DECEMBER 4, 1967 50 CENTS 37TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

Victor Oristano, President
WK, Inc.
Wheeling, West Virginia

"CATV broadens broadcasting by satisfying more viewers"

"As a broadcaster I think the most compelling reason for CATV is obvious: the viewing public wants it.

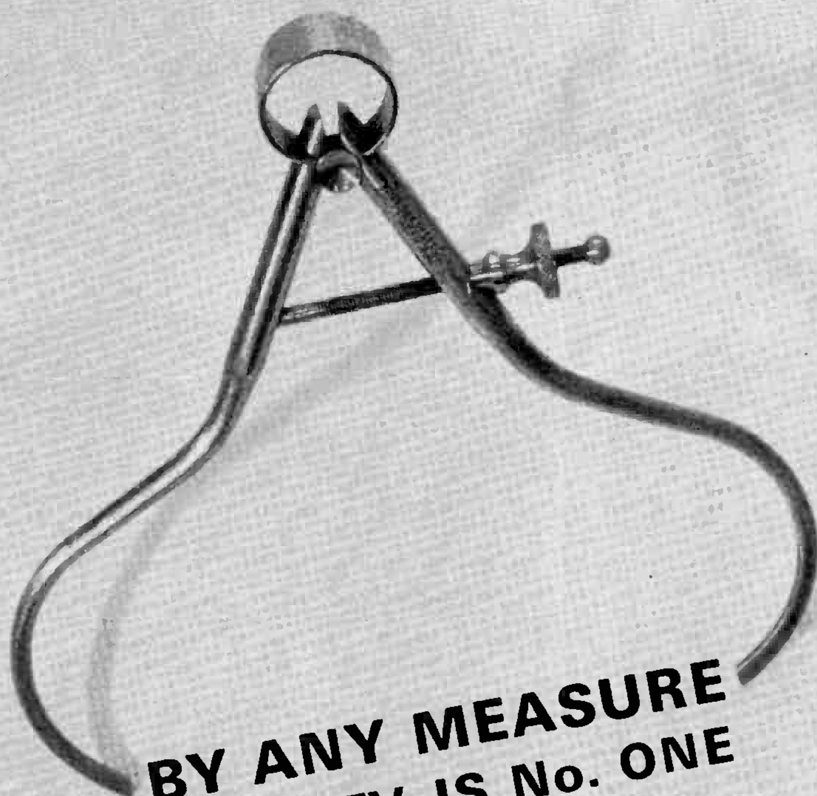
"If CATV were inefficient, too expensive, or against the public interest, the public would have rejected it long ago. But over the past 15 years the demand for this service has steadily expanded. CATV is an integral part of the entire communications industry, and has proven that it can add ever growing numbers to the total TV viewing market.

"If the public is to be served, the public should be heeded. By application of any common rules of user need, public demand, government service, technological advance, or commercial success, CATV should be supported by the entire broadcasting complex, by advertisers, and by the FCC. It should be apparent by now to objective persons who are knowledgeable about CATV that to oppose CATV is to oppose the public interest."

Victor Oristano

JERROLD ELECTRONICS CORPORATION

JERROLD



BY ANY MEASURE KRLD-TV IS No. ONE

The October 1967 ARB audience estimates show conclusively that KRLD-TV continues to be the market's No. 1 station, 9:00 a.m. to midnight, Sunday thru Saturday.

Channel 4 leads the 2nd station in each major category of viewers per average quarter-hour — 22.0% more households; 13.5% more adults; 18.6% more women; 15.9% more housewives; 6.3% more men; 11.1% more teens; and 30.5% more children.

Contact your H-R representative to place your next schedule on the #1 station in the Dallas-Fort Worth market.

*There **is** a measurable difference.*

represented nationally by HR

KRLD-TV 4 DALLAS — FT. WORTH

The Dallas Times Herald Station

CLYDE W. REMBERT, President

CLOSED CIRCUIT®

Clustering

When TV code board meets Dec. 12-13 at Miami Beach to consider whether to limit number of commercials that can be clustered, it'll have at least four proposals on table. Donald H. McGannon of Westinghouse Broadcasting, Bill Michaels of Storer and Charles Tower of Corinthian, it's understood, have all submitted plans that, while varying considerably in many details, generally agree that no more than three messages should be presented consecutively. Code authority meanwhile has drafted proposal that no more than four announcements be clustered.

Issue, however, isn't as simple as choice among three, four or some other number—or none at all. Assuming limits are imposed, there's still thorny question of definitions. Though Messrs. McGannon, Tower, and Michaels agree on three, for instance, first two are talking about three commercials while Mr. Michaels reportedly would count promotional messages, too; and code authority's four is understood to encompass public-service announcements as well as commercials and promos. Another big question: Would each product in piggyback commercial count against maximum, or would piggyback be just one commercial? Whatever board's final decisions, they'll have to be ratified, modified or rejected by National Association of Broadcasters' television board, which meets in January.

End of pay test?

RKO General is seriously considering closing down its experimental pay-TV operation in Hartford, Conn. Experiment has been going on almost five years and has proved costly. But main factor pushing company to close pay-TV operation is said to be House Commerce Committee's resolution telling FCC to postpone, for at least a year, authorization of regular pay-TV operations. Under RKO General's planning, WHCT(TV) Hartford (ch. 18) will be retained as commercial TV outlet, if pay-TV aspects of its operations are abandoned.

Radio and ASCAP

American Society of Composers, Authors and Publishers wants to talk with Georgia radio stations preparing to sue in search of lower ASCAP fees. Meeting is tentatively set for Friday (Dec. 8) in New York. Broadcasters, who claim they are paying too much based on amount of ASCAP music they play, want fee of half of one percent. Current ASCAP five-year contract is 2% of gross after specified deductions. Some ASCAP sources feel less than five-year contract might be worked out, but it would require higher fee than 2%.

Broadcasters have been building $5,000 war chest through $100 contributions from interested stations in and out of state. GAB is also contributing up to $2,500. Stations have retained Malcolm Hoffman, New York antitrust lawyer.

No deal

Gene Autry, chairman of Golden West Broadcasters, said in Washington last week that there are no current negotiations with Mutual Broadcasting Corp. or any of its principals for acquisition of his West Coast broadcast properties. Moreover, Mr. Autry said that notice had been served that if those responsible for rumors of imminent sale do not desist, legal action will be forthcoming.

Eye on tomorrow

Professional seers are to be brought in for consultation, practically for first time, by National Association of Broadcasters' Future of Television Committee at its meetings in Miami Beach next week. Committee will hear presentations from Spindletop Research, Lexington, Ky., think tank, which has done exhaustive projections for Time-Life Broadcast and WDSU-TV New Orleans. Spindletop studies have covered pay TV, video records, cable TV, among other developments. Among conclusions reportedly reached: Sophisticated forms of cable will carry more and more television programing.

Also invited to appear at Future of Television Committee meeting is Ernest Jennes, of Washington law firm of Covington & Burling, which represents Association of Maximum Service Telecasters. At recent meeting of AMST board, Mr. Jennes reportedly spoke at length of probable pressures to reduce television-broadcast use of spectrum and of probable developments of new types of cable capable of carrying many television channels.

More power?

Latest CATV-connected flap at FCC involves proposal of Commissioner Robert T. Bartley to give CATV task force more authority to act on requests for waivers of top-100 market rule. (Several alternative standards have been proposed, one reportedly to permit staff action in cases involving communities 20 miles or more from major city in market.) Rule, requiring hearing when CATV in major market proposes importing signal beyond its Grade B contour, has led to backlog of cases.

Broadcast Bureau analysis is said to indicate that 80% of homes in each of major markets would be out of reach of areas in which proposed delegation would be applicable. However, in view of their past stands on what they have regarded as task force's free-wheeling attitude toward CATV, general counsel's office and Broadcast Bureau are expected to oppose proposed delegation.

Back to barter

Trend toward "barter," or exchange of advertiser services or products for radio time, appears to be growing. It's been learned that one of best-known New York agencies has adopted policy of barter for radio whenever client's products or services are suitable for such arrangement. Another old but seemingly increasing agency practice—adopted at behest of cost-conscious advertisers—is to place spot-radio money in hands of local or regional distributors along with detailed instruction on how to buy at local rates. At least one major campaign now in works will be placed via one of these two methods, insiders say.

Air rights count

Broadcast considerations are exerting significant influence on National League's plans to expand by 1971, as discussed at baseball meetings in Mexico City last week. Reportedly, San Diego is among top possibilities of six cities that have applied for National League franchise, mostly because local group has lined up $750,000 radio-TV contract. On other hand there's considerable negative feeling about granting franchise to Dallas-Fort Worth because it could intrude on broadcast market of Houston Astros.

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WEEK IN BRIEF

FCC-sponsored government-industry Advisory Committee for Land Mobile Radio Services issues 800-page report suggesting communications would be better served were TV cabled, channels reallocated to land mobile. See . . .

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Agency commercial producers enthusiastic over Broadcast EVR after CBS Labs presentation. Benton & Bowles' Gordon Webber predicts agencies, clients will quickly adopt EVR system once facilities are provided. See . . .

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More cut-backs at Interpublic Group of Companies imminent following reports company has reduced some activities, removed hundreds of employes. Four divisions and commercial flying service reported dissolved. See . . .

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DEPARTMENTS

AMERICAN BUSINESS PRESS, INC.

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Broadcasting

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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.

RFK again urging cigarette ad reform

Senator Robert F. Kennedy (D-N.Y.) is continuing his drive to induce industry self regulation of cigarette commercials. Latest round of letters, made known Friday (Dec. 1), suggests four points for reform.

Meanwhile, tar derby in print advertisements gained impetus in wake of Federal Trade Commission brand-rating figures released earlier in week (see page 46). Question at week's end: Would broadcast spots for cigarettes giving tar-nicotine specifics be far behind?

Tobacco majors indicated that roadblocks in Cigarette Advertising Code and National Association of Broadcasters code were preventing swing now appearing in print to penetrate airwaves. It is believed, however, that NAB code authority would permit factual statement of government's tar-nicotine findings for brand being advertised.

There is question, though, whether NAB code could approve broadcast advertisement along lines of print copy for American Tobacco's Lucky Strike menthol 100's that ran in some newspapers last Friday. Advertisement said brand was rated lowest of "all 100's tested" but did not give any specific tar-nicotine figures.

Kennedy letters, sent to TV networks and NAB, contained same points senator makes in article written for December issue of *Television* magazine.

Kennedy's Aims ▪ Four points suggested to broadcast industry are: 1) voluntary limits on times of day cigarette commercials could be aired (Senator Kennedy said keeping spots off until after 10 p.m. should be satisfactory); 2) limits on types of programs that could serve as vehicles for cigarette spots (senator would specifically put football games off limits); 3) limits on over-all amount of cigarette advertising, with perhaps lower priority for cigarette messages in bidding for time, and 4) redefinition of types of programs young persons are likely to watch, and as such unsuitable for cigarette spots. Senator suggests lowering of present 45% cutoff point plus limit on absolute numbers of youngsters in show's audience, regardless of percentage.

Senator Kennedy's latest letters went out before returns were all in on his last round of correspondence (BROADCASTING, Nov. 27). As of last Friday, ABC said it had "no comment" regarding its answer to earlier telegram urging that cigarette spots not be carried on football games; CBS said it has not yet sent reply, nor has National Football League. NBC replied promptly but will not make its answer public.

KMP International formed in agency merger

Daniel & Charles Inc. ($26.5 million in billings) and Kingsley, Manton & Palmer Inc. ($1.6 million), both New York, have formed partnership, full-service agency, called KMP International. New entity was created not by exchange of equity but by agreement that each agency will contribute equally in enterprise.

Business of KMP is being tranferred to D&C offices to utilize latter's production facilities and thus facilitate entry into TV. D&C in turn will begin working out of KMP Partnership Ltd., London ($12 million).

Partners expect to expand into Europe, operating as "Anglo-American service for international advertisers."

Name change at CBS

Name of CBS Films Inc. has been changed to CBS Enterprises Inc. to reflect more accurately company's involvement in other areas. Announcement Friday (Dec. 1) by Ralph M. Baruch, vice president and general manager, noted Enterprises will continue to distribute filmed and live programs in U.S. and abroad and be responsible for licensing and merchandising, and in near future will announce its involvement in several educational projects.

Wolff will battle for warning in ads

Leading congressional consumer friend, Representative Lester L. Wolff (D-N. Y.), vowed Friday (Dec. 1) to lead fight requiring cigarette advertising to carry health warning now prescribed only for cigarette packages.

That requirement was deleted from original labeling bill, he said, and bill must be amended to include original aim.

"How many people read the warning on the package?" he asked. But, he added, they will see it if it's forced to be carried in advertising.

Mr. Wolff, who used to be advertising and merchandising man himself, said that powerful lobby was operating to exempt advertising from provisions of Truth in Lending bill. That too must be fought, he said. Lending provisions requiring full disclosure of true interest and credit terms must be included in advertising, he said.

Mr. Wolff told *Advertising Age* Media Workshop in Washington (see page 40) that consumers' lobby was needed in Washington to present consumers' viewpoint on legislation.

Say Something ▪ Growing sentiment for consumer protectionism was expressed by Paul Rand Dixon, chairman of Federal Trade Commission, who recommended that advertising "say more" in interest of consumer, rather than just merits of product.

Advertisers can't afford to let consumer movement "feed on misstatements" in advertising, he commented.

Timothy J. May, general counsel of Post Office Department, said no broad-

NCTA comes up with own version of Emmy

TV broadcasters can look for new entry in awards sweepstakes, this one by CATV industry.

Staff of National Cable TV Association has been charged by public relations committee to plan for special industry awards for "outstanding" TV programs, to be presented during National Cable TV Week (Feb. 4-10).

Details are not determined, but thought is to have CATV subscribers vote for favorite broadcast programs —probably limited to public service category first time around.

Public-relations committee also approved distribution arrangements for new sound-color film to be introduced during Cable TV Week promotion. Plans call for placement of 20-minute-plus film, being produced by Irving Gitlin Associates, New York, to be placed by individual CATV operators on 100 TV stations as well as private "club" showings.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Solow

Herbert F. Solow, who resigned last month as VP in charge of programing for Paramount TV Productions, Hollywood (BROADCASTING, Nov. 27), named VP in charge of TV production for MGM Television, Culver City, Calif., effective Jan. 1, 1968. Previously, Mr. Solow headed TV operations for Desilu Productions before it merged with Paramount, and held executive programing positions for both CBS-TV and NBC-TV. Plans of **Alan D. Courtney,** director of programs for MGM-TV and formerly top TV executive, are yet to be determined.

Abraham Schneider, president of Screen Gems Inc., elected board chairman and chief executive officer of SG. Succeeding him as president is **Jerome S. Hyams** who has been executive VP and general manager of Screen Gems since 1959 and member of company's board of directors since 1962 (see page 64).

Alice M. Westbrook, Fred Klein and **Harold Rosenzweig,** senior VP's with North Advertising, Chicago, named executive VP's. Mrs. Westbrook has been creative director of agency since 1956 and was chosen Chicago's advertising woman of year in 1962. Mr. Klein, in charge of client services. joined agency in 1961. Mr. Rosenzweig, secretary and treasurer of North, was among founding members of agency, as was Mrs. Westbrook.

Mr. Winckler

Reavis G. Winckler, VP and director of promotion and public relations for KTTV(TV) Los Angeles, named VP and director of promotion and public relations for Metromedia Television. Newly created post will be based in Los Angeles. Mr. Winckler joined now-Metromedia-owned KTTV (TV) in 1953.

For other personnel changes of the week see FATES & FORTUNES

cast network will accept any advertising involving prizes without first checking with Post Office. That's because mail is used in most such contests, he said.

Mr. May also noted forthcoming substantial increase in postage for third-class mail, observed that perhaps this may divert some advertising money from direct mail to other media.

FCC Commissioner Robert E. Lee spoke of new areas in electronic communications that are in view within next five to 10 years. He referred to CATV, pay TV, facsimile, computers and satellites as coming developments, although he emphasized that he didn't think FCC would permit any of them to destroy free TV.

Pay TV, he noted, "is in the cards," even though House Commerce Committee has asked FCC to defer action for year (BROADCASTING, Nov. 20). Commission hasn't decided what to do about pay TV in light of committee's resolution, he said.

Stressing that he doesn't think it's going to happen, Mr. Lee nevertheless said some people foresaw direct broadcasting to home from satellites as coming "national" service, with CATV providing "local" service.

CBS still leads MNA's

CBS-TV led by fraction in 30-market Nielsen rating averages for week of Nov. 20-26. Report, out Friday (Dec. 1), showed that for 7:30-11 p.m. period that week CBS-TV averaged 18.9; NBC-TV 18.6, and ABC-TV 15.4.

CBS signs for more features with Universal

CBS-TV and Universal TV have entered agreement for production of undisclosed number of two-hour feature films for first showing on network. Reportedly, Universal will set up special production units at its own studio facilities and at CBS studio center to turn out TV movies.

Universal is already involved in similar project for NBC-TV under *World Premiere* title. CBS previously made deal with Universal and producer Roy Huggins for "The Big Prize," feature-for-TV now in production.

'Today', 'Tonight' hit highs

NBC-TV's *Today* and *Tonight* shows are enjoying their highest sales levels for any first quarter, Mike Weinblatt, director of participating program sales, said Friday (Dec. 1). *Tonight* is 98.3% sold out for first quarter, at average $16,100 for each of 309 minutes; only five minutes remain unsold. *Today* is 95% sold out, at average $9,500 per minute.

WB-7A increases holding in record company

Warner Brothers-Seven Arts Inc. reported Friday (Dec. 1) it has acquired additional 13⅓% interest in Warner Brothers Records from Frank Sinatra, raising its holdings to 30%, with Mr. Sinatra retaining 20%. Record company produces and distributes records under Warner and Reprise labels by such artists as Bill Cosby, Petula Clark, Dean Martin and Mr. Sinatra.

Earlier in week WB-7A announced it had bought Atlantic Records for price that could reach $17 million (see page 68).

They can't sell time, so they'll sell space

Noncommercial television will enter commercial magazine publishing in January, when monthly program magazines of six major-market ETV stations jointly open their pages to advertising. Called "PTV-MAG," Public Television Magazine Group, new combination includes program guides of stations in New York, Los Angeles, Washington, San Francisco, Boston and St. Louis.

PTV-MAG says it offers potential advertisers group circulation of 160,000 households, primarily middle- or upper-income contributors to noncommercial television. Also an average of 30,000 issues is sent to educators, corporate and foundation donors, and community leaders. Rates are $2,400 for full-page black-and-white. Four-page preprinted inserts supplied by advertisers will go at $3,500. Initially, sales and central billing will be handled by Jack Sebastian, WNDT(TV) Newark, N. J.-New York.

These Stations Just

CHANGED REPS...

TELEVISION:
WKBS-TV Philadelphia
WKBG-TV Boston
WKBD-TV Detroit
KBHK-TV San Francisco
WKBF-TV Cleveland
WLW-T Cincinnati
WLW-I Indianapolis
WLW-D Dayton
WLW-C Columbus
WILX-TV Lansing
WOAI-TV San Antonio
WAND (TV) Champaign-Decatur-Springfield

RADIO:
WQXR New York City
X-TRA News Over Los Angeles
KYA San Francisco
WWDC Washington, D.C.
WRR Dallas
WLW Cincinnati
KGU Honolulu
WOAI San Antonio
WBBF Rochester, N.Y.
WSIX Nashville

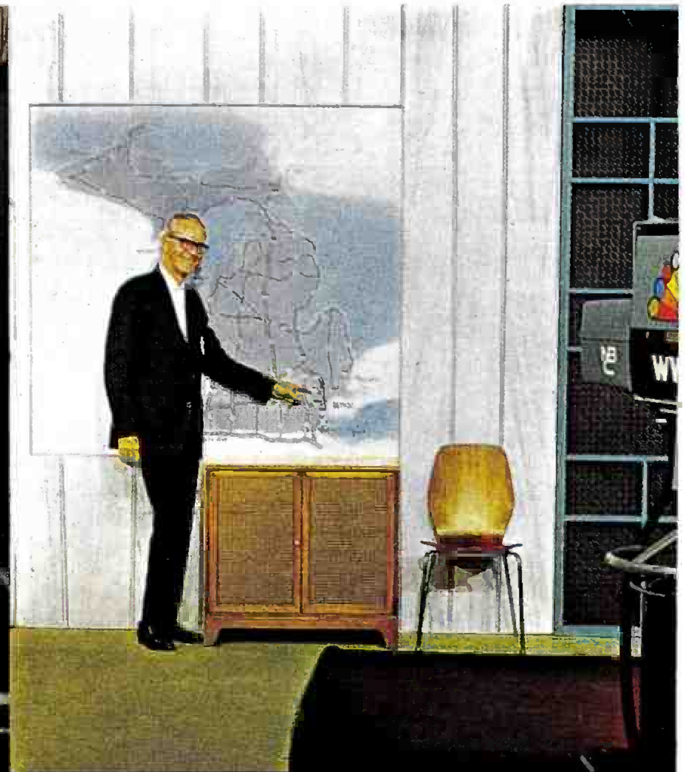
Broadcast Communications Group, Inc. is NOW

AVCO

RADIO TELEVISION SALES, INC.

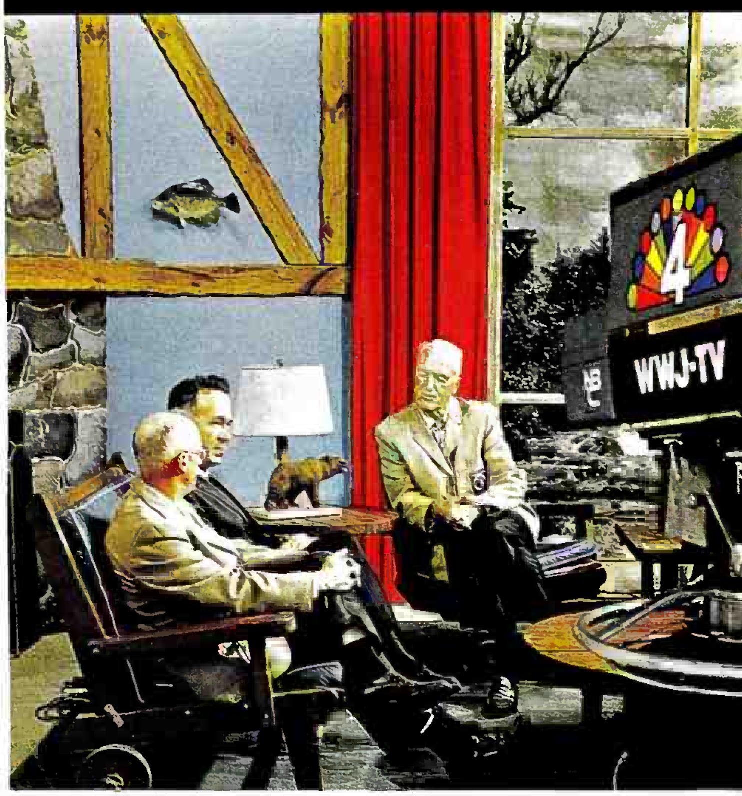
NEW YORK • CHICAGO • CLEVELAND • DETROIT • LOS ANGELES • SAN FRANCISCO • DALLAS • ATLANTA

THE GEORGE PIERROT SHOW: Globe-trotting guests narrate films of faraway places. George adds local color. Monday, 7 p.m.

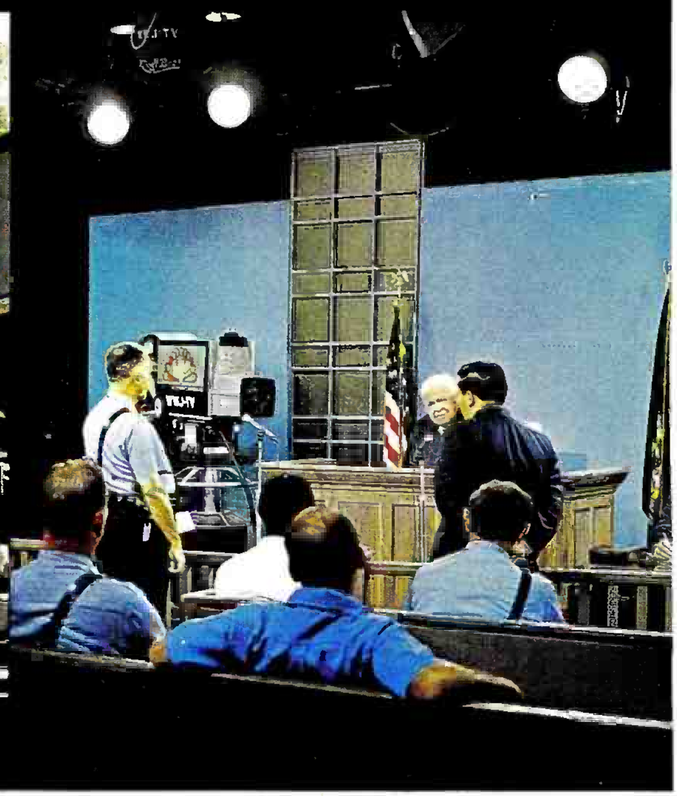


WEEKEND: Ron Gamble guides Detroiters on weekend jaunts to ou of-the-way places close to home. Tuesday, 7 p.m.

MICHIGAN OUTDOORS: Mort Neff travels the state to find where bass are biting, pheasants flocking. Thursday, 7 p.m.

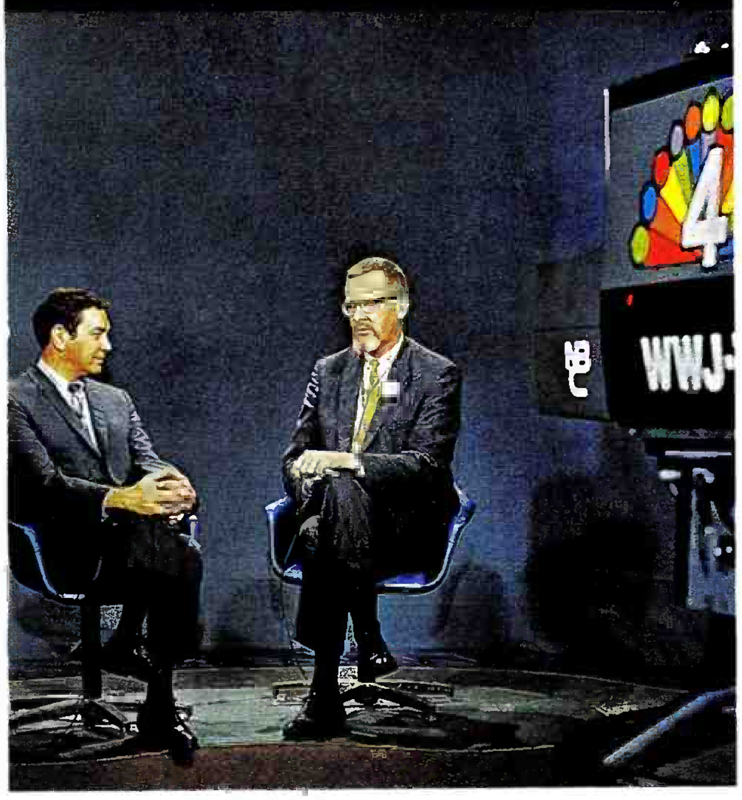


TRAFFIC COURT: Typical cases are dramatized to help curb traf offenders. "Judge" William Kelly Joyce presides. Friday, 7 p.m.



JUVENILE COURT: Perplexing youth problems are thoughtfully probed. With juvenile authority Ernest L. Bridge. Wednesday, 7 p.m.

THINK BIG: Al Ackerman and Bill Rabe poll Detroiters on timely issues and analyze the answers. Saturday, 7 p.m.



Welcome to the rosy world of bluebloods: WWJ-TV.

Rosy? That describes our colors. And viewers. Our all-color programming gives everyone a pleasant glow. It's reach-out-and-touch-it color. You-can-almost-taste-it color. The kind of color that keeps Detroiters glued to their screens. With mouths watering for the products they see. On all-color, live-color WWJ-TV!

Bluebloods? They *make* everything rosy. The bluebloods of broadcast equipment. All General Electric equipment. Set up right with a helping hand from G.E. Maintained with a guiding word from G.E. To keep those colors rich. To keep the viewers rosy. 17,565 hours on eight PE-250 cameras averaging less than one year's service. Without a hitch. The best equipment backed by the best manufacturer. Result: the best of everything.

And what color do our advertisers see? Green—*long* green. Reason? Pull. People-pulling programming. More than 100 local live originations each week, including a full spectrum of 7 o'clock evening shows. From WWJ-TV. Where the color's live. Where the color's alive. Where blueblood equipment makes for rosy viewers. And where sponsors find everything's coming up green!

WWJ-TV 4 DETROIT

Owned and Operated by The Detroit News. Affiliated with NBC.
National Representatives: Peters, Griffin, Woodward, Inc.

DATEBOOK

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

■Indicates first or revised listing.

DECEMBER

■Dec. 4—New deadline for comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations visa-vis co-channel U.S. I-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which such urages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

Dec. 4-8—Third annual engineering/management seminar of the **National Association of Broadcasters**. Purdue University, Lafayette, Ind.

Dec. 6—Testimonial dinner in honor of Casey Shawhan, retired publicity and public relations director, NBC, West Coast. Biltmore hotel, Los Angeles.

Dec. 8—Annual winter meeting of Arizona Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Rep. John Rhodes (R-Ariz.), Rep. Sam Steiger (R-Ariz.) and Rep. Morris Udall (D-Ariz.), Paul Waddell, Smock-Waddell, Los Angeles; Charles Stone, National Association of Broadcasters vice president for radio; Thom Winkler, NAB radio code manager. Camelback Inn, Scottsdale.

Dec. 8—Joint media workshop on state advertising taxation sponsored by **American Advertising Federation**. Monteleone hotel, New Orleans.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by the **American Meterological Society**. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep, WTVT(TV) Weather Service, Box 1198, Tampa 33601.

Dec. 12-13—Meeting of **National Association of Broadcasters** television code board. Ivanhoe hotel, Miami.

Dec. 13—Annual stockholders meeting, **Allied Artists Pictures Corp.** to elect directors, etc. Biltmore hotel, New York.

Dec. 13—Luncheon meeting of the Oregon Advertising Club. Speaker will be Stephen Labunski, president, NBC Radio division. Benson hotel, Portland.

■Dec. 14—New deadline for reply comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

Dec. 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Dec. 14—Annual stockholders meeting. **MGM Inc.** to authorize among other things increasing common stock by 1 million shares and issuance of 1 million shares of cumulative preferred stock, elect directors, etc. Loew's Capitol Theatre, New York.

Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the **International Radio and Television Society**. Waldorf-Astoria hotel, New York.

Dec. 26—Deadline for comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermitent subsonic tones.

JANUARY 1968

Jan. 2—Deadline for filing resonses to FCC's inquiry into operation and effect of present commission policies regarding carriage and program exclusivity on CATV systems.

Jan. 4—Newsmaker luncheon sponsored by the **International Radio and Television Society**. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Bob Young, ABC. Waldorf-Astoria hotel, New York

Jan. 5—Deadline for reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermitent subsonic tones.

Jan. 5—Deadline for entries for the fourth annual competition for the ANDY awards, given by the **Advertising Club of New York** for advertising creativity.

Jan. 12-13—Annual meeting **Rocky Mountain Cable Television Association**. Holiday Inn, Albuquerque, N. M.

Jan. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the **American Advertising Federation**. Harvard Business School, Boston.

Jan. 15—Deadline for receipt of entries in 25th Annual Television Newsfilm Competition jointly sponsored by **National Press Photographers Association** and school of journalism, **University of Oklahoma**. Competition open in six categories plus Newsfilm Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob Chaddock, coordinator of competition, University of Oklahoma, Norman, Okla. 73069.

Jan. 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Jan. 16—Meeting of the **Utah-Idaho AP Broadcasters Association**. Boise, Idaho.

Jan. 21-23—Winter meeting of the **Oklahoma Broadcasters Association**. Habana motel, Oklahoma City.

Jan. 21-26—Winter board meeting of the **National Association of Broadcasters**. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, **National Cable Television Association**. Washington.

Jan. 23-25—25th annual convention of the **National Religious Broadcasters**. Washington.

Jan. 24-27—Meeting of the board of directors of the **American Women in Radio and Television**. Shamrock Hilton hotel, Houston.

Jan. 26-27—The second annual color-television conference sponsored by the Detroit section of the **Society of Motion Picture and Television Engineers**. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. Roland Renaud, c/o Station WWJ, 622 West Lafayette. Detroit 48231. Registration information may be obtained through Wayne State University. Conference Department, Detroit.

FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial

■Indicates first or revised listing.

Bring Forth My People

20th Century-Fox Television proudly offers this uncommon film treatment of Moses' 40-year journey to freedom. A one-hour color special, BRING FORTH MY PEOPLE is a powerful and meaningful documentary, presenting a rare insight into the times of Moses. Remarkable editing and camera-work bring the events and places of Biblical history vividly to life. Produced by Dick Girvin, directed by Charles Sharp and narrated by Herb Graham. Available now in first-time release for television.

Two chapters in Man's struggle

Sail to Glory

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Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of **Sigma Delta Chi**, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of **the American Medical Association**. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 5-7—Tenth annual conference on advertising/government relations sponsored by **the American Advertising Federation**. Washington Hilton hotel. Washington.

■Feb. 7-9—Fifth annual convention of the **National Association of Television Program Executives**. Royal Orleans hotel, New Orleans.

Feb. 9—Newsmaker luncheon sponsored by the **International Radio and Television Society**. Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel. New York.

Feb. 16-18—Meeting of the New England chapter of the **American Women in Radio and Television**. Statler Hilton hotel, Boston.

Feb. 27-28—Annual State Presidents Conference of the **National Association of Broadcasters**. Marriott Twin Bridges motel, Arlington, Va.

MARCH

March 14—Anniversary banquet of the **International Radio and Television Society**. Gold medals to be presented to presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

March 18-22—1968 International Convention and Exhibition of the **Institute of Electrical and Electronics Engineers**. New York Hilton hotel and the Coliseum, New York.

March 20-23—Annual West Coast meeting of **Association of National Advertisers**. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood **Festival of World Television**. Los Angeles.

March 22—Newsmaker luncheon sponsored by the **International Radio and Television Society**. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 24-26—Spring meeting, **Southern CATV Association**. Callaway gardens, Atlanta.

March 31-April 3—Annual convention of the **National Association of Broadcasters**. Conrad Hilton hotel, Chicago.

APRIL

April 1-2—Eighth annual Washington conference on business-government relations sponsored by **The American University**. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University. Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the **Advertising Club of New York** for advertising creativity. New York Hilton hotel. New York.

April 4-5—Region II conference of the **National Association of Educational Broadcasters**. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to: Mr. Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 16—Newsmaker luncheon sponsored by the **International Radio and Television Society**. Waldorf-Astoria hotel, New York.

April 16-19—18th annual broadcast industry conference sponsored by **San Francisco State College**. Broadcast media awards are voted to entries of unusual merit in both radio and television. Categories include local news, information and documentary programs, special events, station editorials, instructional programs and entertainment. Both commercial and educational stations are eligible in the competition. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

April 28-30—Meeting of the board of directors of the **American Women in Radio and Television**. Century Plaza hotel, Los Angeles.

MAY

May 1-5—Seventeenth annual convention of the **American Women in Radio and Television**. Century Plaza hotel, Los Angeles.

■May 3-4—Annual convention of **Kansas Association of Radio Broadcasters**. Holiday Inn Midtown, Wichita.

May 6-7—Meeting of the board of directors of the **American Women in Radio and Television**. Century Plaza hotel, Los Angeles.

May 14—Annual meeting and performer's award luncheon sponsored by the **International Radio and Television Society**. Waldorf-Astoria hotel. New York.

May 14-17—1968 International Quantum Electronics Conference sponsored by the **American Physical Society, the Optical Society of America**, and the groups on electron devices and microwave theory and techniques of the **Institute of Electrical and Electronics Engineers**. Everglades hotel, Miami.

■May 20-22—Spring convention of **Kentucky Broadcasters Association**. University of Kentucky officials plan Kentucky Broadcasters Day in connection with the convention. Phoenix hotel, Lexington.

May 23-24—Spring convention of the **Ohio Association of Broadcasters**. Sheraton-Cleveland hotel. Cleveland.

May 26-28—Annual spring meeting of the **Pennsylvania Association of Broadcasters**. Host Farm motel, Lancaster.

■Indicates fist or revised listing.

OPEN MIKE®

Unjust secondary boycotts

EDITOR: Recent issues [BROADCASTING, Nov. 13, 6] graphically illustrated how secondary boycotts are used against broadcasters. In both cases economic pressure was applied to neutral sponsors to force them to stop doing business with the broadcaster involved.

It is ironic and unjust that most American industries have been protected (as indeed they should be) since 1947 against secondary boycotts, while broadcasters are not.

A secondary boycott involves economic pressure on a neutral or secondary employe to force him to stop doing business with the primary employer with whom the union has a primary dispute. The inducement of the employes of a neutral employer to refuse to work is clearly unlawful; the inducement of the customers of a neutral employer to refuse to buy should be equally unlawful.

The Landrum-Griffin Act of 1959 tried to take care of this inequity. Congressional intent was frustrated by the National Labor Relations Board and the courts.

Sooner or later this injustice has got to be remedied. Broadcasters deserve the protection that others have and that sound public policy requires.—*Charles H. Tower, executive vice president, Corinthian Broadcasting Corp., New York.*

Fairness for Commissioner Cox

EDITOR: BROADCASTING of Nov. 20 carries a story that Commissioner Cox, speaking to the National Association of Broadcasters' fall conference in Los Angeles, referred to a speech of mine "applying liberal doses of sarcasm," that he "attacked" my position, and that his speech "has the makings of a dandy intracommission donnybrook."

I think this report is unfair to Commissioner Cox. I have read the entire text of his remarks and they do not appear to me to be sarcastic. On the contrary, I believe that Commissioner Cox has presented a fair report of what I said in Atlanta and a reasoned statement of his differing views. Commissioner Cox and I do disagree on some points, but Commissioner Cox has stated his position in a reasoned and courteous manner. Such differing viewpoints are neither uncommon nor improper and there is no prospect of an "intracommission donnybrook." I expect that Commissioner Cox and I may continue to conduct a discussion of our differing viewpoints on the high level of reasonable and courteous statement

A proud salute to those BMI writers who won the First Annual Country Music Association C&W Awards.

Song of the Year:
"There Goes My Everything"
by Dallas Frazier,
published by Blue Crest Music, Inc.
and Husky Music Co., Inc.

Instrumentalist of the Year:
Chet Atkins

Male Vocalist of the Year:
Jack Greene

Female Vocalist of the Year:
Loretta Lynn

Entertainer of the Year:
Eddy Arnold

Instrumental Group of the Year:
Buck Owens Buckaroos

Comedian of the Year:
Don Bowman

Vocal Group of the Year:
The Stoneman Family:
Ernest Van "Pop" Stoneman
Calvin Scott Stoneman
Van Hayden Stoneman
Donna Stoneman
Roni Stoneman

Album of the Year:
Jack Greene for
"There Goes My Everything"

Single of the Year:
Jack Greene for his single recording
"There Goes My Everything"

ALL THE WORLDS OF MUSIC BMI FOR ALL OF TODAY'S AUDIENCE

BROADCAST MUSIC, INC.

that Commissioner Cox exhibited in his Los Angeles speech.—*Lee Loevinger, commissioner, FCC, Washington.*

For Crazy Horse's tepee

EDITOR: I would very much appreciate securing the original copy of the cartoon regarding the Custer series that appeared in BROADCASTING, Nov. 13.

This cartoon has particular signifi-

Drawn for BROADCASTING by Sid Hix
"I hope they don't cancel the Custer series . . . I'm looking forward to that final episode!"

cance to me, because I portrayed Chief Crazy Horse in the recently cancelled Custer series. Unfortunately the series was cancelled so unexpectedly that we never did film "Custer's Last Stand", so in this particular case at least, the "red man's revenge" never happened.—*Michael Dante, 4764 Yarmouth Avenue, Encino, Calif.*

(Original sent)

Correcting the record

EDITOR: With reference to the letter from Professor Guy H. Stewart of West Virginia University (BROADCASTING, Nov. 20) suggesting that credit should be given to Tom Allen, a graduate student, for his paper on the Pittsburgh ghetto, I was careful to give Mr. Allen credit in my remarks about his study during a panel discussion in New York (BROADCASTING, Oct. 16). The omission of his name was apparently a lapse on the part of the BROADCASTING reporter, who otherwise did an excellent job. —*William B. Monroe, director, NBC News, Washington.*

Credit belongs elsewhere

EDITOR: It is always a pleasure to see one's company so favorably covered in as important a journal as BROADCASTING. And although we do work for Jack Tinker and Partners, it should be noted that the Chicago Group (another Interpublic company) created the One-a-Day Brand Multiple Vitamins "Construction" commercial, not Tinker, as reported [on page 34] in the Nov. 27 issue.—*Tom Anderson, vice president, Pelican Films, 1770 North Vine Street, Hollywood 90028.*

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

MONDAY MEMO from D. W. SILVERSTEIN, Adams Dana Silverstein, New York

Breaking industry rules to come out a winner

Will a one-time television special work for a toy company? Aurora Plastics Corp., the only major toy manufacturer never to use TV previously, believes it will. Not only will a special work, but that it's the only way to make a major impact during the key toy-selling season. It's also the only way to simultaneously reach the dual toy audiences—both the child and his parent.

How is the Aurora special a departure from toy-industry practices?

Seven years ago, the entire toy industry decided there was only one medium in which to advertise and only one way to buy this medium: spot TV. At this time, Aurora made a decision to go against industry trends and to use straight print. During the period that the company followed this "print only" policy sales climbed from $5 million to $25 million with excellent profit-to-sales figures.

But this year, Aurora has made the largest one-time television buy in the history of the toy industry. Why?

Difficulties ▪ Toys have unique audience and marketing problems and TV has to be used in a special way. Each year toy manufacturers spent more on TV and got fewer results. While TV has proved itself a powerful mass medium for other industries, the toy industry, aiming at a specific audience and restricted to a Saturday-morning period, was forced to watch its dollars do a poor selling job. Aurora couldn't afford to follow suit. In addition, the company did not believe that a toy had to be sold over and over again. A toy is not like a bar of soap, a cigarette, or a breakfast cereal: A toy is sold once, usually during the pre-Christmas period. This philosophy made Aurora decide to reach what we believed was the prime purchaser—the adult.

TV, when aimed at children, does only half the selling job and Aurora felt that if only half the audience could be reached, it should be the adult—the ultimate purchaser.

A child is not responsible for the final decision to buy a toy. Inherent in the decision to use children's TV is the assumption that not only will the child be able to decide which of the hundreds of toys he wants, but that he will also be able to sell the parent on the toy, remembering its name and the name of its manufacturer. With the number of products now advertised on children's TV, it's no wonder that research shows a parent in a toy store before Christmas is a most confused consumer.

The parent is a consumer that toy TV advertising simply ignores and who, consequently, ignores the toy advertised, the toy manufacturers' products.

Knowing that print media reached the parent and that the company couldn't afford to reach both parent and child, Aurora made its all-print decision.

As the company progressed and its line expanded, Aurora became more concerned to make a buy that would reach both parent and child. Three years ago we started an active search for a special. Not any special, but one which would have appeal to both age groups and that could be scheduled to hit the market right before Christmas. The special should make a child see a toy and say "I want it" and the parent should remember the name of the product and its manufacturer.

Good Vehicle ▪ Dwight Hemion and Gary Smith brought us what we think is the most exciting and powerful special for this particular audience. Last Tuesday (Nov. 28) a total package representing some $500,000 ran at 8-9 p.m. EST on NBC-TV. The show featured family entertainment, a softball game between an all-star team of celebrities such as Woody Allen, James Garner and Don Adams and a hard-hitting team of baseball pros, including Willie Mays, Harmon Killebrew and Don Drysdale. Host for the program was Jerry Lewis.

Upwards of 12-million families probably saw six minutes of commercial time during the hour—commercials that not only intrigued the youngsters but had a definite appeal to the adults. The products chosen to be advertised were carefully selected—the three new toys from Aurora that have overall family appeal.

Viewers took a nostalgic ride on the smallest train in the world—Aurora's Postage Stamp Trains. They sped through a night scene and went "from here to there" on a train no larger than a cigarette pack until a hand reached down, picked up the train, put it into its book package and onto a bookshelf "in the place reserved for valuable things."

In the second commercial, viewers entered the world of model car racing as it's never been seen before.

The third 90-second spot showed the finals of the Skittle-Bowl world championships played out by poolroom characters against a "Hustler"-type background.

During the final moments of the special, a fourth commercial highlighted all three products making the point that in Aurora's world of miniaturization—a race track, a bowling alley and a train empire—can all be set up in a space no larger than the top of a bridge table.

New Path ▪ Buying the first TV special for a toy manufacturer took a lot of courage both from the agency's and from the client's point of view.

We have already witnessed (with an enormous presell for the products to be shown on the show) the confidence the industry feels in this TV buy. The approaching Christmas season will give us the final proof, we believe, that an unusual family show and commercials geared to both children and adults can, in a one-time shot, sell toys.

This move may well be the beginning of successful and thoughtful TV decisions for toy manufacturers.

D. W. Silverstein is president and a partner with TV actors Don Adams and Bill Dana in Adams Dana Silverstein Inc., New York—a 17 month-old agency. Mr. Silverstein began in advertising as a copywriter for Atlantic Advertising Co., New York, and became account supervisor and vice president at Harold J. Siesel Co., New York, from 1958-59. After that he worked as director of advertising and marketing for Aurora Plastic Corp.

RCA TR-50

We've taken the

bite out of high band with the TR-50!

Today's lowest cost high band machine for making and playing color tapes.

Here's the newest member of the RCA tape line. This recorder is designed for high band color quality . . . plus economy. All high band color modules are solid state RCA standard types. It's factory tested before shipment—ready to produce high band color as soon as you get it. The TR-50 is the most economical high band color recorder available today.

The equipment is compact in size, occupying only 24 x 33 inches of floor space. It's a total-capability recording and playback machine, with finest professional monitoring (pulse cross picture monitor). Features include precision-aligned tape deck and expanded waveform monitoring. Also air-bearing headwheel and air-lubricated tape guide.

It's part of the complete "Matched Line" of equipment for broadcasters—matched in features, styling and performance. It's all engineered and built by RCA. There's single source responsibility . . . a better investment for the purchaser.

For further information about this low-priced high band recorder, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey 08102.

RCA®

THE MOST TRUSTED NAME IN ELECTRONICS

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 4, 1967, Vol. 73, No. 23

New assault on TV frequencies

Hidden time-bomb in FCC-sponsored report: signs of a campaign to put all TV on cable, allocating spectrum to 'more valuable' uses

Spectrum-hungry land-mobile radio users gave new thrust to their drive for space now occupied by television channels with the delivery of an 800-page report to the FCC last week. The bulky document also gave their drive what for broadcasters was an ominous twist with the suggestion that the nation's communications interests would be better served if all television channels were reallocated to land mobile and other services and if television were distributed by cable.

The report contains the findings and conclusions of a commission-created government-industry Advisory Committee for the Land Mobile Radio Services, which for the past three years has made an exhaustive study of the possibility of wringing additional use out of the spectrum now allocated to land-mobile radio.

Several recommendations are made. But the ultimate conclusion is that, even if all steps suggested are taken, land-mobile's spectrum needs will still not be met. The ultimate conclusion, then: "Genuine relief, which is needed immediately, can only be achieved by the allocation of additional frequency spectrum to these services."

UHF Source ▪ The committee does not say where the spectrum space should be obtained. But land-mobile users have made no secret of the fact that they covet space now assigned to UHF television—particularly the seven lowest UHF channels. These begin at 470 mc, where the major chunk of spectrum assigned to land mobile ends. VHF, which unlike UHF is fairly saturated with stations, has not so far been openly sought by the land-mobile forces.

The suggestion that all television channels be reallocated to other services is cast in terms of an idea that should be given serious consideration; it is not a recommendation. The committee was limited by the commission to considering only the better utilization of frequencies already allocated to land-mobile radio.

And there was no indication last week the commission would entertain such an idea. Officials said efforts would probably be made to keep dislocation at a minimum; the effort to move even the 30 stations now occupying the seven lowest UHF channels would be enormous, according to one commission source, in terms of the cost to the stations—and the legal battle they would give the commission.

Economic Proof ▪ But the report provides an economic comparison between land-mobile radio and broadcasting that indicates the former contributes more to the national economy, in terms of the megacycles of spectrum each uses. It also states that while there is no substitute for land-mobile radio, there is for television—CATV.

The report states that land-mobile radio users are spending $1.6 billion annually for communications, or $37.3 million per megacycle. Broadcast television, which occupies 10 times as much spectrum space, represents an expenditure of $4.2 billion annually, or $8.6 million per megacycle, the report says. (Land-mobile costs are said to include such factors as set price, investment and amortization, maintenance, operation,

Landmark report given to commission

Industry members of the FCC-established Advisory Committee for the Land Mobile Radio Services presented the committee's 800-page report to the commission in a special ceremony last Thursday.

They are (l-r in front of bench) Ray Ransome, Shell Communications Inc., William J. Weisz, Motorola, and David Pinkerton, General Electric Co. Behind the bench are (l-r) Commissioner Kenneth A. Cox, who served as chairman of the government-industry committee, and FCC Chairman Rosel H. Hyde.

Mr. Ransome was later named president of the new Land Mobile Council, established by the industry members of the advisory committee to succeed that organization. Other officers of the new group are Max Guiberson, Washington state Department of Natural Resources, vice president; Claude McDoulette, the Halliburton Co., secretary; E. W. Downer, Cleveland Electric Illuminating Co., treasurer; and Herrick W. Davis, Lockheed Aircraft Corp.

Task force moves to assert its authority

A traffic light went up on the telecommunications highway last week with the stop and go lights being directed by the President's Task Force on Telecommunications.

Among the first signals: a red stoplight for a domestic satellite system; a green light for the assignment of spectrum space for land mobile services for police and safety, and presumably business. Both actions have been under long and increasingly serious consideration by the FCC.

The word on how the task force looks at things came last week from Frank E. Loy, deputy director of the White House-sponsored group of government officials named last August by the President to study the telecommunications policy of the country. Mr. Loy's regular job is deputy assistant secretary of state for transportation and telecommunications.

His remarks, to a Washington luncheon of the telecommunications committee of the National Association of Manufacturers, were hedged with caution and sprinkled liberally with caveats, but the hints were unmistakable: Neither the FCC nor the Office of Telecommunications Management should make any long-range, important policy decisions without hearing from the task force. Definitely among the decisions to be postponed is any approving a domestic satellite situation, Mr. Loy told BROADCASTING later. This, he pointed out, is one of the charges given to the task force by the President.

But, he told his audience, decisions that have to be made on urgent matters should not be held up. Among these, he said are those relating to more space in the radio spectrum for the land mobile services (see page 27).

In his NAM talk, Mr. Loy said it was his impression that the task force would be impressed with the significance of making certain that the radio spectrum is devoted to meeting national goals (he mentioned education and public safety as two of these).

"Good management" of the spectrum, he added, seems to mean that the spectrum be allocated to those functions that "only over-the-air broadcasting" can furnish. To that extent, he continued, where mobile services provided such necessary services to the economy and culture, they should have allocated to them an "appropriate share of the available resources."

Mr. Loy

Nonpartisan ▪ Mr. Loy stressed time and again during his 45-minute talk to the manufacturers' group that none of the members of the task force, or the staff (BROADCASTING,

NEW ASSAULT ON TV FREQUENCIES continued

and cost of operation. Broadcast costs are station and home-set operating expenses, including amortization.)

The report also asserts that land-mobile radio makes possible savings to the national economy of between $8 billion and $13 billion annually, over and above the costs of ownership of land-mobile units. Television services, it adds, "could be provided without the use of the radio spectrum at all, at an added annual cost to the economy of $3.6 billion." This figure represents the cost the committee estimates would be incurred in switching to an all-cable system.

The committee acknowledges its proposal would represent a "startling departure" from the present system, but says: The additional annual cost could "very easily be 'recovered' in an economic sense, by the alternative uses to which the spectrum could be put by other claimants." It also says that the commission's "professed objectives" to obtain a competitive television system could be achieved "without incurring the penalties imposed by the present 'stockpiling' of frequencies."

Added Dividends ▪ The report also notes that there are other economic benefits to be derived from land mobile —in the contribution it makes to safety of life, to prevention of injury and to amelioration of the effects of disaster. It concedes that television provides "real economic and human value" as a source of entertainment, instruction and news.

But the report says this service "could well be provided without use of the spectrum." Land-mobile radio, on the other hand, is pictured as a service dependent on the spectrum and bursting the narrow confines in which it has been housed. It occupies 4.7% of the spectrum best suited to it—that stretch between 25 mc and 890 mc—yet provides a home for 2¼ million transmitters, with applications for new ones received at the rate of 15,000 monthly.

The report contains two principal recommendations for commission action—reduce channel spacing in the 450 mc band, and relax the block allocation system to permit channel sharing among land-mobile radio services on a geographical basis.

High Cost ▪ The first proposal is already the subject of a proposed rulemaking. And both, if implemented, will require land-mobile radio users to spend "millions of dollars" on replacing present equipment, according to the report, without meeting the "desperate need for additional land-mobile radio channel space."

"Therefore," the advisory committee concludes, "if the public is to continue to receive the benefits, services and efficiencies provided to it by all areas of the land-mobile services—which can only be so provided—benefits, services, and efficiencies which are indeed in the public interest, convenience and necessity—additional frequency spectrum must be allocated for this use."

Good Ammunition ▪ The report should make it easier for the land-mobile forces to achieve a reallocation of channels—not, certainly, all of them, nor even necessarily the seven lowest UHF frequencies. But most engineers

Nov. 27) has any biases or has made any judgments.

The ultimate aim of the group, Mr. Loy said, is "not a system but an environment" that will permit the establishment of a "national communications system" serving the nation's needs. He also emphasized that the group must survey and make recommendations to serve the nation's international communications goals.

The group, he explained, was using State Department personnel as the nucleus of its staff, but is also relying on other agencies and departments for manpower. Outside help will be used also, he added. And, he stressed, the task force is soliciting the views of private telecommunications firms and people, ranging, he said, from the National Academy of Engineering to common carriers. He promised that the views of all segments of the economy would be sought, before the final report is submitted to the President.

When the President established the task force last August, he asked for its report and recommendations within a year.

The task force, Mr. Loy said last week, hopes to bring in "a blueprint for tomorrow," leading to a "good, expanding, cheap, reliable and efficient" telecommunications structure.

The President charged the task force with the responsibility of studying and making recommendations on (1) the use and management of the electromagnetic spectrum, (2) the role of the government as a regulator and user of telecommunications, (3) the feasibility and economic impact of a domestic satellite system, (4) the U.S.'s position in international telecommunications, and (5) the present status and prospective future of the Communications Act of 1934 and the Communicatoins Satellite Act of 1962. More recently, when the Educational Broadcasting Act of 1967 was signed (BROADCASTING, Nov. 13), the President asked the task force to look into the feasibility of establishing what he called "knowledge banks," combining communications and computers.

Chairman of the Task Force is Eugene V. Rostow, under secretary of state for political affairs; vice chairman is James D. O'Connell, the President's telecommunications adviser and director of the Office of Telecommunications Management. Only two weeks ago, the top executive staff of the task force was announced: Alan R. Novak, a State Department assistant to Mr. Rostow, was named executive director; Mr. Loy, deputy, and Leland J. Johnson, research director (BROADCASTING, Nov. 27).

have long since assumed that some allocation would be necessary to meet land-mobile's needs, and the report provides what land-mobile users can point to as proof of that assumption.

FCC Chairman Rosel H. Hyde, in accepting the report in a ceremony in the commission meeting room, thanked the committee members for their work and hailed the document as a "landmark report." However, he said its significance will be better established "when it's implemented." The meeting was attended by most of the 200 committee members. And the industry representatives who contributed to the brainpower that helped prepare the report are not resting on their accomplishment. Following the delivery of the report, they met to organize themselves into a new committee to continue the work of the now disbanded government-industry advisory unit.

The new committee, called the Land Mobile Communications Council, will take steps to inform members of developments of mutual concern in land-mobile radio and provide a forum for consultations, according to Ivan Loucks, a former FCC engineer now with the Association of American Railroads, who helped set up the new group.

Lobbying ▪ He said he does not forsee a committee-backed effort to persuade Congress or the commission on the question of reallocating television channels to land mobile—at least in the immediate future. The interests of the 140 members might not be easy to harness in a single undertaking, he indicated.

But he didn't rule out lobbying on the part of the individual companies and associations that make up the membership. And these include some of the most powerful economic forces in the country—like the National Association of Manufacturers, General Motors, General Electric, AT&T; airline, railroad and oil-company associations, as well as individual companies in the air and land transportation business. Law-enforcement and conservation groups are also in the membership.

These forces have long since demonstrated an ability to persuade important committees of Congress to take an interest in their problem. Time and again the Commerce and Appropriations Committees of both Houses, as well as the House Small Business Committee, have pressed the commission for action to relieve the congestion in the land-mobile field.

Thus far, the commission has attempted to deal with the problem by squeezing additional use out the space assigned to land-mobile radio. But increasingly the commission has made it clear it recognizes that some more radical solution would be necessary.

Sharing Test ▪ It is sponsoring an industry-government test of the feasibility of land-mobile radio sharing of VHF channels; the test is being conducted on channel 6 in Washington, which is unused.

And this month a committee of staff members, under the chairmanship of Chief Engineer Ralph Renton, is expected to report to the commission on the feasibility and desirability of reallocating some UHF channels to land-mobile radio. The committee, established in May (BROADCASTING, May 8), has been divided into three subcommittees, which have concentrated on the lowest seven channels, the top 14, and the unused channels in between.

FCC Chairman Rosel H. Hyde has already cheered land-mobile users with the observation, in a speech before the board of directors of the National Association of Manufacturers and the NAM's Telecommunications Committee in May, that he looked forward to the successful conclusion of the sharing tests and the studies looking to the reallocation of UHF frequencies (BROADCASTING, May 22). He is expected to discuss these matters further in a speech Thursday to the Vehicular Conference of the Institute of Electrical and Electronics Engineers, in New York.

Commissioner Kenneth A. Cox, who served as chairman of the advisory committee, said at the ceremony at which the report was presented that the commission "must move ahead in finding additional spectrum space" for land-mobile users at the same time that it implements the recommendations in the report.

"If we don't," he said, "we'll stifle land-mobile development."

Resigned ▪ Some broadcast-industry representatives appear to have accepted as a foregone conclusion the loss of some channels. Dwight Martin, WDSU-TV New Orleans, chairman of the National Association of Broadcasters' Future of Broadcasting Committee, and Lester Lindow, executive director of Association of Maximum Service Telecasters, told broadcasters at the NAB convention at Chicago in April they expected such a loss (BROADCASTING, April 10).

Commission officials who might be ranked on either side of the question of whether UHF frequencies should be reassigned to land-mobile radio indi-

Learning from the boss in off-hours

In order to acquaint employes of WHYN-AM-FM-TV Springfield, Mass., more fully with the various phases of the broadcast industry, Eugene W. Wilkin, vice president and general manager of the stations, has been holding monthly two-hour seminars at the company's studios. Approximately 40 employes have been showing up for the sessions. The latest seminar focused on CATV and its relationships with the FCC, the NAB, the networks, the telephone company and equipment manufacturers. Attendance at these sessions is voluntary and refreshments are served at the conclusion of the discussion.

Eugene Wilkin, general manager of WHYN-AM-FM-TV Springfield, Mass., provides an insight into the complexities of CATV.

cated last week there are too many unresolved questions to answer to before an estimate of impact on present and future service could be made.

Presumably, the commission committee headed by Mr. Renton will answer some of these. In addition, Earl A. Cullum, a consulting engineer, has been working on a computer study to determine whether the number of stations now envisaged by the commission's allocations policy could be accommodated in fewer frequencies without impairing service. Mr. Cullum has been retained by the Allocations Research Council, which includes many of the same members as those in the new Land Mobile Communications Council.

WAKO faces $5,000 fine

The FCC has issued a notice of apparent liability to Lawrenceville Broadasticng Co., WAKO Lawrenceville, Ill. for 10 violations of commission rules. The station faces a possible forfeiture of $5,000. Rule infractions cited include failure to have a properly licensed operator on duty, falsification of the operating log and the Emergency Action Notification equipment not in operation. WAKO operates on 910 kc with 500 w, daytime only.

FCC okays sale of Brush-Moore stations

The sale of WHBC-AM-FM Canton, Ohio, from Brush-Moore Newspapers Inc. to William H. Vodrey Jr. and family was approved last week by the FCC. Price for the two stations is $2.8 million.

Disposal of the station was required because the Brush-Moore Newspaper chain (12 newspapers) has been bought by the Canadian-owned Thomson Newspapers Inc. for $72 million (BROADCASTING, Aug. 28). U. S. broadcast stations may not be owned by noncitizens.

The buyers all have been associated with Brush-Moore in various capacities. In addition to Mr. Vodrey and his family, of East Liverpool, Ohio, others in the buying group are Joseph Kelly Vodrey of Canton, and Mr. and Mrs. Gerald F. Boyd and family of Portsmouth, also in Ohio. Mrs. Boyd is the former Louise Vodrey. Mr. Boyd has been an administrative assistant in the Brush-Moore organization; formerly he was station manager of WPAY-AM-FM Portsmouth, Ohio.

The new owners will continue WHBC programing and operating policies, G. Gordon Strong, president of Brush-Moore, said, and there will be no changes in management or personnel. Paul Gilmor is station manager.

WHBC was founded in 1925 and acquired by the Brush-Moore interests in 1938. It operates fulltime on 1480 kc with 5 kw. WHBC-FM is on 94.1 mc with 44 kw.

NAB radio code list loses nine members

The radio code of the National Association of Broadcasters showed a net loss of nine stations between Sept. 15 and Oct. 15 as nine were added and 18 withdrawn from the code roster. In the same period, KMEG(TV) was added to the NAB television code.

Radio additions: KDOT Scottsdale, Ariz.; WINI Murphysboro and WKAI-FM Macomb, both Illinois; WLCS Baton Rouge; KICS-AM-FM Hastings and KEYR Scottsbluff, both Nebraska, and WGOC-AM-FM Kingsport, Tenn.

Radio withdrawals: WPID Piedmont and WTQX Selma, both Alabama; KCIN Victorville, Calif.; KOSI Aurora, Colo.; WCOH-AM-FM Newman, Ga.; WXTA-FM Greencastle, Ind.; KBOM Bismarck, N. D.; KNPT Newport, Ore.; WBVP-AM-FM Beaver Falls and WWCH Clarion, both Pennsylvania; KEZU Rapid City, S. D.: KBAL San Saba, Tex.; KBRO-AM-FM Bremerton and KXLE Ellensburg, both Washington, and WMON Montgomery, W. Va.

Stanton urges artists' residencies in industry

Corporations were urged last week by Dr. Frank Stanton, CBS president, to finance annual "residencies" by artists in laboratories and other industrial facilities where they could gain first-hand knowledge of new materials, techniques and technologies.

In a speech to the North Carolina State Arts Society in Raleigh last Wednesday (Nov. 29), he announced that the CBS Foundation will provide residencies for a painter and a sculptor next year in facilities of their choosing, not necessarilv operated by CBS. The amount of these residencies has not been determined.

KSTP-TV News • Weather • Sports dominates the TOP TEN in Minneapolis • St. Paul!

KSTP Color TV's 10:00 p.m. NEWS with John MacDougall and the 10:15-10:30 p.m. WEATHER and SPORTS with Johnny Morris and Al Tighe, dominate the top ten Minneapolis-St. Paul market ratings as reported by A. C. Nielsen, September 28 through October 25, 1967 period.*

THE TOP MINNEAPOLIS-ST. PAUL PROGRAMS ARE AS FOLLOWS:

2. KSTP-TV Thursday 10 p.m. News
3. NETWORK variety show
4. KSTP-TV Tuesday 10 p.m. News
5. NETWORK movie
6. KSTP-TV Wednesday 10 p.m. News
7. NETWORK situation comedy
8. KSTP-TV Thursday 10:15 p.m. Weather-Sports
9. NETWORK situation comedy
10. KSTP-TV Sunday 10 p.m. News

In addition, the KSTP-TV Tuesday and Wednesday 10:15 p.m. Weather and Sports tied for 13th in the ratings to complete an outstanding record of dominance in this most important programming area.

NUMBER ONE?

Oh yes, a fella' named Martin. Dean Martin — on KSTP-TV, of course.

**NSI September 28 through October 25, 1967 Homes data are estimates only and are subject to the qualifications set forth by the indicated service.*

KSTP 5

COLOR TELEVISION

MINNEAPOLIS • ST. PAUL

HUBBARD BROADCASTING, INC. KSTP-AM • FM • TV / KOB-AM • TV / W • GTO-AM

The $73,000 Bargain

. . . or why the Norelco PC-70 3 Plumbicon tube color camera is a better buy than any 4-tube color camera.

To begin with, it's a bargain in the keep-the-sponsors-happy department. With the PC-70, performers do not turn green or magenta, even when moving against a dark background. Nor do white doves, white knights or high-flying washing machines. *The PC-70 has virtually eliminated the dangers of lag.* But 4-tube cameras invite lag. For one thing, they must use a 4-way light split which "robs" light from RGB channels to "feed" the luminance (4th) channel. For another, their optical systems are too complex (more complex optics mean still more light loss).

The picture speaks for itself.

The use of three tubes instead of four motivated the only original color camera design in the industry: the first practical application of the "contours-out-of-green" principle to provide sharper edges in the vertical as well as horizontal direction.

Instead of a space-consuming fourth tube and its complex associated circuitry, the PC-70 improves sharpness *electronically*—to almost any degree you desire. Because of the low frequency characteristic of the vertical aperture correction, you produce a sharper image on the *home* receiver (not just on the studio monitor), in color and monochrome. You profit from greater long-term economy . . . far less optical, circuit and operational complexity.

There are more reasons why it's the "$73,000 bargain."

Your video-men and cameramen will find the PC-70 to be as simple to operate as an 8mm movie camera. (Well, almost.) This is a result of the 3-tube concept. Another reason: the PC-70's unique 3-way beam split prism. Because of it, there are no shading controls to fuss with. (Some 4-tube cameras require as many as 16!) There are no set-up controls required at the camera head. All are at the Camera Control Unit where they can be adjusted in the quiet control room—instead of the hectic and noisy studio!

For your maintenance-men, the PC-70 means adjusting and maintaining one less of everything that may need their attention: optical channels, deflection yokes, focus coils, deflection and processing amplifiers. The PC-70 saves time. And time still means money.

For color or monochrome, in bright lights or shadows, in the studio or on remote, the PC-70 picture stays sharp, natural, rich in detail and easily matched from one camera to another.

The Norelco PC-70.

A bargain any way you look at it.

Write today for a detailed brochure. Contact us—or our representative, Visual Electronics. To help you verify everything we've said, we'll include our references: a list of stations that now use Norelco Color Cameras. Two of the three major networks do.

Don Ferguson, Chief Engineer, KXTV, Sacramento, California

"A viewer commented recently that KXTV has the 'cleanest' picture in town. This layman summed up in a word the superior sharpness of our picture, the realistic color saturation and better signal-to-noise ratio we get with the Norelco 3 Plumbicon tube color camera. In the final analysis, it's the viewer we have to please. The Norelco camera does that, so we're pleased too: we're buying more PC-70s."

Norelco | PHILIPS BROADCAST EQUIPMENT CORP.

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*Registered trade mark for television camera tubes

FCC is finally under one roof

The remaining offices of the FCC moved to the commission's new home at 1919 M Street, N.W., Washington, over the weekend. Included in the move were the offices of the commissioners, the executive director, opinions and review, information, the secretary, duplicating, and the mail room. Following room and telephone (in parentheses) assignments are effective today (Dec. 4).

Office of the chairman: Rosel H. Hyde, chairman, 814A (632-6336); Robert V. Cahill, legal assistant, 818B (632-6366); John F. Cushman, administrative assistant, 818A (632-6366); C. Phyll Horne, engineering assistant, 814B; Vera F. Nordness, confidential assistant, 814 (both 632-6336).

Commissioner Bartley's office: Robert T. Bartley, commissioner; Philip S. Cross, legal assistant; Farrell D. McGonigal, confidential assistant, all 802 (632-6446).

Commissioner Lee's office: Robert E. Lee, commissioner; Rose Marie Borda, confidential assistant; Byron E. Harrison, legal assistant; Robert G. Weston, engineering assistant, all 832 (632-6996).

Commissioner Cox's office: Kenneth A. Cox, commissioner, 810A; Allen Gordon, legal assistant, 808A; William L. North, engineering assistant, 808B; Martha Shaffer, confidential assistant, 810, (all 632-7007).

Commissioner Loevinger's office: Lee Loevinger, 828; W. Louise Florencourt, legal assistant, Lucille Robey, confidential assistant, 826; John M. Taff, engineering assistant, 828, (all 632-7117).

Commissioner Wadsworth's office: James J. Wadsworth, 820A (632-7227); Daniel Jacobson, engineering assistant, 822B (632-7029); Joseph J. Kessler, legal assistant, 822A (632-7229).

Commissioner Johnson's office: Nicholas Johnson, commissioner; Simon Lazarus, legal assistant; Marsha O'Bannon, confidential assistant; Robert S. Thorpe, special assistant (economist), all 838 (632-7557).

Office of executive director: Max D. Paglin, executive director, 852B; Stanley E. McKinley, deputy executive director, 852A (both 632-6390).

Office of information: Leonard Weinles, chief, 202C (632-7260).

Office of the secretary: Ben F. Waple, secretary, 222A (632-6410).

Dockets division: Jessie R. Blaine, chief, 230A (632-7535).

Changing hands ...

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

▪ KYXI Oregon City, Ore.: Sold by Republic Broadcasting Co. (John C. Hunter, president) to McLendon Corp. (Gordon B. McLendon, president) for $1.3 million. Republic Broadcasting is 100% owner of KIMN Denver. McLendon Corp. is licensee of KLIF and KNUS(FM) Dallas (the later is awaiting FCC approval of sale to Robert D. Hanna); KILT and KZAP(FM) Houston (also awaiting FCC approval for sale of both stations to LIN Broadcasting, group broadcaster); WYSL-AM-FM Buffalo, N. Y.; WWWW(FM) Detroit; KABL Oakland, Calif.; KABL-FM San Francisco; WNUS-AM-FM Chicago; KOST (FM) Los Angeles, and KCND-TV Pembina, N. D. McLendon Corp. is also applicant for new UHF (ch. 29) in Dallas, and is awaiting FCC approval for acquisition of WIFI(FM) Philadelphia from Melvin Gollub and associates for $428,000. KYXI operates in Portland, Ore., area on 1520 kc with 50 kw days, 10 kw nights.

▪ WCHV and WCCV-FM Charlottesville, Va.: Sold by Roger A. Neuhoff and associates to Edward S. Evans Jr. for $390,000. Mr. Evans is a resident of Charlottesville and a Detroit industrialist. Mr. Neuhoff retains WHAP Hopewell, Va., and WCVS Springfield, Ill. No change in management of the stations is contemplated. WCHV is on 1260 kc with 5 kw days, 1 kw nights. WCCV-FM operates on 97.5 mc with 3.4 kw. Broker: Blackburn & Co.

▪ WCVL Crawfordsville, Ind.: Sold by Richard E. Lindsay and Ralph J. Bitzer to John and Robert M. Sinclair and Saul and Lewis Cohen for $225,000. Buyers are Charleston, W. Va., businessmen; the Sinclairs own WANT Richmond, Va., and are the owners of Shoney's "Big Boy" drive-in restaurants in Georgia. WCVL is fulltime on 1550 kc with 250 w. Broker: R. C. Crisler & Co.

▪ WTRW-AM-FM Two Rivers, Wis.: Sold by Kenneth A. Daum and associates to Jerry J. Collins and group for $200,000. Mr. Collins and his associates own WLKE Waupon, Wis. WTRW is daytimer on 1590 kc, with 1 kw. WTRW-FM operates on 102.3 mc with

3 kw. Broker: Hamilton-Landis & Associates.

▪ WYNZ Ypsilanti, Mich.: Sold by Hugh A. White and associates to Royden W. Behmer, Edgil Howard and Harold Larson for $125,000. Mr. Behmer is sales agent for Northwestern Mutual Life Insurance Co., Detroit. Mr. Howard owns book store with wife. Mr. Larson is attorney and is in real estate. WYNZ is daytimer on 1520 kc with 250 w.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 73).

▪ WHBC-AM-FM Canton, Ohio: Sold by Brush-Moore Newspapers Inc. to William H. Vodrey Jr. and family for $2.8 million (see page 30).

▪ WCEN-AM-FM Mount Pleasant, Mich.: Sold by Paul Brandt to Anthony F. Bielawski, Hugh K. Cook, Raymond C. Cook and David C. Horowitz for $455,000. Mr. Bielawski is attorney and has interest in WIOS East Tawas, Mich. Hugh and Raymond Cook are physicians. Dr. Hugh Cook has interest in WSTR-AM-FM Sturgis, Mich. Mr. Horowitz is medical student. WCEN is on 1150 kc with 1 kw days, 500 w nights. WCEN-FM operates on 94.5 mc with 16 kw.

Donrey Media Group adds 8 newspapers

A total of eight Southern California newspapers, including the *Pomona Progress-Bulletin* and *Ontario Daily Report*, were acquired from the Progress-Bulletin Publishing Co. by the Donrey Media Group, Fort Smith, Ark. Purchase price was not disclosed. The Donrey Group, headed by its founder and president, Donald W. Reynolds, now owns 21 daily newspapers, six weeklies, six radio and four television stations and three outdoor companies.

Included in the latest purchase are the two dailies and six weeklies operated by the Bonita Publishing Co., a subsidiary of the Progress-Bulletin.

FCC publishes year-old CATV data

CATV information that is already out of date and somewhat unrepresentative of its subject matter is now available from the FCC in the form of a 97-page computer print-out report.

The report, purporting to be the first "in-depth view of the CATV industry," provides a profile of about 1,500 systems serving 2,300 communities as of Dec. 1, 1966, based on questionnaires distributed to known CATV operators (BROADCASTING, Oct. 3. 1966). The report comprises 11 charts including system designations as to regions, communities and markets; services carried by individual systems; numbers of subscribers and distant signals carried.

In issuing the report the commission noted that though the figures are "largely complete," they may not coincide with the total number of systems in operation last year because "all systems did not respond to the questionnaire."

Future of Radio meeting set

The initial meeting of the National Association of Broadcasters Future of Radio committee is scheduled for Tuesday (Dec. 5) in Washington. Basically an organizational session, the committee is expected to take up the possible effects of CATV on AM and FM, attempts of recording artists to gain additional royalty payments through new copyright legislation, the place of radio in today's society and types of research needed in the medium. David Morris, KNUZ Houston, is chairman of the committee.

Hoving suggests joint summer TV workshop

A joint commercial-noncommercial TV workshop for college students and educational-station personnel was proposed last week by Thomas P. F. Hoving, chairman of the National Citizens Committee for Public Television.

Mr. Hoving called for "a special seminar workshop next summer" to provide "intensive and constructive laboratory experience." Addressing the International Radio and Television Society in New York, Mr. Hoving said the workshop could "go even further, could help qualify [and] bring more Negroes into management and production responsibility."

Mr. Hoving denied that he is "an avowed enemy of commercial broadcasting. I am not against free enterprise. . . The committee most certainly acknowledges that commercial broadcasting is necessary for a vital, strong economy."

But he found time to answer his critics: "I initially thought of those who blasted me and my committee's hopes for public broadcasting as third-

Membership doubled in Hoving's PTV committee

The addition of 58 prominent Americans to the National Citizens Committee for Public Television last week brings its total membership to 110. The announcement came from Thomas P. F. Hoving, chairman.

The committee was formed last May by Mr. Hoving, author Ralph Ellison, ETV officials Devereux C. Josephs and Ralph Lowell, and Newton N. Minow, former chairman of the FCC, now an attorney and a director of noncommercial WTTW(TV) Chicago. It was funded with $250,000 in grants from the Danforth, Kellogg, Sloan and Ford Foundations, the Twentieth Century Fund and the Carnegie Corp.

The committee's purpose is "to develop support in all walks of American life for the proposed new noncommercial broadcasting system." It is organizing local, state and regional citizens committees, serves as a spokesman for all of public television, and has sponsored a study of "long-range public and private financing for PTV," due within the next two weeks.

The new committee members include: Shana Alexander, *Life* magazine; actress Fran Allison; Mrs. Edmund D. Campbell, president of the Greater Washington, D. C., ETV Association; actor Bill Cosby; William T. Fore, executive director, Broadcasting and Film Commission, National Council of Churches; economist John Kenneth Galbraith; Edwin O. George, president of the Detroit ETV Foundation and president of the Detroit Edison Co.; Rev. Richard R. Gilbert, chairman, Division of Mass Media, United Presbyterian Church in the U.S.A.; Joyce Hall, board chairman of Hallmark Cards Inc.; Herman Kenin, president of the American Federation of Musicians, vice president, AFL-CIO.

Also: John W. Luhring, president of Community Television of Southern California and regional vice president, Union Bank, Los Angeles; Donald McGannon, president of the Westinghouse Broadcasting Co.; Ralph McGill, publisher of the *Atlanta Constitution*; Maurice Mitchell, chancellor of the University of Denver; Rev. Everett C. Parker, director of the office of communications, United Church of Christ; Louis S. Pierce, chairman of the ETV Association of Metropolitan Cleveland; Robert E. Quinn, M.D., chairman of the Ohio University Public Television-Radio Advisory Committee; A. Phillip Randolph, international president, Brotherhood of Sleeping Car Porters; Mrs. Mary Skelton, chairman of the Washington State ETV Commission; and Paul A. Yetter, president, Council for Channel 6, Denver, vice chairman, Colorado Commission on ETV and vice president, Public Service Company of Colorado.

raters. . . I think I've made it abundantly clear that what I am opposed to is low quality . . . on commercial or noncommercial television alike."

Mr. Hoving also supported the Public Broadcast Laboratory's concept of editorial balance that will be accrued over a series of shows rather than imposed in each individual show, saying: "I think there should be this balance, certainly as long as *PBL* is the only magazine of its kind on the air."

He suggested the possibility that in time, other magazines of the air would espouse still other points of view. "There's a lot of private money around" to support the presentation of "conservative views" as opposed to PBL's "liberal point of view," he said.

CATV's told to delay Canadian TV prerelease

Four New York CATV operators were ordered by the FCC last week to grant program exclusivity to WWNY-TV Carthage-Watertown, N. Y., for domestic network programs previously received from two Canadian stations, CJOH-TV Ottawa and CKWS-TV Kingston, both Ontario. In this third such Canadian prerelease case the commission said that special relief to assure program exclusivity for network shows should be afforded TV stations operating near the Canadian border.

Commission action was requested by WWNY-TV against the CATV systems, which were airing programs from Canadian stations in advance of U. S. release dates. The systems involved are Ogdensburg Video, Ogdensburg; Carthage Video, Carthage, both wholly owned by multiple-CATV-owner Newchannels Corp.; Lowville Video Communications Inc., Lowville, and Community Antenna Inc., Gouverneur, all New York.

Kornegay will not run for House in 1968

Representative Horace R. Kornegay (D-N.C.), a member of the House Commerce Committee and the second-ranking majority member of the Communications Subcommittee, has announced he will not seek re-election to Congress next year.

The 43-year-old congressman, now in his fourth term, said he would resign at the expiration of his present term because of "personal reasons." At a news conference last Monday (Nov. 27) he explained that the increasingly longer sessions of Congress did not leave enough time for normal family life. "I'm going to resign and get reacquainted with my family," he said.

Last month Mr. Kornegay provided a key subcommittee vote for a Commerce Committee resolution against hasty action by the FCC on pay TV (BROADCASTING, Nov. 20, 13). The congressman, from Greensboro, N. C., ranks eighth among the 19 Democrats on the Commerce Committee and seventh on Veterans' Affairs.

Media reports . . .

Market planner ▪ RKO General's research and marketing and sales development department will make available for distribution to advertising and broadcasting executives a sixth annual "television market planner" next March. The planner will contain over 50 pages of TV audience data based upon the American Research Bureau survey of all U. S. markets conducted in November of this year. Markets will be ranked nationally and by geographic regions, with information presented in demographic groupings of the TV audience according to early evening, prime and late evening hours. Copies will be priced at $8 apiece.

Attention: ex-Du Monters ▪ The 12th annual reunion of employes of the former Du Mont Television Network will be held today (Dec. 4) at the Friar's Club in New York. The gathering will give recognition to ex-Du Monters, who have risen to the office of president of their respective companies. The list includes Ed Kletter, Parkson Agency; Frank Martin, John Blair & Co.; Donald H. McGannon, Westinghouse Broadcasting Co.; James O'Grady, Adam Young-VTM; Chris Wittig, Crouse Hinds; Chuck Bernard, Country Music Network, and Don Softness, The Softness Group.

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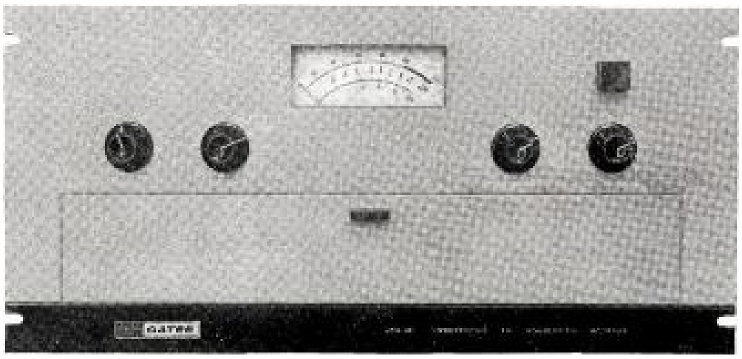
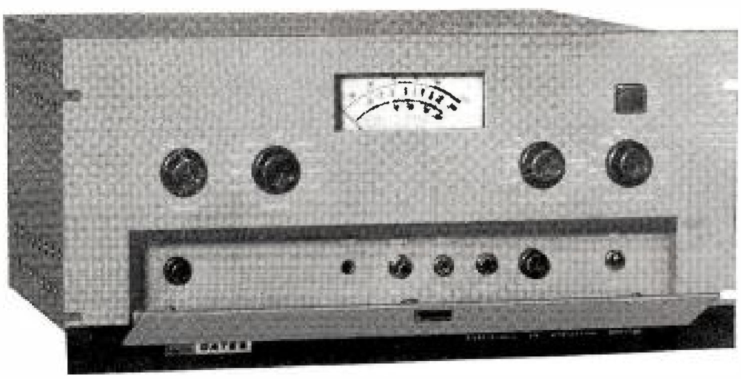
Three new solid-state FM monitors from Gates . . . supplier of the most complete line of FM broadcast equipment from a single-source manufacturer. From microphone to antenna, and everything in-between.

Advanced modular design of our monaural monitor permits conversion for stereo, a bonus feature for monaural users. Space program integrated circuits add to Gates reliability. And, of course, they can be used to monitor whatever brand of FM transmitting equipment you have.

Available from stock, our new solid-state FM monitors are fully FCC approved and thoroughly field tested. So check with Gates first – your single source for all FM broadcast equipment.



GTM-88S FM Stereo Modulation Monitor
Integrated circuits for greater dependability. Full provision for adding SCA adapter. All controls accessible from front panel. Silicon solid-state circuitry.



GTM-88M FM Monaural Modulation Monitor
Convertible to stereo operation. Provision for adapting to SCA operation. Integrated circuits for highest reliability. All controls accessible from front panel. Silicon solid-state circuitry.

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Wide-band pulse counting detector. No tuned circuits in pulse detector. All controls on front panel. Fully temperature compensated. Silicon solid-state circuitry.

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Broadcast EVR gets rave reviews

CBS LABS' SYSTEM MAKES BIG IMPRESSION ON COMMERCIAL PRODUCERS

Agency commercial-production authorities reported themselves highly impressed with the prospects of the new Broadcast EVR system of electronic video recording last week after hearing a presentation by CBS Laboratories, which developed it (BROADCASTING, Oct. 23, et seq.).

Gordon Webber, Benton & Bowles vice president and director of TV commercial production, who heads the American Association of Advertising Agencies commercial production committee, said after his committee had heard the presentation: "I think agencies and clients will quickly" go to Broadcast EVR—once CBS Labs has the facilities to provide commercial recordings and stations have the equipment to play them.

He also recalled recent predictions by Benton & Bowles authorities that in a few years there would be more commercials at higher prices (BROADCASTING, Nov. 20) as further reason for agencies and their clients to be interested in BEVR.

"Once a station has the EVR camera," he said, "all it needs is program material on EVR film—and CBS Labs plans to provide that service."

Committee members said the presentation, by Dr. Stafford L. Hopwood Jr., CBS Labs vice president for business development, didn't add much detail to what they had read about EVR and Broadcast EVR, which CBS Labs now calls BEVR.

Unanswered Questions ▪ Dr. Hopwood was quoted as saying that the company was "six months away from answering all the questions," including detailed questions about costs. Some members speculated that pending patent applications figured in the reluctance to go into greater detail.

Mr. Webber said he was "very much impressed" by the presentation and by the prospects of BEVR, assuming it will perform as effectively and as inexpensively as CBS Laboratories officials say it will.

He said he was especially impressed by two claims made for it: that it would eliminate variations in the color quality of 16mm prints and that its costs would be a fraction of those for 16mm color prints now.

Samuel Zurich of N. W. Ayer & Son said BEVR would be "revolutionary" in the commercial field if it lives up to its billing.

Generally similar views were advanced by George Wolf of Lennen & Newell and by two other AAAA committeemen who asked not to be identified.

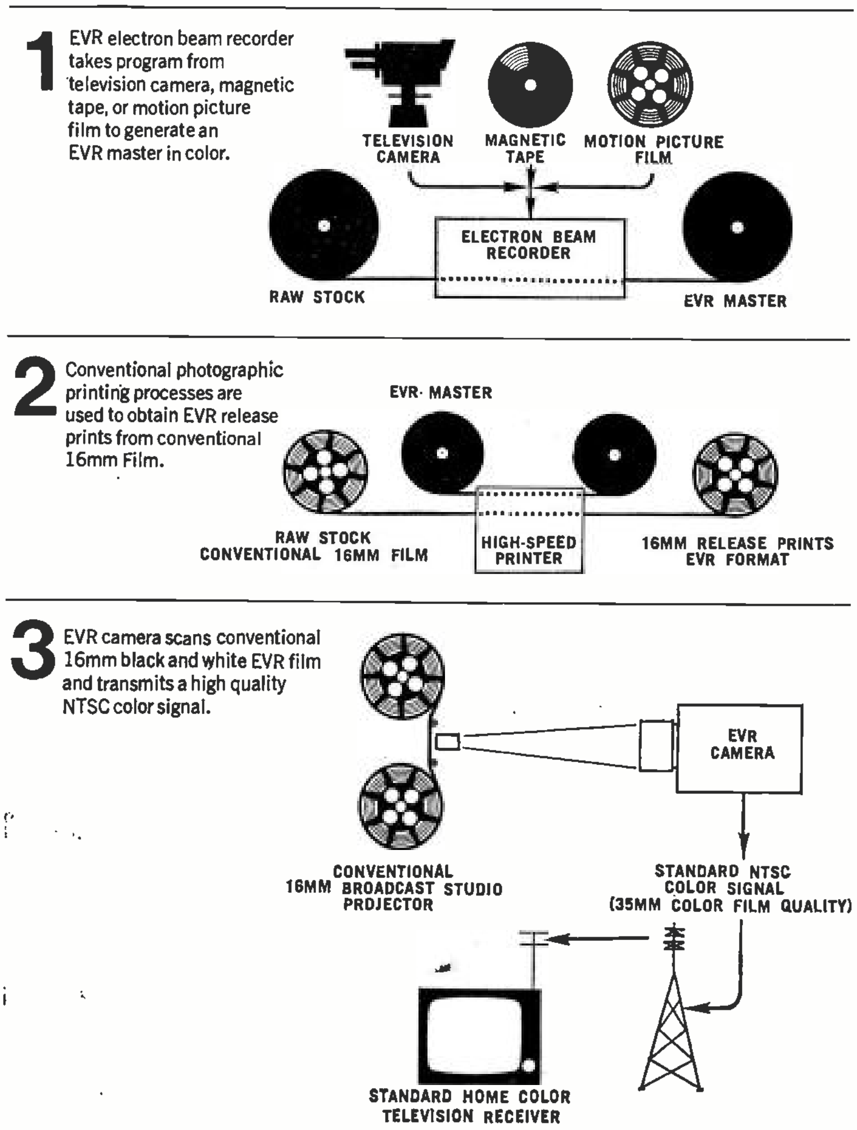
Dr. Hopwood told the agency executives that "it is a little too early in the history of EVR to come up with exact or quotable figures" regarding its application in their field. Although "we can give a reliable indication," the trend, he suggested, is well below the costs of current techniques.

With BEVR, he said, "you could produce as many 16mm reels as you need for as many clients as you desire to serve [and] the quality of BEVR definitely can be the same in Yuma as it is in New York."

He said he understood the AAAA committee members were responsible for production of "some 11,000 television commercials now in use" and suggested that "perhaps EVR can be the vehicle for producing the next 11,000."

Dr. Hopwood stressed again that

BROADCAST EVR



BEVR will enable a station to get 35mm color quality without investing in 35mm film propection equipment, "an investment which is well over the heads of most affiliates and small stations.

"The average station, continuing to use its current 16mm projectors, can get 35mm color print quality," he said, "simply [because] color, in the EVR system, is locked in electronically, not by chemical processes [and] is locked in to stay.

"The electronic beam recorder can take the image from a standard 35mm film and record it on a master without any loss of quality or color. This can be duplicated on standard 16mm black-and-white film for broadcast through an EVR camera which scans the projected 16mm film."

Dr. Hopwood told the agency executives that "not only can you look forward to using this medium without upsetting any of the present methods of doing business, but you can also anticipate moving toward EVR without inflicting any high costs on yourselves or your clients."

He estimated that about "15% of the small stations and affiliates" do not have their own color facilities, primarily for financial reasons, but said that when they can tool up "for one-third the usual investment and obtain the full quality of 35mm film like that of the networks, I think you are going to see a lot more small stations gearing for their own color programing."

In the presentation, held Tuesday (Nov. 28), Dr. Hopwood reviewed the EVR system, developed for classroom and home use and to be introduced first in Europe (BROADCASTING, Aug. 28), and the broadcast version, BEVR, which CBS plans to begin testing in CBS-TV network service early next year.

In the EVR version programing is recorded on an EVR master film and transferred to 8.75mm sprocketless film that is put into cartridges and played on the home screen through a device—an "electro-optical transducer"—attached to the home TV set.

Costs ▪ In his talk, a copy of which was made public by CBS Labs, Dr. Hopwood reiterated earlier estimates that the playback unit would probably cost less than $300 and said the cartridges—one seven-inch cartridge can provide an hour of black-and-white programing or a half-hour of color—should cost $7 to $14 each.

He said duplicates from the EVR master can be made quickly and "without any qualitative loss. We can reproduce a 20-minute program in 30 seconds at the present stage of development in EVR but in the next year or two we fully expect to reduce this."

In Broadcast EVR, Dr. Hopwood said, the master recording process is identical to that in the basic EVR, but the master is made on 16mm, sprocketed "special thin film" rather than on the sprocketless 8.75mm film used in home and classroom EVR. Instead of cartridges, BEVR uses reels of 16mm film, and instead of a playback attachment it uses a specially designed EVR camera.

Cost of the special camera was estimated by Dr. Hopwood at "less than $20,000" or "approximately one-third the cost of a normal broadcast color chain." Earlier estimates by CBS Labs officials pinpointed "less than $20,000" at $15,000 to $20,000.

Other members of the AAAA committee contacted by BROADCASTING were also enthusiastic about the system, which CBS Labs says will provide 35mm-quality color on 16mm film—and at costs below those for conventional color film or tape commercials and programs.

Bigger selling guns for radio

Intensified sales drive and other projects for '68 unveiled at RAB meeting

The Radio Advertising Bureau intends to launch the largest and most comprehensive sales campaign in its history in an effort to garner added radio billing from national and regional advertisers.

The sales drive, called "Operation 5200," was announced in Miami Beach last Wednesday (Nov. 29) by RAB President Miles David during the bureau's board of directors meeting. He said the 1968 campaign would consist of 100 individual sales calls and presentations each week, bringing to national and regional advertisers "documentation of radio's reach and effectiveness never before available."

Mr. David

Mr. David also announced plans for the opening of an RAB office in Detroit sometime in 1968. In recent years RAB has established sales offices in Chicago and Los Angeles.

The board of directors re-elected the following officers for 1968: Lester M. Smith, Seattle, Portland & Spokane Radio Group, chairman; Mr. David, president; A. Louis Read, WDSU New Orleans, finance committee chairman; Robert H. Alter, executive vice president; Howard Brahm, assistant secretary-treasurer.

Among other 1968 projects noted by Mr. David were an RAB-commissioned study to develop measurement techniques for radio commercials and a campaign to simplify spot radio buying by encouraging standardization of the basic paper work involved.

Mr. David reported that RAB's income over the past two years has increased by more than 20% and said this added revenue "is important only because it gives RAB the additional resources to sell national and regional advertisers more effectively."

To Repeat Workshop ▪ The RAB board also heard that the one-day radio workshop attended this year by top advertising executives will again be sponsored in 1968 by the bureau in cooperation with the Association of National Advertisers (date and location to be announced soon) and that a new report on radio co-op plans, containing about 600 individual compilations, will be available during the first quarter of next year.

Among other bureau executives who spoke on various facets of RAB operations were Mr. Alter; Carleton F. Loucks, director of regional sales, and Mr. Brahm.

New members elected to the RAB board of directors were Grover Cobb, KVGB Great Bend, Kan.; Lou Faust, KPOL Los Angeles; Clark B. George, WCBS New York; Ben Holmes, Edward Petry & Co., New York; David Morris, KNUZ Houston; John Murphy, Avco, Cincinnati, and Abe Voron, WQAL (FM) Philadelphia.

Commended on their completion of service on the RAB board were Arthur Hull Hayes, who recently retired from CBS; George I. Chatfield, WFGL Fitchburg, Mass.; Thomas C. Harrison, Blair Radio; Robert B. Jones Jr., WFBR Baltimore and Daniel Weinig, WPAT Paterson, N. J.

Rep appointments . . .

▪ KGU Honolulu and WILX-TV Lansing-Jackson-Battle Creek, Mich.: Avco Radio Television Sales (formerly Broadcast Communications Group), New York.

▪ KSWO-AM-TV Lawton, KGWA Enid, and KRHD Duncan, all Oklahoma, and KMID-TV Midland-Odessa, Tex.: Avery-Knodel, New York.

▪ WQDY Calais; WHOU Houlton and WMKR Millinocket, all Maine: Nona Kirby Inc., Boston.

TV in the year 2000

Zeltner tells D.C. media workshop that advertisers will spend more and get less for their dollars

The cloud of mystery was lifted from the crystal ball last week and media men heard that they will be paying more and getting less (in total audience) in the years ahead.

The pundit of the future was Herbert Zeltner, senior vice president and director of marketing services of Needham, Harper & Steers, New York. His subject: "The Years Ahead. Tomorrow's Markets, Media and Careers."

Among his prognostications for the year 2000.

- There will be a strong increase in rates in all media, particularly TV, as advertising volume builds and availabilities dwindle.
- Efficiency standards will be markedly lower as prices go up and individualized exposures in media increase.
- VHF-TV will still be the "standard mass audience device" with the three networks and key independents maintaining programing dominance.
- CATV will be more widespread, as a vehicle for improved reception, not as a major programing facility.
- Increase in multiset homes will help UHF grow significantly by supplying specialty programing.
- Public television will not be a major threat to commercial station audience totals.
- The 30-second spot will become the standard of most packaged-good advertisers.
- TV sponsors will have to rely more on ratings by individuals than by homes.
- FM and FM stereo will create a re-emergence of in-home radio listening.
- Radio buying will revert from purely spot to experiments in sponsorship of regularly scheduled programs.
- Costs for radio will increase noticeably and move the medium out of the bargain-basement category.
- Government influence will increase to the point that broadcast advertising in certain areas will be restricted and a rebalance of media usage will result.
- Automation usage will expand, possibly to processing of more accurate and complete competitive information.

Speaking at *Advertising Age*'s Media Workshop in Washington, Mr. Zeltner called on trade organizations to jointly sponsor a study on how to gather and report competitive activity, buy local broadcast schedules, estimate and control budgets and monitor the appearance of the campaigns. In these fields today, he maintained, the ways in which these projects are handled "are almost shamefully primitive and untidy."

He called on the Association of National Advertisers, American Association of Advertising Agencies and the media's promotion organizations (Television Bureau of Advertising and Radio Advertising Bureau) to form working committees to look into several proposals.

One would create a central industry-

NH&S's Zeltner
Look at year 2000

wide clearing house for all broadcast time buys. It would operate on the order of a stock exchange and bring "buyer and seller physically together for instanteous submission of availabilities; selection and confirmation on the spot." Such a method, he said, would eliminate the present "inefficient, inequitable and error-prone" techniques in spot buying and would lessen the cost of broadcast buying by agencies.

A second proposal calls for a nonprofit, industrywide organization to collect information on advertising activity to date and disseminate it to all interested parties. Currently advertisers, agencies and media spend millions on such efforts.

A third proposal would see creation of a joint advertiser-agency-media device designed to provide "meaningful" affidavits of performance for all media. In addition to "minimizing the growing apprehension among many of us that we might not be getting all we pay for," he continued, the joint service would cost "markedly less" than present services.

Mr. Zeltner also offered criticism of agency media departments, media sales organizations and advertiser groups for the "many years of neglect in recruitment and personnel practices." Too often, he said, a "half-trained assistant buyer or media-research junior analyst is lured away" by the competition with an "unrealistically high salary and nothing more."

The answer to this problem, he went on, is not just matching the proffered salary, but in properly training the juniors of the industry. What this means is that persons of responsibility should take the time to exercise that responsibility.

The agency executive also felt that recruitment of new talent should be "more deliberate and effective" than it is. Instead of depending on the over-the-transom resume, he said, agencies and media should establish relationships with universities and colleges in their communities.

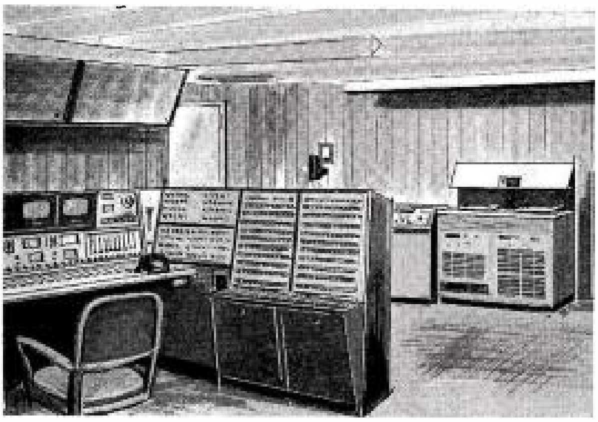
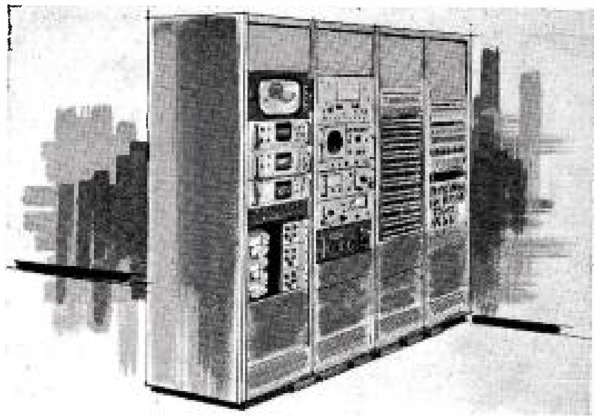
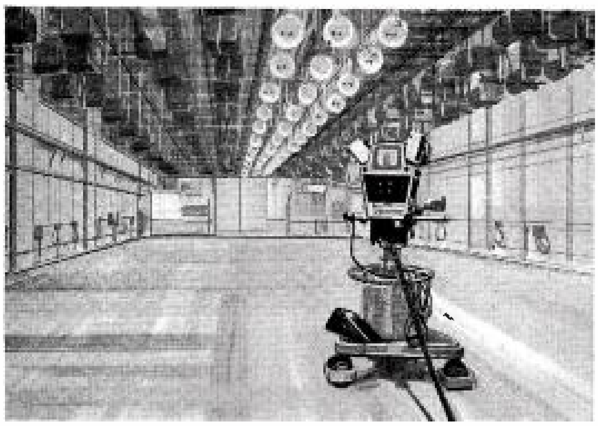
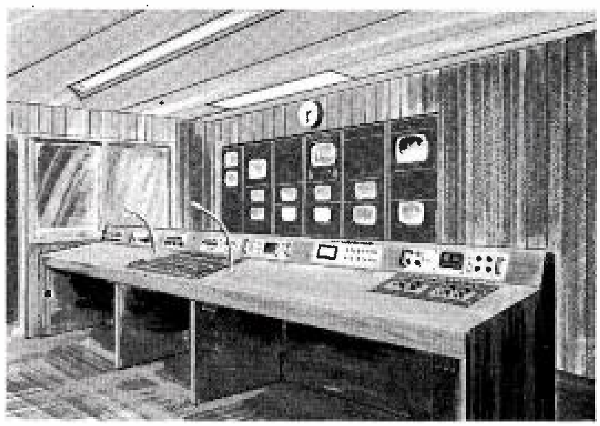
Media, in particular, he continued "can serve a unique purpose due to its classic role as a means of entry to the advertising business. Members of media departments and media sales organizations should be encouraged to offer their services to schools as instructors, guest lecturers and suppliers of meaningful teaching aids."

That TV is moving into "a long-term buyers' market" was the central point made at a TV session of the workshop.

Exchanging buyer-seller views were Paul Roth, director of media, Kenyon & Eckhardt, New York, and John Dickinson, vice president, Harrington-Righter & Parsons, New York.

They indicated that the expansion of inventory would be one major factor creating the buyers' market and that the developing switch to the 30-second commercial as the standard will almost double the commercial time available. The increasing number of TV stations and competition from UHF stations and independents will also offer buyers more time.

Stronger print and radio competition will also eat into television's dominance, especially the growth of network radio and further developments in regional print, they pointed out. And the continuing network-spot TV battle will also help the advertiser to become the boss of the medium again. Spot TV should become stronger as stations protect their inventories from network cut ins and pre-empt more time for local movies and specials in prime time. Stations are becoming more selec-

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 efficiency 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.

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tive in accepting network programs, they said.

The agency and representative executives noted TV costs are still rising and are no where near leveling off with the greater investment in facilities and color equipment and the cost of programing going out of sight. The price that TV stations will have to pay for movies will be 15% to 20% higher next year and with the sources of film product drying up, more stations will be moving into local programing. New sources of programing are definitely needed, they indicated.

Radio is a part of everyday life and has moved from a family medium to an individual medium, according to Mort Keshin, senior vice president and media director of Lennen & Newell, New York, and Maurie Webster, vice president-development of CBS Radio.

Mr. Keshin advised the media men that they can look for an increase in piggyback spots on radio unless the medium works on the cost ratio of its 30-second to 60-second spots.

Agency appointments . . .

▪ Purex Corp. Ltd., Lakewood, Calif., has assigned its domestic line of Brillo consumer products, formerly with J. Walter Thompson, New York, to Carson/Roberts/Inc., Los Angeles. The new agency already handles such other Purex household brands as 4-in-1 Fabric Finish, Vano Fabric Care products, Sweetheart dishwashing liquid, Bo Peep Spray N' Wipe Cleaner and Cameo Metal Cleaning products. Edward H. Weiss & Co., Chicago, and Foote, Cone & Belding Inc., Los Angeles, handle the balance of Purex domestic household products. Purex assignments with these agencies remain unchanged with Weiss retaining responsibility for Brillo automatic dishwashing detergent.

▪ Reach, McClinton & Co. Inc., New York, has been appointed by the Lydia O'Leary-Sofskin-Jordeau group, that city, for Sofskin hand lotion, Zip depilatory and Lydia O'Leary Spotstik. Plans for advertising to begin in 1968 include spot television. Solow-Wexton is the former agency.

▪ Enger Kress Co., West Bend, Wis., producer of small leather goods for men and women, has appointed the Zlowe Co., New York, to handle all advertising and promotion.

▪ Vita-Pakt Inc., Covina, Calif., has appointed Campbell-Ewald Co., Los Angeles, to handle its full line of citrus beverage products. The appointment is effective Jan. 1. Vita-Pakt has been with Geyer-Morey-Ballard, Los Angeles.

Media are not all powerful

Loevinger says they're persuasive on minor issues, weak on important ones

FCC Commissioner Lee Loevinger told an ad industry gathering last week that mass media and the advertising that support them are not so all-powerful in shaping the human condition in this country as is sometimes alleged. They may be persuasive when the issue is relatively minor, he said; but when it's important, they count for little. But for that very reason, he said, they help provide an environment in which Americans have enormous choice and personal freedom.

The commissioner, addressing a dinner meeting at the 1967 Media Workshop in Washington last week, thus took issue with his fellow commissioner, Nicholas Johnson as well as with statements made by Justice Department Antitrust Chief Donald F. Turner, and economist and author J. Kenneth Galbraith.

Commissioner Johnson two weeks ago told a group of broadcasters in Chicago that they and their colleagues will "in largest measure" be responsible for what America becomes in 1968, for they will tell "me and 200 million other Americans what to think, what to buy, what is stylish, what my problems are, who to vote for and who I am" (BROADCASTING, Nov. 20).

Mr. Turner, Commissioner Loevinger noted, has said that advertising tends to produce market concentration and has suggested that current antitrust policies might have to be supplemented by those dealing with "adverse influences of advertising . . ." and Professor Galbraith, the commissioner added, says that the management of consumer demand by advertising is similar to the regimentation of the public by authoritarian governments.

Commissioner Dissents ▪ The commissioner, in a speech in which sources from Plato to Marshall McLuhan (and Loevinger) are quoted, says such remarks overstate the power of advertising in particular and mass media in general. Media influence ideas, he concedes, but they don't control men's minds and conduct—"either for some particular purpose or in the interest of general social reform."

He noted that President Roosevelt won elections despite the overwhelming opposition of newspapers and broadcasters. And more recently, he said, the strong movement for civil rights for Negroes "originated and flourished in areas where the media either ignored or opposed it until it was too widespread and potent to ignore. . . ." He cited black power extremism and urban riots as examples of current social movements that have been opposed rather than encouraged by the media.

"Many, if not most of the bitter divisions on social and political issues that now exist in our society are the product of social forces that the media have tried to suppress or discourage."

He also said that the mass media are not qualified—and should not seek—"to control men's minds and conduct." He said the ownership of a printing press or the possession of a broadcasting license doesn't "bestow either wisdom beyond that of other men or some superior right to impose ideas on society."

Media Don't Lead Him ▪ Commissioner Loevinger specifically rejected the assertion that the media "really tell me and 200 million other Americans what to think . . . and who I am, for this would be a complete negation of any idea of personal choice, liberty or responsibility." He said such a position implies "a disavowal of personal responsibility and a projection of a strong sense of personal impotence."

He said he cannot gauge precisely the power or influence of the media and the advertising they carry—other than that they lie somewhere between the extremes of controlling society and of having no influence at all. But he expressed the view that "media influence is inverse to the importance of the subject. I would probably choose a toilet soap on the basis of an advertising suggestion; I would most certainly not choose my wife that way."

Advertising, he added, is like the media in which it appears in that it "reflects the environment from which it originates and has only slight and indirect power to influence that environment. . . ." He doesn't think that advertising creates or significantly changes the nature of demand, although "it may arouse latent wants which then become economic demands, and it probably directs attention to and establishes preferences for one rather than another commodity that satisfies demand."

But after damning the effectiveness of the persuaders in his audience with such faint praise, the commissioner said they should be happy not to have the power "which commentators Galbraith and Turner and the evangelists of the cult of salvation by communication would attribute to you." For such

BAR network-TV billing reports for weeks ended Nov. 19, 26

BAR network TV dollar revenue estimates—weeks ended Nov. 19, 26, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Nov. 19	Cume Nov. 1-Nov. 19	Cume Jan. 1-Nov. 19	Day parts	Networks	Week ended Nov. 26	Cume Nov. 1-Nov. 26	Cume Jan. 1-Nov. 26
Monday-Friday	ABC-TV	$ —	$ —	$ 17.3	Monday-Friday	ABC-TV	$ 37.5	$ 37.5	$ 54.8
Sign on-10 a.m.	CBS-TV	230.2	614.6	6,091.7	Sign on-10 a.m.	CBS-TV	251.7	866.3	6,343.4
	NBC-TV	336.0	894.6	12,863.2		NBC-TV	336.0	1,230.6	13,199.2
	Total	566.2	1,509.2	18,972.2		Total	625.2	2,134.4	19,597.4
Monday-Friday	ABC-TV	1,447.0	3,860.1	60,098.3	Monday-Friday	ABC-TV	2,464.5	6,324.6	62,562.8
10 a.m.-6 p.m.	CBS-TV	3,342.6	8,568.1	139,132.1	10 a.m.-6 p.m.	CBS-TV	4,553.8	13,121.9	143,685.9
	NBC-TV	2,094.4	5,510.6	82,789.5		NBC-TV	2,687.8	8,198.4	85,477.3
	Total	6,884.0	17,938.8	282,019.9		Total	9,706.1	27,644.9	291,726.0
Saturday-Sunday	ABC-TV	1,192.3	4,175.6	40,761.7	Saturday-Sundav	ABC-TV	1,860.1	6,035.7	42,621.8
Sign on-6 p.m.	CBS-TV	2,326.5	6,654.2	47,952.7	Sign on-6 p.m.	CBS-TV	2,412.6	9,066.8	50,365.3
	NBC-TV	933.9	2,676.7	31,240.0		NBC-TV	963.2	3,639.9	32,203.2
	Total	4,452.7	13,506.5	119,954.4		Total	5,235.9	18,742.4	125,190.3
Monday-Saturday	ABC-TV	740.9	1,374.6	14,640.9	Monday-Saturday	ABC-TV	756.6	2,131.2	15,397.5
6-7:30 p.m.	CBS-TV	703.9	1,776.8	25,150.3	6 p.m.-7:30 p.m.	CBS-TV	1,337.9	3,114.7	26,488.2
	NBC-TV	604.2	1,754.8	27,387.2		NBC-TV	704.2	2,459.0	28,091.4
	Total	2,049.0	4,906.2	67,178.4		Total	2,798.7	7,704.9	69,977.1
Sunday	ABC-TV	104.6	314.2	4,802.5	Sunday	ABC-TV	69.7	383.9	4,872.2
6-7:30 p.m.	CBS-TV	462.6	1,345.8	10,652.5	6 p.m.-7:30 p.m.	CBS-TV	462.8	1,808.6	11.115.3
	NBC-TV	165.4	644.7	6,428.4		NBC-TV	129.3	774.0	6,557.7
	Total	732.6	2,304.7	21,883.4		Total	661.8	2,966.5	22,545.2
Monday-Sunday	ABC-TV	5.512.5	15,527.7	224,404.1	Monday-Sunday	ABC-TV	5,737.7	21,265.4	230,141.8
7:30-11 p.m.	CBS-TV	7.092.4	19,581.6	262,135.5	7:30 p.m.-11 p.m.	CBS-TV	7,257.4	26,839.0	269,392.9
	NBC-TV	7,546.5	19,308.6	255,044.9		NBC-TV	6,579.5	25,888.1	261,624.4
	Total	20,151.4	54,417.9	741,584.5		Total	19,574.6	73,992.5	761,159.1
Monday-Sunday	ABC-TV	186.8	903.8	11,153.6	Monday-Sunday	ABC-TV	314.2	1,218.0	11,467.8
11 p.m.-Sign off	CBS-TV	21.8	244.2	3,831.7	11 p.m.-Sign off	CBS-TV	21.8	266.0	3,853.5
	NBC-TV	394.7	1,069.2	17,579.9		NBC-TV	402.0	1,471.2	17,981.9
	Total	603.3	2,217.2	32,565.2		Total	738.0	2,955.2	33.303.2
Network totals	ABC-TV	9,184.1	26,156.0	355,878.4	Network totals	ABC-TV	11,240.3	37,396.3	367,118.7
	CBS-TV	14.180.0	38,785.3	494,946.5		CBS-TV	16.298.0	55,083.3	511,244.5
	NBC-TV	12,075.1	31,859.2	433,333.1		NBC-TV	11,802.0	43,661.2	445,135.1
Grand total all networks		$35,439.2	$ 96,800.5	$1,284,158.0	Grand total all networks		$39,394.3	$136,140.8	$1,323,498.3

power, he said, "would imply responsibility which does not belong to any private group" and which would inevitably entail regulation and government control. He suggested that some of the motivation for the attribution of such great power to the media is the desire to impose such regulation.

But most important, he said, "is the fact that as citizens and members of the public you can join me in proclaiming and rejoicing that the public is not subjugated to the media, and that the American citizen today has access to more information about the world, . . . and has a wider area of personal freedom than any other group of citizens in the world in all history. . . .

"Fairly judged," he concluded, "I think our system of advertiser-supported media, with all its shortcomings and imperfections, affords business, the media and the public a greater degree of freedom and responsibility than any other system that is in existence or has been proposed."

The Media Workshop was sponsored by *Advertising Age*.

Business briefly . . .

Commercial Credit Co., through W. B. Doner & Co., both Baltimore, will begin its first major national advertising campaign Feb. 7, 1968 on the CBS-TV News special, *Destination North Pole*, the story of the first Plaisted Expedition early this year. Commercial Credit, which has over 200 active subsidiaries, plans to sponsor another CBS-TV special some time in the fourth quarter of 1968.

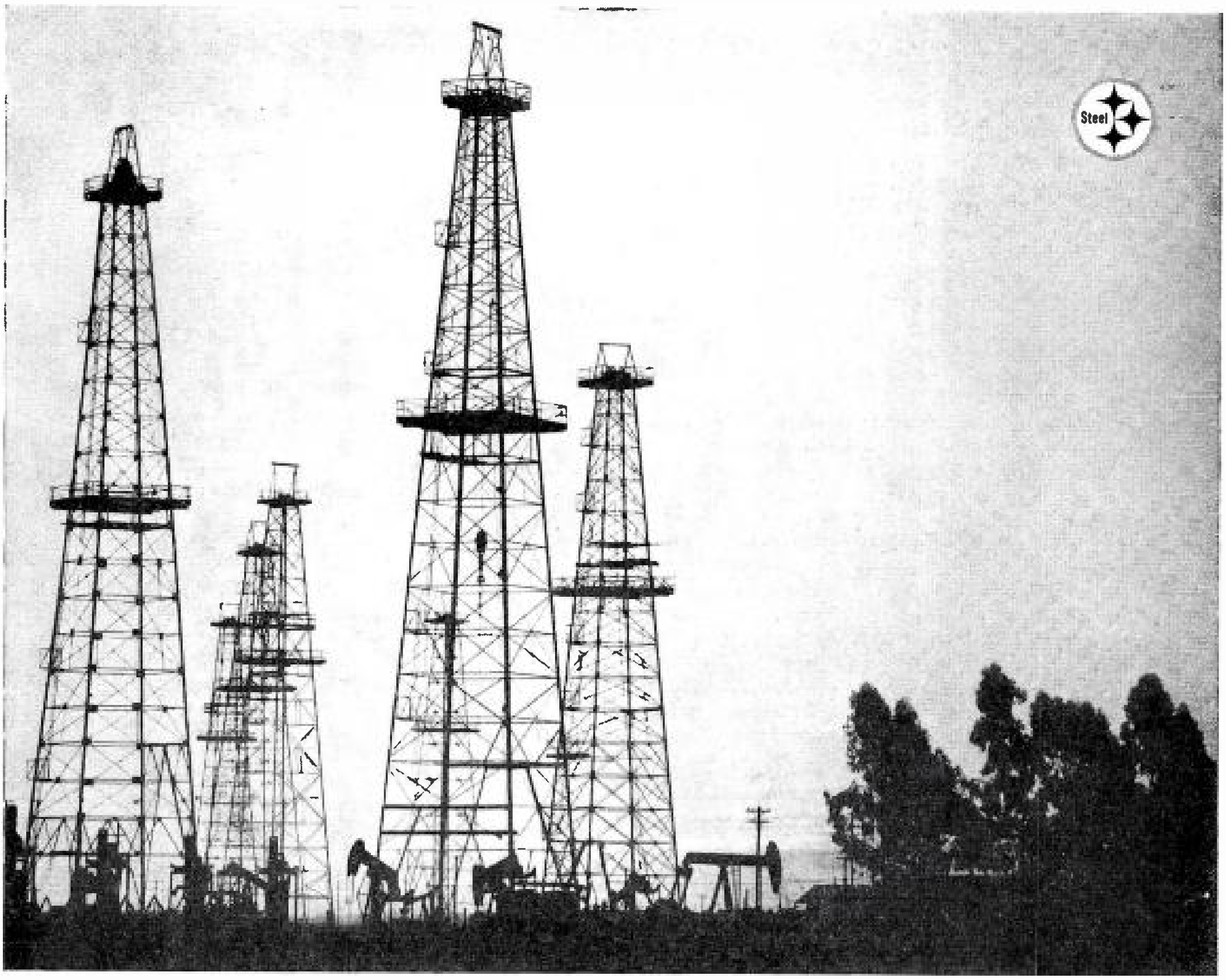
Mutual of Omaha Insurance Co., through Bozell & Jacobs, both Omaha, has bought 52-week sponsorship of the *On the Line With Bob Considine* feature segment that began a four-times-a-weekend schedule in NBC Radio's *Monitor* on Dec. 2-3.

United Artists Corp., New York, over this past weekend (Dec. 2-3) planned to launch a major TV-radio and print campaign for the new motion picture "Fitzwilly," set to premiere Dec. 3 in New York. UA in contracts with exhibitors at some 300 theaters across the country plans to share costs in the campaign, which includes various spot radio (60-, 30- and 10-second) and TV (60-, 20- and 10-second) announcements. The company has prepared an open-end interview record with the stars, plus a 3½ minute TV featurette based on actor Dick Van Dyke's role in the film. All materials are offered gratis to exhibitors. The campaign, which will continue beyond Christmas, was prepared by Diener-Hauser-Greenthal Co., New York.

Mrs. Smith's Pie Co., Philadelphia, will broaden its marketing effort in 1968 to an $850,000 ad campaign including participations in NBC-TV's *Today* and *Tonight* shows. Company's first venture into network TV advertising will use live and taped spots with Ed McMahon, Barbara Walters and Hugh Downs.

Ogilvy & Mather gets Con Ed

The Consolidated Edison Co. of New York and BBDO end a 35-year relationship on March 1, 1968 when the utility account shifts to Ogilvy & Mather. The account bills about $2.5 million, of which an estimated $1.5 million is in television and radio in the New York area. Charles F. Luce, board chairman of Consolidated Edison, who announced the change last week, said that several finalists, including BBDO, received "serious consideration." He voiced the view that O&M will "provide us with the creativity, initiative and the will to be strong partners in our determination to improve the performance and the sales of our company."



This petroleum food farm could help stave off the one threat greater than nuclear war: starvation.

(The steels are ready whenever you are)

An unconventional source of high-grade protein is now being evaluated on experimental "farms." *An edible protein yeast is being grown on petroleum as a by-product.*

These petroleum proteins contain the same natural proteins found in beef, poultry, fish, and plants. Already, animal feed containing petroleum protein concentrate is being successfully used. The flavorless concentrate, after extensive testing, could eventually be incorporated into tasty, commercial foods. The world's supply of protein could easily be doubled.

In addition to this unconventional method of protein production, large-scale, mechanized food production must be greatly stepped up — plus the harvesting of increased quantities of food from the ocean depths.

Protein poverty in undernourished countries is already causing hunger riots. By the year 2000, world population will be doubled — and the protein problem will be worldwide.

Republic is obligated, in this international emergency, to anticipate customers' steel needs far in advance of demand. The steels needed will be ready when required — pipe and tubular products for exploratory drilling, recovery, and transporting of petroleum and petroleum by-products . . . tougher bar and sheet steels for farm equipment . . . pressure-resistant plate and corrosion-resistant stainless for undersea structures and equipment.

To do this, Republic is investing hundreds of millions of dollars in new and improved steelmaking facilities.

At this moment, the long reach of steel from Republic is probing into areas wherever man's welfare needs it — from farms to the fathomless ocean depths, from the heartbeat of man to the drumbeat of defense. Republic Steel Corporation, Cleveland, Ohio 44101.

You Can Take the Pulse of Progress at

REPUBLIC STEEL

CLEVELAND, OHIO 44101

Cigarette ratings draw mixed reactions

MAGNUSON PLEASED, DIXON DISSENTS, AND INDUSTRY IS CAUTIOUS

The first government ratings of tar and nicotine levels for various brands of cigarettes were released last week by Senate Commerce Committee Chairman Warren Magnuson (D-Wash.). The Tobacco Institute promptly called the rankings "meaningless," while cigarette advertisers and their agencies sat back to gauge the report's impact, if any, on the marketplace.

The test results also immediately drew caveats from highly placed critics. The chairman and one member of the Federal Trade Commission, which supervises the newly created cigarette-testing laboratory that supplied the data, indicated their dissent to the lab's reports.

Criticism of the testing program, which was said to have perhaps provided the first example of the federal government releasing data on competing brands of a consumer product, focused on the wide variation in the length to which the various kinds of cigarettes were smoked by the testing apparatus.

Butt-Length Problem ▪ FTC Chairman Paul Rand Dixon and Commissioner A. Everette MacIntyre said that because the commission's laboratory could not smoke all types of cigarettes to a uniform 23-mm butt length (the standard that was adopted in the face of their earlier opposition) "the comparative value of the tests is doubtful."

They noted that of the 59 kinds and sizes of cigarettes tested, only 16 were capable of being smoked to 23 mm because of variations in filter and overwrap configurations. If a 30-mm butt length had been adopted, as more typical of actual usage, they added, only six types would have necessarily exceeded this standard, resulting in more meaningful data for comparisons.

Getting the Maximum ▪ Senator Magnuson hailed the release of the first set of figures for the FTC's lab, established at his suggestion. He countered the charge that butt-length variation invalidated the comparisons. Smoking each type of cigarette to its feasible minimum, he said, would indicate maximum tar and nicotine values that the consumer could encounter.

Earle Clements, president of the Tobacco Institute, said "the question is whether the government's or any comparitive ratings have any meaning in terms of health." The Tobacco Institute charged that "there is no scientifically established relationship between 'tar' and nicotine levels and human health."

The institute also said the published FTC results demonstrated that the 30-mm butt length should have been used and noted that commission ranked only 59 kinds of cigarettes. "There are more than 150 kinds and sizes of cigarettes produced in the U. S. today," the institute said. One of the missing brands, observers noted, was Benson & Hedges 100's, a heavily advertised brand that was one of the first 100-mm cigarettes on the market.

The cigarette-advertising guidelines of the National Association of Broadcasters' code authority indicate that cigarette companies could use the tar and nicotine ratings released by the FTC, but only if no claims regarding health or well-being are made. The guidelines say advertisers "should be prepared to substantiate the figures through bona fide tests." Despite the caveats about butt length, there was no doubt that the FTC's figures would qualify.

Cautious ▪ Cigarette advertisers and their agencies adopted an apparent "wait and see" attitude last week toward publication of the FTC's tar and nicotine findings. Publicly, tobacco and advertising people said significant changes in brand marketing strategy and advertising would occur only after the impact, if any, of the report had been determined.

Privately, industry sources doubted that publication of the tar and nicotine findings would precipitate massive shifts in the respective market shares of the 23 cigarette brands dealt with in the report—at least not immediately. They did indicate, however, that release of the figures would probably be followed by a slight shift in consumption towards cigarettes with lower tar and nicotine listings.

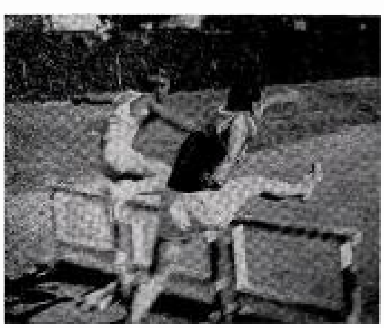
They cited earlier publication of tar and nicotine findings by the Roswell Park Memorial Institute of Buffalo, N. Y., and by *Reader's Digest* maga-

Commercial preview: elixer of the young

The whole point of BBDO's extensive "Pepsi Pours It On" campaign can be summed up in one recently produced 60-second TV commercial that is just going into network and station cycles. BBDO is trying to get across for the Pepsi-Cola Co. that people who pour it on—young, active, energetic people —like Pepsi. It's their drink. And what's more, not only does Pepsi taste good but you get a real charge out of it—it puts back the energy that you burn up.

Now what could be more energetic and active than a guy who has to put himself through the 10 events of the decathalon? So the Pepsi account-group-head Hilary Lipsitz, producer Don Brown and creative supervisor Bob Olsen journeyed to the West Coast, where athletes lie ripe on the vine, and hired Pelican Films, Hollywood, the offspring of a decidely East Coast production company. On a bright, sunny California day Pelican, under the supervision of BBDO alumnus Tom Anderson, filmed a young giant named Olaf Lang as he performed six of the decathalon events on the UCLA track.

The commercial is one of a series BBDO has created showing Pepsi pouring it on to active and energetic youth.



Olaf Lang in action

zine, which has published its own findings on two previous occasions. All three of these reports were followed by slight swings toward low-tar-content cigarettes and larger shifts toward filter brands.

Lower Findings ▪ Several cigarette companies expressed surprise at the report's findings. An executive of one large manufacturer told BROADCASTING that the FTC findings were "much lower than our own studies and slightly lower than previous independent studies." He admitted, however, that periodic release of tar and nicotine findings has led tobacco companies to "bring down the [tar and nicotine] levels in their various brands."

Agency sources said that while publication of such figures would probably stimulate the switch to low-tar-content filter brands, no tobacco company could take advantage of the report—if they produced a brand with low tar and nicotine levels—because of present provisions in the advertising codes of the NAB and the tobacco industry's own Cigarette Advertising Code.

"Unless we can say in the commercial that some doctors say 'the less nicotine, the healthier the cigarette,' we can't do much more than simply list the tar and nicotine levels. No health claim can be implied under present rules," one source said.

Blocked Out ▪ Spokesmen for Stephano Brothers, Philadelphia, manufacturers of three of the four cigarettes rated lowest in tar and nicotine in the report (Marvels, regular and king, and Cascade), said present restrictions in the NAB's code kept them out of radio and television:

"We'd like to get into broadcasting—especially radio—but unless we can say there is some benefit to smoking one of our brands we'll stick with print. We have submitted copy to the NAB in the past, but it was rejected because it did not conform to code provisions."

One spokesman for Stephano Brothers said the company has been doing a land-office business since publication of the FTC report. "I don't know if there has been a rush to the stores or whether our wholesalers were just anticipating, but we've never taken so many orders," said a sales executive.

American Tobacco Company, whose Carlton brand ranked third lowest in tar content, said that its print advertising for that brand has been "beefed-up over the past couple of months." Spokesmen would not comment on possible changes that might result from publication of the government report.

Executives of P. Lorillard in New York denied reports that the company was planning any massive changes in its advertising strategy as a result of the report. Lorillard's True was rated sixth (menthol) and seventh (regular). Spokesmen said that recent buys in print media were made to augment, not to replace, buys already made in broadcasting and transit.

Reaction of antitobacco forces to release of the report was favorable, but was expressed with some qualifications. The American Cancer Society said in a statement that while it supported listing tar and nicotine levels, its best advice remains "don't smoke."

Banzhaf wins another round on cigarettes

John F. Banzhaf III, the young New York lawyer whose opposition to smoking was so strong he successfully persuaded the FCC to characterize cigarette advertising on the air as a controversial issue—therefore falling under the fairness doctrine—claimed another victory last week.

A federal court in Washington ruled that Mr. Banzhaf's appeal from the FCC's decision (he feels the commission didn't go far enough) was first, among several, and therefore must be heard in the District of Columbia Circuit Court of Appeals.

The action came two weeks after the court heard argument on a motion by the National Association of Broadcasters and WTRF-TV Wheeling, W. Va., that Mr. Banzhaf's appeal should be dismissed because it was filed without a copy of the FCC cigarette-fairness order (BROADCASTING, Nov. 20). The NAB and WTRF-TV jointly filed an appeal against the same order in the fourth circuit appeals court in Richmond, Va., on Sept. 12, three days after Mr. Banzhaf filed his in the Washington court.

The D. C. court's ruling, in an unsigned order, dismissed the NAB-WTRF-TV petition, giving no reason. The argument was heard by Chief Judge David L. Bazelon and Carl McGowan. Senior Judge Henry W. Edgerton was not present at the argument.

As a result of the D. C. circuit's order, the FCC was planning at week's end to inform the Richmond court that it had filed the record in the case with the D. C. circuit, and asking that the NAB-WTRF-TV appeal, as well as those filed by intervenors—ABC; CBS; NBC; Corinthian Broadcasting; WAVE-AM-FM-TV Louisville, Ky.; WSPA-AM-FM-TV Spartanburg and WNOK-AM-FM-

'Think it out square, then say it with a flair'

My daughter, the copywriter, came to Los Angeles last week and, with Judy Holiday delivery and Gertrude Berg body English, wowed a ballroom full of the town's most sophisticated advertising executives.

Shirley Polykoff, looking as if she just stepped out of a Levy's bread ad, first gave her most candid opinion of the so-called new wave of creativity in advertising and then followed with a blow-by-blow account of every account she worked on for the last 12 years.

Miss Polykoff, vice president and associate creative director of Foote, Cone & Belding Inc., New York, and the renowned author of such deathless slogans as "Is it true blondes have more fun?" and "Does she or doesn't she?" came up with a new one for her appearance before the Advertising Club of Los Angeles: "Think it out square, then say it with flair."

Square's Flairs ▪ The line is really the secret of her success, Miss Polykoff indicated to an overflow crowd. "We feel we not only have to know everything there is to know about our product, but everything there is to know about the people we want to sell it to," she explained. "We think it out square—then, we say it with flair. And when I say square, I mean square. And when I say flair, I guess I mean that too."

But before Miss Polykoff elaborated on her flair she had a few choice words to say about "the kooky, swinging young-Turk school" of advertising so much in evidence today—admen who would rather be wrong than square. "I simply do not believe that any ad is OK just because it stops the consumer, shocks the consumer or entertains him so that he falls on the floor laughing," the American Advertising Federation's "advertising woman of the year" asserted.

Miss Polykoff

Citing some of the current crop of TV commercials, Miss Polykoff pointed out that "when a car falls 50 stories just to show me the impact of a collision, I don't drive in any car, at all, that week," and "when hoodlums are advertised as coveting my car, I want to buy a car they'd spurn."

Personal Problems ▪ To Miss Polykoff this seems to indicate that copywriters are turning all their "anger and hate" against the consumer, "who we always used to woo." She said that if some of the contemporary advertising, whose "new status is nonstatus," with the hoodlum as its symbol, is considered stoppers, "then the first thing they stop is me from buying."

She told her luncheon audience that they must "dig deep" into and recognize their own motivations before they can understand what it is that other people want. "Tell me who could be more unperceptive than a writer who talks about the average person meaning everybody but himself?" Miss Polykoff asked. "Isn't it true, that for the most part what appeals to me appeals to you, appeals to the man in Manhattan, the lady in Dubuque and it seems, even appeals to the lady in the USSR."

Miss Polykoff, who has been with FC&B since 1958 went on to tell all the campaigns she handled for agency client Clairol Inc. during that period. She showed films of TV and slides of print campaigns for such haircoloring-product campaigns as Nice 'n Easy, Loving Care, Hi-Lightening, Innocent Blonde, Summer Blonde and Lady Clairol. These campaigns, she reported, have increased the use of haircoloring by women in this country from 7% in 1955 to more than 50% today. With TV commercials and magazine ads leading the way, Nice 'n Easy was spurred into becoming "the biggest single drug introduction" in the U.S. and is now "about three times as big as its closest outside competitor" in the permanent shampoo-in-haircoloring field.

TV Columbia, both South Carolina; WFIE(TV) Evansville, Ind.; WFRV-TV Green Bay, Wis.; WAYS Charlotte, and WLLE Raleigh, both North Carolina, all backing NAB-WTRF-TV—be transferred to the Washington court. Only one intervenor has filed in favor of the FCC's position: the Heart Disease Foundation, New York.

The dispute about Mr. Banzhaf's appeal centered on a provision of the Communications Act prescribing that an appeal from an FCC order shall be heard in the court in which the first appeal is filed. The NAB-WTRF-TV attack was on Mr. Banzhaf's failure to include a copy of the order in his filing. The commission's announcement on the cigarette issue was made on Sept. 8. A single copy of the order was available in the FCC's information office at that time. It became generally available on Sept. 12. On that date, Mr. Banzhaf filed a request with the D. C. circuit to supplement his original appeal with a copy of the order. This request was also granted last week.

Mr. Banzhaf's disagreement with the FCC order is that it doesn't, he claims, give him what he asked: time for anti-smoking announcements "equivalent" to the time given for cigarette commercials. The commission ordered that "reasonable" time be given to such health announcements (BROADCASTING, Sept. 11).

Elvis radio special on 2,400 stations

What began four years ago as small-scale, 30-minute radio buys to promote Elvis Presley records, and earlier this year grew to exposures on over 300 radio outlets on Palm Sunday (March 19) and some 255 on Mother's Day (May 14), has now snowballed into a half-hour Christmas radio "special" that, authorities said last week, will be broadcast up to a total 4,000 times on approximately 2,400 stations.

About 2,200 stations were scheduled to air the program yesterday (Dec. 3). A repeat broadcast Dec. 10 will be carried by many of these stations and by another group—half cleared on ABC Radio and half on the Mutual network—to bring the total to about 2,400 stations, it was reported.

Ken Clanton, head of Ken Clanton Advertising Agency, Tampa, Fla., which is handling the project, said last week that time purchased from the stations has been either at a regular half-hour rate, or where no such rate exists at a negotiated rate. Prices, he indicated, range from $25 up to $500. Of the 2,400 outlets set to program the special over 100 were said to broadcast with 50 kw power.

The taped special features selections

Attention TV Stations:

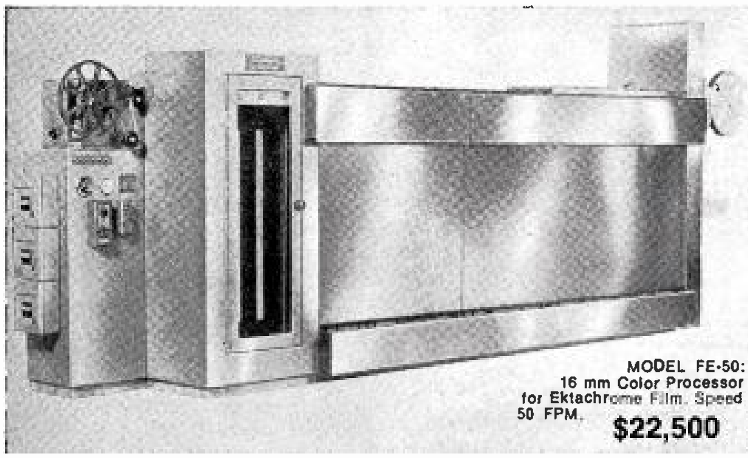
We've got news for you!

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

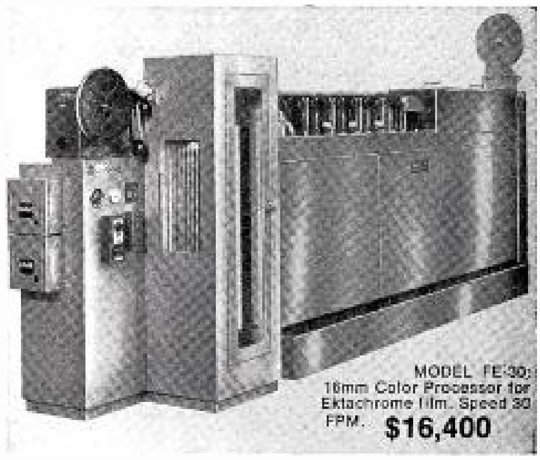
The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory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



MODEL FE-50: 16 mm Color Processor for Ektachrome Film. Speed 50 FPM. **$22,500**



MODEL FE-30: 16mm Color Processor for Ektachrome Film. Speed 30 FPM. **$16,400**

- **"FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"** This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.
- **"TORQUE MOTOR TAKE-UP"** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and FE-50 models as standard equipment. Don't settle for less!
- **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.
- **"TURBO-FLOW"** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.
- **"ZERO DOWN TIME"** The reputation of any film processor is only as good as its reliability. The combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.
- **"MATERIALS, CONSTRUCTION AND DESIGN"** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

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

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

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

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

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

All prices F.O.B. MILFORD, CONN.

Filmline CORPORATION
MILFORD, CONNECTICUT

"When you buy quality Filmline Costs Less"

BD-67

Send for Literature.

Time & Lease Plans Available.

Commercial preview: a true-color test

The color-set owner is afforded an opportunity to test the trueness of his TV's performance in a new commercial that Jerrold Electronics Corp., Philadelphia, and its dealers are cooperatively placing in various markets. Gray & Rogers Inc., also Philadelphia, is Jerrold's agency.

In the new one-minute color commercial, "Just One Line," the announcer indicates the hues that should be seen as the visual portion of the spot shows various colored lines. This leads into the suggestion that improper reception could be due to the antenna and an explanation of how the Jerrold Coloraxial shielded antenna systems can solve such problems.

At the windup of the commercials the various color lines reshape to an outline of a house with a Jerrold sig.

Added bonuses to this Gray & Rogers creation are that the 20-second opening of the same commercial is being used by KOB-TV Albuquerque, N. M., in its own promotion of good color reception and another station is using it as a test pattern.

from Elvis's RCA Victor Christmas album and two of his sacred-music albums. The program includes a spot announcement for Christmas Seals by Dale Robertson, star of ABC-TV's *Iron Horse* series. At its closing, local stations are allowed time to insert a one-minute spot announcement as a public service "for the charity of their choice."

Budget Up 400% ▪ Authorities said the promotional effort is being paid for by Colonel Tom Parker, personal manager of the famous singing star, and head of All Star Shows, Madison, Tenn. Colonel Parker was said to have boosted his budget by 400% to promote the Christmas program and advertise the theme, "Give Elvis for Christmas." The project is being organized by Mr. Clanton's agency, which also worked on the Easter and Mothers Day shows.

Mr. Clanton told BROADCASTING that the effort is "a testimony to the fact that Mr. Presley and Colonel Parker are sold on radio." The Palm Sunday program, he said, resulted in net album sales that exceeded total sales in the last 10 years for Mr. Presley's previous sacred album. And that, he added, was just in several weeks after the program.

Colonel Parker's advertising agency has prepared a promotion package for radio outlets that includes Presley record and stereo catalogues, 50 Presley Christmas cards, 50 Presley 1968 calendars, and a package of Christmas seals.

RCA Victor Records is backing the promotion with a special kit mailed to stations, which includes tape, script, posters, an Elvis single and other materials.

New VPI Color Center scheduled for January

Video Pictures Inc. (VPI) will open a new multimillion-dollar complex on Jan. 12, 1968 on East 62d Street in New York to provide total post-production commercial-film services, it was announced last week by George Tompkins, VPI president.

The new complex, he said, will include an optical division, color laboratory, a shipping company and facilities for animation, color timing, print distribution and print storage. Mr. Tompkins said it will "immediately double the company's post-production capacity" and "will save agencies and independent producers up to 35% in costs."

He said the complex, called the VPI Color Center, can effect savings because the company can offer volume discounts to clients that want to consolidate all or portions of their post-production work with VPI.

Angels' radio sponsors sign 3-year contracts

The football championships are yet to be decided, basketball has barely dribbled into view, ice hockey is still warming up, but KMPC Los Angeles last week took a long look ahead to spring and signed all of its baseball sponsors to new contracts. The Golden West Broadcasters-owned station, which has been carrying all of the games of the California (nee Los Angeles) Angels for the last seven years, announced a standing-room-only situation—complete sponsorship—in its baseball broadcasts on KMPC and on a total of 19 other stations that will make up the Angels' regional radio network. The contracts with advertisers reportedly are for three years and will gross some $1.6 million for the station each season.

For the first time, four sponsors will share equally in the play-by-play descriptions of the games. P. Lorillard, through Grey Advertising, New York, will join Standard Oil of California, out of BBDO, San Francisco (which is in its seventh year); Busch Bavarian beer, Gardner Advertising, St. Louis, (fourth year), and Continental Airlines, through Needham, Harper & Steers, Chicago, (second year), in sponsoring one quarter of the broadcasts on a rotating basis.

Also renewing in full on KMPC only are sponsors of the two five-minute pre- and post-game shows and another program that is slotted between games of scheduled doubleheaders. Next season's schedule of 184 games—22 pre-season and 164 regular season—will be broadcast by the full 20-station regional network. It's estimated that they will reach a potential 13 million listeners in California, Arizona and Nevada.

Bufferin case dismissal urged by FTC examiner

A Federal Trade Commission examiner has recommended that a complaint against Bristol-Myers Co., filed almost a year ago charging false advertising for the company's Bufferin, be dismissed.

The FTC complaint, issued last January, charged that Bristol-Myers had distorted and misrepresented a clinical study of arthritis patients published in the June 28, 1965 issue of the *Journal of the American Medical Association* (BROADCASTING, Jan. 30).

The examiner ruled that FTC counsel had failed to sustain the charges that the Bufferin advertisement was false in claiming or implying that the Bristol-Myers analgesic resulted in permanent or long-lasting beneficial effects upon arthritis with true remission in 87% of the cases, in failing to reveal that other medications were used in the study, in reproducing "before and after" photographs to demonstrate Bufferin's beneficial results, and in claiming that Bristol-Myers is a leader in arthritis research.

The examiner did find that, contrary to the facts, the advertisement implied

that Bufferin did not cause stomach upsets in the tests. But, he stated, no useful purpose would be served by entering an order dealing with this matter.

The initial decision is not a final order; it may be appealed, stayed or docketed for review by the full commission.

Interpublic may lighten the load

Reports indicate that firm will drop some activities, employes

Further cut-backs at the Interpublic Group of Companies appeared certain last week following persistent reports—neither confirmed nor denied by agency officials—that the sprawling advertising-communications - marketing complex had shed some subsidiaries and dismissed several hundred of its employes.

Reports indicated that, in an effort to pare costs, Interpublic has dissolved its Corporate Expansion Services Inc.; McDonald Research Ltd., a Canadian-based firm; Fashion International, a consulting service based in Paris; and its publications division. Interpublic is also in the process of dissolving its four-plane commercial flying service, and has sold its Long Island dude ranch.

It was also learned that Interpublic's recently named president, Robert E. Healy (BROADCASTING, Nov. 13), has ordered what one source called a "weeding out in the executive suite" as well as a corporate staff reduction of at least 500 people out of an estimated 7,000 to 8,000 employes worldwide.

First Signs ▪ Reports of changes already implemented or contemplated follow earlier reports of financial difficulties at Interpublic. These reports were given some substance with the Nov. 5 announcement that the Fletcher Richards Co., ad agency, would be absorbed by another Interpublic agency, The Marschalk Co. (BROADCASTING, Nov. 13). Speculation on Interpublic's financial health was further heightened by an obvious reluctance among company officials to discuss corporate activities. The company's distress appeared to be confirmed when Mr. Healy assumed the duties once held by Marion Harper Jr., Interpublic's founder.

Mr. Harper retained his title as chairman and holds the largest block of stock in the privately held corporation, but he was not named to a newly formed executive committee.

A corporate spokesman acknowledged that Interpublic had experienced "a money losing year in 1967," but said prospects for 1968 were brighter. Interpublic is said to have billed about $700 million in 1966.

Some Losers ▪ Company sources indicated that Interpublic began feeling a financial pinch more than a year ago when it became apparent that several of its activities not directly related to advertising or public relations became "counter productive."

About a year ago, Interpublic was made up of 11 advertising agencies or advertising-related activities; two public relations concerns that, in turn, were further divided into a number of subsidiaries; and a number of other activities designed to provide the client with a full range of marketing services.

Informed sources say that earnings of Interpublic's ad agencies, especially its four largest, kept the corporation together. Interpublic's key agencies are McCann-Erickson, which this year will bill $118.1 million in broadcasting; Jack Tinker and Partners with $29.1 in broadcasting; Marschalk with $22.1 million in broadcasting, and Erwin Wasey, which will spend $19.2 million in broadcasting this year.

Newspaper study compares Dodge ads

The Bureau of Advertising, American Newspaper Publishers Association, last week released results of a survey based on what it calls the "most widely distributed" newspaper supplement in the "history of automotive advertising."

The bureau survey was made of a recent Dodge "fever" supplement carried in 608 newspapers. Some 50 million copies of the eight-page supplement were distributed during the weekend of Sept. 17. The same weekend saw presentation of Dodge "fever" commercials on television.

The bureau later made 401 telephone interviews of male car owners in Chicago, Minneapolis-St. Paul, Seattle and Toledo, Ohio. Interviewees were asked if they had seen any new car advertising, what brands, where they had seen it, etc.

Of those respondents who saw Dodge-sponsored TV shows and read a newspaper containing the Dodge supplement, 38% spontaneously mentioned having seen Dodge advertising. If they had read only a supplement, and had not seen any of the TV commercials, 30% mentioned Dodge. "However, when one or both TV shows were seen, but not the paper carrying the Dodge unit, only 15% of the car owners identified Dodge," the bureau said.

The bureau report quoted one Dodge official as saying that while program research indicated excellent awareness was achieved through the use of TV, "between awareness and readiness to buy lies the important element of conviction. We find that newspapers have their strongest impact here."

ANA study shows TV cost trends

A compilation of audience and cost data for some 500 commercial television stations, showing trends from 1962 to 1967, was released by the Association of National Advertisers last week.

The report, the third such study by ANA in the past three years, was compiled through the facilities of American Research Bureau and Standard Rate & Data Service under supervision of the ANA television committee, headed by Sanford Buchsbaum of Revlon.

Unlike some of ANA's similar studies covering other media, the TV report includes no summary data for TV stations as a whole. Instead, it reports on stations individually, presenting them in alphabetical order by state and by market within each state.

"This third edition," according to the foreword, "is intended to provide the buyers and sellers of television time with an historical reference on trends in the rates (network and spot); estimated circulation (homes reached) and costs per thousand homes reached for those U.S. commercial TV stations for which ARB data are available."

Specifically, the 86-page report lists for each station the network affiliation, estimated average quarter-hour homes reached (7:30-11 p.m.), a measure of the statistical reliability of the estimate, the network gross class A hourly rate for time and how this translates into average cost-per-thousand homes, and highest rate and average cost per thousand homes for a prime 20-second spot.

This material is presented for each year from 1962-63 through 1966-67. Indices showing rate trends since 1962-63 are also included. The audience figures are based on averages of November and March nationwide ARB studies.

The foreword, by William Kistler, ANA vice president, says: "It is recognized that the quantitative estimates, including cost per thousand, are not necessarily the primary yardstick of desirability of purchase in broadcast or any advertising medium."

ANA's announcement of the report said it was issued as "an aid to advertisers, agencies and broadcasters in assessing cost trends and advertising values provided by some 500 commercial stations."

The report, "Television Circulation and Rate Trends (1962-67)," is available to ANA members at no cost and to nonmembers at $15 a copy from ANA, 155 East 44th Street, New York 10017.

Avco rep firm gets new name, setup

Broadcast Communications Group, New York, last week announced adoption of a new name—Avco Radio Television Sales Inc.—and reorganization of the company, effective Dec. 1.

As part of its personnel expansion, the firm has added Arthur C. Elliot to manage television sales in the Eastern division. Mr. Elliot and Todd Gaulocher, vice president and manager of television sales, Eastern division, will each head a group of stations, working out of New York headquarters.

Moving to Chicago as manager, television sales, will be Vincent DeLuca, account executive in the New York office. Ralph Glazer will continue as vice president and general manager of radio sales, with William Lee as his radio sales manager in the Chicago region.

Other Avco Radio Television Sales offices are located in Los Angeles, San Francisco, Detroit-Cleveland and Dallas. An additional office to serve the Southeast area will be opened by Jan. 1, according to H. Peter Lasker, president of the firm.

At present the firm is located at 415 Madison Avenue, New York 10017. Company officials reported that negotiations for a new location are underway with plans to more than triple New York office space.

In addition to Avco's five TV's and six radio stations, the firm represents five other TV stations and five radio stations.

New Avis campaign to stress 'bugs'

Avis Rent a Car System Inc. this week departs from a successful advertising formula when it launches a revamped campaign emphasizing "bugs" instead of Avis's number-two position in the car-rental business. The $6-million campaign begins in print today (Dec. 4) and on television on Feb. 5, 1968.

Officials of Avis's agency, Doyle Dane Bernbach, said last week that 49% of the slightly more than $6-million time-and-space budget for 1968 will go to spot TV. The other 51% will be evenly divided between magazines and newspapers. The 1968 budget is slightly more than Avis spent on time and space in 1967.

Six 20-second television commercials are now in production and the first of these will be presented in February. Agency officials said DDB plans to buy spot radio in the top-20 markets, but indicated they have not yet allocated money for a radio campaign nor have they decided when radio buys will be made.

The new campaign, second to be prepared for Avis by DDB, eschews emphasis on the company's market share in favor of an emphasis on customer service and rental-car condition. Whereas Avis's first campaign, started by DDB in late 1962, was built around such phrases as "Avis is only number two," and "we try harder," the new campaign is built around the phrase "Avis is winning the battle of the bugs."

DDB has invented 47 different "bugs" that annoy motorists. Broadcast commercials and print ads will show the bugs—"mirror smearer bugs," "clutterbugs," "flat-spare bugs," to name a few—being vanquished by Avis's attention to customer service and car condition. The company's well-known "Avis tries harder" will be retained in all broadcast and print advertising copy.

Truth-in-lending bill gets ad restrictions

Credit information in broadcast advertising could be severely restricted if terms in a House "truth-in-lending" bill, approved last week by the Committee on Banking and Currency, becomes law. The Senate has approved a similar measure, but without the advertising stipulations.

In some circumstances, requirements that would be imposed by the House language would clearly rule out radio or television advertising by insisting that detailed and extensive collateral information be provided. Length limitations on spot announcements could preclude inclusion of all the data the law would require.

In other cases, the bill might have a more limited effect but still could require changes in advertising copy.

Basically, the bill (H.R. 11601, as amended in committee) would require the finance charge to be expressed as an annual percentage rate in any advertisement that specifies the rate. But if the amount of an installment payment or the dollar amount of the finance charge is mentioned, the advertisement must also give the cash price (or amount of the loan, if a loan is being advertised); the downpayment, if any; "the number, amount, and due dates or period of payments scheduled to repay the indebtedness if such credit were extended," and the rate of the finance charge expressed as an annual percentage rate.

These requirements are waived, the bill says, if a residential real-estate transaction is the object of the advertisement.

Open-End Plans ▪ Another subsection of the bill says that if an advertisement mentions "any of the specific terms" of an open-end credit plan (such as a revolving charge account for general merchandise) then other conditions must be given. These would include the annual rate expressed as a percentage, the basis for computing service or other charges, and methods of repayment that could avoid such charges.

The bill provides no requirement that annual rates be given for advertisements involving "installment open-end credit plans." These involve big-ticket purchases in which the seller maintains an equity or lien interest in the merchandise until the contract is paid.

But all sellers are enjoined, in still another subsection, against advertising specific sizes of installments or down payments, unless the creditor "usually or customarily arranges" payments or down payments in those amounts.

No floor action is expected on the committee-approved bill this session, but a spokesman said the end of January, early in the next session, would be the target date for passage. A committee report on the legislation is due to be released this week.

Waack says radio follows public's lead

Radio has probably led all media in adjusting to the changes taking place in the U. S. cultural scene, according to Alfred G. Waack, vice president—advertising, Household Finance Corp. and chairman of the Radio Advertising Committee of the Association of National Advertisers.

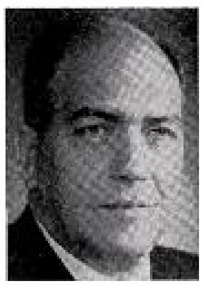
Mr. Waack makes this observation in an article in the November issue of *The Viewer*, published by the National Audience Board. As an example, he describes how advertisers and stations have shifted their approaches to the "youth market."

"Formats were repeatedly changed, talent was replaced, and contests and giveaways tried and discarded," Mr. Waack writes. "The audience was surveyed and resurveyed and consultants were consulted in ever growing numbers."

Mr. Waack adds that it was "the public who pointed the way and alert station operators followed in hot pursuit." As a result, Mr. Waack writes, program formats began to crystallize along selective lines and stations "found ways to compete in the new marketplace by capturing groups of listeners with 'special interests'."

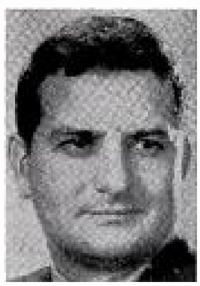
Blair sets up group to advise on spot TV

Formation of a new department at Blair Television that will work directly with advertisers and agency planners in the development of additional spot-television business is being announced today (Dec. 4) by Frank Martin, president of John Blair & Co. (CLOSED CIRCUIT, Nov. 27).



Mr. Goldberg

Mr. Martin said that Melvin A. Goldberg, who



Mr. Ubaldo

Mr. Schultz

has been vice president of planning and research for Blair, has been named to head the new department and will devote full time to explaining spot television to top management of major companies.

Mr. Goldberg will be assisted by Robert Schultz, formerly media supervisor at Ted Bates & Co. and manager of special services at the American Research Bureau, who has been named a marketing specialist at Blair, and Robert Ubaldo, previously a media planner at Sullivan, Stauffer, Colwell & Bayles, who has been appointed research director of the new department.

Mr. Martin said there is "clearly a need for better sales communications between the spot-television industry and top marketing management." He voiced the view that the new department will initiate and sustain an effort to bring "the facts about spot TV" to the attention of top companies.

Also in advertising . . .

Gold coast move ▪ WGN Continental Broadcasting Co., licensee of WGN-AM-TV Chicago, and group broadcaster, has moved its WGN-TV sales department from its broadcast center, 2501 Bradley Place to 500 North Michigan Avenue, that city. The new offices, which will have about 7,300 square feet of space, will be ready for occupancy early next year.

Expansion plans ▪ Videotape Productions of New York Inc. reports it is planning an expansion program, which will include the purchase of more than $1 million worth of equipment and the addition of personnel. This move will facilitate the taping and post-production requirements of TV commercials within the normal working hours, according to a company spokesman.

Switch ▪ Tele-Tape Productions, New York, has moved its account from Givaudan Advertising to KingenFeleppa O'Dell Inc., both New York. Tele-Tape does commercial taping, program production and film production.

Possible merger ▪ Ed Shapiro Inc. has moved its offices into the facilities of the Ted Barkus Co., in the Lewis Tower building, Philadelphia. The agencies have entered into a "working agreement" with the possibility of a merger in 1968. Ted Barkus stated that his firm has doubled its billings within the past two years, and that "additional personnel should contribute to further growth in 1968." Ed Shapiro will continue to operate as a separate agency utilizing the personnel and management of Ted Barkus Co. H. H. Shapiro is president.

New pet spots ▪ Lewis Food Co., Los Angeles, through Rullman & Munger Advertising, that city, has started production on a new series of television commercials to promote its Dr. Ross dog food and cat food products. David P. Lewis, vice president and creative director for the agency, is supervising production. Charles Chaplin of Swift-Chaplin Productions, Hollywood, will direct. Music will be composed and arranged by Jack Fascinato. Bob Garsen is featured as "Dr. Ross," the Pied Piper-like character of the pet world.

Agency building ▪ A six-story structure at 8730 Wilshire Boulevard in Beverly Hills has officially been named the MacManus, John & Adams building. MJ&A's expanding West Coast operation moved to the new address under a long-term arrangement. A consideration in the lease negotiations was to rename the building after the agency. MJ&A is the major tenant occupying the entire fifth floor.

Target: the teen ▪ RKO General Broadcasting has released its seventh study in the "Target: The Consumer" series, called *The Presence of the Teenager as it relates to Family Spending Patterns*. The report, which contains a "value index" to show varying advertiser significance of each family type, documents data to prove teen families spend more for products and services than do families with younger children, or no children at all. It is available free to advertisers and advertising agencies.

Strategy maps ▪ The U. S. Census Bureau has announced four more 30- by 42-inch maps in its GE-50 series. Based on data from the 1963 census of business, the maps show retail trade in the U.S. (No. 18); sales of retail shopping-goods stores in major metropolitan areas (No. 19); wholesale trade in the U.S. (No. 20), and hotel-motel receipts in the U.S. (No. 21). GE-50 series maps are 50 cents each and are available from the Superintendent of Documents, U.S. Government Printing Office, Washington 20402.

Parke, Davis enters TV

Parke, Davis & Co., Detroit-based pharmaceutical firm, will make its TV sponsorship debut on Friday, Dec. 8, according to WXYZ-TV Detroit.

Parke, Davis will sponsor *Interlochen: For a Musical America*, a music documentary on the National Music Camp at Interlochen, Mich., on the station. The one-hour prime-time special will be narrated by Garry Moore.

Parke, Davis commercials for the special were produced by the commercial videotape division of WXYZ.

Commercials in production . . .

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

Rose-Magwood Productions Inc., 1414 Avenue of the Americas, New York 10019.

3M Co., St. Paul (Scotchgard); two 60's for TV, live on film, color. David K. Schermerhorn, production manager. Agency: Young & Rubicam, Chicago. Robert Dewey, account executive. Fletcher Coleman, agency producer.

Lincoln National Life Insurance Co., Fort Wayne, Ind. (insurance); one 180, one 120 for TV, live on film, color. David K. Schermerhorn, production manager. Agency: Geyer-Oswald, New York. Bob Hurley, account executive. Robert Paine, agency producer.

Chase Manhattan Bank, New York (services); four 60's for TV, live on film, color. David K. Schermerhorn, production manager. Agency: Ted Bates, New York. Gid Upton, account executive. Jim Kay, agency producer.

Procter & Gamble, Cincinnati (Pace Spray deodorant); four 60's for TV, live on tape. (Oxydol); two 60's, one 30 for TV, live on film. David K. Schermerhorn, production manager. Agency: Dancer-Fitzgerald-Sample, New York. Bob Hessler, Peter McSpadden, account executives. Dick Goodman, Ray Krivacsy, agency producers.

Scripto Inc., Atlanta (full line); one 60 for TV, live on film, color. David K. Schermerhorn, production manager. Agency: Marschalk Co., Atlanta. Mike Collins, account executive. Milton Houston, agency producer.

Pacific Gas & Electric Co., San Francisco (dishwashers); one 60, one 20 for TV, live on film, color. Delmont Nodine, production manager. Agency: BBDO, San Francisco. James Baier, agency producer.

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

Beecham Products, Clifton, N.J. (Bodymist); one 30 for TV, live in color. Chris Ishil, director. Agency: Kenyon & Eckhardt, New York. Jim Miller, agency producer.

Westinghouse, Pittsburgh (Presser); one 60 for TV, live. Chris Ishii, director. Agency: McCann-Erickson, New York. Anita Casey, agency producer.

Bristol Myers, New York (Score); two 60's for TV, live in color. Hil Covington, director. Agency: Wells, Rich, Greene, New York. Jerry Kreeger, agency producer.

Quaker Oats, Chicago (Life cereal); one 60 for TV, live in color. Chris Ishii, director. Agency: LaRoche, McCaffrey & McCall, New York. Jack Sidebotham, agency producer.

Goulding-Elliott-Greybar Production Inc., 420 Lexington Avenue, New York 10017.

Aluminum Co. of America, Pittsburgh (Alcoa distributors); five 60's for radio. Victor B. Cowen, production manager. Agency: Fuller & Smith & Ross, Pittsburgh. John Whited, agency producer.

General Electric, Cleveland (commercial lighting); eight 60's for radio. Victor B. Cowen, production manager. Agency: BBDO, Cleveland. Bernie Connor, account executive.

Pepper Sound Studios, 2076 Union Avenue, Memphis 38104.

Kelly Springfield Tires, Cumberland, Md. (tires); one 60 for radio, jingle. Jaine Rodack, production manager. Agency: VanSant, Dugdale & Co., Baltimore. Tom Hiller, account executive.

Southland Life Insurance Co., Dallas (insurance); one 60 for radio, jingle. Joe D'Geralamo, production manager. Agency: Rogers Smith, Dallas. Bob Nelson, account executive.

Tape House 47 division of WNJU-TV, 1020 Broad Street, Newark, N.J. 07102.

Procter & Gamble, Cincinnati (Ivory Liquid); two 60's for TV, live on tape. Agency: Compton Advertising, New York. Robert Huntington, Andrew Allen, account managers. Charles Hipser, agency producer.

ATR revises its microwave plan

FCC asked to drop 84 of 150 applications for microwave stations

An ambitious, proposed 1,610-mile point-to-point microwave system for relay of television signals to CATV operators has become less of an aspiration as the result of action taken by its proponent, American Television Relay. In a Nov. 22 letter to FCC Secretary Ben F. Waple ATR requested that 84 of its 150-odd applications for construction permits for microwave radio stations in the network be dismissed without prejudice. ATR alleged that "changes have occurred which make it undesirable for the applicant to prosecute these applications further."

ATR, 100% owned by CATV entrepreneur Bruce Merrill, proposed to relay distant signals to CATV's along three routes: California to Oregon, California to Texas and Illinois and Indiana to Kentucky and Alabama (BROADCASTING, Oct. 3, 1966 et seq.). Broadcasters into whose service areas the signals would pass and their trade associations alike raised vigorous objections to the proposals and called for a full evidentiary hearing before the FCC on all the applications (BROADCASTING, March 27). Among other complaints broadcasters have alleged that ATR is attempting to divide up the national market for common-carrier CATV microwave service and that ATR is not financially able to construct its facilities.

(In November Mr. Merrill, president and principal stockholder of Ameco Inc., CATV equipment manufacturing firm, reported for the fiscal year ended June 30 a net loss for the company in excess of $2.5 million [BROADCASTING, Nov. 13]).

Areas Dropped ▪ The applications ATR requested to be dismissed (none of them have been designated for hearing by the commission) are for CP's along the following routes: Wiggins to McAllen, and Orla to McAllen, all Texas; Frazier Mountain, Calif. to Sweet Home, Ore.; St. John, Ind. to Huntsville, Ala.; Salem, Ill. to Huntsville, Ala., and Horse Cave to Richmond, both Kentucky.

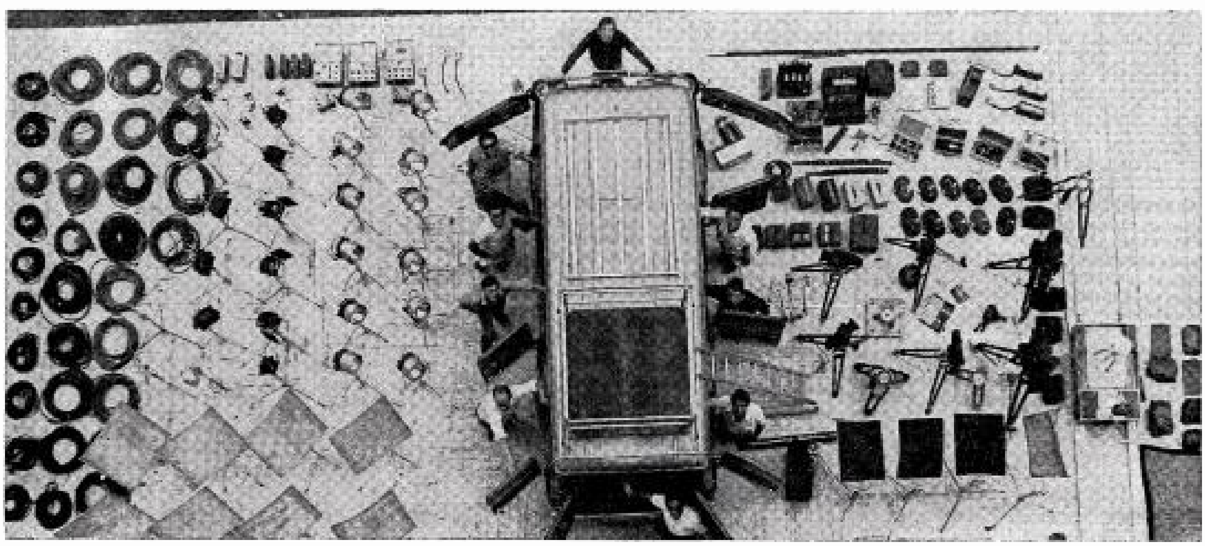
Accompanying the dismissal request was a statement that an "unexpected delay" in commission action on objections to the applications made prosecution of them "undesirable." ATR also cited that there had been withdrawals of

Customized equipment reduces time of on-location filming

Some five years ago when Sheldon Leonard filmed a television special on location in Paris he needed six trucks to carry equipment and could only make two major moves a day while shooting maybe six pages of dialogue. Now, as executive producer of NBC-TV's *I Spy* series filming on location in such exotic settings as Morocco and the Greek Mediterranean islands, he manages four to five changes of locale a day, eight to 12 pages of script and uses only one truck.

What happened to turn a 10-truck caravan into a single-unit operation? A dedication to mobility, portability, lightness—that's what happened. And the startling thinking may bring major changes to Hollywood television film production. Certainly it has made the taking of a TV film show out on the road more feasible.

Custom Built ▪ The truck is the key innovation. It's a quite ordinary looking Ford panel truck, the empty shell of which costs $2,400. But the inside of the truck has been customized, recessed to hold a staggering amount of equipment with a minimum of complications. Equipment doesn't have to be lashed down



Bird's-eye view of the truck, crew and moveable equipment customer requests for service "in certain instances."

One of those instances occurred in July when KRGV-TV Weslaco, Tex., and Southwest CATV Inc., operator of six Texas cable systems (one in McAllen), signed a precedent-making arrangement that would forestall the importation of distant signals in the Lower Rio Grande Valley. As part of the agreement Southwest would notify "other common carriers" (specifically ATR) planning to relay distant signals to CATV customers in the area that it no longer was interested in that service (BROADCASTING, July 31).

Opposition Doubtful ▪ ATR also said that the applications are being dismissed so that it may "direct its efforts to serve the public interest demonstrated in other pending applications." But Washington attorneys Koteen & Burt last week, on behalf of their clients opposing the ATR plans, speculated that if ATR were to obtain grants of the remaining applications, the carrier might refile the applications it has dismissed. That action, the attorneys said, would succeed "in frustrating over-all commission review of [ATR's] entire proposed network and thus, in effect, will have forced the commission into piecemeal consideration of that network."

The attorneys said the commission should require ATR to furnish a sworn statement as to its intentions not only with respect to the applications it has dismissed, but also with respect to all future applications that it intends to file. And as part of that statement, the attorneys said ATR should identify "clearly" those applications which it has not dismissed and the relationship of those applications to its total network plan.

EIA sets up laser group

Formation of a Laser Subdivision by the Electronic Industries Association was announced last week following a meeting in Washington. The new group is being sponsored by the Government Products, Industrial Electronics, Tube, Semiconductor and Parts divisions of EIA. Users as well as manufacturers of laser devices will be eligible for membership, as will other manufacturers who are not members of EIA or who are presently not eligible for membership.

The first meeting of the subdivision's executive committee will take place in mid-January.

FCC rejects five presunrise waivers

Five stations that requested waivers of the FCC's presunrise rules received a thumbs-down from the commission last week. The commission however indicated that its denials might be modi-

or carefully stacked. Instead each piece of equipment has its own custom-built niche. Everything was designed and constructed with one thing in mind—to make the loading and unloading of equipment easier and quicker (the claim is that all film equipment can be loaded into the truck in eight minutes flat without a deep breath from anyone involved).

An added feature is a collapsible shaft that can hydraulically lift a deck on top of the truck 19 feet in the air (23 feet in later models) to provide an elevated camera platform that will support a camera, the operator, an assistant or as much as a total of 1,500 pounds. The truck also has 10 different doors so that its four-man technical crew each can reach their special items—lights, cables, cameras, generators, etc.—without interferring with the other. With such specifically built designs the $2,400 shell turns into a $40,000 mobile film unit even before any equipment is added.

Heavy load ▪ The equipment that goes inside—the truck is made to hold 3,500 pounds—is all geared to that mobility-portability-lightness principal. Included are transistorized sound equipment, streamlined quartz and xenon lights and magnesium reflectors, two miniaturized generators, 100-pound aluminum crab dollies with hydraulic lifts and magnesium dolly tract, seven Arriflex cameras, two reels of aluminum cable containing 250 feet apiece and wound on spring tension rollers, camera mounts with suction cups, 22 film magazines holding a total of 8,800 feet of film (always loaded the night before a day of shooting), a $1,200 Nagra-Kudelski recorder using an 80 cent roll of tape, arc stands, grids, highly directional microphones, nickel cadmium battery power packs worn on the belt and what's said to be the world's smallest 110-volt inverter. The claim is that this equipment replaces the standard heavyweight Mitchell cameras, reflectors that used to take two men to handle, bulky lights, ponderous camera blimps, sound equipment that required its own separate truck, 2,000-pound generators and 1,200-pound film camera dollies.

Almost all of the equipment is European in concept and make. Some of it was copied from designs used in the aircraft industry. Most of it was inspired by Sheldon Leonard's desire to broaden the scope of television production. But it was all put together by Fouad Said, the 33-year-old, Egyptian-born, U.S.-naturalized, foreign-location director of photography, or just plain head cameraman, for the *I Spy* company.

Daily Rental ▪ The truck belongs to Mr. Said, who owns and operates Fouad Said Productions, a Hollywood-based film production, service and equipment company. He rents it out for $1,500 a day, a fee that includes the services of the technical crew. He already has a duplicate to his *I Spy* truck (a third truck that was to be used to film *Tarzan* at its location in Mexico was destroyed in a road accident), which has been used for feature-film production. By next year Mr. Said expects to have a total of seven film mobile units in operation if current manufacturing schedules are not delayed. The trucks, fully equipped, represent an investment of $250,000 each.

The trucks are built to fit into the belly of a cargo jet. Indeed, that is how the *I Spy* truck travels the world, never being more than a day's flight from one distant location to another. Such mobility and compactness is believed to save the television show maybe $8,000 each time it makes one of its three far-flung geographical moves a season. With such economy in the offering, why haven't more film companies followed style?

"There's no incentive to do it," claims Mr. Leonard. "The studios have a huge investment in existing equipment."

fied after U.S. and Canadian discussions on presunrise operations.

The requests came from Storer Broadcasting Co., KGBS Los Angeles; Argonaut Broadcasting Co., KFAX San Francisco; Cornell University, WHCU Ithaca, N. Y.; KFAB Broadcasting Co., KFAB Omaha, and Sharon Broadcasting Co., WPIC Sharon, Pa.

Both KGBS and KFAX, limited time class-II stations sharing channels with I-A stations in Cleveland and Pittsburgh, were operating in violation of the June ruling (BROADCASTING, July 3) permitting sign-on at 6 a.m. local standard time. Both stations contended that no Canadian facilities operated on their frequencies and that therefore their operations were of no interest to Canada. The stations further claimed they were not interfering with any class I-A stations on their assigned channels.

Unmoved ▪ But their arguments proved unpersuasive to the commission. Noting that the absence of Canadian stations on the channels did not indicate lack of permanent interest on the part of that country, the commission said that future U.S.-Canadian parlays could result in a modification of the order denying the stations' requests.

WHCU received a commission denial of its request for extension of an interim operating authorization that expired Nov. 30. The station, a daytime-only class-II station using the same channel as WWL, a class I-A station in New Orleans, inspired a further rulemaking in October (BROADCASTING, Oct. 16). That rulemaking will reopen the question whether class-II daytimers located east of a co-channel I-A station should be eligible to begin operations at 6 a.m. local standard time. The commission denied the station's extension request noting that interference to WWL prohibited such operation.

Canadian Agreement ▪ KFAB, a class I-B station sharing a I-B clear channel with WBT Charlotte, N. C., was prohibited by the June order from presunrise use of daytime facilities by shared I-B channels. Though the station claimed that an adverse ruling would reduce its "wide-area coverage" assured by the rules, the commission stated that under Canadian agreement the privilege of presunrise will not be extended to class-I stations. The commission said however that the question will be studied further to determine if it should be included in future discussions with Canada.

WPIC, a class-III daytime-only station operating at 1 kw, is restricted by the June order to 156 w for presunrise operation.

The station urged presunrise operation at 500 w contending that lack of any Canadian complaint proved concurrence with its proposal. But the commission noted that since Canada was not notified of the station's operations, no opportunity was available for objection. The commission further noted that because of the proximity of a co-channel full-time station at Brampton, Ont., the maximum power allowable for presunrise operations under the U. S.-Canada agreement is 156 w.

The commision action on the five requests was by a 4-1 vote with Commissioner Lee Loevinger dissenting. Commissioner Nicholas Johnson did not participate.

A new delay in antenna-farm case?

For almost 10 years, five television stations in Minneapolis-St. Paul have been seeking a suitable site for their antennas. During this period, they have repeatedly proposed sites to the Federal Aviation Agency, only to have them rejected. Early last year, after agreeing to reduce the antenna heights from 2,649 feet above mean sea level to 2,375 feet, the FAA approved an antenna farm for the Twin Cities' TV stations at Shoreview, nine miles northwest of Minneapolis. And last month, an FCC examiner recommended that permission be granted for the move, notwithstanding an objection by the Association for Maximum Service Telecasters (BROADCASTING, Nov. 13). AMST opposed the move on the part of KMSP-TV because it would leave that channel 9 station short-spaced to co-channel WAOW-TV Wausau, Wis.

And now a new bedevilment looms for the stations. Control Data Corp., a manufacturer of electronic controls and devices, manufactures computers at Arden Hills, Wis., a bare half-mile from the Shoreview antenna farm. Control Data's officials fear that the heavy saturation of VHF signals from the TV complex may give their computers the jitters. The electronics firm has hired Kear and Kennedy, Washington consulting engineering firm, to study the situation.

Besides KMSP-TV, the other Minneapolis-St. Paul stations proposing to move from downtown Minneapolis are WTCN-TV and WCCO-TV. Two, noncommercial, educational stations, KCTA-TV and KTCI-TV, both operating in St. Paul, also intend to move to the antenna farm. KSTP-TV, the fourth commercial station, was not a party to the FCC proceedings.

Technical topics . . .

Location recorder ▪ Telaudio Centre, an audio-video product distributorship and recording studio complex based in Garden Grove, Calif., has come up with what it calls the "Video Tape Mobile," a television location recording unit. The unit, said to be totally contained, is equipped for broadcast-quality video taping and contains three cameras with electric zoom lens. The audio section accepts as many as five microphones and includes disk turntable and tape-recorder playback. According to Oliver Berliner, president of Telaudio Centre, the unit will be made available to producers, advertisers, entertainers, and for educational and industrial use.

Olympic order ▪ ABC-TV has ordered a special mobile six-camera telecast facility capable of operating at altitudes of 10,000 feet. It will be used by ABC in its coverage of the 1968 Winter Olympic games from Grenoble, France, this February, according to F & M Systems Co. (division of Fischbach and Moore Inc., New York) which has been commissioned to build the facility.

New opening ▪ ITV Inc., division of Riker Video Industries, Hauppauge, N. Y., has opened new regional offices at 101 Industrial East, Clifton, N. J. ITV is an independent organization in the closed-circuit television and video-tape recording field. The company reported that the Clifton facility houses equipment and personnel designing, fabricating and servicing all audio-video communications systems. It also contains an equipment display area, a full television studio and a video tape duplication center.

Viewfinder ▪ The GPL Division of General Precision Systems Inc., Pleasantville, N. Y., has introduced a high performance viewfinder camera chain designed for open or closed circuit use in broadcast and educational studios. The price of the solid-state Precision 1500, exclusive of the vidicon tube and zoom lens is under $5,000. It weighs 65 pounds and is 18¾ inches high by 11¼ inches wide by 30½ inches long, excluding the lens. The core of the viewfinder is GPL's Precision 1000 camera which has plug-in modular construction and all silicon, solid-state circuitry. For information write: TV Marketing Department, GPL Division, General Precision Systems Inc., Pleasantville, N. Y. 10570.

Expansion package ▪ Jampro Antenna Co., Sacramento-based manufacturer of television and FM broadcast antennas, is expanding its services by offering a transmission package that will include antennas, engineering, tower and transmission line equipment, in addition to complete installations provided anywhere in the world. Jampro recently merged with Computer Equipment Corp., South El Monte, Calif.

These two SRDS services wanted by buyers of broadcast are available without charge to broadcasters who will supply them:

I In Spot Television Rates and Data listings

Complete, definitive rate information — either in coded form with price disclosure (as an alternate to non-disclosure cards that do not reveal the cost of a spot under consideration) — or like this sample:

6. TIME RATES
Change in:
No. 13 Eff 9/10/67—Rec'd 8/2/67.
7. SPOT ANNOUNCEMENTS
NOTE: First rate shown in each column is fixed, second rate is preemptible on 2 weeks' notice. The imm preempt is immediately preemptible without notice.

DAYTIME

MON THRU FRI:	60 sec	30 sec	20 sec	8 sec
AM:				
Sign-on-7:30	22/18	13/11	11/9	7/6
7:30	22/18	13/11	11/9	7/6
7:30-8 am..........	42/34	25/20	21/17	13/10
Imm preempt	27	16	14	8
8:00	52/42	31/25	26/21	16/13
8:15	52/42	42/34	36/29	21/17
8:30	......	34/27	20/16	10/8
8:45	......	34/27	20/16	10/8
9:00	......	34/27	20/16	10/8
9-9:30	52/42	42/34	36/29	21/17
9:30	65/52	52/42	46/36	26/21
9:30-10	65/52	52/42	46/36	26/21
10:00	81/65	65/52	57/46	33/26
10:30	81/65	65/52	57/46	33/26
11:00	81/65	65/52	57/46	33/26
11:30	81/65	65/52	57/46	33/26
PM:				
Noon-12:15	101/81	71/57	61/49	36/29
Imm preempt	65	46	39	23
12:30	101/81	71/57	61/49	36/29
12:45	......	126/101	88/71	44/36
1:00	101/81	71/57	61/49	36/29
1-1:30	65/52	39/31	33/26	20/16
1:30	101/81	71/57	61/49	36/29
Imm preempt	65	46	39	23
2:00	101/81	81/65	71/57	41/33
2:30	81/65	65/52	57/46	33/26
2:45	......	65/52	46/36	23/18
3:00	......	65/52	46/36	23/18
3:15	......	65/52	46/36	23/18
3:30	81/65	57/46	49/39	29/23
4:00	65/52	46/36	39/31	23/18
4-5:30	52/42	31/25	26/21	16/13
5:30	81/65	57/46	49/39	29/23

SAT:	60 sec	30 sec	20 sec	8 sec
AM:				
7:30	22/18	13/11	11/9	7/6
8:00	52/42	36/20	31/25	18/15
8:30-11:30	52/42	36/29	31/25	18/15
PM:				
Noon	42/34	29/24	25/20	15/12
12:30	42/34	29/24	25/20	15/12
1:00	52/42	36/29	31/25	18/15
1-1:30	52/42	36/29	31/25	18/15
1:30	42/34	25/20	21/17	13/10
2:00	34/27	20/16	17/14	10/8
2-4	34/27	20/16	17/14	10/8
4:00	34/27	20/16	17/14	10/8
4:30	65/52	46/36	39/31	23/18
5:00	65/52	46/36	39/31	23/18
5:30	65/52	46/36	39/31	23/18
SUN:				
Sign-on-football	22/18	13/11	11/9	7/6
Following football-4 pm..........	65/52	46/36	39/31	23/18
4:30	......	65/52	46/36	23/18
5:00	......	65/52	46/36	23/18
5:30	65/52	46/36	39/31	23/18

EVENING

SUN:	60 sec	30 sec	20 sec	8 sec
6:00	126/101	88/71	76/61	44/36
6:30	......	157/126	110/88	55/44
7:00	196/157	137/110	118/94	69/55
8:00	......	382/306	267/214	134/107
8:30	......	382/306	267/214	134/107
9:00	......	382/206	267/214	134/107
9:30	......	245/196	196/157	98/79
10:30 pm-concl..	42/34	25/20	21/17	13/10
MON:				
6:30	245/196	172/137	147/118	86/69
7:00	......	382/306	267/214	134/107
7:30	......	382/306	267/214	134/107
8:00	......	424/382	297/267	149/134
Imm preempt	......	306	214	107
8:30	306/245	214/172	184/147	107/86
8:30-9	245/196	172/137	147/118	86/69
9:00	245/196	172/137	147/118	86/69
9:30	......	196/157	157/126	79/63
10:30 pm-concl..	42/34	25/20	21/17	13/10

TUES:	60 sec	30 sec	20 sec	8 sec
6:30	245/196	172/137	147/118	86/69
7:00	......	382/306	267/214	134/107
7:30	......	424/382	297-267	149/134
8:00	......	471-424	330/297	165/149
8:30	......	382/306	267/214	184/107
9:00	157/126	110/88	94/76	55/44
10:30 pm-concl..	42/34	25/20	21/17	13/10
WED:				
6:30	157/126	94/76	79/63	47/38
7:00	......	196/157	137/110	69/55
7:30	......	306/245	214/172	107/86
8:00	......	306/245	214/172	107/86
8:30	......	306/245	214/172	107/86
9:00	......	382/306	267/214	134/107
9:30	......	382/306	267/214	134/107
10:30 pm-concl..	42/34	25/20	21/17	13/10
THURS:				
6:30	196/157	137/110	118/94	69/55
7.00	......	306/145	214/172	107/86
8:00	......	382/306	267/214	134/107
8-10	306/245	214/172	184/147	107/86
10:30 pm-concl..	42/34	25/20	21/17	13/10
FRI:				
6:30	196/157	137/110	118/94	69/55
6:30-7:30	245/196	172/137	147/118	86/69
7:30	306/245	245/196	214/172	123/98
8:00	......	382/306	267/214	134/107
8-10	306/245	275/221	245/196	138/111
10:30 pm-concl..	65/52	46/36	39/31	23/18
SAT:				
6:30	196/157	137/110	118/94	69/55
7:00	......	382/306	267/214	134/107
7:30	......	306/245	214/172	107/86
8:00	......	245/196	196/157	98/79
8:80	......	306/245	214/172	107/86
9:00	......	306/245	214/172	107/86
9:30	......	306/245	214/172	107/86
10:30 pm-concl..	65/52	46/36	89/31	23/18

All announcements are flat and no discounts are applicable. 8-second spots are immediately preemptible by announcements of greater length.

II In Spot Radio Rates and Data listings

A description of what your station puts on the air — and when — in 100 non-promotional words. Here are three samples of acceptable copy, (there are many others):

SAMPLE "A"
Programmed for housewives and commuters. FARM 5-6 AM, 2 men, interviews, market reports, county agent reports. ENTERTAINMENT 6-10 AM, employing air personalities, comedy, audience participation, quiz, helicopter traffic reports, middle of the road music. AIR PERSONALITIES 10 AM-3:30 PM, guest interviews, trend music. ENTERTAINMENT 3:30-7 PM, employing air personalities, entertainment, phone discussions, helicopter traffic reports, standards, country music and western. MUSIC 7 PM-5 AM, general popular music, featuring standards, show tunes, film music, middle of the road. NEWS 5 min. on hr., national, international, local area and community news. 8 man news department, 3 mobile units, 1 helicopter, 2 planes. SPORTS pro basketball, hockey, and live major league baseball. CONTINUITY POLICY; Deodorant and laxative commercials unacceptable.

SAMPLE "B"
Programmed for adults. News and telephone conversation format with air personalities using open telephone lines. 15 min. network and local news every hour. 6-10 AM audience participation features debates, discussions and interviews; 11:30-Noon audience discussions re children; 12-3 PM conversation, guests, discussions; 3-5 PM audience discussions, guests, interviews; 5-6 PM News, network, local and business news; 6-6:30 PM Sports with audience participation; 6:30-7 PM money, bank, business and home loan discussions; 7:30-8 PM audience discussions on outdoor sport activities; 8-11 PM audience participation with discussions, interviews, debates; 11 PM-6 AM music featuring current hits, show tunes, classics. Saturday 7-11:30 PM discussions, interviews, debates, Sunday and remainder of Saturday music primarily middle of the road.

SAMPLE "C"
Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS 5 min. every 80 min.; 5:30-6 AM farm market & weather reports, interviews; 6-10 AM middle-of-the-road music, telephone interviews, quips, helicopter traffic reports, comedy; 10 AM-Noon current hits, guest discussions, 12-1 PM farm interviews, shipments, live western music; 1-2 PM Women's Show, fashions, discussions; 2-6 PM music, current hits, standards, talent interviews; 6-6:30 PM news, national, international, regional, local, editorialization; 6:30-9 PM music, middle-of-the-road, show tunes, standards; 9-9:30 PM Sports; 9:30-10 PM Public Affairs; 10 PM-5:30 AM Music, middle-of-the-road, current hits, show tunes. SPORTS: all live major league baseball home and away, live professional football. COMMERCIAL POLICY. Personality endorsements not permitted.

Phone, wire or write for guide lines to

SRDS

Standard Rate & Data Service, Inc.

Editorial Department / 5201 Old Orchard Road / Skokie, Illinois 60076

AT&T prefers cost-plus rates

But broadcast-industry attorneys object to lack of ceiling, though they endorse rate principle

AT&T favors a method of pricing based in part on what customers call a what-the-market-will-bear philosophy, but it designed its proposed new rate structure for radio and television program transmission without checking with broadcasters, and in the face of evidence that 195 commercial and educational television stations find present rates already too high.

Broadcast-industry attorneys brought this out last week in cross-examination of William M. Ellinghaus, vice president of AT&T in charge of marketing and rate plans department, in the FCC's continuing hearing on the company's rate structure and the rate-making principles that should be used.

The company is advocating use of a so-called additional-cost system, under which the company determines its cost in providing a service, then figures a rate that will cover that cost, including a return on capital, with some left over, if possible, to contribute to the entire enterprise. The system provides for a floor but no ceiling—other than that imposed by market conditions; officials say the aim is to achieve the "optimum contribution" possible.

Broadcast-industry attorneys in general endorse the additional-cost theory, but object to the lack of a ceiling, and their questioning of company witnesses has been aimed at discrediting the company's market estimates. Under the new rates proposed, but not yet filed, video transmission costs would be increased some $20 million, to $65 million, and audio costs, some $4 million, to $27 million. These are in terms of the full-additional-cost system.

Mr. Ellinghaus, under questioning by Joseph Kittner, said 177 commercial and 18 educational television stations are connected to the networks through such non-Bell System means as private microwave facilities or miscellaneous common carriers. He said that this was the reason the company is not considering an increase in any of its charges for interchange channels (the major trunk lines between cities) for contract users.

The number of such non-Bell connections in 1960 was nine. The company has provided the networks with some data on a study made for it comparing its costs to stations against those of non-Bell services. The material, currently being studied by the networks' experts, has not yet been placed in the record.

Mr. Kittner, who was representing the three networks, also developed through his questioning of Mr. Ellinghaus that the company did not consult with the customers themselves on what their reactions would be to higher rates —whether they would in fact drop AT&T's service.

Mr. Ellinghaus said the company's proposed new rates were developed with the aid of officials of subsidiary companies who serve as liaison with the networks and the stations. These are account executives from the long lines

Teen-Age Fair returns to TV with youth-market programing

"Would you like to see my portable bar?" asks the neat, trim, young-looking man in the trim, modernistic office on Hollywood's Sunset Boulevard. Visitors invariably head for the credenza-type bar more apprehensive than curious. When they get there the top slowly opens and a pale, wax-like hand curls out with a promotion folder lightly held between two fingers.

In the bar is a fresh-faced, silk-haired teen-age beauty queen, curled up and cramped. She's out of the stable of Teen-Age Fair Inc., a company born of television to become exposition promoters and now turning back to television as a way of providing service to its exhibitors. The man behind the desk, Al Burton, president of the company, has been pulling off such sight gags and promotional stunts for the last six years, or ever since Teen-Age Fair was formed.

TV's Children ▪ Mr. Burton and his partners Frank K. Danzig and Bart Ross are first-generation off-spring of the television age. They produced, directed, sold and promoted for local television in Los Angeles since the earliest days of the medium. The first Teen-Age Fair, staged in 1962, actually grew out of a successful television series, *Spotlight on Youth*, produced in Los Angeles by the Messrs. Burton, Danzig and Ross.

Soon the tail began to wag the dog. The Teen-Age Fair, just a spin-off idea at first, grew into one of the nation's largest entertainment events designed solely for young people. It amounts to a world's fair for the young generation. It includes exhibits, stage events and participation activities all supposedly reflecting the interest, desires, needs and ambitions of the nation's most swinging consumer group. During the last six years, the fair has been staged in 20 major markets and reportedly attracted more than 8½ million youngsters. Next year, which figures to be its biggest, the fair will play Hollywood, San Jose, Calif., Baltimore, Pittsburgh, Portland, Ore., Cincinnati, Kansas City, Mo., Denver, Cleveland, Houston and Atlanta.

Return ▪ And what happened to television in this dynamic success story? For a time, the Burton, Danzig and Ross combination had all it could do hanging on to a runaway express. But then their youth exposition concept began to come around full cycle. Each year a one-hour special on KHJ-TV Los Angeles brings local viewers the finals of the "Miss Teen U.S.A. Pageant." For the last two years ABC-TV has carried the finals of the "Miss Teen Internationational Pageant." Both contests are spin-offs of—and are produced by—Teen-Age Fair Inc.

In addition, this season, the Messrs. Burton, Danzig and Ross also produced a one-hour special for Pepsico called *Go!*, while Teen-Age Fair was associated with Peterson Productions in the production of the summer ABC-TV series, *Malibu U.*

Some of this television production has been the direct result of Teen-Age Fair's relationship with exhibitors, who also are big television advertisers. *Go!*, for example, was group, who work with the networks, and industry representatives, who deal with the stations.

"We feel we get a much more objective view from an analysis of our own people who work in this thing rather than trying to get some determination as to what the reaction of a customer would be in the face of a rate increase or a rate decrease."

In view of Mr. Ellinghaus's emphasis on the intimate knowledge the subsidiaries' liaison men had of the broadcast industry customers' needs and problems, the witness surprised Hearing Examiner Arthur Gladstone with an answer to a question posed by Robert Hankins, attorney for the National Association for Broadcasters.

Mr. Hankins asked whether the proposed increases in the rates wouldn't lead the networks to discontinue affiliations with stations that are "the least profitable or are marginal to the networks." And Mr. Ellinghaus responded: "I am not sure I can answer the question relative to what the particular networks might do with respect to their internal operations."

Examiner Gladstone found this surprising in view of the witness's earlier statements as to the thoroughness of AT&T's knowledge of the needs and workings of the networks and stations. "I can't quite square the two statements," he said.

Mr. Hankins then modified his answer to indicate the company had some knowledge of the likely impact of the increased rates. He said a study indicated that "only in a very very few cases that there may be some reduction in the number of stations on the network . . ." He said it was so small that no percentage figure was attached to it.

Norman Schwartz, representing the commission's Common Carrier Bureau at the hearing, has suggested that the company present for questioning some of the liaison officials on whom it has relied in making judgments. Attorneys for the company said they would find out who is available and report back this week.

CBS drops 'Spectacular' for live sports events

TV's oldest sports anthology series, *The CBS Sports Spectacular*, after an eight-year run (13-to-17 weeks annually) will go off the air in 1968. The move will leave ABC-TV a clear field with its 90-minute *Wide World of Sports* series (52 weeks a year), on since 1961. NBC-TV's *Sports in Action* anthology, comprising 53 shows from October 1965 to January 1966, was dropped because "not enough good material was available [at the time] on a weekly basis."

CBS officials confirmed last week that the network will not carry the 90-minute *Spectacular* series because of an attempt in 1968 to begin year-round live Sunday afternoon sports programing. The schedule opens with a National Hockey League *Game of the Week* on Jan. 28. (The initial NHL games are set for Saturdays, Dec. 30, Jan. 6, 13 and 20, to avoid conflict with CBS's closing of the National Football League Sunday games.)

Following the NHL Stanley Cup playoffs in April, CBS will switch its National Professional Soccer League coverage from Saturdays to Sundays (May 26-Sept. 8) and continue into the network's pickup of the 1968-69 NFL season.

CBS was quick to add that cancellation of the *Spectacular* series did not necessarily spell its death—it might come back later.

Latest Nielsen shows no movies in top 10

For what was believed to be the first time this season, a Nielsen rating report appeared last week with no movies in the top-10 programs. It was the fast weekly Nielsens for Nov. 13-19 and it showed CBS-TV ahead in the average ratings (7:30-11 p.m.) with 20.6, followed by NBC with 18.0 and ABC with 16.5.

Beverly Hillbillies, *Jackie Gleason Show* and *Green Acres*, all on CBS, took the top-three spots. Top-rated movie was CBS's Friday-night entry, "Call me Bwana," which ranked 13th. NBC's Tuesday-night movie, "Tammy and the Doctor," was tied for 14th, CBS's Thursday-night movie, "Woman of Straw," was tied for 17th, and NBC's Saturday-night movie, "Adventure of a Young Man" was 24th. ABC's Sunday-night movie, "Dear Brigitte," fell below the top 30, as did "Dial M for Murder," a special production that replaced ABC's Wednesday-night movie that week.

Minow wants free time for presidential races

Newton N. Minow, Chicago attorney and former FCC chairman, last week recommended free TV time for all presidential candidates.

Speaking before a dinner of the lawyers' division of the Jewish Federation's 1967 campaign fund in Chicago,

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tailor-made for Pepsico, a steady exhibitor at the youth expositions. The "Miss Teen International Pageant" special grew out of a marketing service for Clairol, another exhibitor.

Television, the progenitor of the entire Teen-Age Fair clan, suddenly was recognized as an important area of diversification and subsidiary to the company's primary business of staging expositions. It also provided a spectacular source of promotion for merchandising the Teen-Age Fair.

Big Leap ▪ Convinced that television provides the ideal town crier for the youth market place they run, the Messrs. Burton, Danzig and Ross are plunging headlong into programing now. Next season they already have the third "Miss Teen-Age International" special scheduled on ABC-TV and are coming back with a second Pepsico special on ABC-TV, this one called *Romp!* (both are scheduled for next April). Additionally, Teen-Age Fair has just taped *Where the Girls Are*, a half-hour comedy-variety show, starring Noel Harrison, for NBC-TV. The company and network are hoping the special may wind up being the pilot for a new series.

Viewing its role as a bridge between the young and their elders, Teen-Age Fair also is exploring the possibility of a half-hour special called *The Flip Side of Moscow*, and is co-producing an hour special starring Robert Vaughan, titled *Happy Pursuit of Status*. A situation comedy series is in the works, too, for the 1968-69 season. All new projects under development are supervised by Burt Rosen, former Four Star Television program vice president, who joined Teen-Age Fair this fall.

What Teen-Age Fair really amounts to is a middle man for the $15-billion-a-year, some 75-million-strong youth market. It's a business, promotion and production outfit that plays it up tight in front of clients and carefully turned on in front of young people. Surely not square, pointedly not too far out, Teen-Age Fair is chicken hip.

ETV gets Ford money to fill Detroit news hole

The Ford Foundation last Monday (Nov. 27) announced that it had authorized a $3,000 weekly grant to WTVS(TV) (ch. 56) Detroit, a noncommercial station, for an experiment in news coverage to fill the gap created by Detroit's newspaper strike, which started the day before Thanksgiving (Nov. 22).

WTVS(TV) began using the money the day of the announcement for a special one-hour news program (7-8 p.m.) on a Monday-to-Friday basis. Ford's grant is for 10 weeks unless the newspaper strike ends sooner.

Ford said the grant will be used primarily for the station's employment of idle staff members of the *Detroit Free Press*. (The city's second paper, the *Detroit News*, had not cut off its editorial employes' salaries.)

Dr. Paul B. Richard, executive secretary of Detroit Educational Television, which operates WTVS, told BROADCASTING that the experimental TV news program has been "a great success" with numerous telephone calls applauding the effort. He described the experiment as one of "a different approach where 10 *Free Press* reporters actually create a television newspaper that has all the appearances of a city desk newsroom."

After an anchorman introduces the show, "on come a radio-TV critic, a lady who reads the comics, an educational news editor, etc." He said the reporters sit behind their typewriters and report the local news "as they dig it out."

The net effect, he explained, is a news program with "more believability, more credibility, more freshness," which produces the picture of a working press—"not like the polished news broadcaster who leaves viewers with the impression that somebody behind them got the news and they are only performing." He asserted that the reporters' initial nervousness is overshadowed by these other qualities.

In a quick aside, Dr. Richard added that he hopes the strike will continue so that the program too will survive. WTVS, he said, hasn't the funds to program such a news show, and in recent years has scheduled only in-depth news discussion programs.

One big story has already broken with WTVS's TV newspaper on hand to cover it, Dr. Richard said. On Nov. 28, Detroit's city council voted on an open-housing act. The station reported the vote and interviewed a council member.

Channel 56 is using the studio facilities of Wayne State University, which produces and pays for production costs of the news program. The station usually programs seven days a week (8 a.m. to 11 p.m.). It has pre-empted and rescheduled some of its National Educational Television and National Association of Educational Broadcasters' programs to accommodate the news program. Some of these programs have extended the station's broadcast day, Dr. Richard reported.

Mr. Minow noted that "one hour of television time now costs political candidates about $200,000." With TV's rising costs, he said, "the only candidates who will be able to appear on television will be wealthy ones, or ones with vast financial resources."

To remedy this situation, he suggested that networks should give presidential candidates a specified amount of free time, perhaps an hour a week, in the four weeks before a national election. In the event they do not offer free time, he said, the FCC should see that they do.

"The United States," he commented, "is the only country in the world where candidates must buy television time."

Television in this country, Mr. Minow added, "is in command of 200 million people. If democracy is to survive, the television people must use the public air to inform and educate."

Show to honor Philharmonic

WNDT(TV) Newark-New York, noncommercial station, will present *Beethoven on Broadway: The 125th Anniversary of the New York Philharmonic* Thursday, Dec. 7 (9-9:30 p.m.), with the aid of a $15,000 grant from the Olivetti Underwood Corp. and its electric typewriter and calculator divisions.

Aaron Copland, Leonard Bernstein, Leopold Stokowski, Richard Rogers, Marya Mannes, Amyas Ames and Carlos Mosely will be among the celebrants.

'PBL' draws mostly praise

Favorable audience response of "90% or better" to the first four Public Broadcast Laboratory shows was reported last week by a dozen noncommercial stations in the East, Midwest and West to the National Citizens Committee for Public Television.

Ben Kubasik, the committee's executive director, said the stations had been polled in connection with efforts to organize local, state and regional citizens committees (see story, page 36). "One Midwestern station we called," he said, "reported only one negative letter."

The stations polled were: WGBH-TV Boston, WQED(TV) Pittsburgh, WHYY-TV Wilmington, Del.; WETA-TV Washington, WMVS(TV) Milwaukee, WVIZ-TV Cleveland, WTTW(TV) Chicago, KCSD (TV) Kansas City, Mo., KETC(TV) St. Louis, KUON-TV Lincoln, Neb., KQED (TV) San Francisco, and KCET(TV) Los Angeles.

AFTRA local to hear ABC employes

The New York local of the American Federation of Television and Radio Artists decided last week to hold a special meeting devoted solely to appeals of ABC newsmen and personnel who were fined for crossing picket lines during the recent strike of the National Association of Broadcast Employes and Technicians.

An AFTRA source said the subject was taken up last Monday (Nov. 27) during a general membership meeting, which had considered other subjects, but no decisive vote was taken. The date of the special meeting will be announced soon.

Under the union's constitution, AFTRA members who have been fined and censured may appeal to their local membership, to the national executive board and to the annual convention. A union spokesman said 28 members employed at ABC in New York were censured and/or fined.

CATV's object to proposed microwave rule

SYSTEMS SAY PROGRAM ORIGINATION WOULD BE HURT

CATV interests served notice on the FCC last week that they are unhappy with the proposed prohibition of microwave stations in the business-radio service from relaying locally originated programing to CATV systems. In response to an October notice of proposed rulemaking (BROADCASTING, Oct. 23), the CATV operators charged that the commission action would, in effect, foreclose the use of any private microwave frequencies for transmission of CATV programing.

At issue is a commission attempt to close a loophole in its 1965 order establishing a new class of service for non-common-carrier microwave operators serving CATV's (Community Antenna Relay), placing them in a new spectrum location — 12,700-13,200 mc band (BROADCASTING, Oct. 18, 1965), and eventually permitting CAR to absorb the present CATV-serving microwave relay systems in the business radio service (12,200-12,700 mc band). The commission also provided CAR licensees with an interim allocation of 250 mc in the 12,700-12,950 mc band, presently used by TV auxiliary stations, until technical standards could be established. In adopting CAR the commission expressed concern with the burden TV-program transmission places on the spectrum, and said that change was needed in the interest of more efficient spectrum management. But the 1965 order was limited to programing originating with TV stations.

FCC's Intent ▪ With its rulemaking proposal two months ago the commission said the same rationale applies regardless of the source of programing intended for CATV distribution. Commission action would affect, for instance, closed-circuit telecasts of local, live events (high school football games, etc.). The commission further said it would take no action on applications for business-radio-service stations serving CATV's until after completion of the rulemaking proposal.

Though the commission said its proposal should not be read as a judgment on the merits of CATV program origination, the CATV interests claimed the commission should defer action on the proposal until either it had made up its mind on the merits of such origination or made "adequate provisions" for CATV transmissions in other services.

Multiple-CATV-owner H&B Communications Corp. said the commission should hold up its decision until "it has resolved whatever doubts it may have" about such origination. If the commission should resolve that question, H&B said, action then should still be forestalled until such transmission is authorized in some other service.

In related filings Jerrold Corp. and four other multiple CATV owners claimed that in foreclosing CATV use of the business-radio service, the commission may have eliminated a "sound and practical" method of supplementing CATV operations without "really meeting head-on" the question of program origination. Calling for commission deferral, the operators contend that there is no frequency congestion or other public-policy considerations that should prevent CATV use of the service.

Greater Needs ▪ The operators further cited as "completely inequitable" the 250 mc CAR allocation, saying it is "already entirely inadequate for [that service's] purposes." They recommended instead that the commission should permanently allocate the remaining 250 mc of space (12,950-13,200 mc) to CAR users.

The operators also asked the commission to authorize use of either CAR or the mobile microwave band (10,550-10,680 mc) to permit local, live coverage of community events. They noted that the commission in its proposal had

Writers vote on credits

The TV-radio branch of the Writers Guild of America, West held a very special, very in, vote in Los Angeles last week. It concerned the most important issue, next to money, that Hollywood talent ever faces: credits. By a vote of 237-122, TV-radio branch members approved the current system of awarding on-screen credits. At stake was a newly adopted clause that allows production executives to share writing credit if they merely help make "substantial" changes in a script. Previously they had to make a 75% contribution to the script before credit was awarded. So-called nonhyphenated writers are convinced that the more liberal clause heavily favors producer-writers and director-writers and they brought about last week's vote in hopes of winning a return to the percentage formula.

Nixon urges presidential-candidate debates

In recent years, Richard M. Nixon has been apt to disarm audiences with the candid admission: "I flunked debating in 1960." Yet last week Mr. Nixon, who stands a good chance, according to informed speculation, of capturing the Republican nomination for President again in 1968, indicated he was ready for another round of presidential debates on television.

On a National Educational Television network interview program Monday (Nov. 27) the former Vice President and Republican nominee for President in 1960 said he hoped President Johnson would reverse his stand of 1964 and consent to debates in the forthcoming campaign.

(Bills that would suspend Section 315 of the Communications Act, permitting debates between top candidates without leaving stations vulnerable to demands for equal time by minor candidates, have been introduced in Congress but have thus far generated little support. Observers say unofficially that the administration isn't interested and without presidential pressure in their behalf the bills have practically no hope for passage.)

Mr. Nixon said he hoped next year's Republican candidate would conduct a different sort of campaign than he did in 1960, but he added: "I believe there should be debates. I believe that the debates of 1960 served a great cause in creating tremendous interest in the campaign and also in educating people about the great issues."

urged the prohibition of the mobile microwave frequencies for CATV use because such use would be inconsistent with its 1965 order. Filing with Jerrold were Cosmos Cablevision Corp., National Trans-Video Inc., Cox Cablevision Corp. and Newchannels Corp.

The Association of Maximum Service Telecasters claimed it would be "unwise" for the commission to bar CATV use of the service until it has determined whether use of a frequency assigned to "any service for this purpose would be in the public interest." AMST said that CAR might be "less desirable" for CATV transmission than the present business-radio-service frequencies and that it would therefore be "undesirable" to have completed the proposed rulemaking barring the service.

Among others who filed comments were the National Cable Television Association (against) and KRLD-TV Dallas-Fort Worth (in support).

Tucson trial-news injunction lifted

A temporary injunction against all broadcast and print news media in Tucson, Ariz., in connection with an impending murder case was lifted last week after heated debate. Robert O. Roylston, Pima county superior court judge, who last month ordered Tucson news media and local court and police officers to disist from commenting about the defendant's past criminal record (BROADCASTING, Nov. 27), denied a defense motion to continue the restraining order. In his ruling, Judge Roylston said that "the press has asked to govern itself in the past and this action will allow the press to do just that."

He threatened, however, to get tough if the news media didn't follow rules. "If it is felt that the press is not accepting this responsibility," he cautioned, "an injunction will be reinstated."

United Artists names Serrao as TV manager

United Artists Broadcasting Inc. began to implement its entry into TV station ownership last week when it announced the appointment of John A. Serrao as vice president and general manager of the company, effective Dec. 11.

Mr. Serrao

Mr. Serrao will direct his immediate attention to the company's WUAB(TV) Lorain, Ohio, which is scheduled to go on the air next year on channel 43. United Artists Broadcasting also holds an FCC permit for KUAB(TV) (ch. 20) Houston.

Mr. Serrao, who will make his headquarters in Cleveland, has been most recently manager of Screen Gems Broadcasting in New York. Earlier, he was with Kaiser Broadcasting Corp. as vice president, sales, and as general manager of Kaiser's WKBD-TV Detroit and KHVH-AM-TV Honolulu. Mr. Serrao also served for eight years with Peters, Griffin, Woodward as sales manager of its Los Angeles office.

Changes made in SG's executive suite

The advancement of Abe Schneider from president of Screen Gems to board chairman and chief executive officer and of Jerome S. Hyams from executive vice president and general manager to president was announced at the company's annual stockholder meeting Nov. 28 in New York.

Mr. Hyams told the meeting that he is "confident" that fiscal 1968 earnings will surpass those of fiscal 1967, which was a record-breaking year, and said the company's diversification program was a factor in the strong performance this past year. He noted that aside from its main business of producing and distributing programs and features for TV, Screen Gems has expanded over the past nine years into television commercial production, station ownership, product licensing, music publishing, records and audience and consumer research.

He reported that Screen Gems is "assured" of at least one new one-hour program and two new half-hour series on ABC-TV during the 1968-69 season, in addition to some of the company's present series that are expected to be rescheduled. After the meeting he disclosed that the one-hour series, still untitled, will be a western starring a white man (Don Murray) and a Negro (Otis Young) who are antagonistic toward one another.

Incumbent directors were re-elected for one-year terms.

Radio series sales . . .

30 Hours of Christmas (Triangle Stations): KCSJ Pueblo, Colo., and KOGT Orange, Tex.

Doctor's House Call (Signal Productions): WAZY Lafayette, Inc., and KUMA Pendleton, Ore.

Point of Law (Signal Productions): WOKZ Alton, Ill.; KBHS Hot Springs, Ark.; KTUC Tucson, Ariz.; KMNS Sioux City, Iowa, and KLRA Little Rock, Ark.

More For Your Money (Signal Productions): KTBB Tyler, Tex.

The World of Money (Signal Productions-: KTBB Tyler, Tex.

Voices from Vietnam (Gospel Radio Network): WNAH Nashville, and WWMO Reidsville, N. C.

New data on local TV news

Katz's research shows affiliation, starting time and length affect ratings

Network affiliation, starting time and length are the major factors influencing the ratings of early evening local-TV news shows, according to a study released last week by Katz TV.

Katz commissioned a special tabulation by the American Research Bureau of the February/March 1967 ratings for evening news shows on 279 stations in the top-100 markets. Among the factors examined were network affiliation, time zone, number of stations in the market, time, length of show, and relationship to other programing.

Katz offered the following principal conclusions:

Network Affiliation ▪ The average ratings, shares and demographics of CBS-TV and NBC-TV affiliates were almost identical, and somewhat higher than for ABC-TV affiliates and independents. News on ABC stations attracts generally higher proportions of young (under 50) adults, however.

Starting Time ▪ In general, the later the starting time of local evening news shows, the higher their ratings. Similarly, they attract more adults and fewer teen-agers and children.

Length ▪ Half-hour news shows (the most prevalent length) have the highest ratings. But shows 45 minutes or longer, while their total ratings are lower, attract more adults per 100 homes, and consequently about the same adult audience as the half-hour shows. The homes tuning out of the longer shows appear to have more teenage and child viewers.

High Rating ▪ In general, the report concludes, shows starting at 6 p.m. or later and half-hour shows tend to have the highest ratings. And these are indeed the most common starting times and show lengths.

The study found that most (233) of the 279 stations schedule their local news immediately before (122) or after (111) the network news. Most ABC stations schedule local before network. Two-thirds of stations in the Eastern and Pacific time zones schedule local before network, while the opposite pattern prevails in the Central and Mountain zones.

Local news shows following the network news tend to fare better in the ratings, particularly on ABC and CBS stations. But the difference appears to be a function of later starting time, according to the report.

In general, scheduling local news before, after, or "wrapped-around" the network news, the nature of the lead-in program, and starting time in relation to scheduling format have little or no specific effect on the ratings, according to the study.

LENGTH OF NEWSCAST—SUMMARY

	No. Stns.	Avr. Rating	Men	Women	Teens	Children
			Per 100 Homes			
All News	279	15	70	85	13	11
15 minutes	19	8	51	62	29	36
30 minutes	222	15	69	82	14	13
45 minutes & longer	38	14	73	89	11	9

Chertok to head W7 advertising

Further appointments in the newly constituted Warner Brothers-Seven Arts television operation are being announced today (Dec. 4) for the organization's advertising, promotion and publicity department.

Harvey Chertok, director of television advertising, promotion and publicity for Seven Arts since 1961, becomes executive director of world wide television advertising, promotion and publicity. From 1958-61 he was supervisor of advertising, United Artists Associated.

Gordon A. Hellman, formerly director of marketing and research for Warner Brothers Television, has been named director of television sales development and promotion for W7, and Martha Torge, who has been assistant director of advertising, promotion and publicity for Seven Arts, has been appointed director of television advertising and publicity.

Program notes . . .

Another from Hazam ▪ NBC News said last week it will produce *The Art Game*, an examination of the economics—not aestheticism—of art, to be scheduled on NBC-TV next spring. The program, touching on such aspects as art investments, art donations, donations for tax exemptions, art fakes, mass merchandising of art and suggested reforms in the business of art, will be written and produced by Lou Hazam. Mr. Hazam's credits include *American Profile: The National Gallery of Art*, *Vincent Van Gogh: a Self-Portrait* and *Michelan-*

Editorial hits 'conflicting interests'

The FCC's ruling that the fairness doctrine applies to cigarette advertising has been attacked in editorials broadcast by WTMJ-AM-FM-TV Milwaukee. The stations have called it a "classic example" of one government agency operating at cross purposes with another and both "using your tax money to support conflicting interests."

At the heart of the editorials is the FCC's ruling that stations are obligated to offer free time in opposition to cigarette commercials. The four editorials aired Nov. 22-27 note that while the government is attempting to counteract cigarette advertising in the U. S. it is spending money to promote cigarette sales abroad. According to the stations it spent nearly $30 million in the last fiscal year to regain and expand foreign markets for U.S. tobacco.

They also note that the cautionary statement required on cigarette packs is not mandatory on cigarettes packaged for export. The editorials also point out that the U.S. Department of Agriculture will spend $240,000 in Japan, Austria and Thailand to promote local tobacco products containing large amounts of U.S. tobacco.

Also cited was Agriculture's $106,000 outlay toward production of a documentary film extolling U.S. tobacco. The film, made in Hollywood, is for European theater use only and will not be shown in the U. S.

Thus the activities of the Agriculture Department and the FCC, the editorials conclude, represent "another Washington conflict on the subject of tobacco and your health. How could a film extolling the pleasures of tobacco be shown here when American radio and television stations are forced to carry anti-cigarette messages?"

gelo: the Last Giant, all NBC News documentaries.

Ozzie and Harriet ▪ American International Television has acquired TV syndication rights to 200 selected half-hour episodes of *Adventures of Ozzie and Harriet.* Series was on ABC-TV from 1952 to 1965.

New distribution centers ▪ Association Films Inc., New York, opened two new distribution centers Friday (Dec. 1), in Littleton, Mass. (490 King St., Littleton Common) and Los Angeles (2221 S. Olive St.). William H. Shumway Jr. is in charge of the Massachusetts office; Linwood P. Beacom heads the Los Angeles center.

Vietnam through artist's eyes ▪ George Dergalis, Boston adventurer, airman and artist, was selected by the State Department to paint both soldiers and civilians in their relations to the Vietnam war. These paintings plus still and motion pictures will be compiled by Magna Film Productions, Boston, into a color television documentary, which will be available for syndication.

Independent 'Dateline' ▪ Beginning Jan. 1, 1968, *Dateline Entertainment,* a daily news report from the world of movies, television, Broadway, books and music, is expected to go into independent distribution. Producers are ABC Radio's Special Program Services Division in cooperation with Grosset & Dunlap, New York publishing firm (BROADCASTING, May 29).

ABC's 8th flick ▪ ABC-TV has ordered a movie-length, taped dramatic special for showing in a movie night slot, and last week announced the signing of several stars to appear in the production, *A Case of Libel.* The two-hour show will be produced by Talent Associates, the firm's eighth such production for ABC this season.

The TV adaptation is based on the Henry Denker Broadway dramatization of Louis Nizer's autobiography, "My Life in Court," and will star Van Heflin, Jose Ferrer, E. G. Marshall, Anthony Quayle, Lloyd Bridges, Angie Dickenson, George Grizzard and Marc Connelly. A date for telecast has not been selected. Producer for TA is David Susskind and director is Charles Jarrott.

Special Christmas offer ▪ *The Sacred Heart Program,* on radio and television throughout the world, is making available to all radio stations in the U.S. two 30-minute and two 15-minute special Christmas broadcasts. This offer marks the first time that seasonal programs have been made available to radio stations other than the 520 which regularly air the program. Broadcasts will include music prepared and performed by the Roger Wagner Chorale of Hollywood and the Cal Stepan Choral of Cleveland. For copies contact: Sacred Heart Program, 3900 Westminster Place, St. Louis 63108.

Third 'Portrait' set ▪ James Mason will be the third star to be featured in the *Portrait* series of specials now being produced in Hollywood for syndication. Four Star Television is distributing the series. Already completed by Hollywood newsreel syndicate for video productions are "portraits" of Robert Mitchum and Omar Sharif.

Grab your partners ▪ WGN Chicago drops radio version of *Barn Dance* effective next year because of continuing conflicts with sports events coverage. WGN has carried the program for nearly seven years. *Barn Dance* continues regularly on WGN-TV Chicago, however, and continues in syndication.

Collaboration special ▪ Four Star Television will produce a series of three 90-minute dramatic specials in color in collaboration with the New York Actors Studio in 1968. The specials will be produced in Hollywood and will be offered for network sale.

NAFB's Nance cites need for expertise

Farm broadcasting's job is becoming even more complex with the changing face of the U.S. farm, Bob Nance, WMT Cedar Rapids, Iowa, outgoing president of the National Association of Farm Broadcasters, told the annual NAFB meeting in Chicago Nov. 24.

Today's farm reporter must be an expert in taxes, urban expansion, labor legislation and import-export problems as he is in agricultural basics, he indicated.

Mr. Nance also reported broad agency acceptance for the national farm radio survey issued last month indicating the depth of farm radio's reach (BROADCASTING, Oct. 9).

Secretary of Agriculture Orville L. Freeman, seated, examines a special copy of the NAFB report as Mr. Nance (c), and Lester Frankel, executive vice president of Audits & Surveys Inc., New York, which conducted the survey, look on.

First leased news wire marked as historic site

Bronze plaques were unveiled in the offices of the Associated Press in New York and Washington last Wednesday (Nov. 29) to mark the establishment by AP of the first private leased wire for news transmission in 1875.

The plaques, presented by Sigma Delta Chi, professional journalism society, denote an historic site in journalism. The plaques were the 29th and 30th "historic sites in journalism" that have been marked since the SDX program began 25 years ago.

In a talk following the dedication in New York, Paul Miller, AP president, who is president of Gannett Newspapers (which includes radio-TV stations), quoted from a report of the Sigma Delta Chi historic sites committee as follows:

"Today's newspaper production, radio newscasts and even television network broadcasts are possible because of the historic breakthrough in 1875 when the Associated Press established the world's first leased wire."

Drumbeats . . .

Rock promotion ▪ KRLA Pasadena, Calif., a contemporary music station, is conducting a psychedelic-oriented promotion that involves a diamond and multicolored rocks. The diamond is station account executive Lex Diamond who has presented hand-pained, personalized, rocks to hundreds of key agency people over the last six weeks. The campaign stresses "Rock Can Be Beautiful . . . on KRLA" theme.

Awarding adman ▪ John W. Burgard, vice president, advertising, Brown and Williamson Tobacco Corp., Louisville, Ky., has been named to receive the 1967 Human Relations Award of the Broadcasting and Advertising division of the American Jewish Committee's Appeal for Human Relations. The agency, founded in 1906, "protects the civil and religious rights of Jews and advances the cause of improved human relations for people everywhere." The award will be presented Dec. 12 at the New York Hilton hotel.

DIAL-A-STAR ▪ WAII-TV Atlanta (ch. 11) may have solved the problem of misplaced TV program guides. Beginning Sunday, Nov. 19, the station inaugurated a new public service. By dialing 892-3191 in Atlanta, Georgians are able to hear the television industry's celebrities relate the evening's complete television lineup, including program, time of broadcast and leading stars.

PR merger ▪ Jack McGuire/Associates Inc. and William F. Corcoran & Associates, both Chicago-based public relations firms, merged Dec. 1. The firm will operate under the name of Jack McGuire/Associates Inc. from offices at 20 North Wacker Drive, Chicago. Mr. McGuire retains position of president and Mr. Corcoran has been appointed a vice president of the firm.

Edwin Johnson honored by Pioneers

Edwin C. Johnson, former governor of Colorado and chairman of the Senate Commerce Committee from 1949 to 1955, has been made a lifetime member of Broadcast Pioneers. His Senate service began in 1937, and as a Commerce Committee member he took an early interest in prewar experimental television transmissions.

Governor Johnson (l) was given his membership certificate in a Denver ceremony held Nov. 21 and led by Ward L. Quaal (r), president of WGN Continental Broadcasting Co., parent company of KWGN-TV Denver. Mr. Quaal represented Glenn T. Marshall, national president of Broadcast Pioneers, at the Denver presentation.

Governor Johnson served one term as lieutenant governor and two terms as governor of Colorado before he began his Senate career. After three terms in the Senate he returned to Colorado in 1955 and was re-elected governor.

Filmways net off; expansion planned

Filmways Inc., New York, last week reported 1967 fiscal net income down by 11% from last year's comparable period. The company in its consolidated statement said 1966 results have been combined to reflect three acquisitions in fiscal 1967: Sigma III Corp. (film distributor), New York; and Acme Film & Videotape Laboratories and Cinefex Inc. of California (optical effects specialist), both Hollywood.

Martin Ransohoff, president and chief executive officer said the new acquisitions "place Filmways more solidly than ever in key areas of motion pictures and television." The company, he noted, is now "in a stronger position than ever to consider and execute further expansion, including acquisitions. We enter fiscal 1968 with enthusiasm and confidence."

Mr. Ransohoff said Filmways has expanded from being a TV commercial producer to a TV program producer and syndicator, and independent motion picture producer, distributor and supplier or related technical services.

In TV, Filmways now has three "popular and durable" programs on CBS-TV (*The Beverly Hillbillies, Petticoat Junction* and *Green Acres*), two other "popular" ones on NBC-TV (*Eye Guess* and *Personality*), and two TV series in syndication (*Pat Boone in Hollywood* and *The Addams Family*).

The company's newer TV properties include a half-hour comedy series, *Doc*, sold in a "pilot deal" to NBC-TV; and four specials, three of them plays by William Shakespeare, being produced in arrangement with the Royal Shakespeare Company of England for CBS-TV. The fourth, *A Journey to Jerusalem*, featuring Leonard Bernstein, Isaac Stern and the Israel Philharmonic, has not been committed.

Another proposed TV series, entitled *Lassiter*, about a journalist, is now being reworked into a feature film, the company reported.

For fiscal year ended Aug. 31:

	1967	1966
Earned per share	$1.33	$1.49*
Revenue	31,606,877	34,981,829
Net income	1,176,905	1,311,466
Shares outstanding	888,152	879,704*

*Restated for 2% stock dividend in May 1967.

H&B American's profit shows sharp rise

H&B American Corp., Beverly Hills, Calif., one of the nation's major CATV operators, showed a substantial increase in net profit for the first three months of its current fiscal year. Gross revenue also rose but not as significantly as profit.

For the period ended Oct. 31:

	1968	1967
Earned per share	$0.09	$0.06
Gross revenue	1,652,098	1,387,470
Net profit	229,236	143,279

W7's 1st-quarter loss less than was expected

Warner Brothers-Seven Arts will show a net loss of "less than $500,000" in its first fiscal quarter ended Sept. 30. The loss is less than anticipated, Eliot Hyman, chairman, told the New York Society of Security Analysts last week.

He said the loss was attributable to writeoffs of unprofitable pictures along with expenses resulting from the merger of Seven Arts and Warner Brothers earlier this year. No comparative figures for a year earlier will be reported because Warner Brothers-Seven Arts is the survivor of the consolidation.

Mr. Hyman told the analysts that his company is seeking to expand into the areas of educational and industrial film production and distribution, and, as earlier reported, in broadcast station ownership.

He provided additional details on W7's recent purchase of Atlantic Recording Corp. for a price that could approach $17 million. The initial payment, he said, will be $6 million in cash; $1.5 million in notes and $2.5 million in W7 stock valued at $40 a share. The remaining $7 million, he added, is to be paid on an incentive basis out of earnings of Atlantic in future years.

Film service, photo lab acquired by Fuqua

Fuqua Industries, diversified Atlanta-based corporation that includes multiple broadcast ownership, is paying out more than $4 million in stock to acquire Modern Teleservice, New York ($3.2 million) and Champagne Color Inc., Orlando, Fla. ($1 million). Acquisitions are the fifth and sixth for Fuqua this year. It is also acquiring Rome Industries Inc., earth-moving equipment manufacturer, and McDonough Industries Inc., maker of power lawn mowers (BROADCASTING, Oct. 9).

Modern Teleservice deals principally with ad agencies and TV stations and has film exchanges in New York, Chicago and Los Angeles. It will operate as part of Fuqua Communications, which runs firm's radio-TV stations.

Champagne Color, processing and photo finishing concern, will operate as a part of Fuqua's photographic subsidiary, Colorcraft Corp., Durham, N. C.

Norris Grain buys into Tors

Norris Grain Co., Chicago, a diversified, privately owned corporation, has acquired a minority stock interest in Ivan Tors Films Inc., Miami, a TV and motion picture production firm. The transaction was described by both companies as an initial step in the planned expansion of Tors's activities, which include the development of a "major attraction" featuring Tors's "affection-trained" wild animals, and an "African rodeo" traveling show.

Norris lists among its properties the Detroit Red Wings, a team in the National Hockey League.

Trans-Beacon shows healthy earning gains

Trans-Beacon Corp., New York, reported an increase in operating revenues and earnings for the nine-month period ended Sept. 30.

Trans-Beacon distributes motion picture and television films, and operates theaters and refreshment concessions in the United States and Canada. Through its wholly owned subsidiary, Weston Merchandising, Corp., it acts as merchandising representative for personalities and entertainment properties.

Trans-Beacon is traded on the American and Pacific Coast Stock Exchange. Sheldon Smerling is president.

For nine months ended Sept. 30:

	1967	1966*
Earned per share**	$0.17	$0.01
Operating revenue	6,540,403	6,531,810
Net income	327,918	20,014***
Common shares	1,892,036	1,865,536

*Restated to include gross revenues of partnerships and operating results of Weston Merchandising Corp., acquired September, 1967, treated on basis of pooling of interests.
**Based upon shares outstanding at Sept. 30, 1967.
***Excludes special credits in 1966 of $82,-863 or four cents a share.

Financial notes . . .

▪ Republic Corp., Beverly Hills-based film processor among multichemical and industrial enterprises, last week reported that preliminary net earnings from operations for the fiscal year ended Oct. 31 were $2,689,000 on operating revenues of $63 million. Per share earnings were $1.01. By comparison, earnings reported by Republic in fiscal 1966 were $103,000 on operating revenues of $57,218,000, amounting to a loss of 12 cents per share.

▪ Trans-Lux Corp., New York, declared a regular quarterly dividend of 15 cents a share and a 5% common stock dividend, both payable Dec. 20 to stockholders of record Dec. 8.

▪ Metro-Goldwyn-Mayer Inc., New York, has declared a quarterly dividend of 30 cents per share, payable Jan. 15, 1968 to stockholders of record Dec. 20.

Rollins plans stock split, dividend boost

Directors of Rollins Inc., Atlanta-based diversified company with group broadcast holdings, announced a 5-for-4 split on its two classes of common stock and revealed that it intends to raise the dividend rates on the new shares.

The split will be issued Jan. 25 to stockholders of record Dec. 26.

The board also declared regular quarterly dividends on the common stock of 7½ cents per share, and on the class B common stock of 3¾ cents per share. Payment will be made Jan. 25, 1968 to stockholders of record for both classes as of the close of business Dec. 26.

Quarterly dividends are expected to be declared on the same basis after the stock split as before, which, the firm stated, will result in a dividend increase of 25%.

Rollins, in its six-month report ended Oct. 31 (BROADCASTING, Nov. 27), had 3,152,863 shares of common stock and class B common outstanding.

20th-Fox offers debentures

A 25-year financing plan has been started by 20th Century-Fox Film Corp., New York. Proceeds will be used to pay "bank borrowings originally incurred for working capital purposes, primarily for the maintenance of film inventory." The offering allows company shareholders to subscribe for $28,138,600 of 5¾% convertible subordinated debentures, due Dec. 1, 1992, based upon $100 principal amount of debentures for each 25 common shares, held as of record Nov. 22, 1967. The debentures are convertible into common stock at $25 a share. The subscription deadline is Thursday (Dec. 7).

FM registers 43% of all radio sales

Sales of FM radios now account for almost 43% of all radio sales and will probably equal the sales of AM radios in 1968, according to William B. Keepin, manager of the Norelco radio department of North American Phillips Co.

"This compares with 35% of all radio sales in 1966, and only 10.4% in 1960. At this rate of growth, FM sales will jump to 60% of total sales by 1970," according to Mr. Keepin.

Columbia's income sets record

Columbia Pictures announced last week that both gross income and net income were at record levels for the first three months of the current fiscal year.

For the 13 weeks ended Sept. 30, 1967 and Sept. 24, 1966:

	1967	1966
Earned per share	$0.66	$0.29
Gross income	49,006,000	46,125,000
Net income	1,419,000	647,000

FATES & FORTUNES

BROADCAST ADVERTISING

Kensinger Jones, executive VP and creative director, Campbell-Ewald Co., Detroit, resigns effective Jan. 2, 1968. He has been with agency 10 years.

Jack Sidebotham, creative director, LaRoche, McCaffrey & McCall, New York, joins William Esty Co. there as senior VP and creative director, also in charge of art services.

Ken Sullet, senior VP and creative director for Carson/Roberts/Inc., Los Angeles, resigns, effective Jan. 5, 1968, to form Ken Sullet & Associates.

Herbert Gandel, media director for Harvey & Carlson, New York, joins Delehanty, Kurnit & Geller, that city, in newly created post of VP, media research and planning.


Mr. Tilson

Thomas Tilson, VP and general sales manager, Metro TV Sales, New York, named to new post of executive VP and general manager.

Susanne Kirtland, creative director for AC&R Advertising Inc., subsidiary of Ted Bates & Co., New York, elected VP.

Ernest Hachmeister, with WRHL Rochelle, Ill., named sales VP.

Boris Pritcher named VP of public relations and sales promotion for Pablo Ferro Films, New York commercial producers.

Rocco Campanelli, VP and senior art director, McCann-Erickson, New York, joins Kenyon & Eckhardt, that city, as senior art director on Mercury account. **Louis Centlivre,** McCann copy group head, joins same account at K&E as senior copy writer.

Dick Reynolds, with WEEZ Chester, Pa., named VP and general sales manager.

Charles A. Mehos, treasurer, and **Philip H. Cohen,** advertising director, elected to board of directors, American Tobacco Co., New York.

Edward G. A. West, assistant director of marketing with Gray & Rogers,

Kirkpatrick named by farm broadcasters

Keith Kirkpatrick, WHO-AM-TV, Des Moines, Iowa, was elected president of National Association of Farm Broadcasters Nov. 26, succeeding Bob Nance, WMT-AM-TV Cedar Rapids, Iowa. Other officers elected at annual NAFB meeting in Chicago include: VP, **Wayne Liles,** KWTV(TV) Oklahoma City; secretary-treasurer, **Jack Crowner,** WAVE-AM-TV, Louisville, Ky., and historian, **Bob Buice,** KARK Little Rock, Ark. Newly elected chairman of associate membership executive committee is **Joe Bradshaw,** WRFD Worthington, Ohio.

Philadelphia, appointed director of marketing for T. L. Reimel Advertising, that city.

Walter R. Avis, Robert R. Kingsbury and **Paul E. Rowe** elected VP's, N. W. Ayer & Son. Mr. Avis, planning director in Philadelphia office, becomes VP and marketing director. Mr. Kingsbury, New York account executive, is VP and account supervisor for New York. Mr. Rowe account supervisor, becomes VP and account supervisor, Philadelphia.

George Hill, copy supervisor, Kenyon & Eckhardt, Boston, named copy group head at BBDO, that city.

C. E. (Pep) Cooney, on sales staff of KRON-TV San Francisco for eight years, named general sales manager for station.

Robert A. Fishman, station manager of WRAP-AM-FM Norfolk, Va., appointed to newly created post of general sales manager, WOL-AM-FM Washington. **Robert Berman,** classified manager of *Northern Virginia Sun*, Arlington, Va., named account executive at WOL-AM-FM.

Lou Silverstein, sales manager of KRIZ Phoenix, named national and local sales manager of KPAZ-TV, that city.

Danny Sheelds, with WCAO Baltimore, joins WEBB there as local sales manager.

Dick Calender, sales manager for KNBR San Francisco, resigns to join Varner-Ward, San Francisco car-leasing company.

Peter C. Schneider, account executive for KNEW Oakland, Calif., named to same position with KNXT(TV) Los Angeles.

Harold D. Liptz, account executive for KNEW Oakland, Calif., and formerly for Grey Advertising, New York, joins KBHK-TV San Francisco in same position.

Burt Shavitz, account executive with Edward Petry & Co., Chicago, joins Avco Radio Television Sales Inc, there, formerly Broadcast Communications Group, as account executive in rep's television division (see page 53).

Dick Lumenello, former regional sales manager for KXOA Sacramento, Calif., and senior account executive for KISN Portland, Ore., resigns as general manager of KOWN Escondido, Calif., to become general sales manager of WSLR Akron, Ohio. **Perry A. Frey,** account executive at WSLR, appointed local sales manager.

Thomas P. Brown, formerly with WGCM Gulfport, Miss., WESX Salem, Mass., and WLYN Lynn, Mass., and **William J. Collins,** with WHDH-AM-FM-TV Boston, named account executives for WHDH-AM-FM.

Robert Pates, with WCFL Chicago, named account executive for WIND, that city.

Gary Popkins, with WKPA New Kensington, Pa., and WYDD(FM) Pittsburgh, appointed account executive at KQV Pittsburgh.

Robert J. Bullen, with Grey Advertising, New York, joins Stone Representatives there as sales executive.

Joel B. Harris appointed account executive for Cotton Maid Laundry Starch account, D'Arcy Advertising Co., St. Louis. **Jack Forcelledo** joins D'Arcy as assistant account executive for Banquet Canning Co. account.

Berney Jones, TV producer for J. Walter Thompson Co., appointed producer with Videotape Center, New York.

Dwight Reed Jr., H-R Radio, St. Louis manager, named to Chicago radio sales staff, replacing **Rex Lathen. Fred Johnson,** Bomar Lowrance & Associates salesman, replaces Mr. Reed in St. Louis. **Ron Leppig,** Chicago salesman, named assistant midwestern sales manager. H-R television's VP and director of station relations in Chicago. **Grant Smith,** elected VP in charge of Chicago sales. He replaces **Bill Hunefeld,** whose plans will be announced later.

Kathy B. Koop, radio and TV media supervisor and copy writer for Eagle Food Centers Inc., Milan, Ill., joins creative copy group of Sperry-Boom Inc., Davenport, Iowa.

Ken Glover, with Oscar Mayer Packing Co., Chicago, and Dreher Packing Co., Columbia, S. C., appointed regional sales representative for WLOS-TV Asheville, N. C.

Stephen E. McCallum, with electronic components division of General Electric Co., Chicago, appointed head of newly established public relations department of Jack M. Doyle Advertising, Louisville, Ky.

William J. Lahr III, with Al Paul Lefton Co., Philadelphia, named assistant controller.

Robert Hartman, with Cleveland office of *Look* magazine, joins WJW-TV there as account executive.

Robert Young, manager of NBC Radio Spot Sales, San Francisco, named account executive for NBC-owned KNBR, that city.

MEDIA

Charles H. Cash Jr., with WJRJ-TV Atlanta, named general manager of WYNX Smyrna, Ga.

Paul Jay Jacobson, with WIL St. Louis, WCCO and KSTP-AM-FM-TV, both Minneapolis-St. Paul, appointed station manager of WQUA Moline, Ill.

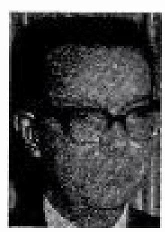
Raymond W. Baker, Manhattan, Kan., elected president of Mid-America CATV Association. Other officers elected: **Galen Gilbert,** Neosho, Mo., first VP; **Hal Phillips,** Blackwell, Okla., 2d VP; **Kenneth Schuelein,** Elk City, Okla., secretary-treasurer.

Jack G. Carnegie, KONO San Antonio, Tex., elected chairman of newly formed San Antonio Radio Broadcasters Association. Other officers elected: **Dave Scribner,** KITE Terrell Hills, vice chairman, and **Ed Montray,** KBAT San Antonio, organizational committee chairman.

John B. Summers, staff member of general counsel's office of FCC, Washington, appointed assistant general counsel of National Association of Broadcasters, that city.

Claire Feldman named to newly created position of manager of administration and purchasing control for CATV division of Teleprompter Corp., New York.

PROGRAMING



Mr. McLaughlin

Jack McLaughlin, manager, United Artists Television's service headquarters, Cincinnati, elected VP in charge of station services.

Ray Orford, program director for WRHL Rochelle, Ill., named VP of operations.

Don Getz, VP-international of Official Films Inc., New York, resigns to enter independent film production.

Rufus J. Pederson, production manager at KATU(TV) Portland, Ore., joins

KBHK-TV San Francisco as executive producer.

Robert Gilmore resigns 10-year association with WHDH-TV Boston as producer-director and managing producer to form own company, Image Arts Inc., Brockton, Mass., production company and consulting service for TV, motion pictures, radio and related communications media.

Albert W. Uzzell, production manager for WTVW-TV Evansville, Ind., joins staff of KTHI-TV Fargo-Grand Forks, as operations manager.

Gene Moss, sales promotion manager of radio division, Edward Petry & Co. and CBS Films, named sales promotion manager of Peter M. Robeck & Co., New York, U. S. distributor of BBC-TV productions.

Arthur J. Wander, formerly with WMGM (now WHN) and WOR-FM, both New York, and WKBW Buffalo, N. Y., appointed national program director for Group One Radio (WAKR Akron, and WONE Dayton, both Ohio; KBOX Dallas).

Joseph Laughlin, formerly with WCBS-TV New York and WTVT(TV) Tampa-St. Petersburg, Fla., named programing manager of WVTV(TV) Milwaukee.

Gary T. Bourgois, with Northern Michigan University, Marquette, appointed production director of WJPD Ishpeming, Mich.

Duke Martin, country-music broadcast personality, named director of program operations for KEEN San Jose, Calif.

Hal Moore, on-air personality for WHK Cleveland, appointed program manager for WKYC, that city.

Raul Davila, actor, named assistant program director for Spanish-language station WNJU-TV Linden-Newark, N. J.

David Connell, producer with Robert Keeshan Associates, New York, and executive producer of *Captain Kangaroo* on CBS-TV, resigns to become VP, Ken Snyder Enterprises, that city. **Al Hyslop,** named VP at Keeshan, continues as *Captain Kangaroo* producer and assumes Mr. Connell's duties.

Leslie Stevens, director and writer, named producer of Universal TV's *It Takes a Thief* series to start on ABC-TV Jan. 9, 1968.

Tom Benko, film editor for KNXT (TV) Los Angeles, joins film editor staff of KHJ-TV, that city.

Tom Sheldon, news director, appointed program/news director, and **David P. Conrad,** assistant production director, appointed sports/program director at WFIN Findlay, Ohio.

NEWS


Mr. Capellaro

William H. Capellaro, assistant news director of WISN-TV Milwaukee, named news director succeeding **Jon Esther,** who resigns to become area sales manager for Field Enterprises Educational Corp. in Milwaukee.

Herman Kogan resigns as assistant general manager of news and newspapers for Field Communications Corp. and WFLD(TV) Chicago to become editor of Book Week, *Chicago Sun-Times* literary supplement, effective Jan. 2, 1968.

Steve Delaney, news director at WSOC-TV Charlotte, N. C., joins NBC News as Columbus (Ohio) reporter for NBC News bureau in Cleveland.

George Reading, newsman with WBBM-TV Chicago, joins WBZ-TV Boston as anchorman-reporter on station's 11-11:30 p.m. news.

Frank Adams, with KALL Salt Lake City, joins UPI staff in Helena, Mont., replacing **Jim Buchanan** who transfers to UPI's national radio department in Chicago. **Alex J. Michelini,** manager of UPI bureau in Newark, N. J., named UPI New Jersey state news manager. **Arthur Golden** of Washington bureau joins international bureau there, replacing **Paul J. Wyatt,** who transfers to Mexico City bureau. **Mike Hughes** becomes European sports editor at London bureau, replacing **Henry W. (Paddy) Thornberry,** who transfers to New York bureau as assistant editor.

EQUIPMENT & ENGINEERING

Aaron R. Wall, general manager for Telepro Industries Inc., Cherry Hill, N. J., named president.

Bryce S. Durant, president, RCA Sales Corp., Indianapolis, assumes additional duties as division VP and general manager, RCA Victor home instruments division, effective Jan. 1, 1968. He succeeds **Raymond W. Saxon,** appointed to new position of VP, consumer products services. Mr. Durant has been with RCA 17 years, Mr. Saxon 27 years. Both will continue at Indianapolis center, reporting to **Delbert L. Mills,** who assumes new post of senior executive VP, consumer products and components, Jan. 1, 1968.

Bud Blaksley, western sales manager for Rohn Manufacturing Co., Peoria, Ill., appointed sales manager for Jampro Antenna Co., Sacramento, Calif.

Gilbert K. Jaeger, systems engineer for RCA since 1959, named manager of systems engineering for Ward Electronic Industries, Clark, N. J.

Richard C. Steinbach, for six years with consumer electronics division of General Electric Co., Syracuse, N. Y., appointed supervisor of quality control for Craftsman Electronic Products Inc., Manlius, N. Y.

FANFARE

Robert P. Rimes, assistant advertising sales promotion manager for Westinghouse Broadcasting Co., New York, named to newly created position of manager, station group promotion.

Robert M. Grebe, with Grey Public Relations, New York, since 1964, elected VP, Grey PR.

F. Peter Model, managing partner of F. P. Model & Co., Boston, PR consultants, moves to New York where firm will associate with Merton Fiur Associates Inc. New base of operations for F. P. Model & Co. will be at 743 Fifth Ave., New York 10022. (212) Plaza 2-8338.

Herman P. Pressler Jr., VP for public relations, Humble Oil & Refining Co., Houston, retired after 34 years with company. He will return to general law practice, becoming fourth partner in Houston firm of Anderson, Brown and Orn.

Erwin Rosner, general sales manager for WKYC Cleveland, joins S. Jay Reiner Co., Mineola, N. Y., in same position. Firm specializes in promotions for radio and TV stations.

Marvin M. Freeman, promotion manager for KPLR-TV St. Louis, joins WKBS-TV Burlington, N. J.-Philadelphia as promotion manager.

Alan Ebner, in television press department of Universal City Studios, Universal City, Calif., named manager of department.

William F. Johnson, copy writer and account executive with Public Relations Associates of Stockton, Calif., joins PR staff of Hoefer, Dieterich & Brown, San Francisco.

Dennis M. Collins, advertising manager of Volkswagen Mid-America Inc., Volkswagen distributor for Arkansas, Missouri, Nebraska and Kansas, joins account service staff of Ridgway Advertising Agency, St. Louis.

John Lennon appointed director of development for Eastern Educational Radio Network, Washington.

Thor Holmes, promotion and PR consultant, named promotional manager for Davis Broadcasting Co., Santa Ana, Calif.

Larry A. Wagner, promotion manager for WIBW-AM-FM-TV Topeka, Kan., joins promotion department of WDAF Kansas City, Mo.

Bruce F. Jensen, production coordinator for ABC Radio network news, New York, appointed on-air promotion writer for WCBS, that city.

Adele Klate, house accounts supervisor for The Mort Salowitz Organization, Hollywood promotion agency, appointed supervisor.

Melvin S. Warenback, assistant advertising director for F. W. Woolworth Co. in 11 western states, joins KBHK-TV San Francisco as promotion specialist.

INTERNATIONAL

Jacques Filteau, executive assistant to general manager of La Television de Quebec (Canada) Ltee., Quebec City, appointed general manager of CJRC Ottawa, due to go on air next spring.

William H. Watkins, deputy chief engineer of FCC, Washington, elected by International Telecommunication Union as one of two representatives of Americas to join experts from nine other countries in Geneva for purpose of drafting constitutional type of charter for ITU to replace organization's present basic document.

Remi Crasto appointed director of Latin American and Far East sales for Commonwealth United Entertainment Inc., New York production firm.

Grant Worrell, with The Interpublic Group of Companies Inc., New York, appointed chief of broadcast support division of Voice of America, Washington.

Lloyd Yoder, former NBC VP, dies on West Coast

Lloyd E. Yoder, 64, who retired in 1965 as NBC VP and general manager of WMAQ-AM-TV Chicago after 38 years of service with NBC, died on Nov. 30 in Children's hospital, San Francisco. He had undergone surgery earlier in the month.

Mr. Yoder began his broadcasting career in 1927 in the NBC press department in San Francisco (BROADCASTING, Sept. 15, 1937) and later served as general manager of nine NBC-owned television and radio stations in San Francisco, Denver, Cleveland, Philadelphia and Chicago.

He was an All-American football player while a student at Carnegie Tech. He recently was nominated for the National Football Foundation's Hall of Fame.

Mr. Yoder is survived by his wife, Mrs. Alma Cella Yoder, whom he married in 1953.

DEATHS

Clarence D. Newell, 91, who retired in 1950 as president of Newell-Emmett Co., later reorganized as Cunningham & Walsh, died Nov. 27 at his home in Montclair, N. J. He was one of founders of Newell-Emmett in 1919 where he served as senior partner and president. He was also former chairman of American Association of Advertising Agencies. His wife, Alberta, and daughter survive.

Albert Warner, 84, one of four brothers who founded Warner Bros. Pictures, now Warner Bros.-Seven Arts, died Nov. 26 in his winter home in Miami Beach, Fla. With brothers Jack, Sam and Harry, Albert Warner started international film production, distribution and exhibition company with family theater in New Castle, Pa., in 1903. Before retiring from Warner Bros., Mr. Warner was VP and treasurer, specializing in financial matters of New York-based company. He is survived by his wife, Bessie, and brother, Jack.

Fred Harner, 55, VP in charge of Cincinnati office for MCA TV, New York, was killed when struck by car near his home Nov. 21. Mr. Harner joined MCA TV in 1954 and became VP in November 1965. Prior to joining company, he had been account executive with WCPO-TV Cincinnati. He is survived by his wife and daughter.

John Franklin Carter, 70, NBC radio commentator in 1938 and 1939, died of heart attack Nov. 28 in his office in Washington. Mr. Carter worked as aide and speech writer for Presidents Franklin D. Roosevelt and Harry S Truman. He is survived by his wife, Sheila, and daughter.

Cameron Prud'Homme, 75, radio, television, film and stage actor, died Nov. 27 at Chilton Memorial hospital, Pompton Plains, N. J. Mr. Prud'Homme had roles in many major radio dramas before advent of television, then continued his career with appearances in TV dramatic shows such as *Robert Montgomery Presents* and *Studio One.* Surviving is his daughter.

Aaron Michelson, 89, active in international broadcasting for 33 years, died in New York, Nov. 25. In early 1930's, Mr. Michelson was responsible for exporting American radio transcriptions to Australia, and in 1956 with his son, Charles, became active in exporting U.S.-TV film series to Australia and other overseas markets. He retired three years ago.

Albert McGeagh, 66, deputy chief of communications branch of U.S. Information Agency's press service, died of heart attack Nov. 28 in ambulance while enroute to George Washington University hospital in Washington.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 22 through Nov. 29, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann. announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

FINAL ACTION

Arecibo, P. R.—Caribbean Broadcasting Corp. Broadcast Bureau granted UHF ch. 54 (710-716 mc); ERP 5.75 kw vis., 1.15 kw aur. Ant. height above terrain minus 100 ft.; above ground 140 ft. P. O. address: 32 Jose de Diego Ave., Arecibo 00613. Geographic coordinates: 18° 28′ 32″ north lat.; 66° 42′ 45″ west long. Type trans. GE 4TF-7A1. Type ant. GE TY-21-E. Legal counsel A. L. Stein, consulting engineer John J. Keel, both Washington. Principal: Juan F. Piza, president Caribbean Broadcasting Corp., licensee of WCMN Arecibo. Action Nov. 21.

OTHER ACTIONS

■ Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 10834, 17582-17584, granted appeal of Antwin Theatres Inc., from hearing examiner's denial of its petition to intervene, filed Sept. 29; vacated hearing examiner's order (released Sept. 25) denying Antwin's petition to intervene; granted petition to intervene filed Aug. 21, by Antwin Theatres Inc.; made Antwin Theatres Inc., party to this proceeding; denied motion to enlarge issues, filed Aug. 21, by Antwin Theatres Inc.; and made any grant to Florida-Georgia Television Inc., subject to condition. Board member Kessler abstaining. Board member Nelson absent. Action Nov. 20.

■ Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 10834, 17582-17584, granted petition for enlargement of issues, filed Aug. 10, by Florida-Georgia Television Inc., in part and denied in part; and denied request for order, filed Oct. 2, by Florida Gateway Television Co. Board member Kessler not participating. Action Nov. 22.

■ Review board in Durham, N. C., TV broadcast proceeding, Docs. 17670-72, denied petition to enlarge issues filed by Triangle Telecasters Inc., Sept. 11. Action Nov. 28.

ACTION ON MOTION

■ Hearing Examiner Isadore A. Honig on Nov. 22 in Baton Rouge, and Macon, Ga. (Romac Baton Rouge Corp., Miss Lou Broadcasting Corp., Romac Macon Corp.) TV and FM proceeding, granted Romac Baton Rouge Corp. and Romac Macon Corp. motion and received in evidence Romac exhibit 10; closed record of hearing on Romac Baton Rouge Corp., Baton Rouge, in Doc. 17005: further ordered proposed findings to be filed by Dec. 22 and any replies thereto by Jan. 9, 1968 (Docs. 17005, 17317, 17517-8).

DESIGNATED FOR HEARING

■ Commission has designated for consolidated hearing mutually exclusive applications for new televisions to operate on UHF ch. 67 at Patchogue, N. Y. Long Island Video Inc. requests operation with ERP 219 kw vis. and ant. height of 440 ft. Granik Broadcasting Co. requests operation with ERP 244 kw vis. and ant. height of 397 ft. Granik Broadcasting Co. proposes to locate its main studios at its trans. site outside corporate limits of Patchogue with commission approval, and proposes to modify existing ant. structure of WPAC to accommodate its television ant. Both applicants have CATV interests. Long Island Video's sole stockholder, Broadcast Industries Corp., has wholly owned subsidiary, AAA Cablevision Corp., which has interests in CATV systems. Broadcast Industries is owner of WJPB-TV Inc., licensee of WDTV(TV), ch. 5, Weston, W. Va., and through its stock ownership in LIN Broadcasting Corp., has interests in five AM, one FM, and in WAND-TV, ch. 17, at Decatur, Ill. Theodore Granik, one of principals of Granik Broadcasting, is 51% stockholder and director of CATV Enterprises Inc., which proposes to operate CATV system to serve portion of New York City. He is also 40% stockholder, president and director in an applicant for new television to operate on ch. 50 in Washington. In event of grant of either application, grant will be made without prejudice to any action commission may take as a result of pending proceeding in notice of inquiry into developing patterns of ownership in CATV Industry, Doc. 17371. Action by commission Nov. 22, by order. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson.

Existing TV stations

FINAL ACTIONS

KITR(TV) San Bernardino, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 269 kw vis., 53.7 kw aur. make changes in ant. structure and decrease ant. height to 2,340 ft. Action Nov. 21.

***WQTV(TV) Binghamton, N. Y.**—Broadcast Bureau granted mod. of CP to change ERP to 500 kw vis., 100 kw aur., trans. location to Ingraham Hill Road, town of Vestal, studio location to Vestal Parkway East, town of Vestal, change type trans., type ant., ant. structure and increase ant. height to 1,230 ft.; condition. Action Nov. 20.

WRAL-TV Raleigh, N. C.—Broadcast Bureau granted CP to change type ant. Action Nov. 22.

WKBF-TV Cleveland—Broadcast Bureau granted mod. of CP to change ERP to 851 kw vis., 12.6 kw aur., studio location to 21300 St. Clair St., Euclid, change type trans., type ant., ant. structure, ant. system, increase ant. height to 1,080 ft., change trans. location to 0.33 miles west of Ohio route 94, 1.88 miles south southwest of Parma. Action Nov. 20.

WKTO-TV Nashville—Broadcast Bureau granted mod. of CP to change ERP to 468 kw vis., 46.8 kw aur., trans. location to north of Hickory Boulevard, 2.3 miles west of Brentwood, change type trans. type ant., make changes in ant. structure, change ant. height to 1,360 ft. Action Nov. 20.

KDTV(TV) Dallas — Broadcast Bureau granted mod. of CP to change ERP to 631 kw vis., 64.6 kw aur., specify studio location as 3900 Harry Hines Boulevard, Dallas, change type trans., type ant., increase ant. height to 1,690 ft.; condition. Action Nov. 21.

■ Commission has denied requests by seven of nine applicants for television ch. 13, Rochester, N. Y., to reconsider decision granting ch. 13 to Flower City Television Corp. (Docs. 14394-5, 14460-2, 14464-8). The seven are: Genesee Valley Television Co.; Community Broadcasting Inc.; Heritage Radio and Television Inc.; Main Broadcast Co.; Federal Broadcasting System Inc.; Citizens Television Corp., and Rochester Telecasters Inc. Some petitioners argued that there has been no valid initial decision in this proceeding, that they have been deprived of their right to file exceptions to proper initial decision, and that commission decision is consequently procedurally defective. Action by commission Nov. 22, by memorandum, opinion and order. Commissioners Hyde (chairman), Lee, Loevinger and Wadsworth; Commissioners Bartley and Johnson dissenting; Commissioner Cox not participating.

INITIAL DECISION

■ Application of Selma Television Inc., licensee of WSLA-TV Selma, Ala., for CP to change trans. location and increase power has been denied in an initial decision by Hearing Examiner Forest L. McClenning (Doc. 15888). Selma had applied for either directional or nondirectional operation, and had asked for CP to change trans. location, specify ant. site at West Blocton, increase ant. height to 1,844 feet, and increase vis. power to 316 kw. Commission designated application for hearing on March 22, 1965. Initial decision becomes final unless appealed by one of parties or reviewed by commission on its own motion. Action Nov. 28.

ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle on Nov. 21 in Laogo, Fla. WLCY-TV Inc. [WLCY-TV]) TV proceeding, granted request by WLCY-TV Inc. and extended time for filing reply findings from Nov. 30 to Dec. 4 (Doc. 17051).

FINE

■ Commission has ordered Community Telecasting Service, licensee of WABI-TV Bangor, Me., to pay forfeiture of $1,000 for repeated violation of sponsorship identification requirements of Sec. 317 of Communications Act of 1934, as amended, and Sec. 73.654 of commission's rules. Action by commission Nov. 22, by memorandum, opinion and order; Commissioners Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson, with Commissioner Hyde, chairman, dissenting.

CALL LETTER APPLICATION

■ KONO-TV, The Outlet Co., San Antonio, Tex. Requests KSAT-TV.

New AM stations

APPLICATIONS

Monticello, Miss.—James Ernest Clinton. Seeks 1270 kc, 1 kw-D. P. O. address: 1006 Arlington, Clinton 39056. Estimated construction cost $12,354.50; first-year operating cost $16,896; revenue $16,896. Principal: Mr. Clinton is marketing services officer with commercial bank. Ann. Nov. 27.

Camuy, P. R., Camuy Broadcasting Corp. —Seeks amendment to application, which requests CP for new AM, to delete request for nighttime operation, and change from DA-1 to DA-D. Ann. Nov. 22.

Crozet, Va.—George G. Cory. Seeks 810 kc, 250 w-D. P. O. address: Route 4, Box 263, Charlottesville, Va. 22901. Estimated construction cost $25,500; first-year operating cost $62,000; revenue $76,000. Principal: Mr. Cory owns beef cattle farm and is sales manager in real estate company. Ann. Nov. 22.

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Nov. 30

	ON AIR		NOT ON AIR	Total
	Lic.	CP's	CP's	Authorized
Commercial AM	4,148[1]	11	91	4,252
Commercial FM	1,716	46	254	2,016
Commercial TV-VHF	493[2]	8	13	517
Commercial TV-UHF	116[2]	24	164	306
Educational FM	320	5	31	356
Educational TV-VHF	67	4	5	76
Educational TV-UHF	52	18	40	110

STATION BOXSCORE

Compiled by FCC, Oct. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,145[1]	1,712	608[2]	319	118
CP's on air (new stations)	9	41	33	6	23
CP's not on air (new stations)	93	251	172	31	45
Total authorized stations	4,249	2,004	818	356	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	2	0	0

[1] In addition, two AM's operate with Special Temporary Authorization.
[2] In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

FINAL ACTION

De Soto, Mo.—De Soto Broadcasting Co. FCC granted 1190 kc, 1 kw-DA-D, D. P. O. address: c/o Maurice W. Covert, esq., Box 97, Houston, Mo. 65483. Estimated construction cost $46,458; first-year operating cost $42,000; revenue $60,000. Principals: Maurice W. Covert, Nolan R. Hutcheson, Warren R. McKnight, William H. Duff, Raymond E. Duff, S. E. Ferguson and Pinkney B. Cole. All stockholders excluding Mr. Cole own KBTC-AM-FM Houston, Mo. Mr. Cole is general manager of KBTC-AM-FM. Mr. Covert is attorney, Mr. Hutcheson is owner of oil company. Mr. McKnight is owner of drug company. William Duff is owner of auto parts store. Raymond E. Duff is owner of funeral home. Mr. Ferguson is owner of automobile agency. Commissioner Bartley dissenting. Action Nov. 22.

OTHER ACTIONS

■ Review board in Mobile, Ala., AM Broadcast proceeding, Doc. Nos. 17555-17558, granted request for clarification, filed Oct. 4, by Mobile Broadcast Service Inc. Action Nov. 27.

■ Review board in Macon, Miss., AM broadcast proceeding, Docs. 17444-17445. Set aside memorandum, opinion and order, that granted Broadcast Bureau's petition to enlarge issues, filed Aug. 1, which dismissed as moot Broadcast Bureau's petition for reconsideration, filed Sept. 27. Action Nov. 22.

CALL LETTER APPLICATIONS

■ Lake Powell Broadcasting Co., Page, Ariz. Requests KPGE.

■ Durgin Associates Inc., Gardiner, Me. Requests WABK.

CALL LETTER ACTIONS

■ Tri-Lakes Broadcasting Co., Water Valley, Miss. Granted WVLY.

■ Charles Lutz & Erwin Gladdenbegk, Shell Lake, Wis. Granted WCSW.

■ Tomahawk Broadcasting Co., Tomahawk, Wis. Granted WILT.

DESIGNATED FOR HEARING

■ Wanchese-Midway Park-Maysville, N. C. (Outer Banks Radio Co., Onslow County Broadcasters, Hendon M. Harris), AM applications designated for hearing. Commission has designated for consolidated hearing three mutually exclusive applications for daytime AM to operate on 1530 kc: Douglas Lystra Craddock and Lacy Phil Wicker d/b as Outer Banks Radio Co. to operate with 250 w at Wanchese; J. M. Farlow and William D. Mills d/b as Onslow County Broadcasters to operate with 1 kw, 250 w (CH) at Midway Park; and Hendon M. Harris to operate with 500 w at Maysville. Hearing issues include determination as to financial qualifications of Hendon M. Harris, Maysville; whether tower proposed by Onslow County Broadcasters at Midway Park would constitute menace to air navigation; and areas and populations that would receive primary service from each of proposed operations. Federal Aviation Administration is made party to proceeding. Midway Park and Maysville proposals would provide first local service in communities. In event of grant of either of these applications, CP would provide that permittee accept overlap during critical hours that may be received due to grant of pending applications of 1530 Radio requesting 1530 kc at Chapel Hill, N. C. By order; Commissioner Cox concurring. Action Nov. 22.

Existing AM stations

APPLICATIONS

KNUI Makawao, Hawaii—Seeks mod. of CP which authorized increased power and install new trans., to change station location to Kahalui, Hawaii; change ant.-trans. location to on Mokulele, Hawaii, 6.7 miles south of Kahalui, Hawaii; change studio location to 73 Puunene Avenue. Ann. Nov. 22.

WXOK Baton Rouge—Seeks CP to change ant.-trans. location to 0.1 mile east of Baton Rouge Harbor, Baton Rouge. Ann. Nov. 29.

WKJR Muskegon Heights, Mich.—Seeks CP to increase power from 1 kw (250 k CH) to 10 kw; install DA-D; change ant.-trans. location to on Harveg Street, 2.5 miles south of Muskegon Heights, Mich., and install new trans. Ann. Nov. 22.

WHRL Albany, N. Y.—Seeks CP to change frequency from 103.1 mcs, ch. 276 to 107.7 mcs, ch. 299; install new trans. (GE BF-3-A); and change TPO to 9.767 kw and ERP to 40 kw. Ann. Nov. 29.

KBND Bend, Ore.—Seeks CP to increase daytime power from 5 kw to 10 kw, change from DA-2 to DA-N, and install new trans. Ann. Nov. 24.

WHJB Greensburg, Pa.—Seeks CP to increase daytime power from 1 kw to 5 kw, make changes in daytime DA system, and install new trans. Ann. Nov. 24.

FINAL ACTIONS

KFBR Nogales, Ariz.—Broadcast Bureau granted license covering new AM. Action Nov. 20.

WAVZ New Haven, Conn.—Broadcast Bureau granted mod. of CP to make changes in DA pattern nighttime. Action Nov. 27.

WKIZ Key West, Fla.—Broadcast Bureau granted license covering change in DA-pattern, and renewal of license. Action Nov. 20.

WLOQ Winter Park, Fla.—Broadcast Bureau granted CP to install new type trans., vertical polarization, new type ant. Action Nov. 20.

WLOP Jesup, Ga. — Broadcast Bureau granted CP to make changes in ant. system. Action Nov. 21.

KDSN Denison, Iowa—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2.5 miles northeast of business district, Denison, make changes in ant. system; condition. Action Nov. 27.

WTRI Brunswick, Md.—Broadcast Bureau granted CP to increase power from 250 w to 500 w; condition. Action Nov. 17.

KWEB Rochester, Minn.—Broadcast Bureau granted CP to change hours of operation, using power of 1 kw-5 kw-LS, change trans. and studio location, install DA-2, install new type trans. Action Nov. 21.

WTLB Utica, N. Y.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an alternate-main trans. Action Nov. 20.

WWKO Fair Bluff, N. C.—Broadcast Bureau granted license covering new AM. Action Nov. 20.

WJER Dover-New Philadelphia, Ohio—Broadcast Bureau granted CP to make changes in ant. system; conditions. Action Nov. 21.

WNAE Warren, Pa.—Broadcast Bureau granted CP to move auxiliary trans. to 310 Second Avenue, Warren, and install auxiliary ant. Action Nov. 21.

WLIK Newport, Tenn.—Broadcast Bureau granted CP to change hours of operation from daytime to unlimited, ERP 500 w, install DA-N, change ant.-trans. and studio location to 1.7 mile west of center of Newport; conditions. Action Nov. 17.

KWHI Brenham, Tex.—Broadcast Bureau granted CP to change ant.-trans. location to Dixie Street, 800 ft. north of U. S. Highway 290 and intersection of Loop 36, Brenham, Tex., make changes in ant. system. Action Nov. 21.

WCMS Norfolk, Va.—Broadcast Bureau granted CP to increase power, install new type trans., DA-D. Action Nov. 24.

KREM Spokane, Wash.—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action Nov. 20.

OTHER ACTIONS

■ Lehighton, Pa. (Valley Broadcasting Co. [WYNS]) petition for reconsideration denied; retendered application returned. Commission has denied petition for reconsideration filed Sept. 29 by Valley Broadcasting Co. directed against commission's Aug. 30 action returning Valley's application to increase power from 1 kw to 5 kw with directional ant., operating daytime on 1150 kc at Lehighton, Pa. Valley also retendered its application. Commission found proposed enlargement of WYNS's service area would result in greater prejudice to future class II-A assignments, rather than less, as contended by WYNS. "Upon reconsideration," Commission said, "we can find no reason to reverse our previous ruling." By memorandum, opinion and order; Commissioner Cox concurring and issuing statement; Commissioner Johnson concurring and joining in statement. Action Nov. 22.

■ Vancouver, Wash. (Western Broadcasting Co. [KKEY]) AM request to move to Portland, Ore., granted. To provide more equitable distribution of facilities, commission has granted application of Ralph C. Weagant tr/as Western Broadcasting Co. to change facilities of KKEY on 1150 kc, from operation with 1 kw power at Vancouver, Wash., to 5 kw power with directional ant. at Portland, Ore. Commissioners Bartley, Cox and Johnson dissenting. Action Nov. 22.

ACTION ON MOTION

■ Hearing Examiner H. Gifford Irion on Nov. 22 in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]) AM proceeding. Continued prehearing conference scheduled for Nov. 30 to 10 a.m. on Dec. 21 (Doc. 17777).

RULEMAKING ACTION

■ Pullman, Wash. (Washington State University [KWSC]) application accepted for filing. Commission has waived minimum separation requirements of Sec. 73.37 of rules and accepted for filing application by Washington State University, licensee of noncommercial AM KWSC Pullman, Wash., to move its ant.-trans. site 4.7 miles and increase ant. height from 224 to 480 ft. Move is necessary because of construction of new dormitories on WSU campus. Proposal will create an increase of 3.5 miles in adjacent channel overlap with KVNI Coeur d' Alene, Idaho. KVNI has agreed to accept additional interference. Action Nov. 22.

CALL LETTER APPLICATION

■ WGYW, J. B. Broadcasting Ltd., Knox-

PROFESSIONAL CARDS

ville, Tenn. Requests WJBE.

CALL LETTER ACTIONS

■ KSPA, Rancho Broadcasting Inc., Santa Paula, Calif. Granted KQIQ.

■ WWDS, Radio Everett Inc., Everett, Pa. Granted WSKE.

PRESUNRISE AUTHORITY

■ Commission, by Broadcast Bureau, took following actions on dates shown: Pursuant to Sec. 73.99 of FCC rules until further notice, following AMs have been granted Presunrise Service Authority (PSA) from 6 a.m. Local time or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime antenna system and with power as shown: 1140 kc, WSIV Pekin, Ill., 160 w, WRVA protected station, action Oct. 25; 810 kc, KWSR Rifle, Colo., 9 w, WKY protected station, and 1510, Fresno, Calif., 500 w, KGA protected station, actions Oct. 31; 1140 kc, KNAB Burlington, Colo., 500 w, XEMR protected station, and 1080 kc, WMVR Sidney, Ohio, 250 w, WTIC protected station, actions Nov. 1; 940 kc, KSWM Aurora, Mo., 28 w, CBM protected station, and 1550 kc, KREK Sapulpa, Okla., 61.5 w, XEJJ protected station, actions Nov. 2; 1140 kc, KORC Mineral Wells, Tex., 4.5 w, WRVA protected station, action Nov. 7; 1530 kc, KCLR Ralls, Tex., 23.5 w, WCKY protected station, and 1550 kc, KGMO Cape Girardeau, Mo., 89 w, CBE protected station, actions Nov. 8; 810 kc, WMTS Murfreesboro, Tenn., 500 w, WGY protected station, action Nov. 15; 1000 kc, KGRI Henderson, Tex., 15.9 w, WCFL protected station, and 1550 kc, KGAR Vancouver, Wash., 500 w, XEJJ protected station, actions Nov. 16.

■ Pursuant to Sec. 73.99 of FCC rules until further notice, following AMs have been granted Presunrise Service Authority (PSA) for operation between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime antenna system and with power as shown. Stations noted (modified) have been previous authority granted as shown in prior reports: 910 kc, KBGN Caldwell, Idaho, 291 w; 1150 kc, WHMC Gaithersburg, Md., 500 w; 1250 kc, KICM Golden, Colo., 500 w; 1290 kc, KAZA Bainbridge, Ga., 500 w; 1330 kc, WARN Fort Pierce, Fla., 500 w; 1380 kc, WBBX Portsmouth, N. H., 250 w, and WKTJ Farmington, Me., 388 w, and 1440 kc, WJAB Westbrook, Me., 500 w, actions Oct. 31; 1320 kc, WDMS Lynchburg, Va., 500 w, and 1470 kc, KWRD Henderson, Tex., 500 w, actions Nov. 1; 1330 kc, WRAA Luray, Va., 500 w; 1350 kc, WLLY Wilson, N. C., 500 w; 1380 kc, KBCH Lincoln City, Ore., 500 w; 1460 kc, KBRZ Freeport, Tex., 233 w; 1480 kc, KLVL (modified) Pasadena, Tex., 446 w; 1550 kc, WRIV (modified) Coral Gables, Fla., 85 w, and 1600 kc, WARU Peru, Ind., 500 w, actions Nov. 2; 1310 kc, WBRO Waynesboro, Ga., 500 w, action Nov. 3; 910 kc, KORD Pasco, Wash., 112 w; 1280 kc, KNIT Abilene, Tex., 322 w; 1420 kc, WACT Tuscaloosa, Ala., 500 w, and 1440 kc, WPGW Portland, Ind., 500 w, actions Nov. 6; 580 kc, WILL Urbana, Ill., 335 w; 1390 kc, WRSC State College, Pa., 500 w; 1410 kc, KPAM Portland, Ore., 71 w; 1450 kc, WFTO Fulton, Miss., 500 w, and 1590 kc, WCBG Chambersburg, Pa., 500 w, actions Nov. 8; 1380 kc, KPEG Spokane, Wash., 500 w, action Nov. 16; 790 kc, KUTA Blanding, Utah, 500 w; 920 kc, WCTA Andalusia, Ala., 500 w; 980 kc, WKLY Hartwell, Ga., 500 w; 1250 kc, KDHI Twenty Nine Palms, Calif., 500 w; 1320 kc, KHIT Walla Walla, Wash., 204 w., 1380 kc, WAGS Bishopville, S. C., 500 w; 1590 kc, WTGA Thomaston, Ga., 500 w, and 1600 kc, KCFH Cuero, Tex., 500 w, actions Nov. 17.

New FM stations

APPLICATIONS

***Downers Grove, Ill.**—School District No. 99, DuPage County. Seeks 89.1 mc, ch. 206, 10 w. Ant. height above average terrain 59.2 ft. P. O. address 935 Maple, Downers Grove 60515. Estimated construction cost $6,771; first-year operating cost $300; revenue none. Principals: Fredric Lou Moore, station manager, Mauritz Gahlon, president et al. Ann. Nov. 27.

Hutchinson, Kan.—Sound Sales Inc.—Seeks amendment to application, which requests CP for new FM, to change frequency from 99.1 mcs, ch. 256 to 102.1 mcs, ch. 271. Ann. Nov. 22.

Elizabethtown, Ky.—Billy R. Evans and Keith L. Reising d/b as Hardin County Broadcasting Co. Seeks 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 300 ft. P. O. address 415 Eastern Parkway #9, Louisville, Ky. 40217. Estimated construction cost $20,140; first-year operating cost $30,522.28; revenue $35,000. Principals: Mr. Reising owns and manages WKRX-FM Louisville, Ky.; is 8% owner of Valleyanna Cable TV Inc. (CATV), and is 50% owner of real estate company. Mr. Evans is announcer salesman for WXVW Jeffersonville, Ind. and has contract to sell 14% ownership in WMTL-AM-FM Leitchfield, Ky. Ann. Nov. 24.

London, Ky.—London Broadcasting Inc. Seeks 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 189 ft. P. O. address: Box 339, London 40741. Estimated construction cost $8,700; first-year operating cost $3,600; revenue $2,000. Principals: Elmo Mills, president. Applicant owns WFTG London. Ann. Nov. 24.

Cape Girardeau, Mo.—KGMO Radio-TV Inc. Seeks 100.7 mc, ch. 264, 28.6 kw. Ant. height above average terrain 171 ft. P. O. address: Highway 61 South, Cape Girardeau 63701. Estimated construction cost $16,660; first-year operating cost $6,000; revenue $10,000. Principal: William M. Bryan, president. Applicant is licensee of KGMO Cape Girardeau. Ann. Nov. 24.

Reno, Nev.—Brian E. Cobb. Seeks 106.9 mc, ch. 295, 25 kw. Ant. height above average terrain 498.5 ft. P. O. address: 1100 Kietzke Lane, Reno 89502. Estimated construction cost $7,500; first-year operating cost $12,000; revenue $18,000. Principal: Mr. Cobb's father, Everett, is licensee of KMEV (FM) Reno, of which Brian E. Cobb was employe. Ann. Nov. 22.

Pryor, Okla.—L. L. Gaffaney d/b as Lakes Area Broadcasting Co. Seeks 104.5 mc, ch. 283, 100 kw. Ant. height above average terrain 323 ft. P. O. address: 5th at South Mill, Pryor 74361. Estimated construction cost $28,800; first-year operating cost $7,000; revenue $6,000. Principal: Mr. Gaffaney is licensee of KOLS Pryor. Ann. Nov. 27.

Salem, Va.—WRIS Inc. Seeks 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain minus 83 ft. P. O. address: 219 Lucket Street (Box 6099), Roanoke, Va. 24017. Estimated construction cost $14,975; first-year operating cost $6,000; revenue $10,000. Principal: Lloyd Gochenour, president. WRIS Roanoke is owned by applicant. Ann. Nov. 24.

Williamson, W. Va.—Harvit Broadcasting Corp. Seeks 96.5 mc, ch. 243, 5.2 kw. Ant. height above average terrain minus 181 ft. P. O. address Box 261, Williamson 25661. Estimated construction cost $12,589.35; first-year operating cost $14,000; revenue $10,000. Principal: Robert B. Harvit, president (99.82%) et al. Mr. Harvit is licensee of WBTH Williamson and WMIN Montgomery, both West Virginia. Ann. Nov. 30.

FINAL ACTIONS

■ Mt. Sterling, Ky., (Mt. Sterling Broadcasting Co.) FM application granted. Commission has granted application of Mt. Sterling Broadcasting Co. for new class A FM to operate on ch. 288 (105.5 mc) with ERP of 3 kw, ant. height 300 ft. Stockholders, officers and directors are R. J. Reynolds (41%), president; R. V. Doll (8%), executive vice president; W. C. Clay Jr. (7%), vice president, and W. R. Reynolds (10%), treasurer. S. C. Bonwitt, J. C. Lucas and K. Clay are each 11⅓% stockholders. T. M. Edwards, secretary, has no stock interest. Mt. Sterling Broadcasting Company is licensee of WMST Mt. Sterling. W. C. Clay Jr. has interests in Frankfort, Ky. stations WFKY and WKYW-FM, and in WDLR Delaware, Ohio. Commissioner Cox abstaining. Action Nov. 22.

Point Pleasant, N. J.—Pleasant Broadcasters. FCC granted 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 155 ft. P. O. address: 1717 F Street, South Belmar, N. J. 07719. Estimated construction cost $22,340; first-year operating cost $33,040; revenue $36,000. Principals: Dorothy Fielder Brown and Adamant Brown, husband. Mrs. Brown has no other business interests indicated. Mr. Brown is employed by U. S. Army Combat Developments Command. FCC denied informal objections to grant by Interstate Broadcasting Co., licensee of WQXR-FM New York. Commissioner Bartley dissenting. Action Nov. 22 by order.

■ Watertown, S. D. (Midcontinent Broadcasting Co.) FM application granted. Commission has granted application of Midcontinent Broadcasting Co. for new class C FM in Watertown to operate on ch. 245 (96.9 mc) with ERP of 35 kw, ant. height 1,280 ft. Also granted was waiver of Sec. 73.210 of rules to permit main studio to be located at 501 South Phillips Avenue, Sioux Falls, S. D. Officers, directors and 33.33% stockholders are Joseph Floyd, president; N. L. Bentson, vice president, and Edmond Ruhen, secretary-treasurer. Evans Nord, executive vice president, has no stock interest. Midcontinent is licensee of KELO-AM-FM-TV Sioux Falls, and KPLO-TV Reliance, all South Dakota. Commissioners Cox and Johnson dissenting. Action Nov. 22.

■ Review board in San Antonio, Tex., FM broadcast proceeding, Docs. 17577-17578, granted joint petition for approval of agreement filed Oct. 6, by Waterman Broadcasting Corp. of Texas and National Enterprises Inc.; approved agreement; dismissed with prejudice application of National Enterprises Inc.; granted application of Waterman Broadcasting Corp. of Texas for CP for new FM to operate on ch. 274 at San Antonio, Tex., and terminated this proceeding. Board member Berkemeyer dissenting. Board member Nelson absent. Waterman Broadcasting is owned by Bernard (90%) and Edith Waterman. Applicant is licensee of WAAB-AM-FM Worcester, Mass.

■ Beaver Dam, Wis. (Beaver Dam Broadcasting Co.) CP for new FM granted. Commission has granted application of Beaver Dam Broadcasting Co. for new class A FM to operate on ch. 237 (95.3 mc) with ERP 3 kw, ant. height 300 ft. Company is also licensee of WBEV Beaver Dam. Stockholders, officers and directors of company are William Walker (37.8%), president; Joseph Mackin (49.7%), secretary-treasurer; Thomas Faile (12.5%), executive vice president. Mr. Walker has interests in WISM-AM-FM, Madison, WEAQ and WIAL(FM) Eau Claire, and WOSH Oshkosh, all Wisconsin and WBJM-AM St. Joseph, WERX Wyoming, and WITL-AM-FM, Lansing, all Michigan. Commissioner Cox abstaining from voting. Action Nov. 22.

OTHER ACTIONS

■ Review board in New Orleans FM broadcast proceeding, Doc. Nos. 17607-17608, granted in part and denied in part motion to enlarge issues, filed Aug. 21, by Loyola University. Board members Berkemeyer and Slone absent. Action Nov. 24.

■ Review board in Albany, Ore., FM broadcast proceeding, Docs. 17472-73, denied petition for extension of time filed by KNND and KRKT on Nov. 15, but on board's own motion extended time to Dec. 8, within which to file reply to Albany's petition to enlarge issues filed Oct. 9. Action Nov. 28.

■ Clarksville, Tenn., FM proceeding. Commission has denied application of Campbell and Sheftall, Clarksville, Tenn., for review and reversal of review board's decision of April 10, reversing hearing examiner's initial decision and granting mutually exclusive application of Fort Campbell Broadcasting Co., Fort Campbell, Ky., for new FM. Campbell and Sheftall petition for waiver of Sec. 1.115(f) of commission's rules and acceptance of its application for review was granted (Docs. 16037-38). Action by commission Nov. 29, by order. Commissioners Hyde (chairman), Bartley, Loevinger and Johnson; Commissioners Lee, Cox and Wadsworth dissenting.

CALL LETTER APPLICATION

■ *University of Hartford, West Hartford, Conn. Requests WUHR(FM).

CALL LETTER ACTIONS

■ *Lyons Township High School and Junior College, LaGrange, Ill. Granted WLTL(FM).

■ *North Central College, Naperville, Ill. Granted WONC(FM).

■ Carson City Broadcasting Corp., Carson City, Nev. Granted KRWL(FM).

■ Robert E. Ingsted, Jamestown, N. D. Granted KKND(FM).

■ San German Broadcasting Corp., San German, P. R. Granted WRPC(FM).

DESIGNATED FOR HEARING

■ Berwick-Pittston, Pa. (Berwick Broadcasting Corp., and P.A.L. Broadcasters Inc.) FM applications designated for hearing. Commission has designated for consolidated hearing mutually exclusive applications for new FMs to operate on ch. 276 (103.1 mc) by Berwick Broadcasting Corp., Berwick, Pa., with ERP 420 w, and ant. height 691 ft. and P.A.L. Broadcasters Inc., Pittston, Pa., with ERP 930 w and ant. height 500 ft. Hearing issues include determination of financial qualifications of Berwick and determination under Sec. 307(b) of Communications Act as to which proposal would better provide fair, efficient and equitable distribution of radio service. By order, action Nov. 22.

Existing FM stations

FINAL ACTIONS

KUOA-FM Siloam Springs, Ark.—Broadcast Bureau granted CP to install dual polarized ant., change ERP to 2.85 kw. ant. height 410 ft., condition. Action Nov. 27.

KSFR(FM) San Francisco—Broadcast Bureau granted license covering change in trans. equipment, installation of new type trans., dual type ant., ERP 35 kw, ant. height 1,140 ft. Action Nov. 20.

WJBR(FM) Wilmington, Del.—Broadcast Bureau granted license covering installation of new type trans. (main), specify type trans. (BLH-3782); and use of former main trans. and ant. at main trans. location (auxiliary) ERP 28 kw, ant. height 500 ft. Action Nov. 20.

WWQS(FM) Orlando, Fla.—Broadcast Bureau granted license covering new FM station, specify type trans., type ant. Action Nov. 24.

KDSN-FM Denison, Iowa—Broadcast Bureau granted mod. of CP to change studio location to 2.5 miles northeast of Denison business district, Denison, change type trans., type ant. Action Nov. 27.

WIBM-FM Jackson, Mich.—Broadcast Bureau granted license covering installation of new type ant., change in ant. height, specify type trans. Action Nov. 20.

WJMI(FM) Jackson, Miss.—Broadcast Bureau granted license covering new FM station, specify studio location same as trans. location, specify type trans. Action Nov. 20.

WVNJ-FM Newark, N. J.—Broadcast Bureau granted license covering use of former main trans. and ant. at old trans. site as an auxiliary trans., ERP 20 kw, ant. height 330 ft. Action Nov. 20.

KTNM-FM Tucumcari, N. M.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Nov. 22.

WAMO-FM Pittsburgh—Broadcast Bureau granted CP to install new type trans., vertical polarization, dual polarized ant; conditions. Action Nov. 21.

WYCR(FM) York-Hanover, Pa.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 10.5 kw, ant. height 930 ft. Action Nov. 20.

WISA-FM Isabela, P. R.—Broadcast Bureau granted license covering change in ant. trans. location, change ERP and ant. height Action Nov. 22.

WLEO-FM Ponce, P. R.—Broadcast Bureau granted license covering installation of new dual type ant., change in ERP. Action Nov. 20.

WATO-FM Oak Ridge, Tenn.—Broadcast Bureau granted mod. of CP to change type ant., ERP 2.50 kw, ant. height minus 45 ft. Action Nov. 20.

KING-FM Seattle, Wash.—Broadcast Bureau granted CP to install new type ant., change ERP to 20 kw, ant. height 700 ft. Action Nov. 17.

KUDY-FM Spokane, Wash.—Broadcast Bureau granted mod. of CP to install vertical polarization, new type dual polarized ant., change ERP to 100 kw, ant. height 275 ft.; condition Action Nov. 27.

CALL LETTER APPLICATIONS

■ WIRA-FM, Indian River Broadcasting Co., Fort Pierce, Fla. Requests WOVV(FM).

■ WJW-FM, Storer Broadcasting Co., Cleveland. Requests WCJW(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ FCC dismissed application by KHAL Homer, La. for renewal of license and deleted call letters. License expired June 1. Action Nov. 22 by letter. Commissioners Hyde (chairman), Bartley, Cox, Loevinger, Wadsworth and Johnson.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WHBN Harrodsburg, Ky.; WIDG St. Ignace, Mich.; WISA-FM Isabela, P. R.; WNGO Mayfield, Ky.; WNIL Niles, Mich.; WSLM Salem, Ind., and WYNZ Ypsilanti, Mich. Action Nov. 22.

Translators

ACTIONS

Pleasant View, Colo. Four Corners TV Club—Broadcast Bureau granted CP for new VHF TV translator to serve Dove Creek, operating on ch. 4, by rebroadcasting programs of KOB-TV, ch. 9, Albuquerque, N. M.; condition. Action Nov. 20.

■ Commission has granted temporary emergency authorization until Feb. 27, 1968, to Regents of the University of Idaho for construction of new one-watt VHF television translator on ch. 10 to serve Sandpoint, Priest River, and Priest Lake, Idaho, by rebroadcasting programs of University's noncommercial educational KUID-TV, ch. 12, Moscow, Idaho. University stated it was prevented from filing its application earlier by forest fires near proposed site which prevented inspection and finalization of plans, and further delay would require postponement of project until spring because snow has already begun to fall in mountains. Delay in granting emergency authorization, commission found, would preclude provision of educational programing to an estimated 10,000 persons in Bonner County, Idaho, for substantial length of time, and that public interest would be served by grant for period not exceeding ninety days. Action by commission Nov. 22, by order; Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson.

Snyder, Tex. Tele-Ray Translator System—Broadcast Bureau granted CP for new UHF TV translator to serve Snyder, operating on ch. 75, by rebroadcasting programs of KRBC-TV, ch. 9, Abilene. Action Nov. 20.

Brighton, Utah Brighton TV—Broadcast Bureau granted CP for a new VHF TV translator to serve Brighton and Silver Fork, operating on ch. 12, by rebroadcasting programs of KSL-TV, ch. 5, Salt Lake City. Action Nov. 16.

Mammoth, Wyo. Mammoth Community Television—Broadcast Bureau granted CP for new VHF TV translator to serve Mammoth and Yellowstone Park, operating on ch. 6, by rebroadcasting programs of KID-TV, ch. 3, Idaho Falls, Idaho. Action Nov. 16.

K70EB, K72CX and K74DB Union Telephone Co., Inc., Opal and McKinnon, Wyo.—Broadcast Bureau granted mod. of CPs for UHF TV translators to specify principal community as McKinnon and Little America, and to make changes in ant. system. Action Nov. 16.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translators: W79AR Cleveland; K75AJ Seaside, Gearhart and Warrenton, Ore.; K78AQ Seaside, Gearhart and Warrenton, Ore.; K73BF rural Beaver county, Hamilton Fort and Newcastle, Utah; K78BN, rural Sanpete county, Aurora and rural Juab county, Utah; W71AH South Boston and Halifax, Va. Action Nov. 21.

■ Broadcast Bureau granted licenses covering following UHF TV translators: W71AJ Lafayette, Ga.; W83AM Flintstone and rural Dade and Walker Counties, Ga.; W76AH Clark Summit, Dalton, Waverly and part of Scranton, Pa.; K68AA, KSL, Inc., rural Duchesne county and Spring Glen, Utah; W73AJ South Boston and Halifax, Va. Action Nov. 21.

CATV

APPLICATIONS

All Channels Cable TV Inc.—Requests distant signals from KUHT(TV) Houston to Lafayette, La. (Baton Rouge, La.-ARB 84) Ann. Nov. 24.

National Cable Co.—Amendment requesting distant signals from WKBD-TV and WTVS(TV), both Detroit, WZZM-TV Grand Rapids and WKNX-TV Saginaw, all Michigan to East Lansing, Mich. (Lansing, Mich.-ARB 49; Flint-Saginaw-Bay City, Mich.-ARB 46) Ann. Nov. 24.

OTHER ACTIONS

■ FCC has ordered four CATV systems in upper New York State to grant program exclusivity to WWNY-TV Carthage, N. Y., for domestic network programs received from Canadian stations CJOH-TV at Ottawa and CKWS-TV, Kingston, both Ontario. Action by commission Nov. 22, by memorandum opinion and order; Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson with Commissioner Bartley dissenting and Commissioner Loevinger concurring in result.

■ FCC has ordered Tower Communications Systems Corp. to comply Sec. 21.712 of rules and to grant program exclusivity to Southeastern Ohio Television System, licensee of WHIZ-TV Zanesville, and Rust Craft Broadcasting Co., licensee of WSTV-TV Steubenville, Ohio, on CATV systems in eastern Ohio for which it supplies microwave signals. Action by commission Nov. 22, by memorandum opinion and order; Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson, with Commissioner Bartley dissenting and issuing statement and Commissioner Loevinger concurring in result.

■ Toledo, Ohio (Buckeye Cablevision Inc.) CATV system carriage of Detroit-Windsor stations designated for hearing. Commission has granted supplemented petition by D. H. Overmyer Telecasting Co., and designated for hearing carriage by Buckeye Cablevision's CATV system of four stations in Detroit, and one station in Windsor, Ontario. All of stations carried place predicted grade B signal over Toledo. Commission also granted Overmyer request for imposition of special requirements ordering Buckeye, pending final disposition of proceeding, to confine delivery of Detroit-Windsor stations carried on its system to areas where feeder cable is located as of date of order. Commission stated, "Buckeye may continue to expand its system beyond the above limits within its franchised area, so long as the expansion is confined to carriage of the Toledo signals." D. H. Overmyer Telecasting Co. is permittee of UHF television WDHO-TV, ch. 24, Toledo. Buckeye Cablevision Inc. and D. H. Overmeyer Telecasting Co., were made parties to proceeding. Buckeye's motion to dismiss Overmyer petition was denied. By memorandum, opinion and order; Commissioner Bartley dissenting and issuing statement; Commissioner Loevinger dissenting; Commissioner Wadsworth concurring. Action Nov. 22.

■ Commission has denied petition of Punxsutawney TV Cable Co., operator of CATV system in Punxsutawney, Pa., for reconsideration of order for hearing on its request for rule waiver to permit carriage of independent WPIX-TV New York City (Docs. 17538-40). Punxsutawney's petition was opposed by Westinghouse Broadcasting Inc., licensee of KDKA, and Hearst Corp., licensee of WTAE-TV, both Pitsburgh, and by WJAC Inc., licensee of WJAC-TV Johnstown, all Pennsylvania. Punxsutawney TV Cable replied to oppositions Oct. 5. Commission also denied petition, filed Nov. 14 by Punxsutawney requesting leave to file supplement to its Oct. 5 reply to oppositions to its petition for reconsideration. Action by commission Nov. 22, by memorandum opinion and order in Docs. 17538-40; Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson with Commissioner Loevinger concurring and Commissioner Bartley dissenting.

■ Commission has denied petition by United Transmission Inc., for reconsideration of an order for hearing on United's request for authority to import distant signals for its CATV system in Galax, Va. (Doc. 17653). Action by commission Nov. 22, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson; Commissioner Bartley dissenting; Commissioner Loevinger concurring.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham Nov. 17 in Mayfield and Paducah, Ky.; Cape Girardeau, Mo. (Meredith-Avco Inc., Paducah Newspapers Inc. and Hirsch Broadcasting Co.) CATV proceeding. Ordered transcript of hearing corrected (Doc. 17721). And on Nov. 22 certified hearing record to commission for further action (Doc. 17721).

■ Hearing Examiner Herbert Sharfman on Nov. 22 in Rockford, Ill.-Beloit, Wis. (CATV of Rockford Inc., Beloit Community Television Services Inc.) CATV proceeding. Rescheduled hearing from Nov. 27 to Feb. 26, 1968 (when no evidence will be taken) and March 11, 1968 (Docs. 17234-6, 17237-41).

Ownership changes

APPLICATIONS

WSFM(FM) Birmingham, Ala.—Seeks assignment of license from **Melonas Broadcasting Co.** to estate of **Percy B. Crawford, Ruth Crawford Porter**, executrix, and **Kimtron Inc. d/b as WDJC Radio Co.**, for $5,000 for physical assets plus total of $10,000 for covenant not to compete and consultant agreement. Ann. Nov. 29.

KINO Winslow, Ariz.—Seeks assignment of license from **Willard Shoecraft** to **Winslow Communications Inc.** Mr. Shoecraft also owns **KIKO Miami**, and **KATO Safford**, both Arizona. Principals: **Charles Wiedenman**, president and **Bruce Normandin**, secretary-treasurer (each 50%). Mr. Wiedenman is in insurance company owned by his family. Mr. Normandin is former general manager of **KJAM Madison, S. D.** Consideration $80,000. Ann. Nov. 24.

KTXL[TV] (CP) Sacramento, Calif.—Seeks transfer of control of Community Cablecasting Corp. from Electronics Capital Corp. to Cypress Communications Corp. (BROADCASTING, Nov. 27). Contingent on grant of transfer of 70% of licensee to Community Cablecasting for $250,000. Ann. Nov. 24.

WNWC(FM) Arlington Heights, Ill.—Seeks transfer of control from **Lester Vihon** to **Walter M. Mack** (100%). Principal: Mr. Mack is president of Cadillac dealership. Consideration $150,000. Ann. Nov. 24.

WAMM Flint, Mich.—Seeks assignment of license from Panax Corp. to **WAMM Inc.** for $215,000. Principals: **Neal Mason** (50%) president and secretary, **Gerald** and **Mary F. Scher** (each 25%), vice president and treasurer, assistant secretary, respectively. Mr. Mason is former local and national sales manager for **United Broadcasting Co. (WOOK-AM-TV Washington)**. Mr. Scher is attorney. Panax owns **WSWM(FM) East Lansing, Mich.**, and **KFEQ-AM-TV St. Joseph** and **KLIK Jefferson City**, both Missouri. Ann. Nov. 24.

KMHL-AM-FM Marshall, Minn.—Seeks assignment of license and CP from **Harry Willard Linder** (proposing to sell 100% of his stock in **KMHL Broadcasting Co.**) to **Minnesota Valley Broadcasting Co.** for $64,400. Principals: Mr. Linder (22.47%), president, **H. Willard Linder** (38.76%), vice president, and **Donald O. Linder** (38.76%), secre-

(*Continued on page* 83)

Broadcasting CLASSIFIED ADVERTISING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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- **Address replies:** c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted Management

Branch studio manager-sales, announcing, copy, news, possibly sports, etc. Excellent salary, established Indiana AM-FM. Details plus phone number. Box L-219, BROADCASTING.

Washington D. C. One of our young salesmen is earning $30,000 this year Another will hit $25,000. Our station has the ratings and we'd like to add one man. Box M-1, BROADCASTING.

Manager for Carolina small market station. Management experience not essential but must be well diversified in radio and strong on sales. Excellent salary commission arrangement. Box M-10, BROADCASTING.

Sales Manager—Dynamic, self-starter, able to direct, motivate and control sales force. New England's 5,000 rock giant. 6th oldest station in America. Successful chain operation. Many fringe benefits. Call now, Mr. Karp 617-877-9477.

Manager new FM station Ocean County, New Jersey. Grow with us. Submit resume; appointment with Mr. Lane, 231 Main Street, Lakewood. 201-364-4095.

Sales—Outside Pittsburgh, Pennsylvania newspaper-owned new FM station needs commercial manager—fairly interesting for salesman going manager. Hammond Newspapers, Pittsburgh, Pennsylvania 15209.

Sales

Executive type salesman. Draw against 25%. #1 contemporary station, Florida. Must be idea man. No phone calls. Box L-164, BROADCASTING.

Self starter,—thick skin—Can sell MOR FM? We have a good paying start, unlimited potential. Mid-south 100 kw stereo. Pros only please! Box L-212, BROADCASTING.

Opportunity for management. Indiana well-established AM-FM branch studio. Need educated, hard-working, family man-community minded. Sales, announcing, all around man. Details plus phone number. Box L-220, BROADCASTING.

Top salesman to take over sales staff on 5000 watt MOR. Idea man has outstanding opportunity for lucrative future in New Mexico medium market. Box M-16, BROADCASTING.

Salesman-announcer for top Pulse-rated FM in competitive Great Lakes half-million market. Long established, stable corporation. Excellent potential for capable person who can demonstrate ability and drive. Tape, photo, resume. Box M-53, BROADCASTING.

First phone—Sales, announcing, helpful. KHIL, Willcox, Arizona.

Young, aggressive, professional salesman with ability and desire. Opportunity with top station in Georgia's second city. Send complete information including experience and billing record to: Bernie Barker, WDAK, Columbus, Georgia.

If you like radio. Like to sell. Like to make money. Think you can sell a suburban country and western station serving metro Raleigh. Write P.O. Box 1441, Raleigh, N. C.

Active fulltimer needs active sales manager. Must be creative, able to direct salesmen, and able to lead by example. Five figure income with excellent future. Call or write Manager, WOMT, Manitowac, Wisconsin.

Sales—(cont'd)

Salesman—We promoted one of our salesmen to commercial manager of our FM and need a salesman or saleslady who wants a chance to grow with this station and chain, and seeks to earn more, enjoy pleasant living. Must have successful radio selling experience. Can lead to management job. Send resume to WIRA, Fort Pierce, Florida, An Airmedia station.

Expanding sales staff in growing FM outlet N.E. Wisconsin needs man or woman with some experience. Solid company with benefits. Insurance—vacations. If you have good record and are interested in your future with growing company—contact WMKC in Oshkosh, Wisconsin. Box 257.

Washington's fastest growing radio station is looking for top quality sales executive. If you are ready to move up to one of the top ten markets call John Burgreen, (703) 522-1111.

Sales Announcer. Must be experienced and good at both. Managerial opportunity with growing group operation. Send tape, resume and references to Donald W. Curtis. P. O. Box 22082, Greensboro, North Carolina.

Announcers

Announcer wanted: I need a stable adult announcer for MOR format CBS, Net AM for sunny south Florida. Salary open. Snow birds need not apply. Program Director, Box L-148, BROADCASTING.

Fabulous south Florida 5 kw full-time major market middle-of-road format station offers golden opportunity for top personality. Must be experienced in competitive major market radio. Requires strong production, first or third phone. Enclose recent photo with resume, references and 30 minute air check. No tapes returned. Box L-168, BROADCASTING.

Combo-announcer-engineer; 1st class license preferred. Chicago. Complete experience and requirements first letter. Audition tape; all audition tapes will be returned. Box L-215, BROADCASTING.

Want to be branch studio manager at AM-FM Indiana well-established station? Sales ability announce and hopefully do sports, etc., hard worker, educated, family man needed. Details plus phone number. Box L-221, BROADCASTING.

Major market station needs pro, tight, bright, mature voice DJ, 3rd ticket. Rush tape, resume, salary. Box M-3, BROADCASTING.

Two fast moving capable men wanted on major market southeastern station. A DJ who is zippy and experienced radio man; good voice only considered. Also an experienced newsman to work closely with news director and handle top news shift. No prima donnas. Send resume, picture and audition tape, Box M-6, BROADCASTING.

Full-time experienced announcer, salary open. Box M-11, BROADCASTING.

Start the new year right. An Illinois station with new facilities wants a versatile man who is interested in and can perform on the air, write copy and do some sales work. There's real opportunity for the right man. Box M-8, BROADCASTING.

Announcer, Ultra-modern Florida east coast AM-FM, 1st phone required, $100, 37½ hours, benefits. Box M-45, BROADCASTING.

Major market contemporary looking for 1st phone announcers and newsmen. Ticket not necessary, but desirable. Top pay. Box M-26, BROADCASTING.

MOR morning man. First phone preferred but not imperative. Suburban market near New York City. Box M-49, BROADCASTING.

Announcers—(Cont'd)

Giant 5,000 watter in southern New England looking for sharp, quick-moving announcer with 1st phone but if you're good enough, will accept 3rd ticket. Salary is open for right man. Box M-22, BROADCASTING.

Announcer-salesman for top Pulse-rated FM in competitive Great Lakes half-million market. Long established, stable corporation. Excellent potential for capable person who can demonstrate ability and drive. Tape, photo, resume. Box M-53, BROADCASTING.

KDVR-FM needs smart second phone able to work MOR board. Send resume and tape to: John B. Wolff, 2911 Sunset Circle, Sioux City, Iowa.

First phone-MOR announcer. Outstanding opportunity for capable man. Resume and tape.—Jack Chapman, KGAK, Gallup, New Mexico.

MOR announcer, able to write copy, do production. Peaceful spot to live, near Sequoia National Park. Tape and resume required. KONG AM & FM, Visalia, California.

KXRX has an opening for first phone announcer with writing and production experience starting $9,000.00. Send tape and resume to P. O. Box 167, San Jose, California.

Immediate opening for experienced, mature professional announcer with good news background—MOR. First ticket. Call WABJ, Adrian, Michigan. 313-265-7123.

WAKR—Group One Broadcasting has a *rare* opening for a good first phone all night man. . . . excellent facility and working conditions to go with Group One's great expansion programs and ability to move up with the Group that concentrates on people. Tape and resume should be submitted to: Art Wander, National Program Director, Group One Radio, WAKR, P. O. Box 1590, Akron, Ohio 44309. (216) 762-8811.

Announcer/salesman, college town, immediate opening. 2 hour A.M. DJ show then take over active account list. Salary, mileage, plus commission. Write General Manager, WCHE, West Chester, Pennsylvania.

Wanted, afternoon personality MOR station. Good pay, fringe benefits, liberal vacation. Want man experienced in interview, telephone talk shows, and knows good MOR music. Play-by-play helpful but not necessary. Send tape, resume and photo to Capps Sutherland, Program Director, WCLO, Janesville, Wisconsin 53545.

First phone announcer—Experience in early morning program helpful. Mature voice. Good pay and fringe benefits. Call or write Robert F. Wolfe, Radio WFRO, Fremont, Ohio.

Experienced combo — heavy news/sports MOR. Salary $150, first phone. WHMC, Gaithersburg, Maryland.

Immediate opening DJ-newsman with 3rd endorsed. An outstanding Virginia CBS affiliate. University town. Rush tape, resume, references, and salary requirements to: Colin Rosse, WINA, Charlottesville, Virginia . . . 22901.

Wanted staff announcer. Experienced production and sports. Contact Bob Thorburn, WLBB, Carrollton, Georgia.

Experienced announcer wanted with production capabilities: Immediate opening on 5,000 watt Southern Ohio station. MOR format. Permanent position with top pay, vacation and fringe benefits. Contact manager of W M P O Radio, Middleport, Ohio or phone 992-5355.

Announcers—(Cont'd)

Searching for talented announcers and or salesmen. Opportunity to grow with multi-station operation. Send tape and complete background to Charles Blakey, WMAS, Springfield, Mass.

Unexpected opening creates an announcing position with Philadelphia's fastest growing FM stereo station playing the world's most beautiful popular music in continuous segments. Do you have: a rich mature voice; a Broadcast school diploma or broadcast experience; a Third Class License: the desire to work in America's 4th largest market? Approximately $100.00 a week to start. Call 215 CH-8-4900 collect, or send tape and complete resume to: John Beaty, WQAL, 1230 E. Mermaid Lane, Philadelphia, Pa. 19118.

Immediate opening due to staff expansion for 1 newsman and 1 staff announcer. Experienced only. Very pleasant working conditions in tightly formatted good music station. Send tape and resume to WRCH, Box 910, Hartford, Connecticut.

FM station soon to add AM, needs 1st phone announcer. New building, new equipment, pleasant community. Write or call WTRE, Greensburg, Indiana 812-663-3000.

Christian station has immediate opening for announcer with good voice to join fast-growing organization in 4th largest market in N. Y. state. Write Box 784, Troy, N. Y. or Tel. 272-1010, days and 393-6583 nights.

Looking for a better position? Top professionals will critique your audition tape and point out your individual problems. We will help you get the better jobs and show you how to prepare an effective resume. Send now for free application. Philbar Broadcasting, P. O. Box 6344, Milwaukee, Wisconsin, 53209.

Technical

Wanted: Chief engineer for medium market AM/FM station. Northeast U. S. No announcing. Market leader. $130/wk. Box L-113, BROADCASTING.

Chief Engineer. East of the Mississippi. Directional. $200 to start with scheduled increases. Box L-248. BROADCASTING.

Man qualified for studio maintenance and transmitter shift in northeast capital city. Large group operation provides opportunity for advancement. Box L-254, BROADCASTING.

Immediate SW opening for experienced chief engineer—good array man, proofs, maintenance, production. Send resume and salary to Box M-5, BROADCASTING.

Florida: experienced chief engineer 5 KW directional AM and also automated FM. No announcing; excellent salary and benefits. Full technical responsibility, permanent position. Send resume & references to Box M-12, BROADCASTING.

Chief engineer AM-FM small central Ohio market. First class ticket to handle complete maintenance of non-directional station. Send complete resume, photo and salary expected to Box M-33, BROADCASTING.

Chief engineer, some announcing. Small town Michigan AM. Box M-35, BROADCASTING.

Group owned 5 KW medium market AM FM, station. Florida east coast needs full-time chief. No announcing. AM directional nights (FM simulcast). Shortly moving to new quarters. Opportunity to do your own studio layout and installation. Career opening. Company benefits. Salary open. Please send complete resume and picture. All references checked. Box M-44, BROADCASTING.

Maintenance engineer: AM-FM-MX, announcing not required. All details and requirements first letter. WEAW, Evanston, Illinois 60202.

Pittsburgh station, WEEP Radio, soon going 50 kw, needs experienced chief engineer, excellent career opportunity, contact, John Kanzius . . . 814-864-4902.

Chief engineer needed immediately WGUS AM-FM Augusta, Georgia. Must be qualified, bear investigation. Send resume and photo to Cal Young, Owner, WENO, Nashville, Tennessee.

Engineer, 1st phone, maintenance AM. No air work. Starting salary $125.00. Immediate opening. Call Bob Olson 906-932-2413. WJMS, Ironwood, Michigan.

TECHNICAL—Continued

1st class licensed engineer wanted by WQTE, Monroe, Michigan. Must be experienced with good references. Good pay and benefits. Write WQTE, P. O. Box 306, Monroe, Michigan 48161.

NEWS

Major market opportunity for experienced deep voice, savvy newsman. Send tape, resume, salary. Box M-4, BROADCASTING.

Newsman—able to gather, write, deliver local news. Modern suburban, news-minded station needs capable addition to energetic news staff. WLNA, Peekskill, N. Y.

Ideas for sale! Enterprising newsrooms only! Details. Newsfeatures Associates, Box 14183, St. Louis, Mo.

Production—Programing, Others

Program director-operations manager: Complete responsibility for air operations. 1st class license required. Complete details and salary requirements. Must be able to take full responsibility. Box L-179, BROADCASTING.

Top MOR in prosperous eastern market needs program director capable of doing some announcing. Mature, solid radio man preferred. Call Ned Skaff, or write WCHS, Charleston, West Virginia.

Program Director — Announcer and/or News Director-Announcer. Experienced and Good Voice only. Excellent Pay for medium market. Send tape, resume, and references to Donald W. Curtis, P. O. Box 22082, Greensboro, North Carolina.

RADIO

Situations Wanted Management

Manager. Heavy sales and promotion over 15 years all phases management in suburban markets. Proven record. Degree, 43, family. Box L-9, BROADCASTING.

Major market—Program Director seeks station managers position in major or medium market FM or AM. Box L-158, BROADCASTING or 1-215-GA 3-5378.

Experienced general manager. 7 years radio. 1st phone. Available first of year. Box L-189, BROADCASTING.

Age 41, non-drinking, family man, 12 years radio sales. Sales manager, general manager, in large Rocky Mountain location. Successful experience in making sick station well. Spearheaded drive of local stations in raising rates, despite low ratings. Have reached top of ladder, must move to better myself. Interested in large market, management and part ownership. Can furnish nationally known references. Box L-235, BROADCASTING.

Manager:—19 yrs. exp. Solid background in programing popular and classical music, Public relations and sales. Mature commercial broadcaster. Knowledge of data processing. Wishes to broaden experience. Family. Box M-23, BROADCASTING.

Young sales manager seeks opportunity. Presently employed with powerful AM-FM, interested in Pa., Ohio, N. Y., N. J., Md. No floater, will invest. Box M-43, BROADCASTING.

To owner expecting a completely sales oriented manager increase revenue by personal sales, better sales direction, and station acceptance with solid 20 years experience from broadcaster to station manager, currently selling for major market station. Box M-47, BROADCASTING.

Sales

Have capital—will invest in radio station. Experienced sales pro looking for last stop. Box L-139, BROADCASTING.

Announcers

Third phone DJ, tight board, solid news, commercials. Box L-79, BROADCASTING.

Beginner, trained by two professionals, board experience. Want small station experience. Box L-86, BROADCASTING.

Announcers—(Cont'd)

7 years experienced MOR adult announcer. Qualified, dependable, married. 1st ticket. Good references. Available January 1. Resume on request. Stable organizations only. Box L-190. BROADCASTING.

Professional sounding beginner. Top broadcasting school student. 3rd class endorsed. Seeks southern California station experience. Box L-229, BROADCASTING.

Qualified Top 40 Program Director deserves big break. Box L-230, BROADCASTING.

Top 40 swinger with first class license and first class skills. Box L-234, BROADCASTING.

Great Top 40 jock ready for big break. Box L-258, BROADCASTING.

DJ exper. tight board, third endorsed. Available. Relocate. Box M-17.

Young experienced Mid western daytimer. Third MOR. Pleasant delivery. Strong music knowledge. Box M-19, BROADCASTING.

Strictly Top 40, less than year experience, want to learn "Good" production. 3rd, 24, veteran, Broadcast school grad. Box M-27, BROADCASTING.

Imagination—the key. No screamer, good modulated sound. Have MOR format, can be molded to soul, pop, etc. Latin soul "new generation" watch this market. Recent broadcast school grad. 3rd endorsed, married, Negro DJ, looking for a career, not just a job. Want to start, and settle, immediately. Box M-29, BROADCASTING.

Experienced Top Forty swinger . . .Strong on production . . . First Phone. Box M-30, BROADCASTING.

Qualified Top Forty program director . . . (skill, ideas, experience) Box M-31, BROADCASTING.

Switching or opening a Top Forty Station? Start off on the right foot with the dynamic sound I can mold as Program Director. Box M-32, BROADCASTING.

Rock jock—afternoon drive time in 36th market—available contact Box M-36, BROADCASTING.

First phone announcer DJ, broadcast school grad, draft exempt, good delivery, no experience. Seeking job in Florida. Box M-37, BROADCASTING.

Graduate school for announcing/D.J. Three years experience. Bright, swinging sound. Wants to settle, Not a floater. Box M-46, BROADCASTING.

Top-notch bookkeeper, seeking new location. Southeast seaboard for group station. Box M-52, BROADCASTING.

Originator "Trivia" concept. Unique talk show. No fights, arguments. Also personality D.J. MOR 5 years experience: college degree radio. Topped all competition in medium market. New York City calibre. References. Will relocate. Box M-54, BROADCASTING.

Joplin, Missouri area! Announcer 1st phone, copywriter. Available around first of year. Robert Wisch, 1004 Edmonds court, Sunnyvale, Calif. 94087. Phone 408-738-2085.

First phone, married. Top 40. Straight jock, five years experience. Medium, metro, market only. Excellent references. Bill. 218-722-8886. 741-2251.

First phone—30 married vet. Desire announcing or engineering position Pacific Northwest or Alaska. Write 3857 Gilman Ave. W., Seattle, Washington 98199.

Announcer DJ, 1st phone, experienced prefer Top 40 or C&W. 305-461-4939.

Texas announcer will relocate anywhere. Desires permanency, 3rd phone, age 42, experienced. Edward H. Osborn, 3223 Cambrick. #209, Dallas 528-1109.

Want Pittsburgh area, it's home! Jock, have done jazz to MOR, would enjoy rock. Doing news now. 3rd ticket, young, reliable. Get in touch: (412) 833-3508.

Technical

1st phone available January. Box L-191. BROADCASTING.

Florida looking northward. Low five figure salary. Box M-14, BROADCASTING.

NEWS

Michigan State University December M.A. graduate looking for challenging news position. Undergraduate degree in political science, M.A. in television-radio. Some experience including reporting, editing, airing news. Excellent writer. Barry Lacter, 704E Owen Hall, East Lansing, Michigan.

Los Angeles newsman available Jan. 15 for position on staff in top 50 markets. Dial 213-988-5772 to hear tape. Bob Fuller, 6556 Forbes. Van Nuys, Calif. 213-782-7766.

Production—Programing, Others

Modern country programing expert, first phone, presently major market, looking for real opportunity! Box M-9, BROADCASTING.

Programing personality seeking advancement yesterday. Seven years experience. Qualified and ready. Box M-24, BROADCASTING.

First phone program director seeks challenge. Box M-28. BROADCASTING.

Woman in early 30's interested in writing on air work in radio or TV anywhere in U.S. College and versatile experience. 1929 W. 162nd, Gardena, California.

TELEVISION—Help Wanted

Management

CATV manager. Well paid CATV job available in clean, pleasant modern north central area. Medium sized operation. Technical experience with cable and CATV equipment essential. Opportunity for advancement. Reply with summary of education, TV and CATV experience to Box M-51, BROADCASTING.

Sales

National sales manager—channel 20 San Francisco. Must have at least 3 to 5 years rep. experience and/or national sales experience at an indie. If you can't "take over and go", don't respond. West coast background desired but not required. Call or write Don Heller 215-735-2320. U. S. Communications, 1500 Walnut St., Phila. 19102.

Announcers

If you're a young radio announcer with a good voice and a pleasing appearance, here's your chance to get into television. Group owned VHF in midwest has opening for TV staff announcer. Send resume, photo, and audio tape to Box L-203, BROADCASTING.

Experienced commercial announcer, some news for rapidly-expanding vacationland VHF. Resumes or tapes to Production Manager, KIFI-TV, Idaho Falls, Idaho. Will consider radio background.

Southeastern UHF needs booth announcer, good voice. also on camera possibilities if qualified. Will consider man with solid radio background. Reply Box M-13, BROADCASTING.

Technical

Immediate opening for TV transmitter engineer with fast growing concern in south Texas. Write Box L-88, BROADCASTING.

Four television broadcast technicians needed, strong on maintenance, four years experience, midwest top 20 markets, union shop, equal opportunity employer. Box L-228, BROADCASTING.

Engineer 1st ticket, mature, thoroughly experienced, in VTR, xmtr, micro-wave, etc. Operational and maintenance. Mature with supervisory and management potential. Sober, serious man could live well in this western show place on $150 weekly which includes $25 guaranteed overtime. Jobs open first of year. Reply fully. Box M-20, BROADCASTING.

Technical (Cont'd.)

Maintenance man to take full charge of studio maintenance including VTR & Color cameras. Winter in Florida with good pay. Box L-256, BROADCASTING.

Transmitter supervisor for VHF station in Southeast. Pay commensurate with experience and background. This is not an operator's job. Box L-257, BROADCASTING.

New England NBC affiliate. Chief engineer. Excellent salary. Call WATR-TV, 203-333-5551 collect.

Full color VHF offers opportunity to first class licensed engineer for operation and maintenance in studio or transmitter. Experience desirable, but will train capable beginner. Call or write Roger Hale, C. E., WTVM, Columbus, Ga. 31902 (Phone 404-322-8828).

Opportunity for engineer with black and white television experience to learn color in a medium sized market using new plumbicon cameras and high band VTR's. Call Chief Engineer collect today. 313-239-6611.

TV engineer—Studio maintenance engineer for south Pacific ETV system. Good living conditions, liberal benefits. Send resume to N.A.E.B., R and D office, 1346 Connecticut Avenue, Washington, D. C. 20036

Immediate opening for engineer with first class license to work at television transmitter. Call Glenn Bohlen, 319-234-4401, Waterloo, Iowa.

Operates, maintains, repairs and installs all types of studio and CCTV systems, including camera chains, monitors, scopes, sync and test generators, campus distribution network, audio control boards, amplifiers, tape records, etc. Operates control room and studio equipment to make live TV productions. Performs video tape recording, playback and maintenance. Should have First Class Radiotelephone Operators License, two yrs. college level training and min. two yrs. experience. Sal. $676 to $821. Excellent employee benefits. Send resumes to: Univ. of Calif., A-328 Administration Bldg., 405 Hilgard, Los Angeles, Calif. 90024.

Maintenance Engineer, experienced with cameras and video tape recorders, systems design experience desirable. Contact Frank Beemish, Instructional Resources Center, State University of New York, Stony Brook, Long Island, New York 11790, 246-6740 (Area Code 516).

Production—Programing, Others

Art Director—San Francisco TV station. Must have background in all TV graphics. Especially at home with color. Clever and creative but practical. Call or write Len Stevens 215-735-2320, U. S. Communications, 1500 Walnut St., Phila. 19102.

TV Situations Wanted

Management

Trouble shooter—8 years television experience—including sales and general manager of small ABC affiliate. Unique ability to recover lost business, improve community relations and station image. Box L-135, BROADCASTING.

TV Station manager with twenty years VHF and UHF experience will consider relocation with television station, advertising agency or educational institution. Currently employed. Prefer west or southwest. Box M-2, BROADCASTING.

Technical

TV engineer 1st phone, interested in transmitter operations, experienced in GE and RCA TTU 30 transmitter. Box M-15, BROADCASTING.

Engineer, not quite a beginner, 1st ticket, some experience as camera man; university or educational operation preferred. Box M-25, BROADCASTING.

NEWS

On air TV news position wanted, east coast desired. Experienced in newspaper, Radio-TV news reporting. Degree, Am able to deliver in authoritative manner. Box M-34, BROADCASTING.

Production—Programing, Others

8 yrs. experience studio/remote camera, studio managing, set design, art work. Photograph and process color slides. Box M-21, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted Gates AM frequency monitor extension meter model M-4270 for use with M-2890 frequency monitor. Arnold Lerner, WLLH, Lowell, Mass.

Merchandise—Midwest smaller market TV station needs about $10,000 worth of merchandise, no services, for holiday give aways, prizes. Will consider anything. Trade-Rate card against retail value. Call Turk, 1-219-874-5245.

Wanted guyed, uniform cross section 400 ft. insulated tower. Give price & description. Box L-147, BROADCASTING.

Old time radio recordings, discs or tapes of dramas and comedies. Send in information c/o D. L. Brush, 19 Greenhouse Blvd., West Hartford, Conn. 06110.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind. 440 Columbus Ave., N.Y.C.

Co-axial switch-3⅛" Andrews #6720. 50 ohm 4 pole pressurized, motorized. Two second automatic switching. Unused $400.00 each. Sierra Western, Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

Equipment—Top brands, buy, sell, trade. Special offers. Audiovox, Box 7067-55, Miami, Florida 33155.

One RCA TK-41C, used less than six months, in excellent condition. Box L-141, BROADCASTING.

Spotmaster, Russco, QRK. Get the best deal from Audiovox, Box 7067-55. Miami, Florida, 33155.

RCA TT-5A, Channel 5 transmitter with sideband filter, WM-12, WM-13 visual modulation converters and power supply. No control console. R. E. Oldfield, Southern Colorado State College, Pueblo. Colorado 81005.

2-RCA TK-41C color camera chains one year old, $35,000.00 each. Box L-204, BROADCASTING.

For sale—at clearance prices. Ampex VR-1000 A & B component units. Perfect condition. Write for list. Chief Engineer, WRVA-TV, P. O. Box 2370, Richmond, Virginia 23218.

Gates 250 watt transmitter, good condition, university owned, all tubes and spares. Call collect, Dean Richard Thompson, 513-475-4684.

Electro-voice 666. $95.00. Private party. Kravitz. 10876 Palms Blvd., Los Angeles, Calif. 90034.

Uher model 4000S, complete accys., perfect, new 1966, used little. $300. KNDR, (405) 224-1604, Chicakasha, Oklahoma 73018.

"Oldies but Goodies" are a must for today's contemporary format. Fantastic 10 year collection now available! 1956-1962 75% complete. . . . 1962-1967 100% complete. Most brand new never played. I know what they're worth in extra rating points and sales revenue. We're talking five figures . . . best bid takes. Box M-18, BROADCASTING.

240' 4 sided heavy self-supporting tower, built by American Bridge Co. Prints available. Make an offer. Write WTRE, Greensburg, Indiana. 812-663-3000.

Ampex VR-7000 1" VTR. All mods to date. Used 400 hrs. $2,800. Marty Shalek (617) 324-2411. Malden, Mass.

Gates 250GY transmitter $850.00. Gates 500 watt transmitter-complete voltage regulation $1,500.00. Gates modulation monitor $375.00. Gates limiter $275.00. Heavy 170 foot guyed tower. Ready to load $1,500.00 Nems Clark phase monitor $375.00. Flashers $80.00 Beacons $275.00 All in excellent condition. 303-352-1691. H. P. Brewer, 2208 11th Ave., Greeley, Colo. 80631.

FOR SALE—Equipment

Continued

For Sale: Brand new Tel-Instruments Video sweep generator-1 mhz crystal markers. flat to 10 mhz. 2 volts-P-P output. Contact C. E.-WJET TV, Erie, Penna.

Complete equipment 1 KW FM station, 95.9 mc. 10 months old. Gates, Jampro, McMartin QRK, Tapecaster, Bauer Xmtr. Remote. Priced to move. Write for list KFRW FM, Box 2073, Quincy, Calif. 95971.

GE FM transmitter, 3 kw, exceptionally clean, KTFC, Rt. 2, Sioux City, Iowa.

G.R. 916A R.F. Bridge, perfect condition, $275. F.O.B. O. Arnold, Maplewood Circle, W. Concord, Mass. 617-369-3983.

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.

Market exclusive basis: Programing consultation; commercial continuity/production services. Ideal for small and medium markets. Also station/sponsor jingles. No "canned" music, beds used. All costs inexpensive. reasonable. Audition/Air critiques. Audio/Video equipment. Information/Demos free. Fly By Night Productions, P. O. Box 15331; Orlando, Florida 32808.

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.

For ailing announcers—"The Weekly Prompter" Radio Division, 4151 West Lake Avenue. Glenview, Illinois. Sample script. Exclusive.

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 Veteran's 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. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta. Georgia 30309.

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.

Announcing, programing, production, newscasting, 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.

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 January 10, April 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).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for thet First Class Radio Telephone License in only (5) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

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CHAPMAN ASSOCIATES
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(Continued from page 77)

tary-treasurer. Mr. Harry Willard Linder owns KWLM-AM-FM Willmar. KTOE Mankato and KDMA Montevideo, all Minnesota and electric supply company, real estate company and franchise for Muzak background music. Other principals are for the most part in same businesses. Ann. Nov. 29.

KGMY Missoula, Mont.—Seeks assignment of license from Christian Enterprises Inc. to Mission Broadcasters Inc. for $55,000. Principals: Carl E. Perry, president (20%) et al. Mr. Perry is ordained minister. Ann. Nov. 29.

WVOX-AM-FM New Rochelle and **WGHQ-AM-FM** Kingston, both New York—Seeks transfer of control from Whitney Communications Corp. to Hudson-Westchester Radio Inc. Present licensee of New Rochelle stations is Radio Westchester Inc., which, in turn, is owned by Suburban Radio Inc., which, in turn, is wholly owned by W.C.C. Buying corporation contemplates merger of two subsidiaries into W.C.C. Application is being executed by Harry M. Thayer, president of both assignee and assignor, and will be chairman of board and one of the two chief executive officers of assignee corporation following closing. In essence, Hudson-Westchester is purchasing all stock of W.C.C. from Whitcom (former name of Whitney Communications) for $800,000. In addition, prior to closing, Whitcom will transfer to W.C.C. as contribution to capital, all outstanding shares of 5% preferred stock of W.C.C. as well as notes and other indebtedness including accrued interest to Whitcom, John Hay Whitney owns, directly or indirectly, approximately 97.5% of shares of Whitcom and has majority interest and control of Corinthian Broadcasting Corp., which owns all of shares of licensees of KOTV(TV) Tulsa, Okla., KHOU-TV Houston, Tex., KXTV(TV) Sacramento, Calif., WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. Ann. Nov. 29.

WKBR-FM Manchester, N. H.—Seeks assignment of license from Granite State Broadcasting Inc. to Media Concepts Inc. for approximately $5,000. Principals: Ralph Gottlieb, who owns 89.9% of WKBR and 90.4% of WTSN Dover, N. H. James M. McCann, 10.1% owner of WKBR and 9.6% owner of WTSN. Ann. Nov. 24.

WGIV Charlotte, N. C.—Seeks assignment of license from Charlotte Radio and Television Corp. to WGIV Inc. for $710,000. Principals: Tracy Broadcasting Co. (85%). Tracy is licensee of KGFJ Los Angeles; it is principally owned by Richard Stevens, who has an interest with his family in WFEC Harrisburg, Pa. Bernard Howard is 12% owner of Tracy and is also stockholder of KDON Salinas, Calif. and owns Bernard Howard & Co., station representatives. (BROADCASTING, Nov. 13). Ann. Nov. 24.

WPXY Greenville, N. C.—Seeks assignment of license from Bell Broadcasting Corp. to Curtis & Associates Inc. for $110,000. Principals: Donald W. Curtis, president, John L. Fraley, chairman, Kenneth B. Beam, vice president and secretary (each 22%) et al. Mr. Fraley is in motor freight carrier business; 25% stockholder in WCSL Cherryville, N. C.; warehouse firm; gas firm, and CATV's in Lumberton, Dunn and Gastonia, all North Carolina. Mr. Curtis has CATV's in Lumberton; real estate, and is 20% stockholder in WCSL. Mr. Beam is in tires and appliances; loan company; civic industry hunting group; campground; drive-in loan company; 25% stockholder in WCSL; land developing, and home building. Ann. Nov. 24.

KYXI Oregon City, Ore.—Seeks assignment of license from Republic Broadcasting Inc. to McLendon Pacific Corp. for $1,300,000. Principals: Gordon B. McLendon, president. McLendon Pacific is wholly owned subsidiary of McLendon Corp., licensee of KLIF and KNUS(FM) Dallas, KILT and KZAP(FM) Houston, WYSL-AM-TV Buffalo, N. Y., WWWW(FM) Detroit, KABL Oakland, Calif. and KABL-FM San Francisco, WNUS-AM-FM Chicago, KOST(FM) Los Angeles, KCND-TV Pembena, N. D., is applicant for new UHF in Dallas, and has application to acquire WIFI(FM) Philadelphia and assign licenses of KNUS(FM) Dallas to Robert D. Hanna, and licenses of KILT and KZAP(FM) Houston to LIN Broadcasting. Ann. Nov. 29.

WBVB(FM) Union City, Pa.—Seeks transfer of control from William E. Baker and Virgil A. Brown d/b as Bee Bee Broadcasting Co. to Inspiration Time Inc. Principals: William E. Baker and Virgil A. Brown (each 25.5%) and Inspiration Time Inc. (49%). Richard E. Frank, president. Mr. Brown has 4% interest and is vice president of WAQI Ashtabula, Ohio. Consideration $7,500. Ann. Nov. 29.

WLOM(FM) Chattanooga—Seeks assignment of license from WLOM(FM) Broadcasting Inc. to Rock City Broadcasting Co. for $91,500. Principals: Rock City Gardens Inc., 100%; E. Y. Chapin III (63.6%), president and treasurer. Mr. Chapin is employe with WTVC(TV) Chattanooga. Ann. Nov. 24.

KAZZ(FM) Austin, Tex.—Seeks assignment of license from Audioland Broadcasting Inc. to KOKE Inc. for $70,000. Principals: Ron Rogers, vice president. Mr. Rogers is 25% stockholder in KJOE Shreveport, La. Ann. Nov. 24.

KETO Seattle—Seeks assignment of license from Chem-Air Inc. to AmCom Inc. for $397,500. Principals: Riley R. Gibson, president (68.75%) et al. Mr. Gibson is in real estate, truck hauling, welding, advertising (Advertising Service Inc., San Jose, Calif., president, director and 40% interest) and is former broadcaster. Ann. Nov. 29.

KISW Seattle—Seeks assignment of license from Ellwood W. Lippincott to Seattle, Spokane & Portland Radio for $75,000. Principals: Assignee is joint venture composed of Dena Pictures Inc., California corporation, and Alexander Broadcasting Co., Oregon corporation. Joint venture presently operates KJR Seattle, KXL-AM-FM Portland, KCKN-AM-FM Kansas City, Kan., KJRB Spokane, Wash. and WUBE-AM-FM Cincinnati. Danny Kaye, television performer, is president. Ann. Nov. 27.

ACTIONS

■ FCC dismissed as moot Elton's application for assignment of KHAL Homer, La. license to Don M. Kelly and P. T. Richardson, partnership, d/b as Claiborne Parish Broadcasting Co., Stillwater, Okla. With assignment application, in lieu of balance sheet of Elton Broadcasting Co., assignor, it was stated that, because of lack of unencumbered assets and inadequate managerial and financial control, principal creditors found it necessary to foreclose, take over property and take their loss, and "only possible property rights that the assignor would have in the station assets would be a dubious equity of redemption. . ." Action by commission Nov. 22, by letter. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson. Station's renewal of license dismissed and call letters deleted in same action.

WCEN-AM-FM Mount Pleasant, Mich.—Broadcast Bureau granted assignment of

FOR SALE—Stations

Continued

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TV V in excellent growth area. Network affiliate. 3.5 million dollars cash.

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license from **Paul A. Brandt** to **Central Michigan Broadcasters Inc.** for $455,000. Principals: **Anthony F. Bielawski**, president, **Hugh K. Cook**, treasurer, **Raymond C. Cook**, secretary and **David C. Horowitz**, vice president (each 25%). Mr. Bielawski is attorney. Dr. Hugh Cook is general practitioner. Dr. Raymond Cook is general practitioner. Mr. Horowitz is student in medical school. Mr. Bielawski is secretary-treasurer, director and holder of 37½% stock in **WIOS East Tawas, Mich.**, which has renewal of license pending and facility change. Dr. Hugh Cook is director and holder of 4.2% interest of **WXOX Bay City** (upon grant of this application, he will dispose of ownership if required by FCC) and **WSTR-AM-FM Sturgis**, both Michigan, with applications pending for renewal of licenses. Action Nov. 24.

WFVG Fuquay Springs, N. C.—Broadcast Bureau granted assignment of license from **WFVG Broadcasting Co.** to **Wake County Broadcasting Inc.** for $60,000. Principals: **Gray Broadcasting Corp.** (100%). **Theodore J. Gray Jr.**, president and treasurer. Mr. Gray is 55% owner of **WHEO Stuart**, both Virginia. Action Nov. 24.

■ Commission has granted transfer of control of **WHBC-AM-FM** at **Canton, Ohio**, from Ohio Broadcasting Co., 100% owned by **The Brush-Moore Newspapers Inc.**, to **WHBC Inc.**, for $2,800,000. WHBC Inc. is new corporation made up of holders of minority stock interests in Brush-Moore. WHBC officers, directors and stockholders, each of whom has 12.5% interest, are **Joseph K. Vodrey**, president and director; **William H. Vodrey**, secretary-treasurer and director; **Jackman S. Vodrey**, assistant secretary-treasurer, director; **Theodore V. Boyd**, director, and **Louise V. Boyd**, **Mary J. Boyd**, **Dolly V. Sepernick** and **Barbara V. Wamelink**. **Gerald F. Boyd**, who is vice president and director, has no stock interest. Brush-Moore newspapers, which have CATV interests, are being sold to Alpha Newspapers Inc., a subsidiary of Thompson Newspapers Inc., Canadian corporation. Action by commission Nov. 29. Commissioners Hyde (chairman), Bartley, Lee, Loevinger, Wadsworth and Johnson with Commissioner Cox abstaining from voting.

K71AS Newport and Otter Rock, Ore.—Broadcast Bureau granted assignment of license for UHF TV translator to **Eugene Television Inc.**, ch. 71. Consideration $4,600. Assignee is licensee of **KVAL-TV Eugene** and **KCBY-TV Coos Bay**, both Oregon. Action Nov. 21.

■ Commission has granted application of **E. Theodore Mallyck** and **William E. Allaun Jr.**, tr/as **A-C Broadcasters**, to assign CP for **WAHT Annville-Cleona, Pa.** to **Valley Communications Corp.** Reason for assignment is Allaun's desire to withdraw from assignor corporation. Valley Communications is new corporation, whose stock will be owned by **William E. Sullivan** (51%), **Austin E. Harkins** (24.5%), and Mr. Mallyck (24.5%). Valley's financial qualifications had been questioned in prehearing letter based on petition to deny filed by Cedar Broadcasters (and its principals). Petitions to deny by Cedar and by Lebanon Broadcasting Co. were rejected by commission. Valley, however, was asked to submit data showing estimates of costs and revenues for first two years of operation and basis for estimating revenues. Stockholders were also asked to demonstrate their ability to service individual bank loans without depending on profitability of station. This information was submitted to commission in an amendment to application. Cedar Broadcasters was formerly an applicant for competing Lebanon station. It has since dismissed its application and merged with another applicant. Action by commission Nov. 29. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson, with Commissioner Bartley abstaining.

■ Commission has granted transfer of 100% control of **Mission Telecasting Co.**, licensee of **KONO-TV**, ch. 12, **San Antonio, Tex.**, to **Outlet Co.** for $10,500,000. Transfer includes **St. Mary's Alden Realty Corp.** Mission Broadcasting Co. of San Antonio is transferor. Also granted was assignment of KONO-TV license from Mission Telecasting Co. to The Outlet Co. **Joseph S. Sinclair** is president and major stockholder (30.6%) of Outlet Co., which is licensee of **WJAR-AM-FM** and **WJAR-TV**, ch. 10 **Providence, R. I.**, and **WDBO-AM-FM** and **WDBO-TV**, ch. 6, **Orlando, Fla.** In addition, The Outlet Co. has 1% interest in merged applicant for ch. 9 at Syracuse, N. Y. Mission Broadcasting Co. will retain its **KONO** and **KITY(FM)** at **San Antonio, Tex.**, and its permit for **WRIZ Coral Gables, Fla.** Action by commission Nov. 22, 1967. Commissioners Hyde (chairman), Lee, Loevinger and Wadsworth concurring with Commissioners Bartley, Cox and Johnson dissenting.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Nov. 29. 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.

Vestavia Hills, Ala.—Televue Cable of Alabama Inc. has applied for a franchise.

■ **Fresno, Calif.**—Fresno Cable TV Co., subsidiary of Triangle Publications (multiple broadcaster and CATV owner), has been granted a franchise. Triangle owns KFRE-AM-FM-TV in Fresno.

Fort Collins, Colo.—Fort Collins Video Inc., subsidiary of Mountain States Video Inc., Denver (multiple CATV owner), has applied for a franchise.

■ **Palm Beach Gardens, Fla.**—Palm Beach Cable Television has been granted a franchise. System will carry eight channels plus two FM stations providing time, temperature, weather, stocks and community announcements. The firm also has franchises in North Palm Beach, Lake Park, Palm Beach Gardens and Tequesta, all Florida.

Tifton, Ga.—Empire Cablevision, Jacksonville, Fla., has applied for a franchise. Installation and monthly rates would be $19.95 and $5.95, respectively. City would receive $6,000 per year or 6.5% of annual gross revenues up to $80,000, whichever is greater. System would carry eight TV and several FM music channels and a 24-hour service channel.

Newton, Iowa—City council tentatively approved franchise for United Transmission Inc. (multiple CATV owner) which will be subject to approval in special election Dec. 12. City would receive 5% of annual gross revenue. Other terms of franchise were not reported.

Arkansas City, Kan.—Kansas Cable TV Inc. has applied for a franchise. Installation fee and monthly service charge would run $19.50 and $5.50, respectively. City would receive 3 to 3½% of annual gross revenue.

New Bedford, Mass.—The Outlet Co., Providence, has applied for a franchise. Outlet Co. is group broadcaster and holds franchise for CATV for Groton-Stonington, Conn.

Norwood, Mass. — National Cablevision Inc., (multiple CATV owner) Boston, has applied for a franchise. Installation fee and monthly service charge would run $15 and $4.95, respectively. City would receive 3% of annual gross revenue.

Swampscott, Mass.—Massachusetts Teleradio Broadcasting Corp., owned by WHIL Boston, has applied for a 20-year franchise. Monthly service charge and installation fee would run $4.9g and $14.95, respectively. System would carry a minimum of 12 channels.

Columbia, Mo.—City council passed ordinance specifying terms for a CATV license, stating that "any firm reaching agreement with General Telephone Co. shall be granted license and firm shall pay city $20,000 annually or 5% of gross revenues, whichever is greater." Commonwealth Theaters Inc. of Kansas City, Mo.; International Telemeter Corp., New York (multiple CATV owner), and GT&E Electronics Inc. (multiple CATV owner) presented applications.

Fulton, Mo. — Kingdom Television Inc. has applied for a franchise.

■ **Jefferson City, Mo.**—International Telemeter Corp. (multiple CATV owner), Los Angeles, has been granted a franchise. Other applicant was Capital City Telecable Corp., a local firm headed by LeRoy T. Carlson, holder of CATV franchises in Missouri and Kansas and major stockholder in Continental Telephone Corp., St. Louis, also a multiple CATV owner. Under terms of International Telemeter's franchise, installation will be free, monthly service will run $4.50 and city will receive 5% of annual gross revenue or $10,000 yearly, whichever is greater. International Telemeter also made a last-minute offer of $25,000 for the franchise which was accepted by city council (BROADCASTING, Nov. 6).

Trenton, N. J.—City council has reduced number of applicants from eight to four—Trenton Cablevision, Trenton; Mercer Community Television, largely owned by Reeves Broadcasting Co. (group broadcaster and multiple CATV owner) and Nassau Broadcasting Co. (licensee of WTOA-FM Trenton and WHWH Princeton, both New Jersey); Teleprompter Inc. (multiple CATV owner) New York, and Philadelphia Community Television Co., owned by *Philadelphia Evening Bulletin* (WBNS[FM]). Other applicants were Vikoa Inc., multiple CATV owner and CATV equipment manufacturer, Hoboken, N. J.; Garden Spot CATV, Huntingdon Valley, Pa.; Telesystems Corp. (multiple CATV owner) Glenside, Pa., and Community Service Antenna Inc., subsidiary of WBUD-AM-FM Trenton (BROADCASTING, Oct. 9).

Wanaque, N. J.—Associated Enterprises Inc., New Brunswick, and Ringwood TV Cable, Ringwood, have each applied for a franchise. Associated Enterprises would charge $4.95 monthly and $10 for installation. City would receive 5% of annual gross revenue. Ringwood TV Cable's maximum charge would run $5 monthly and $15 for installation. City would receive 4% of annual gross revenue.

Canandaigua, N. Y.—Community Cable Corp. has applied for a franchise. System would carry 12 channels. Monthly service and installation would run approximately $5 to $6 and $10 to $15, respectively.

■ **Wappinger Falls, N. Y.**—Highway Displays Inc. (multiple CATV owner) has been granted a franchise. Installation will be free during first year and thereafter it will run $20. Monthly service charge will run $4.85.

Zanesville, Ohio—By a referendum vote of 5,272 to 2,724, application of Neptune Broadcasting Corp., (multiple CATV owner and subsidiary for Rust Craft Broadcasting Corp., group broadcaster) was rejected. Better TV of Zanesville, subsidiary of Vikoa Inc., Hoboken, N. J. (multiple CATV owner and CATV equipment manufacturer), was granted a franchise last June.

Corry, Pa.—Corry Cable Co. will increase its monthly rates from $3.50 to $4 starting December 1st.

Indiana, Pa.—Indiana Cable TV Co. has begun operations. System is carrying eight television channels and 14 FM stations.

■ **Wrightsville, Pa.**—H. C. Ostertag Cable TV, Columbia, Pa., has been granted a franchise to extend its Columbia system into Wrightsville. At $4.95 monthly, a selection of 17 channels will be offered. The borough will receive 3% of the annual gross rental collection.

York, Pa.—Cable Television of York, owned by Susquehanna Broadcasting Co. (group broadcaster), York, has begun operations. System carries more than 12 channels.

Sturgis, S. D.—South Dakota Cable Inc. was authorized to take over the franchise issued in 1966 to Sturgis Radio Corp., licensee of KBHB Sturgis. South Dakota Cable Inc. is jointly owned by Mid-Continent Broadcasting Co. and Duhamel Broadcasting Enterprises (both group broadcasters).

Galveston, Tex.—Coastal Community Antenna Television Inc. (multiple CATV owner) has applied for a franchise. Maximum installation fee and monthly service charge would run $10 and $6.95, respectively.

Bloomer, Wis.—Gerald Otto (multiple CATV owner) has applied for a franchise. Universal Cablevision (also multiple owner) holds existing franchise.

Sinclair, Wyo.—Sinclair TV Association has been sold to Teleprompter Corp., New York (multiple CATV owner). Price not disclosed. CATV system was owned by Sinclair Oil Co. Employes Association, and has been served by Teleprompter of Rawlins, Wyo. Teleprompter's Rawlins system is in process of being expanded from five channels to 12.

A touch of the Midwest on Madison Avenue

WEEK'S PROFILE

Jerome Roland Feniger Jr.—VP, TV programing, Grey Advertising Inc., New York; b. Peoria, Ill., June 16, 1927; raised in Davenport, Iowa; U.S. Air Force, January 1946-June 1947 (served as general manager, WLKI, with Armed Forces Radio Service in Japan); B.A. in speech and dramatic arts, State University of Iowa, Iowa City, 1948; announcer, WSUI Iowa City, 1944-46, and WHBF Rock Island, Ill., June-October 1948; assistant account executive, Biow Agency, New York, January 1949-June 1950; head of broadcast media, Cunningham & Walsh, New York, June 1950-December 1951; account executive, CBS Radio Spot Sales, New York, 1951-54; media director, Liggett & Myers account, Cunningham & Walsh, 1955-56; VP, TV and radio, Cunningham & Walsh, 1956-61; general corporate executive and assistant to board chairman, Cowles Communications Inc., 1961-66; VP, TV programing, Grey Advertising, April 1966; m. Marian Schwartz of Roslyn Estates, N.Y., June 1950; children—Robin, 9 and Bruce, 6; member: Sales Executives Club of New York; International Radio and Television Society; past president, University of Iowa Alumni Club of New York.

JERRY FENIGER of Grey Advertising, New York, is a blend of Main Street, Madison Avenue, Broadway and Wall Street.

It's been 19 years since he left Davenport, Iowa, but he still retains the accent and the easy informality of the small-town Midwesterner. But during his long residence in New York, he has added other dimensions that reflect a career and association in such diverse and vital areas of communications and entertainment as production, sales, announcing, media, business administration and finance.

"I'm forever grateful to my old bosses at Cowles Communications, Mike Cowles and Marvin Whatmore, because for the first time, I became really involved in business during my four-and-a-half years there," he related. "I learned something about taxes and finances and other items that are important to me in my current job."

Mr. Feniger is vice president, TV programing, for Grey Advertising, the ninth largest broadcast agency. Mr. Feniger's post represents another rung up the ladder in a career that began to take shape 25 years ago in Davenport.

Jerome R. Feniger Jr. says he always enjoyed talking to people, entertaining them, communicating with them. This involvement with people and ideas led him into high school and college dramatics and stints as a teen-age announcer in Iowa City.

Active ▪ He is still the involved individual today—on a professional level as a TV program executive and in his personal life as an active participant in social, educational, philanthropic and political undertakings.

At 40, Mr. Feniger is a tall, robust individual who does not fit the agency executive stereotype of slickness. He works in shirt sleeves in a comparatively small office and occasionally will light up a large cigar during the course of the business day. But he radiates alertness, enthusiasm and professionalism.

"I enjoyed my tenure at Cowles, where I was responsible for broadcast, films and CATV," he remarked. "But I was happy to get back into agency work and still happier that I was able to move over here to Grey. It was among the hottest agencies around when I joined the company in the spring of 1966 and it's still going strong."

Television is a key medium at Grey with approximately $103 million out of a total domestic billing of $160 million allocated to network and spot TV. Mr. Feniger plays a pivotal role in selecting the network programs on which Grey clients, including General Foods, Procter & Gamble, P. Lorillard and Revlon, among others, are represented.

"But it is important to point out that at Grey, the media and programing departments work very closely in deciding where and how our dollars for television are spent," he stressed. "Though I like to spread a client's investments around in different types of shows at different networks as a general rule, this is by no means a fixed principle. The marketing requirements of a client at a particular time will dictate what the TV advertising strategy will be."

Mr. Feniger is a sharp observer of television trends. He is convinced that the proliferation of UHF stations and community-antenna systems over the next four or five years will have a profound impact on TV programing.

"With more UHF stations on the air, the viewer's choice is going to expand tremendously," he pointed out. "There will be opportunities, in my opinion, for all-news TV stations, for example; there will be more specialized programs to appeal to all kinds of demographic sub-groups, and there may be even some stations that will be the TV equivalent of sophisticated magazines.

"I think the viewer's choice will be further enlarged as more and more CATV systems start to originate programs. Some systems are beginning to carry stock-market and financial news, and I think this is one way of appealing to the generally light viewers."

For the immediate future, Mr. Feniger envisions a continuing accent on the longer TV program form. He reasoned that the 60-, 90- and even the 120-minute show, particularly but not exclusively specials, can compete more effectively with feature films.

Mr. Feniger puts in long hours at Grey, but he still manages to find time for a variety of outside activities. He is a governor of the International Radio and Television Society and has helped arrange some of the IRTS programs.

He is also a political buff. He is a member of the Reform Independent Democrats in New York, and in 1960 he campaigned arduously for the election of the late President Kennedy. But he scoffs at the suggestion that he may run for political office some day.

Broadcast Interests ▪ His drive toward involvement has led him into a partnership with several other individuals, including Chet Huntley of NBC News, in Island Broadcasting System Inc. The company is the licensee and operator of WALK-AM-FM Patchogue and WRIV Riverhead, both New York, and is holder of a construction permit for WRIV-TV.

"Of course, my own participation in the affairs of Island Broadcasting has to be very minimal because my main job is here at Grey and it takes up a good deal of time," he emphasized. "But with my experience in radio sales and in media and programing, I think I can make some suggestions from time to time that can be helpful and useful."

Mr. Feniger and his family live in Manhattan. His marriage could be termed a broadcast affair, he said, and added: "I always say I met my future wife over the telephone. Marian was a secretary at CBS in November 1950. I was in the media department at Cunningham & Walsh. I had to call her boss from time to time, and we became friendly. We were married the following June."

EDITORIALS

First round

AFTER a careful reading of the briefs filed in the broadcasters' attack on the constitutionality of the FCC's fairness rules, we herewith offer the lay opinion that this case could be the start of something good. The vigor, clarity and comprehensiveness of the arguments submitted a fortnight ago by CBS, NBC, the Radio Television News Directors Association and a group of station licensees prove that the appellants have engaged skilled lawyers and are prepared to support them in pursuit of ultimate justice.

The arguments, which were described in last week's issue of this magazine, address themselves to the narrow question of whether the First Amendment is violated by the FCC's recently adopted rules requiring the offer of time for presentation of rebuttals to political editorializing or personal attacks. But if those arguments were to be accepted in a final decision by the courts, they would constitute an emancipation proclamation of much wider consequence.

In essence the appellants have said—and eloquently—that broadcasting is entitled to the same freedoms that the framers of the First Amendment accorded to the then-existing press, and that the federal authority to license stations confers no federal authority to take away any First Amendment rights. If those principles were to be accepted as applying to the FCC's fairness rule, they would be equally applicable to the whole regulatory function. The hard-line members of the FCC would be deprived of basic justification for all of their ventures into program supervision.

No doubt the FCC will muster its best legal resources to resist the appeal, and there is no way of foretelling whether the courts will find a way to reach decisions without dealing directly with the constitutional issues presented here. But the broadcasters' challenge had to be made at whatever risk. The challenge, it seems clear to us, is in good hands.

Where broadcast billings count

IT could have surprised no one in the business to read in BROADCASTING's annual report on the billings of the top-50 TV-radio agencies, presented here a week ago, that the rate of broadcast-billings growth has slowed this year. The top 50 are putting more money into the broadcast media than in 1966, but the increase is only a little over one-third as much as 1966's gain. It's been that kind of year, not only for radio and television, but for all major media.

At times like this it is sometimes reassuring, and may even be instructive, to look back briefly. Before 1967, two of the slowest years the broadcast media have had in recent memory, in terms of combined growth rates, were 1961 and 1957. So let's look at the 1967 top-50 agencies in the context of those years.

In 1967 we find seven agencies investing more money in TV-radio than the number-one agency did in 1961. J. Walter Thompson, number one then and now, has almost doubled its broadcast investment, from $125 million to $230 million. Only 13 of radio-TV's top-50 agencies in 1961 actually billed more than the $46.2 million by which one new agency—Wells, Rich, Greene—*increased* its broadcast billings in 1967.

Going back to 1957, the picture is the same, only more so. Ten agencies now exceed the $103-million broadcasting investment that made McCann-Erickson number one in 1957. And 18 of the 1957 list couldn't have made it at all by this year's standards—their billings weren't up to the $9.5 million that represent 50th place in the current rankings.

In that 1957 top 50 are many once-important agencies whose names you don't hear any more—agencies that have merged or undergone other major ownership changes, or simply disappeared. Of the 10 agencies that were spending the least in radio-TV in 1957's top 50, five are no longer in business under the same ownership, and some are not in business at all. The same is true of seven of the 10 ranked 31st through 40th, and also of five of the 10 between 21st and 30th.

Thus there have been major changes in 17 of the 30 agencies then ranked below 20th place. Yet among the 20 there has been only one such change, and in the top 10—none. There must be a moral in there somewhere.

Overnight oracle

AS business goes so go the fall conferences of the National Association of Broadcasters. Because 1967 hasn't been a vintage year the conferences lacked exuberance..

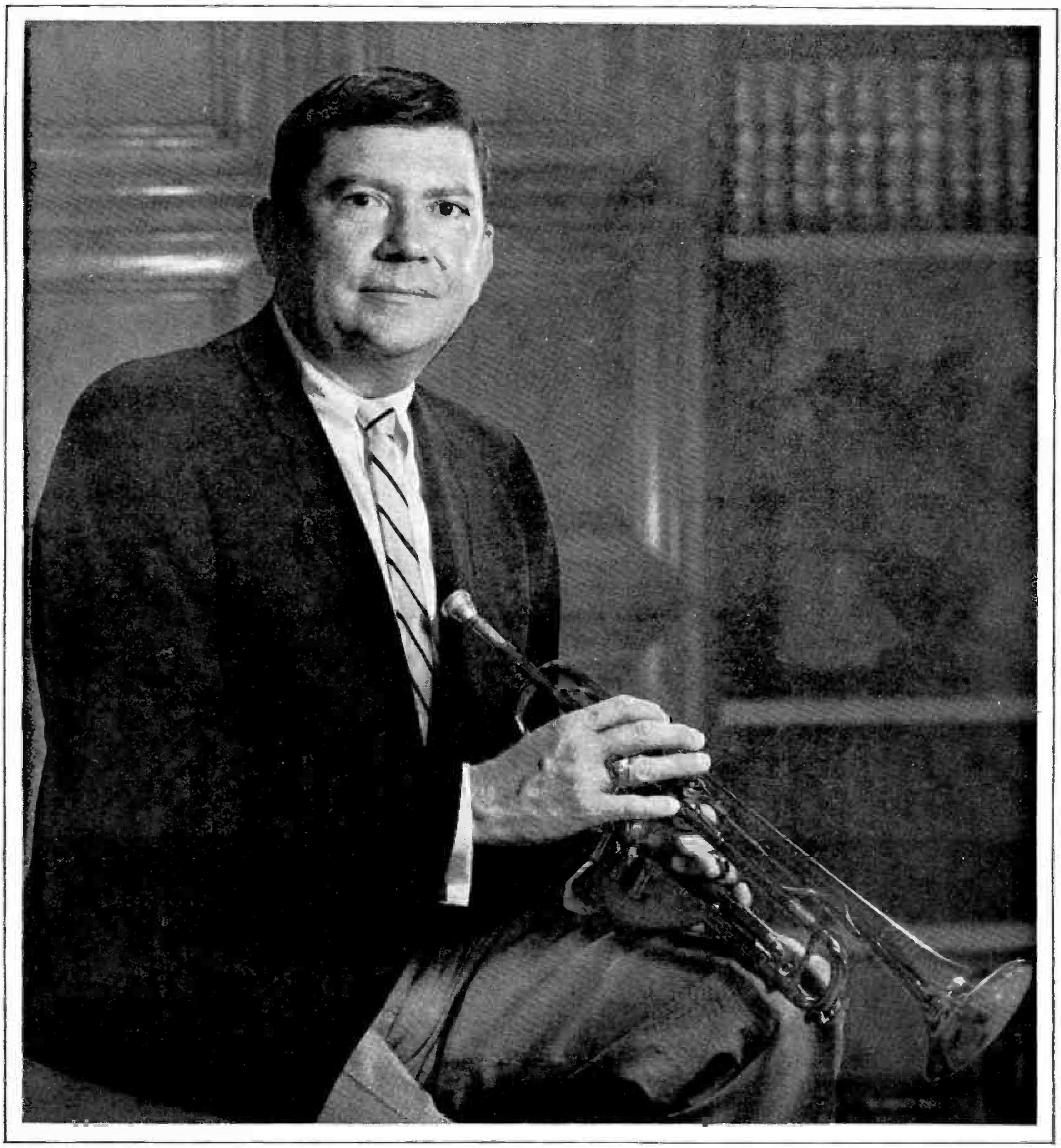
This year's eight conferences wound up on a particularly sour note, supplied by the FCC's 33-year-old junior member Nicholas Johnson. Although programing is none of the FCC's concern, Mr. Johnson lectured delegates on their shortcomings in handling the race issue, using production techniques (prepared at taxpayers' expense) to punctuate his brow-beating.

Mr. Johnson, in his 18 months on the FCC (he lasted two years as maritime administrator) has demonstrated a propensity for getting publicity. He gives newspapers hand-delivery service, not only of his speeches, but of his dissenting opinions wherein he has accused his colleagues of abdicating responsibility and has castigated them for failing to think big enough.

Perhaps members of the FCC will have to take it from the junior commissioner in his dissenting opinions as long as he serves. But we are not aware of anything chiseled in stone or inscribed on parchment that requires the NAB to provide a platform for an FCC member who makes a practice of beating his captive audience over the head.

Drawn for BROADCASTING by Sid Hix

"It's her husband . . . He comes in and does the dishes when her show is over!"



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