain. Contact: Bill Gregory, WYAH-TV, Telephone: 703-393-6001.

For Sale—Equipment—RCA BC 3 B Console, Leo Karns, WWIN, Baltimore, Md. 301-727-1400.

RCA Equipment—2 TM21 color monitors @ \$1,000 each, 2 TG2 sync generators @ \$1,000 each, 2 frequency standards @ \$350 each, 1 TA9 stab amp @ \$4,500, 4 aperture equalizers @ \$75 each, 3 BK5B microphones @ \$100 each. Also 3-500' Marconi Mark IV camera cables @ \$700 each. All equipment in perfect working condition. Write John Blades, LOGOS, 3620 South 27th Street, Arlington, Virginia 22206. Phone: 703/671-1300.

For sale—Raytheon (RC-11) Console with PS PT6 Magnecorder, S38 Magnecorder (Deck), Schematic's good condition. \$425.00—best offer. Box 154, Elmhurst, Illinois. Phone 312-833-1972.

FOR SALE—Equipment

Continued

Spotmaster Portapak I Cart Player with batteries—\$95.00 each. Sells new at \$175. Chicagoland Broadcasters, Inc. 2540 W. Peterson Ave., Chicago 60645, 312-761-1800.

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.

"365 Days of Laughs" . . . a daily radio gag service . . . may be available in your market. Try a month! \$2.00 Box 3736 Merchandise Mart Stn., Chicago 60654.

Editorial, investigative, feature ideas! Twice monthly. 6-month trial. \$10. News features Associates, P.O. Box 14183, St. Louis, Mo. 63178.

Best-looking Girls in Town: new, 3-way (blondes, brunettes, redheads) beauty pageant format. Thoroughbred Productions. 1614 Trevilian Way, Louisville. Ky. 40205.

Composite week log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programing percentages. Reasonably priced, completely accurate. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N. Y. 11229.

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.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for October 4, January 10. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute, REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Oct. 9—Nov. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newcasters production personnel. Announcer Training Studios. 25 W. 43 St., New York, 10036. Veteran approved, licensed by N.Y. State. Phone OX 5-9245.

N.Y. City's most famous Broadcast School—NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . Famous for good announcers. . . Famous for best deejays. . . Approved for veteran training. Licensed by State of New York. N. Y. School of Announcing and Speech, 165 West 46th Street. NYC. (212) LT 1-3471.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

We train broadcasters . . . The Don Martin School (America's foremost School of Broadcasting. Established in 1937) offers training in FCC 1st Class License preparation. Radio & TV announcing covering news, sports commercials, narrative & descriptive reading and languages. Radio production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & commercial writing and producing. Sales & Station Management. Television production including camera operation, floor management, Production & Tech. Directing, 16MM filming, video taping, audio, lighting, and makeup. All courses are approved for Veteran Training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

RADIO—Help Wanted

Sales

SALESMAN ANNOUNCER

TV announcing is still my basic business, but I'm actively involved in the affairs of the radio station I own in White River, Vermont—WNHV.

Small market, beautiful area, excellent growth prospects, ABC affiliate, MOR, strong community involvement. Need a salesman (preferably one who can do some air-work), and an announcer (desirably one who can handle some sales). Contact J. R. Alston, general manager.

(signed) Rex Marshall

SALESMAN FOR SYNDICATED COMEDY

Amazon Ace Chickenman

Plus the finest jingles available. Write Charles R. Grood, Vice Pres., Spot Productions, Suite 217, 3636 Cedar Springs Road, Dallas, Texas 75219.

Technical

SACRAMENTO ARMY DEPOT

ENGINEERS with maintenance experience AM-FM-TV-CATV, to design and supervise installation of Armed Forces Radio & TV Stations. Home duty station Sacramento, Calif., with considerable world travel. Salary \$10,927 per year. Permanent Civil Service and attractive fringe benefits. Contact Mrs. Lucy Phillips, Civilian Personnel Office, Sacramento Army Depot, Sacramento, California 95813. Phone 916-388-2940 or Mr. Walter J. Wolfe, home phone 916-428-1622. Federal Civil Service Procedures Apply. An Equal Opportunity Employer.

Production—Programing, Others

PROGRAM DIRECTOR

Large-market CBS radio station. Bright young PD needed with a well-rounded background (in any format) and good production sense. We are looking for a man to help keep us on top.

Box J-70, Broadcasting

Secretary

WMCA RADIO

Terrific oppty for brite girl to work in Sales Dept of leading radio station. Good Salary. benefits. Must have excellent skills.

Call Miss Serra MU 8-5700, Ext 723

Announcers

CANADIAN OPPORTUNITY

A major Canadian radio station with quality programing, operating in a large metropolis, requires a mature and thoroughly experienced early morning personality and a newsmen. Excellent conditions and remuneration.

Please send tape, resume and requirements to Box J-84, Broadcasting. All replies strictly confidential.

NEWS

NEWSCASTER

Position available now at a Top Twenty market station that is a major group and network affiliate. We are seeking an anchorman for our major newscasts who has solid experience, a dynamic personality and a distinctive delivery style. Age 28-45 with a youthful appearance required. Candidates should be experienced hard news reporters capable of writing and delivering some of their own material. We offer a top-notch salary and an excellent fringe benefits program plus opportunity to grow with a major broadcast group. Send a complete resume and video-tape in strict confidence to:

Box J-153, Broadcasting. All responses will be acknowledged and VTR's will be returned. An Equal Opportunity Employer.

ARE YOU READY . . . for the big move?

WIP, Metromedia in Philadelphia has openings for newsmen. We are looking for knowledgeable, willing, capable young men. No other arbitrary prerequisites. We would rather have one year good experience than 15 years bad experience. If you are a hard worker, conscientious and really interested in radio news as a career, let us hear from you. Include tape, photo, and complete resume. All responses kept confidential.

Address: Paul Rust, News Director, WIP Radio, Rittenhouse Square, Phila., Penna. 19103.

Announcers

STAFF ANNOUNCER

Major market TV-radio station auditioning for staff announcer. Weather and Sports experience important. Send complete resume, tape and recent photo.

BOX J-35, BROADCASTING

Situations Wanted

Management

Looking for a top GENERAL MANAGER?

(Radio or Television)

Program and Sales oriented

YOUNG (40)

BRIGHT

SKILLED ADMINISTRATOR

A little expensive (but well worth it)
Top 10 Markets Only

Box J-81, Broadcasting.

Situations Wanted—Announcers

NOTICE:

Outstanding morning man available. One of the highest rated in the U.S., this man is currently operations manager and top rated morning man in one of Top 100 markets. He has outgrown this market and as his employer, I am interested in helping him locate a proper job commensurate with his ability. If you are interested in one of the best, fastest rising young men in the business let me tell you all about him.

Box J-144, Broadcasting.

TELEVISION—Help Wanted

NEW TV STATION MIAMI, FLORIDA

Immediate Openings: Experienced Color Video Engineers, Program Director.

Send resume to: Manager

1795 N.E. 164th Street

North Miami Beach, Florida

Management

VICE PRESIDENT/ GENERAL MANAGER

VHF network affiliated station in Top 30 market. \$35,000.00 plus bonus. Unlimited opportunity with rapidly expanding group. Mail complete resume in strict confidence. All replies will be answered.

Box J-140, Broadcasting.

Technical

Immediate Openings

for experienced TV Broadcast Technicians. Salary commensurate with experience.

Send complete resume and salary requirements to the Engineering Department of WNAC-TV, 21 Brookline Avenue, Boston, Massachusetts.

An Equal Opportunity Employer

Technical—(Cont'd)

BROADCAST FIELD ENGINEERS RCA

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.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Production—Programing, Others

NETWORK OWNED VHF

Full color station in Top 10 market has immediate opening for experienced TV producer-director. Must be aggressive, take-charge type with music knowledge and experience with remotes. Send resume and salary requirements to:

Box J-16, Broadcasting

S. F. NETWORK TV STATION

needs topnotch producer/director. Must:

1. Be completely familiar with contemporary production techniques.
2. Have heavy experience in studio, film, news.
3. Have flair for hard hitting on-air promotion vtr/film.
4. Take charge and follow through.
5. Be thoroughly pro.

This is not a trainee job.
Send resume and availability date to:

Box J-73, Broadcasting

CATV—Help Wanted—Sales

Regional Sales Manager—East

Nation's leading supplier of time-weather, news and local origination equipment for CATV seeks top-notch sales engineer type. CATV background not necessary, but good understanding of video systems equipment desired. Excellent opportunity for willing-to-travel go-getter. Contact Mr. K. D. Lawson, Sales Mgr., TeleMation, Inc., 2275 South West Temple, Salt Lake City, Utah 84115. (801) 486-7564.

FOR SALE—Equipment

THREE ATC-55 PLAYBACK UNITS

with automatic logger and electronic clock for program logging. All units are stereo but are equipped with monaural heads. Installed new this year. Must sell immediately. A bargain at only \$8500. Contact WIL, 300 N. 12th Blvd., St. Louis, Mo., GE 6.1600.



AVAILABLE IMMEDIATELY! GMC 35' MOBILE UNIT.

Excell. cond. Custom body by Gerstenlager, 12,000 miles. Cost \$37,000 new. Air cond. pegboard inter. adj. shelves, storage units, 10 KW Onan gen. Ideal as mobile remote TV unit, videotape, lab, etc. Versatile. 10,000 lb. load. Call or write for further specs.

MARKETS, PRODUCTS & PEOPLE, INC.
39 W. 32nd St., N.Y.C. • 212 PE. 6-0037
PRICED FOR QUICK SALE!

WANTED TO BUY—Stations

RADIO STATION

Looking for AM or AM-FM stations in major markets grossing \$500,000 or more. We buy for cash and believe in keeping existing staff that made your station great. All replies held in strictest confidence.

Box J-75, Broadcasting

AM OR FM

radio station showing profit or growth potential in middle Atlantic or New England states. Willing to pay cash.

Box J-80, Broadcasting.

WILL BUY

BROADCASTING STATION

Florida, California, New Mexico, Arizona. All replies held in the strictest confidence.

Box J-152, Broadcasting.

RADIO STATION

Medium or large market. Fulltime. Ready to oct quickly. Your reply handled in complete confidence.

Marvin Bilsky, President, Citation National Life Corp., 803 Leader Bldg., Cleveland, Ohio, 44114.

WANTED TO BUY—Stations

Continued

WANTED!

New England small town AM or CP, will consider FM. Will consider any area close to New England. Either profitable or non-profitable operation, any condition. Principals only. Rush details, Box J-131, Broadcasting.

WANTED TO BUY

Full time AM-FM station in a good Southeast market. Reply to A. J. McCreery, Swartz Enterprises, P.O. Box 22, Roanoke, Virginia.

FOR SALE—Stations

Small Market AM & FM Station

Sacrifice at \$15,000.00. Owner must get out due to other interests. No real estate, but will give a liberal lease on present studios.

Box J-67, Broadcasting

FM STEREO

Major Market, Good Climate, ratings & equipment, Exceptional Sound with low overhead. Priced for immediate sale.

Box J-105, Broadcasting.

FOR IMMEDIATE LEASE

(with option to buy, subject to FCC OK). In California (all equipment, just throw a switch and start operating.) \$2,500 a month.

Phone (209) 439-2955 or write
PO Box 4364, Fresno, Cal.

Confidential Listings

RADIO—TV—CATV
N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

Lia Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

N.E.	small	daytime	\$150M	terms
Gulf	medium	daytime	130M	29%
M.W.	metro	FM	100M	1/3
Fla.	metro	daytime	225M	cash
South	suburban	daytime	100M	29%

 CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 94)

nels, and returned as unacceptable for filing applications of following: Randolph Broadcasting for new daytime station to operate on 1170 kc, 1 kw, 500 w-CH, DA, in Randleman, N. C.; Laurinburg Broadcasting Co. to change facilities of station WLNC Laurinburg, N. C., from 1300 kc, to 500 w-D, to 1170 kc, 1 kw-D, and Valley Broadcasting Co. to increase daytime power of station WYNS Leighton, Pa., on 1150 kc-DA-D, from 1 kw to 5 kw. Applicants failed to establish that proposed operations would not prejudice future consideration of class I-A channels. Commissioner Lee abstaining from voting. Action Aug. 30.

■ FCC in Williamson County Broadcasting Inc., Franklin, Tenn., denied petition for reconsideration. Williamson County, licensee of WAGG Franklin, had petitioned for reconsideration of commission's action of July 5, which assigned ch. 22.1A to Donelson, Tenn. In its petition, Williamson requested that channel be assigned instead to Franklin, and contended, among other things, Donelson is suburb of Nashville, that Nashville is already assigned five class C FM stations and seven AM stations and additional assignment of ch. 22.1A is, in reality, an additional assignment to that city. Williamson also stated that there is need for second FM service in Williamson County in which Franklin (pop. 6,977) is located. Commission held that fact that community is suburb does not disqualify it for radio station; that class A channel assignment is designed to serve small communities and since Franklin already has local FM outlet, Donelson (pop. 17,195) deserves first local outlet before Franklin obtains second. By memorandum opinion and order in Doc. 17282. Commissioner Bartley dissenting. Aug. 30.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 1 in Rockmart, Ga. (Georgia Radio Inc. WPLK) AM proceeding continued hearing from Sept. 14 to Oct. 17; exhibits to be exchanged between parties on Oct. 5, and notification of witnesses to be called in hearing to be given on Oct. 11 (Doc. 17537).

■ Hearing Examiner Millard F. French on Aug. 30 in Montgomery-Huntsville, Ala. (Fine Music Inc. [WFMI]; Tennessee Valley Broadcasting Inc. and Rocket City Broadcasting Inc.) AM proceeding granted request of Fine Music Inc. and continued from Aug. 31 to Sept. 15 date for exchange of financial exhibits by Fine Music Inc. in Docs. 17058-60.

■ Hearing Examiner H. Gifford Iron on Aug. 30 in Media, Pa. (Brandywine-Main Line Radio Inc. [WXUR-AM-FM]) license renewal proceeding denied petition of American Council of Christian Churches, filed August 8, to intervene in proceeding. (By memorandum opinion and order in Doc. 17141). And on Sept. 1 in Wood River, Ill. (Madison County Broadcasting Inc. WRTH) AM proceeding. On request by Madison and on examiner's own motion, continued further prehearing conference to Sept. 26 (Doc. 16980).

■ Hearing Examiner Chester F. Naumowicz, Jr. on Sept. 5 in Tosellon, Ariz. (E. O. Smith, KRDS) AM proceeding scheduled further prehearing conference for Sept. 11 (Doc. 17587).

New FM stations

APPLICATIONS

Wauchula, Fla.—Brush Broadcasting Co. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 142 ft. P. O. address: Box 1148, Wauchula 33873. Estimated construction cost \$10,250; first-year operating cost \$3,000; revenue \$7,500. Principals: Georgia M. and Jerald A. Brush, co-owners of new FM and WPRV Wauchula. Ann. Sept. 6.

Oxford, Miss.—Leroy E. Kilpatrick. Seeks 97.5 mc, ch. 248, 26.46 kw. Ant. height above average terrain 264 ft. P. O. address: University Avenue East, Box 511, Oxford 38655. Estimated construction cost \$23,430; first-year operating cost \$10,000; revenue \$12,000. Principal: Mr. Kilpatrick, licensee, is also licensee and manager of WSHU Oxford. Ann. Sept. 1.

Central Point, Ore.—James L. Hutchens. Seeks 99.9 mc, ch. 260, 2.5 kw. Ant. height above average terrain 287 ft. P. O. address: 351½ Madison Street, Corvallis, Ore. 97330. Estimated construction cost \$100; first-year operating cost \$600; revenue none. Principal: Mr. Hutchens owns 41.33% of KFLY-AM-FM Corvallis; 100% of one new AM in Gold Beach, and one new FM in Gold Beach, all Oregon. Ann. Sept. 1.

INITIAL DECISION

■ Commission gives notice that June 21

initial decision which looked toward granting application of Shurtleff-Schorr Broadcasting Corp., Lincoln, Neb., for new FM station to operate on ch. 297 at Lincoln (Doc. 17409) became effective Aug. 10 pursuant to Sec. 1.276 of commission's rules. Competing application of Cornbelt Broadcasting Corp. (Doc. 17410) as amended, was removed from hearing docket and returned to processing line. Action Sept. 7.

OTHER ACTIONS

■ Office of opinions and review on Aug. 28 in Miami (Miami Broadcasting Corp., Mission East Co., WSKP Broadcasters) FM proceeding granted petition of Broadcast Bureau and extended to Sept. 13 time for filing responsive pleading to Mission East Co. application for review in Docs. 17401, 17403-4.

■ Review board in Corinth, Miss. FM broadcast proceeding, Docs. 17565-66 granted in part and denied in part petition to enlarge issues filed Aug. 4, by Corinth Broadcasting Inc. Board member Nelson dissents to inclusion of issue specified. Board members Stone and Pincock absent. Action Aug. 31.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Sept. 1 in Danville, Va. (Piedmont Broadcasting Corp. and Baron Broadcasting Corp.) FM proceeding granted petition by Piedmont for leave to amend its application to show current finances (Docs. 17589-90).

■ Hearing Examiner Charles J. Frederick on Sept. 1 in New York-Teaneck, N. J. (New York University and Fairleigh Dickinson University) noncommercial educational FM proceeding granted request by New York University and extended to Sept. 12 time to exchange preliminary engineering exhibits (Docs. 17454-5).

■ Hearing Examiner David I. Kraushaar on Sept. 5 in Miami (Miami Broadcasting Corp., Mission East Co. and WSKP Broadcasters) FM proceeding granted petition by WSKP for leave to amend its application to change partnership name to "Edward Winton, Myer Feldman, David Ginsburg and Norma Fine, d/b as WOCN Broadcasters." Amendment also shows withdrawal of Silva M. Feldman and Al Lapin Jr. as partners and substitution of Myer Feldman in the place of Silva M. Feldman, his wife (Docs. 17401, 17403-4). In Miami (Miami Broadcasting Corp., Mission East Co. and WOCN Broadcasters) FM proceeding on joint motion by applicants continued hearing from Sept. 22 to Oct. 9, and set Sept. 22 as date for exchange of exhibits, and Sept. 27 for notification of witnesses (Docs. 17401, 17403-4). And in Rockford-Belvidere, Ill. (Quest For Life Inc., Greater Rockford Sound Inc. and Belvidere Broadcasting Inc.) FM proceeding denied petition by Quest For Life Inc. for leave to amend its application (Docs. 17591-3). By a separate action, rescheduled hearing for Dec. 4. Further ordered that direct case exhibits to be exchanged by close of business, Wednesday, Nov. 15, and notification of names of witness by Nov. 27.

RULEMAKING PETITION

Galena, Ohio William R. Bates—Requests amendment of Sec. 73.202(b), table of FM assignments, by adding ch. 280A for use at Westerville, Ohio. Ann. Sept. 1.

CALL LETTER APPLICATION

■ Mars Hill Broadcasting Inc., Syracuse, N. Y. Requests WMHR(FM).

CALL LETTER ACTIONS

■ Scott Broadcasting Corp., Georgetown, Del. Granted WFEM(FM).

■ Bleckley City Broadcasting Co., Cochran, Ga. Granted WVMC-FM.

■ Knox Broadcasting Inc., Rockland, Me. Granted WRKD-FM.

■ WMLP Inc., Milton, Penn. Granted WMLP-FM.

■ Camuy Broadcasting Corp., Camuy, P. R. Granted WCHQ(FM).

■ Robinson Corp., Viroqua, Wis. Granted WGBM(FM).

Existing FM stations

FINAL ACTIONS

WVPC-FM Monmouth, Ill.—Broadcast Bureau granted mod. of CP to change type trans., change type dual polarized ant., ant. height 210 ft. Action Sept. 1.

WORO(FM) Corozal, P. R.—Broadcast Bureau granted mod. of CP to change type ant. Action Sept. 1.

WDIA-FM Memphis—Broadcast Bureau granted CP to replace expired permit which authorized new FM. Action Sept. 1.

CALL LETTER ACTION

■ KLVI-FM. Radio Beaumont Inc., Beaumont, Tex. Granted KBPO(FM).

Translators

ACTIONS

W70AN, W72AH and W74AL Hamilton, Winfield, and Guin, all Alabama—Broadcast Bureau granted mod. of CPs for UHF TV translators W70AN at Hamilton, W72AH at Winfield, and W74AL at Guin, all Alabama, to change primary station to WFIQ-TV, ch. 36, at Florence. Action Sept. 1.

K71BW Hays, Kan.—Broadcast Bureau granted mod. of CP for UHF TV translator to change trans. location to 2 miles north of city limits of Hays, and make changes in ant. system. Action Aug. 28.

Hagerstown, Md. The Hearst Corp.—Broadcast Bureau granted CP for new VHF TV translator operating on ch. 79 to rebroadcast programs of WBAL-TV, ch. 11, Baltimore. Action Aug. 31.

Apache Tribe of Mescalero, Mescalero, N. M.—Broadcast Bureau granted CPs for new VHF TV translators to serve Mescalero (1) operating on ch. 2, by rebroadcasting programs of KELP-TV, ch. 13, El Paso; (2) operating on ch. 6, by rebroadcasting programs of KTSN-TV, ch. 9, El Paso; (3) operating on ch. 11, by rebroadcasting programs of KROD-TV, ch. 4, El Paso. Action Aug. 28.

K09GV Nephi, Utah—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 9, 186-192 mc, to ch. 13, 210-216 mc, change trans. location to 2.5 miles northeast of Nephi, type trans., make change in ant. system and change call letters to K13IF. Action Aug. 28.

Santa Clara, Utah Washington County Television Department—Broadcast Bureau granted CP for new UHF TV translator to serve Santa Clara, operating on ch. 77 by rebroadcasting programs of KUTV-TV ch. 2, at Salt Lake City. Action Sept. 1.

ACTION ON MOTION

■ Hearing Examiner Charles J. Frederick on Sept. 1 in Lewistown, Mont. (The Montana Network, Crain-Snyder Television Inc. and Synder & Associates Inc.) VHF TV translator proceeding continued hearing from Sept. 19 to Nov. 1 (Docs. 17656-8).

CATV

OTHER ACTIONS

■ Effects of FCC carriage and exclusivity rules on television stations and CATV operators has been set for investigation in notice of inquiry issued by commission. FCC's rules, including those issued in commission's final CATV decision (second report and order, March 8, 1966), require that CATV system carry signals of all commercial and educational TV broadcast and translator stations within whose grade B contour it is located. Grade B contour is maximum predicted signal range of TV station. Problems develop when CATV operator feels that the rules cannot be complied with in all respects. Ann. Sept. 5.

■ FCC in Newchannels Corp., Eastern Microwave Inc. and General Electric Cablevision Corp., Syracuse area, New York, CATV proceeding denied application by NewChannels, Eastern and General Electric for review of review board action of June 12. Board had affirmed ruling by hearing examiner in which examiner, at prehearing conference, had ruled that issue 4 of commission's hearing order did not permit evidence to be introduced. Issue 4 reads: "To determine whether the application and proposal are consistent with the public interest." The Examiner ruled that despite the lack of the introductory words, "In light of the foregoing issue," the issue was a conclusory, rather than an evidentiary issue. Petitioners had sought to have ruling interpreted to permit introduction of evidence other than that authorized by prior issues. By order in Docs. 17131-17135; Commissioner Bartley dissenting and issuing statement. Action Aug. 30.

Athens, Ohio Television Cable Co.—CATV task force dismissed as moot request for waiver of Sec. 74.1103(e) of commission's rules. Action Aug. 31.

■ Telerama Inc. CATV operator in Cleveland market has been denied request for reconsideration of commission order which designated for hearing request to import distant television signals from UHF stations in Erie, Pa. In same action commission granted petition by United Artists Broadcasting Inc., asking that Telerama's request for authorization to carry Youngstown, Ohio, TV signals be designated for hearing. Action Aug. 30, by memorandum opinion and order in Docs. 17357-9. Commissioners Hyde (chairman), Lee and Johnson, with Commissioner Cox concurring and issuing statement correcting his earlier opinion in this matter; Commissioner Bartley dissenting and issuing a statement; Commissioner Loevinger dissenting.

■ Office of opinions and review on Aug.

28 in Somerset-Punxsutawney and Brockport, Pa. (Laurel Cablevision Co.; Punxsutawney TV Cable Inc. and New York-Penn Microwave Corp.) CATV and microwave proceeding granted petition of Westinghouse Broadcasting Co. for extension of time to file responsive pleadings to Punxsutawney TV Cable Co. petition for reconsideration, and extended time for filing pleadings to Sept. 11 (Docs. 17538-40).

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Aug. 30 in Somerset-Punxsutawney and Brockport, Pa. (Laurel Cablevision Co. and Punxsutawney TV Cable Inc.) CATV proceeding. On examiner's own motion rescheduled further prehearing conference from Sept. 14 to Oct. 13 at 9 a.m. (Docs. 17538-40).

■ Hearing Examiner Herbert Sharfman on Aug. 30 in Bluefield, W. Va. (Bluefield Television Cable) CATV proceeding rescheduled hearing from Sept. 11 to Sept. 29 at 9 a.m., pending action on petitions for termination and reconsideration (Doc. 17469). And on Aug. 31 in Rockford, Loves Park, Freeport, all Illinois; Beloit, Whitewater, Jefferson, Janesville, all Wisconsin. (CATV of Rockford Inc.) CATV proceeding granted request by Rockford Community Television Inc. for extension of time from Aug. 31 to Sept. 11 to submit its proposed exhibit an issues 1 and 3 (Docs. 17234-41).

Ownership changes

APPLICATIONS

WAIL-TV Atlanta—Seeks assignment of license from WIBC Inc. to Jupiter Broadcasting of Georgia Inc. for \$13 million. Parent corporation Pacific and Southern Broadcasting Co. will be formed by merger of Communications Honolulu Inc. and investment brokers Fox, Wells and Rogers. See WQXI Atlanta, WKXI-FM Smyrna, both Georgia, WJBI-FM and WSAI Cincinnati and Hawaii stations. (BROADCASTING, Sept. 4). Ann. Sept. 1.

WQXI Atlanta and WKXI-FM Smyrna, Ga.—Seeks transfer of control from investment brokers Fox, Wells and Rogers to Jupiter Broadcasting of Georgia Inc. Transferor owns 97% of stations. Consideration \$6,837,500 to be received by licensee. See WJBI and WSAI, both Cincinnati, WAIL-TV Atlanta and Hawaii stations. (BROADCASTING, Sept. 4). Ann. Sept. 1.

KATV-TV Wailuku, KHON-TV Honolulu and KHAU-TV Hilo, all Hawaii—Seeks assignment of license from Pacific and Southern Broadcasting Inc. to Jupiter Broadcasting of Georgia Inc. Agreement is to effect merger between Pacific and Southern, Jupiter Broadcasting of Georgia and Jupiter Broadcasting Inc. Jupiter Broadcasting Inc. is licensee of WSAI and WJBI(FM) Cincinnati (see below). New Pacific Southern will also own WQXI Atlanta and WKXI(FM) Smyrna, Ga. Ownership of Pacific and Southern will be divided among DeSales Harrison Jr. and wife, Paulette B. Harrison, 24.67%; investment bankers Fox, Wells and Rogers, 32.9% and Arthur H. McCoy, 12%. See WAIL-TV and WQXI, both Atlanta and WKXI-FM Smyrna, all Georgia, WJBI-FM and WSAI Cincinnati. (BROADCASTING, Sept. 4). Ann. Sept. 1.

WAIV Indianapolis—Seeks transfer of control from Calojay Enterprises Inc. to Indianapolis Radio Corp. Principals: Frank P. Lloyd, president, Thomas Mathis, vice president, Francis J. Feeney Jr., secretary-treasurer et al. Mr. Lloyd is director of medical research for hospital. Mr. Mathis and Mr. Feeney are attorneys. Stock transfer. Ann. Sept. 1.

KLUV Haynesville, La.—Seeks assignment of license from Warren B. Smith, Don J. Davis and John J. Shields d/b as Haynesville Broadcasting Co. to Haynesville Broadcasting Corp. for \$50,000. Principals: Joseph F., president and director (60%) and Joseph P. Robillard, treasurer and director (40%). Mr. Joseph P. Robillard is engineering supervisor for Screen Gems Broadcasting of Louisiana. Mr. Joseph F. Robillard is in electronics. Ann. Sept. 1.

WVNC Asheville, N. C., WMAZ-AM-FM-TV Macon, Ga., WFBC-AM-FM-TV Greenville, N. C. and WBH-AM-FM-TV Knoxville, Tenn.—Seeks assignment of license of WVNC from Asheville Citizen-Times Publishing Co. and WMAZ, WFBC and WBH from Southeastern Broadcasting Corp., all to Multimedia Inc. Application is for merger of three constituent corporations: Southeastern Broadcasting Corp., Asheville Citizen-Times Publishing Co. and The Greenville News-Piedmont Co. Surviving corporation upon consummation will be Multimedia Inc. Officers will be: Roger C. Peace, chairman, Robert A. Jolley, vice chairman, J. Kelly Sisk, president and treasurer et al. Mr. Peace is director of bank and railroad. Mr. Jolley is president and 50% stockholder of Royal Crown Bottling Co.; president and 25% stockholder of realty company, and president and director of office building. Mr. Sisk is director of bank and insurance company. Ann. Sept. 6.

WGIV Charlotte, N. C.—Seeks involuntary transfer of control from Francis M. Fitzgerald to Francis C. Fitzgerald, (90%) executrix of estate of Francis M. Fitzgerald. Ann. Sept. 6.

WJBI-FM and WSAI Cincinnati—Seeks assignment of 49% interest of license from Jupiter Broadcasting Inc. to Jupiter Broadcasting of Georgia Inc. for \$2 million. See WQXI and WAIL-TV, both Atlanta and WKXI-FM Smyrna, all Georgia and Hawaii stations. (BROADCASTING, Sept. 4). Ann. Sept. 1.

KPTV-TV Portland, Ore., WTCN-TV Minneapolis and KCOP-TV Los Angeles—Seeks transfer of control from Oregon Television Inc., WTCN Television Inc. and KCOP Television Inc., respectively, (parent corporation, Chris-Craft Industries Inc.) to Baldwin-Montrose Chemical Inc. Early in 1967, Baldwin-Montrose began purchasing stock of Chris-Craft in open market. At present, Chris-Craft owns slightly more than 25% of issued and outstanding stock. Baldwin-Montrose is represented on board of directors of Chris-Craft by Herbert J. Siegel and James J. Rochlis. Baldwin-Montrose has never made attempt to assume control of Chris-Craft nor has it attempted to dictate any policies with regard to operation and/or management of TV stations. Consideration: 150,000 shares at \$40 per share plus amount equal to one New York Stock Exchange commission. Acquisition will not give Baldwin-Montrose as much as 50% stock, however, it will have control of Chris-Craft and subsidiaries. Ann. Aug. 31.

KSWA Graham, Tex.—Seeks assignment of license from KSWA Inc. to Norman Radio Inc. for \$125,000. Principals: Robert N. Aylin, chairman of board, is also president of Norman Building Corp., owners of KOPY Alice, Tex. Ann. Aug. 31.

KTAEL Taylor, Tex.—Seeks transfer of control from K. L. McConchie and Killis Campbell Jr. to KTAEL Inc., representing 50% interest in corporation to corporation. Consideration \$115,000. Ann. Sept. 1.

WVSA Brattleboro, Vt.—Seeks transfer of control from Atlantic States Industries Inc. to Southern Vermont Broadcasters Inc. Principals: John K. Healy, president, Betty L. Healy, vice president and secretary, Daren F. McGavren, vice president and treasurer, and Jean P. McGavren, vice president (each 25%). Mr. Healy has no present interests indicated. Mr. McGavren is owner of McGavren-Guild Inc., station representatives; stockholder in WRYT Boston, WLOB Portland, Me. and WNVV Pensacola, Fla. Consideration \$120,000 plus assumption of liabilities. Ann. Sept. 6.

ACTIONS

KAAR-TV San Diego—Broadcast Bureau granted assignment of CP from San Diego Telecasters Inc. to Bass Brothers Enterprises Inc. for \$1,108,000. Principals: Perry R. Bass, president, Sid R. Bass, vice president (25%), Edward P. Bass (25%), Robert M. Bass

(25%), and Lee M. Bass (25%). Messrs. Robert Bass and Lee M. Bass are minors and the sons of Perry R. Bass. Their stock is held in trust with Perry R. Bass. Mr. Perry R. Bass is 51.58% owner of Bass Broadcasting Co., which has 25% interest in KFDA-TV Amarillo, Tex., KFOW-TV Clovis, N. M. and KFDD-TV Sayre, Okla., and has 25% or greater interests in carbon and gasoline company, investment company and cattle business. Action Aug. 31.

KVSI Montpelier, Idaho—Broadcast Bureau granted assignment of license from Glacus G. Merrill to Tri-State Broadcasting Inc. Corporate company will consist of Mr. Merrill, wife Marie, son Glacus Gregory Merrill and daughter Darla Dean Merrill. Stockholder has interest in KBLW Logan, Utah and WKLP Keyser, W. Va. Action Aug. 28.

WTRE Greensburg, Ind.—Broadcast Bureau granted assignment of CP from Tree Broadcasting Corp. to Clear Tone Broadcasting Inc. Clear Tone will issue 75 shares of additional stock to Lloyd Kanouse and 25 shares to Vivian Kanouse. Assignee is licensee of WTRE-FM. Action Aug. 30.

WYSI Ypsilanti, Mich.—Broadcast Bureau granted transfer of control from Craig E. Davids to Roy W. McLean et al. (26.2% to Mr. McLean, 35% to other stockholders). Action Aug. 30.

WHVL Hendersonville, N. C.—Broadcast Bureau granted acquisition of positive control of licensee corporation by A. E. Perkins and Gypsy Perkins, as family group, thru purchase of stock of Steve Morris from public auction. Action Aug. 30.

WAGR-AM-FM Lumberton, N. C.—Broadcast Bureau granted transfer of control from George E. Gauthier and Carl T. Jones to Albert Kahn (53%) and Denzel M. Shaver (47%). Consideration \$10,000. Action Aug. 30.

KHRT Minot, N. D.—Broadcast Bureau granted assignment of license from R. F. Kephart, trustee in bankruptcy, to KHRT Broadcasting Corp. for \$106,000. Principals: Harold R. Christensen, president, Edwin Carlson, vice president, et al. Mr. Christensen is manager of KHRT Minot. Mr. Carlson is in trucking and sale of cement. Also granted renewal of license subject to condition that assignment be consummated within 45 days of grant. Action Aug. 30.

WJOT Lake City, S. C.—Broadcast Bureau granted transfer of control from Isadore E. Lourie to Russell George-Busdicker, Herbert E. Blankenship, Alvin Strasburger, Harvey L. Golden, Leroy Strasburger, as Lake City Broadcasting Corp. Consideration \$6,000. Action Aug. 30.

WHCQ Spartanburg, S. C.—Broadcast Bureau granted transfer of control from Mid-South Broadcasting Inc. to Mid-South Management Inc. Philip A. Buchheit, president. Action Aug. 30.

WKGK Knoxville, Tenn.—Broadcast Bureau granted transfer of control from George P. Mooney to Mooney Broadcasting Corp. Principals: George P. Mooney (51.05% before, none after), Robert E. Crenshaw (8.82% before, none after), Abe D. Waldauer (10.58% before, 10.58% after), Mrs. D. F. Prince (11.76% before, 11.76% after), Donel J. Lynch (17.65% before, 17.65% after) and Mooney Broadcasting (none before, 59.87% after). George P. Mooney, president. An application will be filed by Mooney Broadcasting, seeking assignment of license of WWRN Nashville. Action Aug. 30.

WWRN Herndon, Va.—Broadcast Bureau granted assignment of license from Coastal Broadcasters Inc. to Three Towers Inc. for \$80,000. Principals: Christian Broadcasting Co. (100%). J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. (each 50%). Christian is licensee of WCBC(FM) Catonsville, Md. Messrs. Brinsfield each own 40% of stock and are president and vice president respectively of Catonsville Broadcasting Co., applicant for new AM there. They also each own 22.5% of Christian Broadcasting Corp. (not the same as Christian Broadcasting Co.), a West Virginia corporation which is licensee of WCIR Beckley, W. Va. Action Aug. 30.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 6. 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.

Amesbury, Mass.—Cablevision Corp. of America and National Cablevision Co. (both multiple CATV owners) have each applied for a franchise.

Brockton, Mass.—Brockton Cablevision Co., subsidiary of Cablevision Corporation of America, has applied for a 25-year, exclusive franchise. Installation and monthly fees would be \$14.95 and \$4.95, respectively. System would provide 12 channels, 24-hour weather and news channel, and an FM and community channel.

North Andover, Mass.—National Cable-

vision Co. (multiple CATV owner) has applied for a franchise. The town would receive 3% of gross receipts.

■ **Bloomington, N. J.**—Ringwood Cable Co., Ringwood, has been granted a franchise. The borough is guaranteed \$1,000 or 4% of its gross receipts, annually. One channel is being offered the borough for exclusively local use. Company is also donating two video tape systems to the public schools. Also bidding for franchise was Tele-Mark CATV Communications Co., Newark.

JIM O'CONNELL is a man with a mission—to bring management to the radio spectrum. He's dead serious about this objective because he feels that the spectrum has been handled more like an untamed natural resource than the highly scientific element it is. But he's far from a fanatic on the subject. In fact, he looks like everyone's favorite uncle—soft spoken, a delightful, understated sense of humor and a suggestion of rugged stability.

It takes little, however, to get him talking on his favorite subject. The electromagnetic spectrum has grown in the past two decades from a top of 30 mc to 90 mc; from a couple of thousand users in 1945 to tenfold that number today (the FCC alone in 1966 issued almost 1.75-million licenses, and those only in the nongovernment areas of the spectrum). But, and to Mr. O'Connell this is the pith of the problem, the radio spectrum is still being managed under concepts and rules drawn up more than 30 years ago when the Communications Act of 1934 was adopted. For example, there still is no one explicitly responsible for the radio spectrum. The President has that burden for government users; the FCC for nongovernment users. It's only through three decades of amicable cooperation that the division of the spectrum between those two major users has been accomplished without a bloody mix-up.

With the appointment last month of a presidential task force on telecommunications, of which he is vice chairman, Mr. O'Connell sees the beginning of a solution to one of his problems, the establishment of a single, national policy in the light of today's technological explosion. He's already working on his second goal, management of the spectrum, through the growing employment of computers for identifying who uses what where.

Double Job ■ For Mr. O'Connell (although formally, he's Lieutenant General James D. O'Connell, USA [ret.], he prefers the civilian title) wears two hats. He's telecommunications adviser to the President and he's also director of telecommunications management. One is policy, the latter, administration.

If you're going to cut up the spectrum pie—and the spectrum is not infinite, as Mr. O'Connell has stressed innumerable times in public and private talks—there has to be a rationale for approving one user and denying another.

This has been the subject of much thought by Mr. O'Connell, and a program seems to be evolving from this cogitation. It goes by the name "value engineering".

In simple terms, it means putting a price tag on all uses of the radio spectrum—from citizens band to television, from taxicab dispatching to local truck

Controlling the explosion in the spectrum

delivery orders. It's assigning a dollar figure to the user's contribution to the Gross National Product.

At its essence is the belief that only by doing something like this can a determination be made on who should get scarce spectrum space and who shouldn't. Mr. O'Connell is pretty sold on this approach, although he candidly admits that in many fields—television and radio, for example—the intangible benefits cannot be capitalized.

Success Ahead ■ The man who's

WEEK'S PROFILE



James Dunne O'Connell—special assistant to the President for telecommunications and director of telecommunications management, Office of Emergency Planning; b. Sept. 25, 1899, Chicago; graduated U. S. Military Academy, 1922; M. S. (communications engineering), Yale University, 1930; graduate studies, Northwestern University, 1933-34; Army signal school, command and general staff school. Advanced through grades from 2d lieutenant to lieutenant general; deputy chief signal officer, 1951-55; chief signal officer, 1955-59; retired 1959. Distinguished Service Medal, Legion of Merit with Oak Leaf Cluster. VP, General Telephone and Electronics Laboratories, 1959-62; consultant, 1962-64. Appointed to present position May 15, 1964. Fellow, Institute of Electrical and Electronic Engineers; chairman, Joint Technical Advisory Committee, 1961-64; m. Helen Frampton Stegen of St. Louis Aug. 9, 1967 (Mr. O'Connell married the former Edith Chase Schlossberg of Portland, Me., in 1933; the first Mrs. O'Connell died in 1965); children: Peter D., Sally Ann; hobbies: golf, fresh-water fishing.

faced with these tricky questions is the sixth in a line of presidential advisers on telecommunications that began in 1951. All have sought to bring the burgeoning use of the spectrum into manageable bounds, with meager success. It now looks as if Mr. O'Connell may be the one to succeed. For under his prodding progress seems underway. That's the way he works—he goads.

This characteristic helped establish his reputation during the U. S. preparedness buildup before Pearl Harbor. Mr. O'Connell was a lieutenant colonel on the Signal Corps' general development board when he became convinced that front-line tactical radio receivers must tune as easily as the then newly introduced push-button radios in automobiles. Since an innovator must also be a doer, he became instrumental in helping establish the multimillion-dollar crystal industry—from a handful of companies making a fistful of crystals costing about \$20 each, to an industry that by 1945 was churning out 15-million crystals annually, each one selling for about \$1.

Mr. O'Connell was appointed to the U. S. Military Academy in 1917, following in a way the footsteps of his maternal grandfather, James Dunne of Chicago, who won the Congressional Medal of Honor on the heights above Vicksburg, Miss., during the Civil War.

His career in the Army followed the normal course—schools, commands, North Africa, Europe, Japan in World War II—with one exception. He's the only chief signal officer of the Army who wore the three stars of a lieutenant general; all others were major generals.

Likes CATV ■ He's not one to pussyfoot about his personal views on the problems of the radio spectrum. He has, over the past few years, looked kindly at CATV; he's for anything that promises to relieve the congested spectrum.

Referring to the section of the Communications Act that urges the FCC "to encourage the more effective use of radio in the public interest," Mr. O'Connell comments that the phrase should be revised. New uses of the radio spectrum are coming along so fast every day, he notes, that no encouragement is needed.

He sees other modes of transmitting intelligence coming along in almost quantum strides—lasers, cables, even the use of microwave frequencies in waveguides—to provide services that now require large portions of the radio spectrum.

There may come a time, he muses, when the spectrum will be used only for communications with moving vehicles. "And then the mobile services will really put on the pressure for TV channels," he remarks with a twinkle in his eyes.

Bad trip

BROADCASTERS may expect to take little comfort from the World Conference on Smoking and Health to be held this week in New York. The agenda is certain to produce indictments of cigarettes as menaces to the national welfare and demands for new restrictions on cigarette advertising on radio and television.

Senator Robert Kennedy (D-N. Y.) has already warmed up for his speech at the opening session today (Sept. 11) by suggesting that all broadcast advertising for cigarettes be suspended for a year. His could be the rallying cry for the conference. To Mr. Kennedy and others of similar views there is a practical answer. Cigarette advertising is designed to persuade smokers to switch brands, and there is no evidence that it induces anybody of any age to begin smoking.

To our knowledge nobody has cleared any time to advertise marijuana or LSD, and the use of both has reached alarming proportions. There is no stronger connection between the advertising of cigarettes and the consumption of cigarettes by the young.

Plenty to do

THERE is no lack of issues of significance to engage the attention of delegates to the annual convention of the Radio-Television News Directors Association in Toronto this week. Happily the organization has grown so remarkably in stature in recent years that it is equal to the responsibilities that challenge it.

On two issues alone in the past year the RTNDA has justified the growing confidence that ownership and top management now accord to the news directors of the broadcasting system. With wisdom and patience the RTNDA has stated the "free press" side of the free trial-free press controversy before the American Bar Association. With nerve and determination the RTNDA, in the company of several station owners, has embarked upon a test of the constitutionality of the FCC's fairness doctrine. For just such commendable purposes broadcasting needs a professional association of its news directors.

RTNDA was one of several news organizations represented last month at the annual meeting of the American Bar Association in Honolulu. The newsmen were there as participants in discussions of recommendations by the ABA's so-called Reardon committee for severe limitations on the release of information before and during criminal trials.

RTNDA delegates returned from the Honolulu sessions with the impression that the bar as a whole is favorably disposed toward some forms of intensified control over news coverage of criminal proceedings. But they also believe that it will be possible to arrest the movement before it reaches the point of news management by courts and law enforcement agencies.

The Reardon committee, headed by Judge Paul C. Reardon of Boston, in general recommended severe restrictions on information to be released by attorneys and law enforcement officers, with the courts empowered to issue contempt citations not only against officials but also, during the progress of criminal trials against the media. The Reardon committee also proposed detailed rules of conduct for the courts themselves to minimize the impact of outside influences on juries.

The RTNDA has reached what seems to be the realistic conclusion that the Reardon committee proposals affecting the conduct of attorneys and the courts are properly within

the auspices of the American Bar Association—even though the adoption of the proposals would at least to some extent inhibit news coverage of criminal proceedings. But the RTNDA has also taken the firm view that the Reardon committee's proposed restrictions on police and extension of the contempt power to cover both law enforcement officers and others would take the ABA into alien territory. This is the position that the RTNDA would like to see adopted when the Reardon report comes up for final consideration at the bar association's House of Delegates' meeting in New Orleans next February.

But if the RTNDA view is to prevail, much educational work must be done among the members of the House of Delegates before they get to New Orleans. It is the sort of work that individual news directors and their station managers can do best with the House of Delegates members from their own regions.

As to the RTNDA's challenge of the FCC's fairness doctrine, it need be said only that the association ought to be given whatever support it needs to finance the battle through the U. S. appellate court and, if necessary, the Supreme Court. Broadcast journalism needs to be rid of editorial supervision by the FCC if it is to reach its enormous potentials.

Breather

THREAT of a strike against ABC and NBC by the National Association of Broadcast Employees and Technicians eased somewhat last week when the union negotiators came to terms with the latter and at least called a cease-fire in their skirmishing with the former. The union team said it would recommend that its members ratify its agreement with NBC and would report ABC's "final" offer without a recommendation for or against.

The way things had been going in those negotiations, that's progress. But prudence suggests that, at least at this writing, it's too early to tell what sort of progress. For one thing, the NABET membership has been increasingly independent of the union's leadership. For another, neither the details of the tentative agreement with NBC nor those of the ABC proposal were made public, and those of course will tell the price of progress.

The removal, or even deferral, of a strike threat always brings a sigh of relief. But not until all the returns are in, and the terms themselves can be assessed, can it be known for sure that the relief was worth the sigh.



Drawn for BROADCASTING by Sid Hix
"Next, a quartet from the postoffice . . . They call themselves, 'The Mailbags'!"

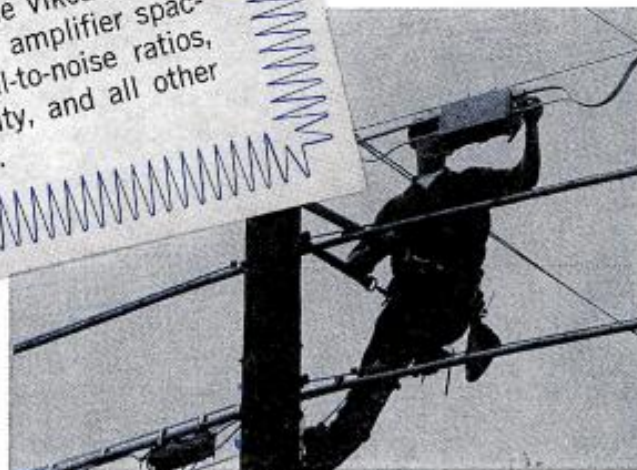
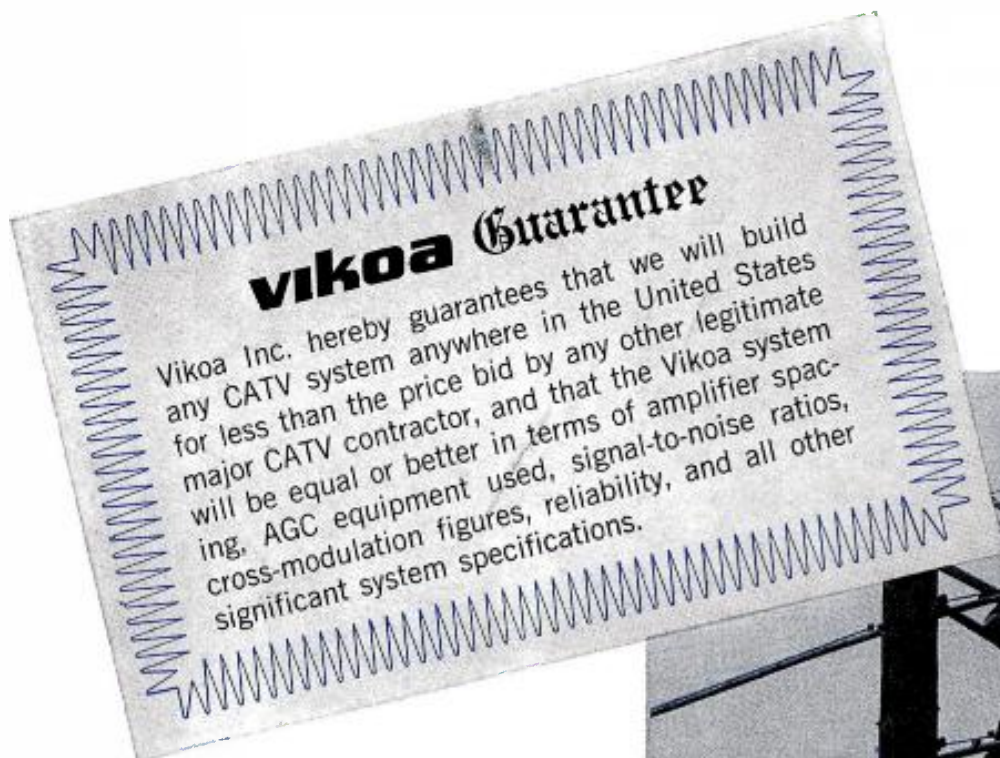


Compleat Package

WBAP wraps up the vital Dallas/Fort Worth market . . . and surrounds your selective spot coverage with irresistible programming. Full-colour all the way, of course, plus superior physical facilities—including eight Video Tape machines, completing the compleat package guaranteed to deliver your message as Channel 5 delivers results—with dazzling directness.



why pay extra for CATV turnkey construction?



Vikoa guarantees to build it better for less!

How can Vikoa afford to build your CATV system for less? Because we are the **only** company in the CATV industry that makes both cable and electronic equipment, plus CATV hardware. Since we make our own cable, we charge less than a company that buys cable from a manufacturer like us.

What's more, we not only build your system, but give you help in system management, promotion and maintenance.

The Vikoa CATV System Manager's Manual is the only one of its kind in the industry. Vikoa technical training, together with our maintenance manuals, Level Logs, and Technical Library, will simplify system maintenance. And Vikoa Ad-Publicity-Promotion campaigns are famous for attracting the most subscribers in the shortest possible time. All of these services are available **only** to Vikoa Turnkey customers.

DON'T SIGN A CATV TURNKEY CONTRACT UNTIL YOU GET THE VIKOA QUOTE.

We guarantee that we can save you Money!

vikoa

THE HOUSE THAT SERVICE BUILT • (Formerly: Viking Industries, Inc.)

400 Ninth Street, Hoboken, New Jersey 07030 | N. Y.: (212) 943-5793 • N. J.: (201) 656-2020 • Wire WU: WUX-JHB, Hoboken, N. J.