DECEMBER 11, 1967 50 CENTS 37TH YEAR

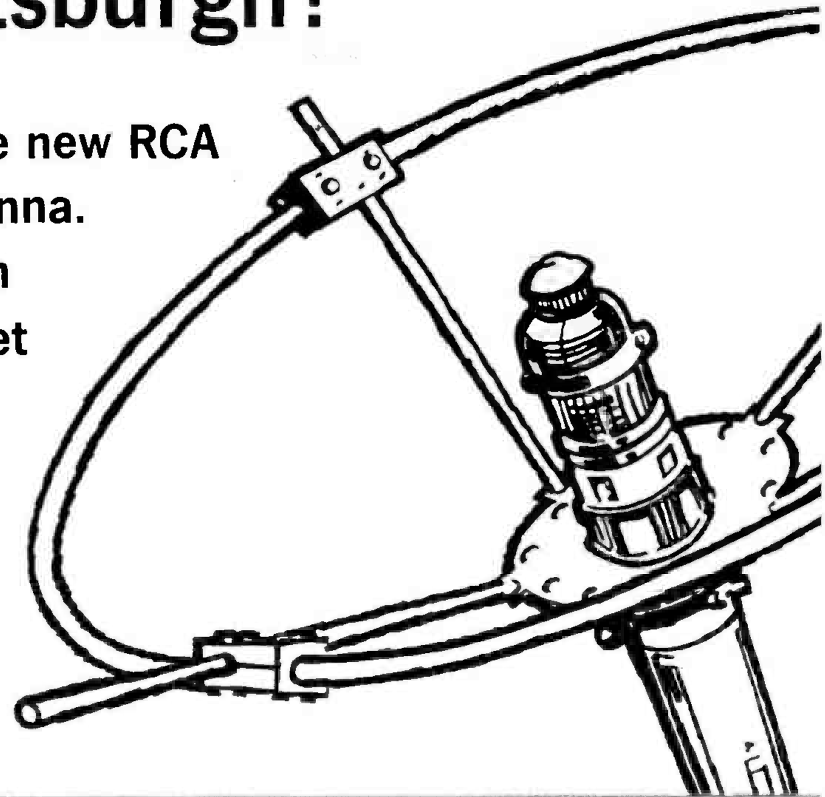
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

First in Pittsburgh!

Only WIIC-TV has the new RCA Traveling Wave antenna. Here's what people in the Pittsburgh market are telling us about our new signal . . .



Mr. J. J. Gdovka, Carmichaels, says: Great improvement. In color we no longer have to fine tune.

Mrs. Jesse Pore, Monessen, agrees: reception perfectly clear.

Mrs. Dorothy Kacharian, Baden, writes: three cheers for the tower of power!

Mrs. Harry F. Lilly, New Brighton, claims: better reception . . . everything nice & sharp.

Mrs. J. H. Stewart, Washington, says: New Tower Power gives us a much better picture.

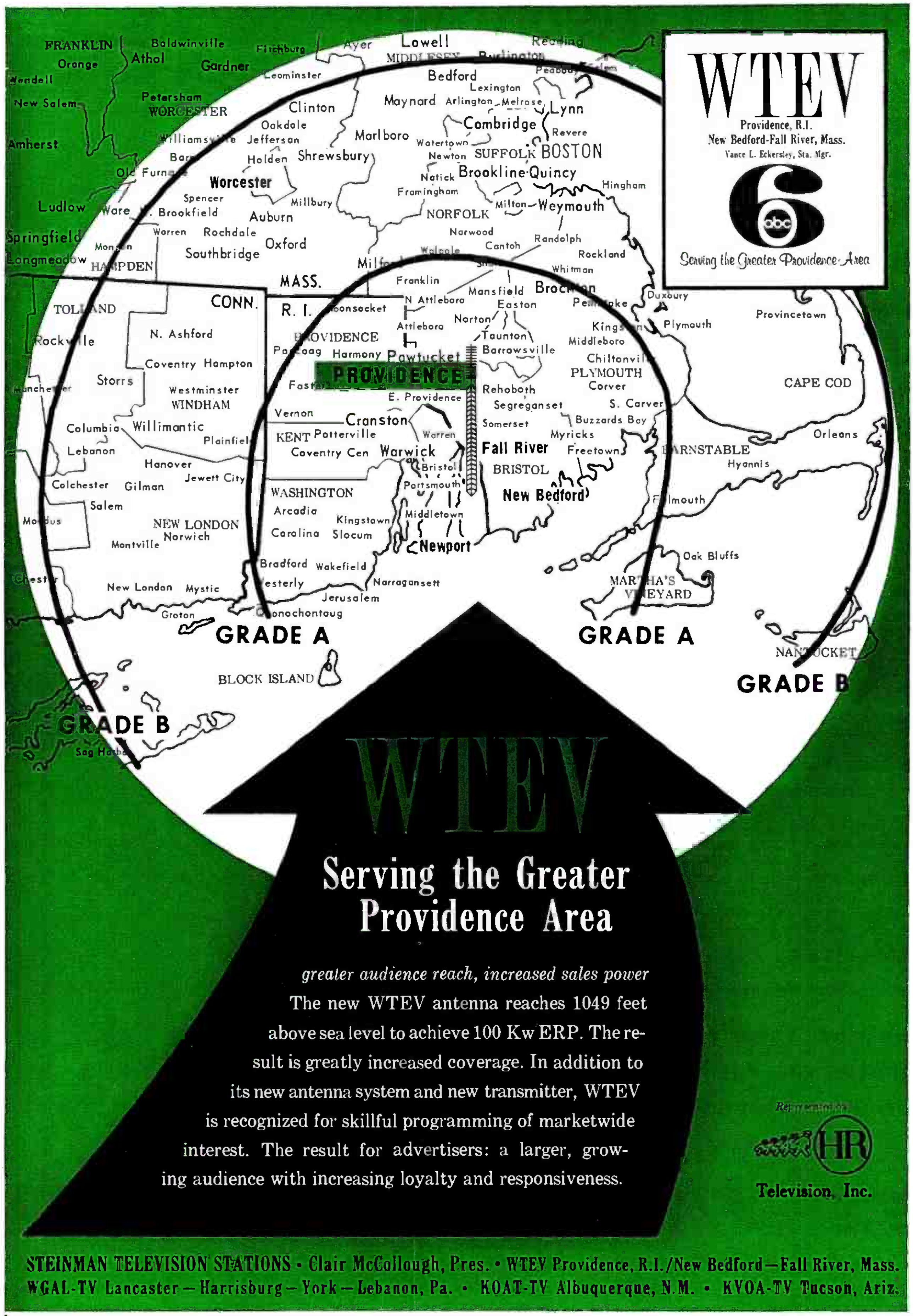
Mrs. Elliott Dunn, Greensburg, thrills: Now! Wow! Picture comes in clear.

Our new "Tower of Power" is just another step in our continuing effort to give Pittsburghers the finest viewing possible. And you the best market possible.

FULL COLOR WIIC-TV11

Basic NBC Television Affiliate. Represented by Blair Television.

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


WTEV
Providence, R.I.
New Bedford-Fall River, Mass.
Vance L. Eckersley, Sta. Mgr.
6
abc
Serving the Greater Providence Area
GRADE A
GRADE A
GRADE B
GRADE B
PROVIDENCE
BOSTON
Worcester
Fall River
New Bedford
Newport
CAPE COD
BLOCK ISLAND
MASS.
CONN.
R. I.
WTEV
Serving the Greater Providence Area
greater audience reach, increased sales power
The new WTEV antenna reaches 1049 feet above sea level to achieve 100 Kw ERP. The result is greatly increased coverage. In addition to its new antenna system and new transmitter, WTEV is recognized for skillful programming of marketwide interest. The result for advertisers: a larger, growing audience with increasing loyalty and responsiveness.
HR
Television, Inc.
STEINMAN TELEVISION STATIONS • Clair McCollough, Pres. • WTEV Providence, R.I./New Bedford—Fall River, Mass.
WGAL-TV Lancaster—Harrisburg—York—Lebanon, Pa. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

CLOSED CIRCUIT®

Exit cue

American Association of Advertising Agencies has quietly given notice that it plans to withdraw from Broadcast Rating Council, but there's still hope—on both sides—that differences can be reconciled and decision rescinded. AAAA feels its BRC investment thus far—$10,000 annually since council started Jan. 1, 1964—is money well spent, but that council ought to involve itself more in research methodology and similar activities to improve ratings, rather than to concentrate on auditing rating services. Council officials say it isn't that easy—that there are serious differences as to whether BRC can legally set minimum standards. They've tried to get advisory ruling from Justice Department, but were refused.

If AAAA withdraws, council will become essentially broadcasters-only organization. Association of National Advertisers has two "observers" acting as liaison with council but has never joined (fact that adds nothing to AAAA's happiness, in view of its own $10,000 annual outlay for two board seats). Aside from AAAA, board is made up (at $5,000 per year per seat) of five representatives of National Association of Broadcasters and one each from Television Bureau of Advertising, Radio Advertising Bureau, Station Representative Association, ABC, CBS and NBC (Mutual dropped out some time ago). In addition to ANA, National Association of FM Broadcasters sends "observer."

Squeaky vote

By 4-to-3 vote FCC has approved transfer of five UHF construction permits held by Overmyer Communications Co. to AVC Corp. (formerly American Viscose). Action on issue, which created considerable controversy within commission, had been held up for several weeks as one commissioner after another asked for time to write his separate views. These views, along with basic order, will be released this week.

Also approved, along with transfer of CP's, was sale of WBHL-TV *Philadelphia to AVC Corp. Majority is said to comprise Chairman Rosel H. Hyde, Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth, with Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson dissenting. Overmyer acquisition is for $1 million plus $3 million in loans to other Overmyer interests. There is no direct payment for Philadelphia station. Businessmen who own it, including William Banks, controlling stockholder of* WHAT-AM-FM *Philadelphia, will acquire 30% of AVC subsidiary that will be licensee corporation.*

Anticompetitive?

Although nothing may come of it, there's report that Antitrust Division of Department of Justice is looking into joint ownership of television stations and CATV systems. There has been motion on part of certain antitrust lawyers that TV and CATV are competitive and presumably that joint ownership constitutes concentration of power.

Some basis for this is seen in contention made by Antitrust Division in its opposition to ITT-ABC merger that ITT had planned to go into CATV nationally to "compete" with network TV. ITT's rejoinder was that it had investigated CATV and decided against making it major project.

More originals

CBS-TV has decided to place "major creative and financial effort" into original drama, hopefully establishing *CBS Playhouse* on schedule of one each month during Fall-Winter television season. Policy enunciated by Michael Dann, senior vice president, programs, covers remainder of this season and into 1968-69 season. According to Mr. Dann, *Playhouse* is abandoning—except in rare cases—adaptations and will concentrate on original scripts.

Movie bundle

First package of feature films to be released by Warner Brothers-Seven Arts since companies' consolidation last summer is slated to hit syndication market in early January. Package is now being assembled and will consist of approximately 35 pictures, many of which are expected to be drawn from Warner Brothers stock of recent vintage. It's reported package will contain some important films.

Inventory

Report circulated last week that ABC-TV is turning back about 100 daytime minutes to its affiliates in December, and was generally confirmed by network authority. Warren Boorom, director of daytime sales, said that "if we cannot sell the minutes and it looks like they might go down the drain, we turn them back to the stations. But I doubt it is as many as 100. Only 8% of our 4,680 minutes in the fourth quarter remain unsold."

Situation at CBS-TV is somewhat better. Bob Stolfi, vice president-director of daytime sales, said network was 95% sold out through December and was not considering turning back any minutes. NBC-TV claims to be completely sold out in fourth quarter.

Younger blood

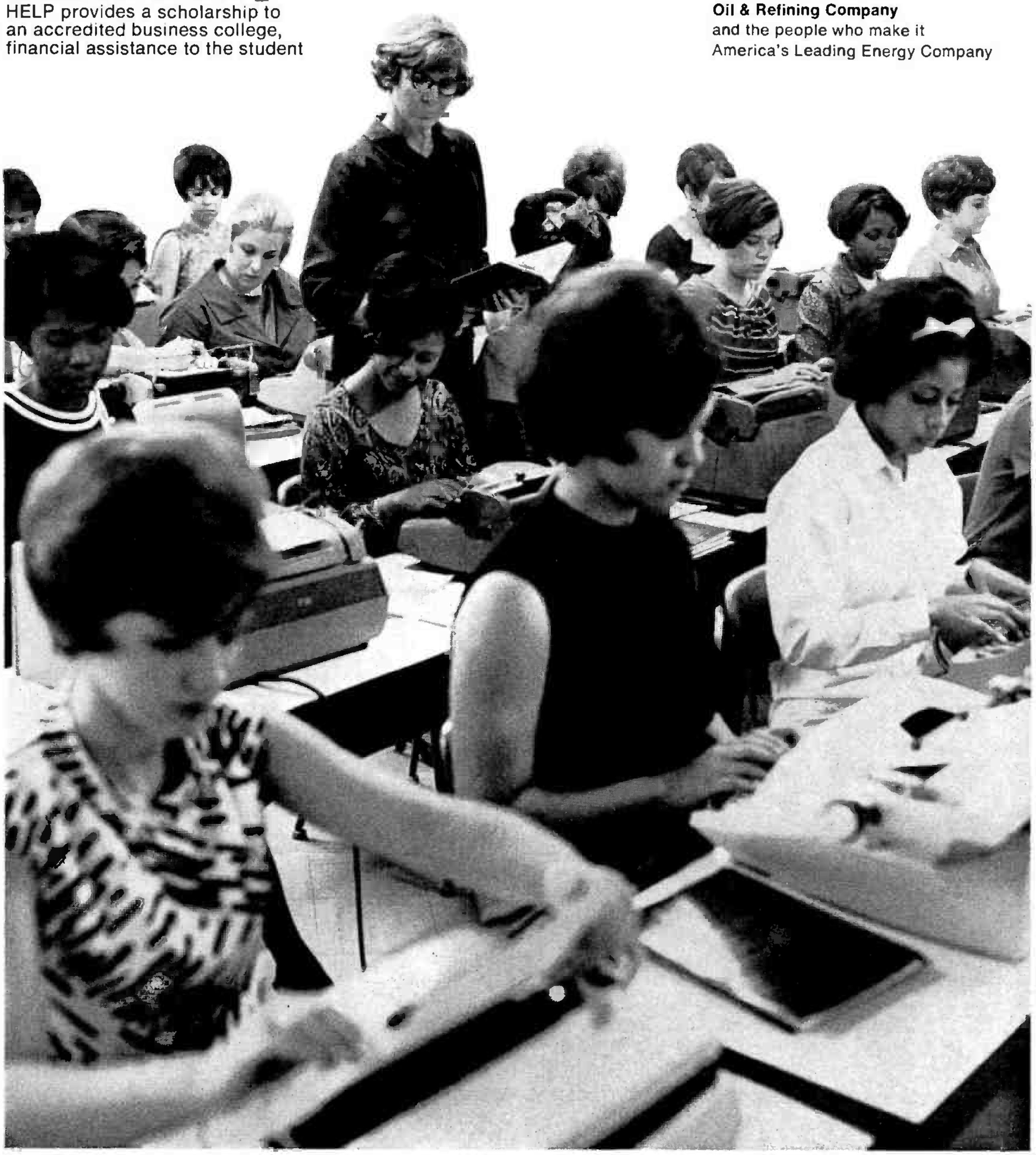
Top-level changes are expected momentarily at Walter Schwimmer Inc., Chicago-based TV film subsidiary of Cox Broadcasting Corp. Syndication pioneer Walter Schwimmer is to drop presidency, become consultant to firm. Slated for top post is Arthur Pickens, now executive vice president, who in turn is to be succeeded by Howard Christensen, now sales vice president. Schwimmer firm, acquired by Cox year ago, is to continue heavy in program packaging with long-range eye on feature-movie production.

Cause of it all

CBS-TV's willingness to renegotiate its long-term contract with National Professional Soccer League reportedly was major factor in announcement of merger of NPSL with United Soccer Association. NPSL, which has not had sanction of soccer's governing international body, has had 10-year, $15-million CBS contract in its back pocket since late 1966. While USA has had official blessings it was never able to generate more than modicum of local radio-TV interest for its 10 teams.

Reportedly CBS was paying 10 NPSL teams $2.1 million over first three years and has annual option to league's games for additional seven years. Before leagues got down to serious merger talks, it's understood USA officials went to CBS and asked if merged league could renegotiate contract. Network reportedly said it would not stand in way of merger. If International Soccer Federation sanctifies merger, league-network talks may reopen although CBS has right to refuse new talks.

BROADCASTING, December 11, 1967, Vol. 73, No. 24. Published every Monday, by BROADCASTING PUBLICATIONS INC., 1735 DeSales Street, N. W. Washington, D. C. 20036. Second-class postage paid at Washington, D. C. and additional offices. Postmaster: Send Form 3579 to BROADCASTING, Washington, D. C. 20036.



WEEK IN BRIEF

Showdown between stations, networks may come during Miami meeting of NAB's TV code review board. At issue, proposals for limits on number of commercials; CBS-TV letter hints at code defection. See . . .

CRISIS FOR TV CODE . . . 21

Little enthusiasm generated for ABC-TV plan to lengthen three prime-time station breaks a week to 63 seconds while shortening six others to 33 seconds. Plan already approved by affiliates' board of governors. See . . .

MINUTE BREAKS . . . 22

Canadian-ad-firm study shows that viewer recall on clustered commercials progressively deteriorates from first to third spots; suggest lower rates based on position within cluster group. See . . .

DOES CLUSTER HINDER RECALL? . . . 24

Specter of split 30-second commercials haunts Palm Springs meeting between NBC-TV affiliates' board of delegates. Net's "long-pledged resistance" to such sales may be weakening. See . . .

NBC-TV TO SPLIT 30'S? . . . 28

Growing broadcast group, Malrite Broadcasting Inc., buys WMIL-AM-FM Milwaukee, WMIN-AM-FM Minneapolis-St. Paul for reported $1 million. FCC approves $3.6-million sale of KTVE(TV) El Dorado, Ark. See . . .

MALRITE ADDS FOUR . . . 32

FCC, caught in economy squeeze along with other agencies, faces 2% cut in payroll funds along with expected demand for 4.5% increase in federal salaries. CPB may not get funds until next year. See . . .

FCC FACES 2% CUT . . . 34

Broadcasters hope major attack on fairness doctrine launched in Chicago can be merged into Red Lion case accepted for review by Supreme Court. Red Lion accedes, but FCC opposes deferral. See . . .

TOO MANY COOKS? . . . 40

Supreme Court to review landmark United Artists-Fortnightly CATV copyright case. Cable forces pleased; court observers see action indicating several justices have doubts about correctness of lower-court decisions. See . . .

HIGH COURT TAKES COPYRIGHT . . . 48

Pattern of copyright cooperation between broadcasters and CATV operators appears to be emerging from informal Hatch-Stern ad hoc committee. Unsettled issue is how to treat CATV program origination. See . . .

SUMMIT TALKS ON CATV . . . 48

Great color-TV X-ray scare of 1967 may have rerun in 1968. Representative Rogers, U.S. Public Health Service claim modified GE color sets still emit excess radiation, cite possible industry-wide problem. See . . .

NEW X-RAY SCARE . . . 54

DEPARTMENTS

AMERICAN BUSINESS PRESS, INC.

AUDITED PAID CIRCULATION ABC

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

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


Escape
to
hell

Luckies drop Manoff, switch to N. W. Ayer

American Tobacco's Lucky Strike account, billing an estimated $7 million ($5 million in radio-TV), will move to N. W. Ayer & Son, Philadelphia, on Jan. 7, after eight months with Richard K. Manoff Inc., New York.

Manoff explained switch in agency memo: "We have been fired because we have been philosophically, professionally, ethically opposed to the client's insistence that we develop Lucky Strike advertising according to their prescription.

"That prescription can't work. It hasn't worked. Lucky Strike is a losing brand and the thinking that has gone into it in recent years has been a 'loser's thinking.'"

Agency added that its relationship with client was "losing struggle from the start. They were torn between wanting 'the new way' and being unable to forego the old. It turned out to be 'their way' or 'no way.'"

Ayer in September 1965 acquired American Tobacco's Montclair and Carlton cigarettes (estimated $5 million), and in early 1967 added Half and Half cigarettes and pipe tobacco, Fifty Fifty cigarettes in test market and Colony 100's. New Lucky Strike account includes regular, filter and filter-menthol brands.

Lucky Strike in first nine months of 1967 spent $3.9 million in TV ($2.6 million in network, $1.3 million in spot), according to Television Bureau of Advertising, and $99,000 in radio in first half of year ($47,000 in spot and $52,000 in network) according to Radio Advertising Bureau.

Broadcasters, ASCAP in cordial session

Representatives of Georgia radio stations and of American Society of Composers, Authors and Publishers conferred in New York Friday (Dec. 8) in effort to compose differences over ASCAP music rates but did not come to terms, participants reported afterward. They said session was "friendly" and "pleasant," however, and that another meeting would be scheduled.

Group of Georgia stations who claim they pay ASCAP too much considering amount of ASCAP music they play, have said they will sue if necessary to get lower ASCAP rates. Current rates were negotiated by ASCAP and All-Industry Radio Station Music License Committee in settlement of committee's suit against ASCAP and have been accepted by most U. S. radio stations.

Participants in Friday session included Edwin G. Mullinax, WLAG LaGrange, Ga.; Tom Brown, Atlanta attorney, and Herman Finkelstein, ASCAP general counsel.

Johnson gives support to Negro programing

FCC Commissioner Nicholas Johnson sees fracturing of radio's audience as "lucky break for America" insofar as it has led to efforts to meet programing needs of Negroes. He says market pressures have exerted "more beneficial influence on radio's product" in this respect than have pressures of conscience on television's product.

Commissioner made statement in concurring opinion issued Friday (Dec. 8) in connection with FCC approval of transfer of WAIV(FM) Indianapolis from Calojay Enterprises Inc. to Indianapolis Radio Corp. for $85,000.

Station currently devotes 95% of its programing to classical music and commentary on it. Indianapolis Radio, whose president and largest shareholder, Frank P. Lloyd, is Negro, will orient its programing to city's 20% Negro population—rythm and blues music and public affairs programing of special interest to Negro community.

Commissioner, in Chicago speech last month said radio-TV should make greater effort to meet Negro's programing needs (BROADCASTING, Nov. 27). In statement Friday he said fact that Mr. Lloyd and another co-owner are Negro provide assurance that promise to serve Negro community will be fulfilled. He noted that of 350 Negro-oriented radio stations, all but about five are owned by whites.

Commissioner said FCC had made "complex social decision"—whether to approve transaction, which would deprive Indianapolis of only "highbrow" radio station and provide it with only "soul" station—"by deferring to the market."

CBS remains on top

CBS-TV led by 2.9 in 30-market Nielsen rating averages for week of Nov. 27-Dec. 3. Report, out Friday (Dec. 8), showed that for 7:30-11 p.m. period that week CBS-TV had 20.9, NBC-TV 18.0 and ABC 16.2.

NCAA's Plant backs RFK's 'anti' moves

Drive of Senator Robert F. Kennedy (D-N.Y.) to get cigarette spots removed from televised football games has gained influential support from within National Collegiate Athletic Association, it was learned Friday (Dec. 8). Marcus L. Plant, NCAA president, told senator he agreed that "it is not desirable" to have cigarette advertising on NCAA programs.

In November letter to senator, NCAA president said he did not have "direct control of this phase of [NCAA's] affairs," but said he would "use every influence possible to reduce and eventually eliminate appearance of such advertising" on NCAA events. Decision is up to NCAA TV committee, he noted.

Earlier letter to senator from Walter Byers, NCAA executive director, said matter would definitely be discussed next time TV committee considers sponsorship (BROADCASTING, Nov. 27).

Kennedy correspondence file, opened for inspection by news media, showed no response from ABC to senator's telegram asking that football games not be used as vehicle for cigarette spots. ABC has contract with NCAA through 1969 season. It permits cigarette spots.

File also showed NBC's President Julian Goodman earned senatorial tongue-lashing for noting that Congress had considered and rejected curbs on broadcast cigarette advertising. Using congressional nonaction as policy standard was "inappropriate," Senator Kennedy indicated.

"Congress's failure to act does not diminish responsibility of other Americans for voluntary action in public interest," senator explained.

KGYN gets II-A status in unusual FCC action

FCC Review Board, in action made public Friday (Dec. 8), granted application of KGYN Guymon, Okla. to operate on 1210 kc as full-time class II-A station with 10 kw. Station currently operates on 1220 kc as class II-

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Michel

Werner Michel, VP and director of radio-TV for Sullivan, Stauffer, Colwell & Bayles Inc., New York, named programing VP for Wolper Productions, New York, effective in January. Mr. Michel, with SSC&B for last four years, previously was producer for Kenyon & Eckhardt; executive producer for Dumont television network; VP and director of radio-TV for Reach, McClinton & Co. and served as consultant for N. W. Ayer & Son, Air Transport Association, Nationwide Life Insurance Co. and John H. Breck Inc.

John F. Welsh, senior VP of Warwick & Legler, New York, appointed to newly created post of executive VP for administration, becoming second-ranking officer of W & L while continuing his major account supervision. **Ted Douglas,** until recently VP and national director of sales for ABC Radio, has joined Warwick & Legler as VP and member of general executive board.


Mr. Firman

William W. Firman, director of sales for news and specials at ABC-TV, New York, since 1963, elected to new post of VP and director of news and specials sales. Before coming to ABC, Mr. Firman worked for CBS Radio, starting in Chicago in 1951, and moving up to manager of Detroit office, eastern sales manager and assistant general sales manager in New York.

For other personnel changes of the week see FATES & FORTUNES

daytime only with 1 kw.

KGYN application was paired with request of WCAU Philadelphia to change facilities. WCAU operates on 1210 kc as dominant class I-A station.

Board action was unusual in that it severed KGYN application from proceeding and granted it without prejudice to WCAU's request—action opposed to commission rules. Board felt that sufficient showing of public interest requiring immediate grant of KGYN petition was made.

Conn. PUC restudying CATV system grants

Place of telecasters in CATV's future may be determined significantly by Connecticut Public Utilities Commission. It is reconsidering grant last March to Outlet-BT Co., for Groton-Stonington area, and is awaiting legal briefs from that firm's attorney on question of conflict between TV broadcaster and CATV ownership.

When state PUC issued grants for CATV in Connecticut earlier this year it enunciated policy of disqualifying broadcasters with TV interests in cable TV areas. This policy is being challenged in state courts by Triangle Publicatios Inc. (which owns WNHC-TV New Haven and which applied for CATV there) and by WHNB-TV New Britain, both of which were disqualified under the PUC's policy.

In hearing before PUC on Dec. 6, Outlet-BT argued that Outlet Co.'s WJAR-TV Providence, R. I., was not identified with Groton-Stonington, carries no commercials from merchants in area, its newscasts devote no time to news of region and that no political candidates from area appear on WJAR-TV. Outlet Co. owns 50% of Outlet-BT group.

Attempt to have witnesses testify regarding coverage area of WJAR-TV and other points failed when PUC sustained its general counsel who objected that rules forbade introduction of new testimony after close of original hearing.

Connecticut PUC issued franchises for 83 communities to 17 applicants after hearings spanning 18 months. Among winners: Rollins Inc., Jerrold Corp., Monroe Rivkin of Bill Daniels Associates, Teleprompter Corp., Meredith-Avco, Telesystems Corp., Julian Gross, Time-Life.

Mediastat radio study attracts 17 agencies

Seventeen advertising agencies have signed for Media Statistic's continuous radio circulation study, it was announced Friday (Dec. 8). Agencies spend $139 million in spot radio and more than $175 million in network and spot radio.

They are Ted Bates; BBDO; Leo Burnett; Campbell-Mithun; D'Arcy Advertising; William Esty; Foote, Cone & Belding; Lennen & Newell; MacManus, John & Adams; Arthur Meyerhoff Associates; John F. Murray Advertising; Needham, Harper & Steers; Norman, Craig & Kummel; Ogilvy & Mather; Sullivan, Stauffer, Colwell & Bayles; J. Walter Thompson, and Young & Rubicam.

Hill Blackett dies

Funeral services were to be held Saturday (Dec. 9) in Chicago for Hill Blackett, 75, radio daytime-serial advertising pioneer, who died Dec. 6 in Florida. Mr. Blackett began career in 1915 with Lord & Thomas and in 1923 founded Blackett, Sample & Hummert, which subsequently became one of nation's biggest buyers of radio time. H. M. Dancer, J. G. Sample and C. L. Fitzgerald, officers of BS&H, pulled out of agency and formed Dancer-Fitzgerald-Sample in 1944. Mr. Blackett after having reformed as Hill Blackett & Co. then merged with Grant Advertising in 1949 with Mr. Blackett continuing as consultant until 1955. His survivors include son, Hill Jr., board chairman of Clinton E. Frank Inc., Chicago.

Somebody up there likes television

Television may get morale booster before year's end in form of independent report showing that three out of four TV viewers have "positive" attitudes about medium and like it just as it is.

Board of governors of Methodist Church's TV-Radio-Film Council, meeting in Miami this week, will be presented with preliminary results of church's October "TV Valuation Month" project in which some 2.5 million cards seeking evaluation of programing were sent out. Results so far indicate 75% of viewers—representing many religious denominations—find no fault with medium; 20% are generally critical; and 5% say they like some aspects but are disturbed by others. Full report may be made public before end of month.

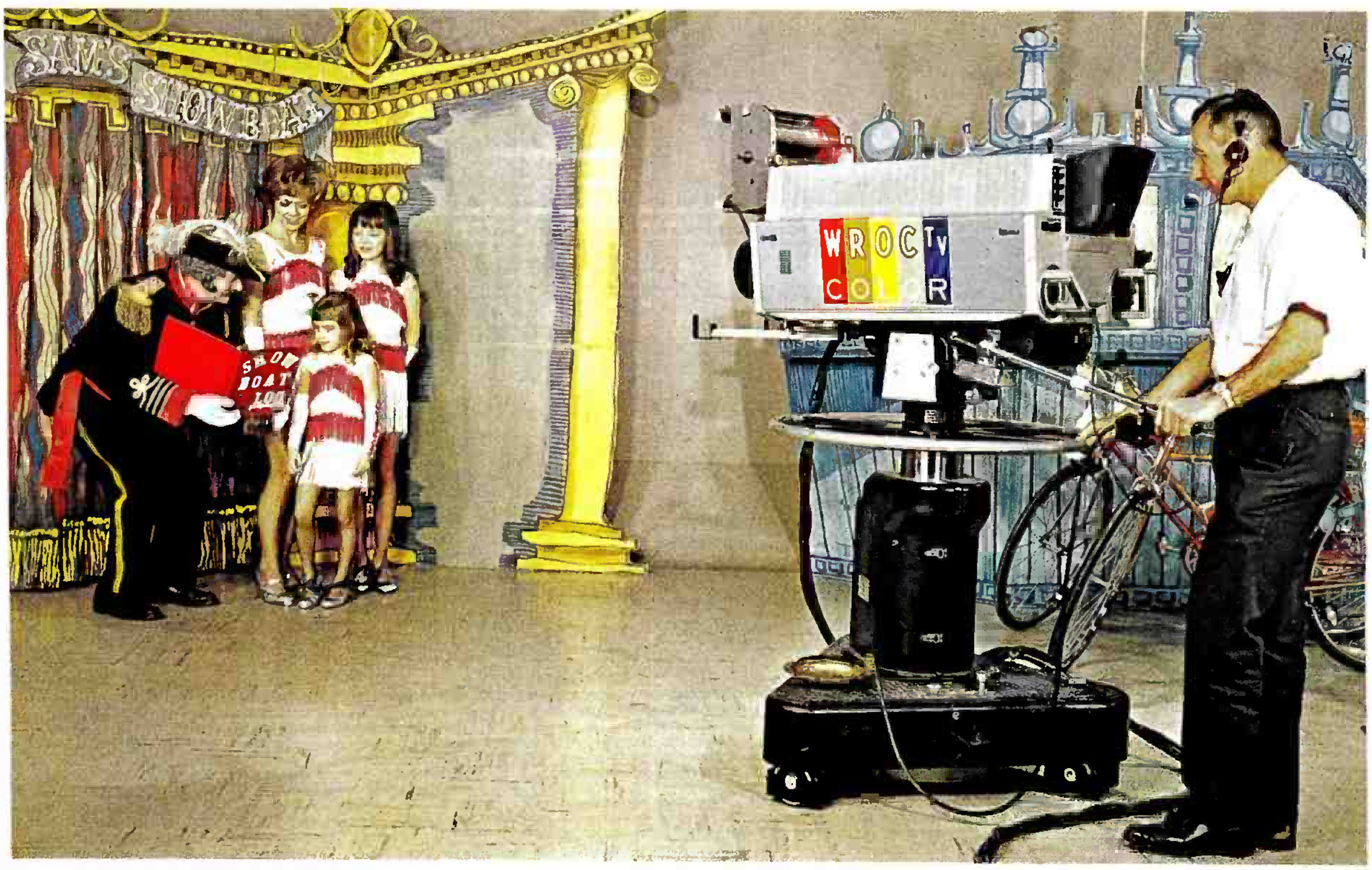
RUST CRAFT

experts in creative color select the best in color broadcasting...

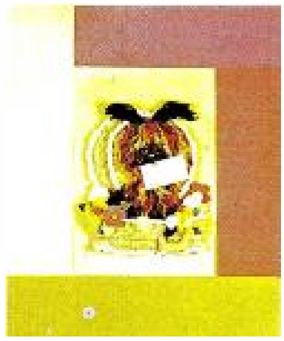
RCA TK-42 "Big Tube" Cameras and TR-70 Highband Tape Recorders

In the Rust Craft business, finest color reproduction is most important whether in greeting cards or broadcasting. RCA TR-70 highband recorders are a perfect match for RCA TK-42 studio cameras, giving Rust Craft stations an unbeatable combination in producing highest quality color programs and commercials.

Medium market stations, like those in the major markets, demand the best in color. The fact that many group-owned stations are ordering this RCA color combination is an indication of the emphasis on quality.



Some of the many Rust Craft artists at work, illustrating various stages in design of cards, party goods and gift wrap. In all these, the creative use of color combinations is basic to the appeal and sales of Rust Craft products.



Creative color combination: TK-42 color camera and TR-70 highband tape recorder in operation at WROC-TV, Rochester, one of the Rust Craft stations.

Why not prove the superiority of RCA matched equipment for yourself? Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.

RCA®

THE MOST TRUSTED NAME IN ELECTRONICS

Form 3J5230-8

DATEBOOK

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

■Indicates first or revised listing.

DECEMBER

■Dec. 11—Luncheon meeting of New York chapter of International Advertising Association. Speaker will be R. W. McNealy, vice-president marketing services, American Motors Corp., on "The Small Advertisers' Problems in an Exploding Market." Biltmore hotel, New York.

■Dec. 12—Av Westin, executive director, Public Broadcast Laboratory, addresses dinner meeting of Headline Club. Sheraton-Blackstone, Chicago.

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—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. 20—Annual stockholders meeting, Columbia Pictures Corp., to increase authorized common stock from 3 million shares at $5 par value each to 10 million at $2.50 par, to create new class of preferred stock consisting of 2 million shares at $1 par, and other matters. 515 W. 54th St., New York.

■Dec. 21—Annual stockholders meeting, Filmways Inc., to elect eight directors, increase common shares by 500,000 and create class of preferred shares. Biltmore hotel, New York.

■Dec. 22—Special meeting of stockholders, Wometco Enterprises Inc., to increase common stock from 3 million shares to 6 million shares, Miami.

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.

■Dec. 27—Special meeting of stockholders, Plough Inc., to increase total number of all shares from 5 million to 16 million and to act on acquisition of Maybelline Co. in pooling of interest transaction. Memphis.

JANUARY 1968

Jan. 2—Deadline for filing responses 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. 11-13—Annual meeting, Florida CATV Association. Lido Beach.

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

■Jan. 13-14—Retail Advertising Conference. Workshop sessions include retail use of radio-TV. Knickerbocker hotel, Chicago.

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. 15—Deadline for U. S. TV and radio entries in ninth annual competition of American TV/Radio Commercials Festival. Judging by board of 250 advertising and production professionals, headed by David Ogilvy, creative director, Ogilvy & Mather, New York, will take place in nine centers in February and March. February, 1968, is deadline for entries in international TV and Cinema categories in third annual competition.

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.

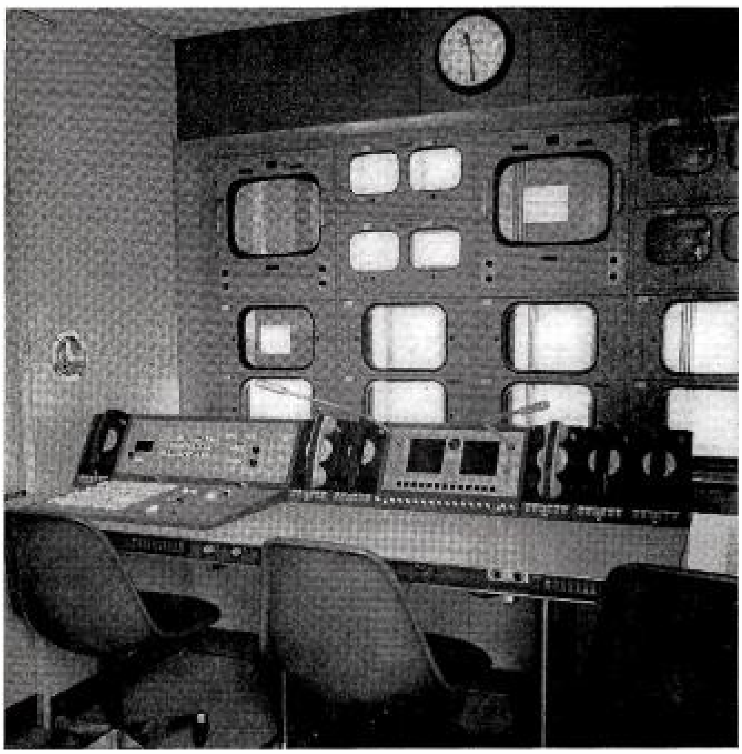
■Jan. 25-27—Winter convention. South Carolina Broadcasters Association. Wade Hampton hotel. Columbia.

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

SOPHISTICATED ROUGHNECKS

FROM TWO TO TWELVE CAMERAS

The only TV broadcast vans built by broadcasters for broadcasters! Each van is made to order — big, small, or in-between — to fit the needs of each station. And each van (as well as the equipment inside) is built to last long after others are dead and gone.



Only CBS Laboratories now makes a rolling TV studio that can scramble around in the roughest places — yet carry the most sophisticated equipment imaginable. The interior shown is a portion of the production area of the van above. Not shown are the audio, video, and other control areas that can handle virtually any kind of broadcast needed . . . film, tape, color — you name it. But any van can be designed from the bottom up to handle what you need. Write for details. Or phone (203) 327-2000.

PROFESSIONAL PRODUCTS
CBS LABORATORIES
Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.

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 Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound-tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

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—Winter meeting, Alabama Cable Television Association. Albert Pick motel, Montgomery.

■Feb. 7-8—Michigan Association of Broadcasters annual legislative dinner and midwinter convention. Jack Tar hotel, Lansing.

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.

■Indicates first or revised listing.

OPEN MIKE®

Two views on radio selling

EDITOR: In BROADCASTING, Nov. 20, an article quotes BBDO's Richard J. Mercer to the effect that in the past two years radio sales reps have been remiss in not calling on the creative people at the ad agencies.

Our organization, for one, can take exception to his comments. After long months of preparation and scheduling, Radio Advertising Representatives teamed up with Klein/Barzman, Los Angeles creative and production consultants, and took its show on the road.

Since early May of this year, RAR and Bob Klein of Klein/Barzman have conducted . . . luncheon workshops in seven major cities. . . . Over 1,000 "creative" advertising agency and client people responded to our invitation. What they saw and heard was a 45-minute pitch on creativity and the unlimited possibilities of creative radio usage. . . .

More luncheon workshops are being scheduled for 1968 of course. Mr. Mercer—you're invited.—*Marvin L. Shapiro, president, Radio Advertising Representatives Inc., New York.*

EDITOR: BBDO's Richard J. Mercer is right. Radio salesmen have been taking the wrong people to lunch. And it just didn't happen, it has been going on for years. If the data used in his talk was two years old, as you suggest (BROADCASTING, Nov. 27), then only the numbers would change. The basics are the same, maybe worse.

To be updated, please recall the talk given at the last National Association of Broadcasters' convention by the greatest radio salesman of them all, Maurice Mitchell. He told the assembly that [Encyclopaedia Britannica] spent $20 million in advertising in five years and in all of that time he had yet to meet one live radio salesman—in fact, he added, he had yet to meet a dead one. . . .—*Michael J. Cuneen, vice president and general manager,* WDLA *Walton, N. Y.*

Radio data delayed, due soon

EDITOR: What has happened to the annual FCC reports showing radio revenue? This usually appears in an October issue of BROADCASTING. . . . Have I missed it?—*Richard H. Voorhis, station manager,* WSLI-AM-FM *Jackson, Miss.*

(The FCC's annual financial report for radio has been delayed this year by the agency's move to new quarters. We expect it within the next few weeks and will present it in detail.)

Lesson from the golden era

EDITOR: . . . I would like to call attention to a record album that in my belief should be required listening by every station owner and his staff.

The album is Jack Benny's "Golden Memories of Radio" [Longines Symphonette Society, Gold Medal Productions]. In almost three hours of playing time, Mr. Benny and Frank Knight do the most superb job of the hardest "soft sell" for the industry ever presented. The range covers the full spectrum of what radio was designed for....

To the older broadcaster it will refreshen his goals and to the newer type it will give real meaning to the word broadcaster.—*Chris Watkins, P. O. Box 1837, Savannah, Ga.*

Sara Lee's agencies

EDITOR: In BROADCASTING, Nov. 27 issue, you have a very nice writeup of the speech by our president, Mandell Kaplan. . . . It was a very good story, but I should point out that . . . our current agencies are Doyle Dane Bernbach, New York, and Edward H. Weiss Co., Chicago.—*Charles R. Patton, group product and merchandising manager, Kitchens of Sara Lee, Deerfield, Ill.*

Book Notes

"Bulletin from Dallas: The President is Dead," by John B. Mayo Jr., Exposition-Banner, Exposition Press Inc., New York. 160 pp. $6.

The subject of this book is clearly explained in the introduction by CBS President Frank Stanton: "How television rose to this awesome occasion [the assasination of President Kennedy, Nov. 22, 1963]—the hour-by-hour story of jobs done with imagination. discipline and perserverance in spite of the situation."

In his first published book Navy Lieutenant John B. Mayo Jr. tells about the role played by the broadcasting media in bringing the impact of the President's death to the public.

"Writing Television and Radio Programs," by Edgar E. Willis. Holt, Rinehart and Winston Inc., New York. 372 pp. $6.95.

Professor Edgar E. Willis of the University of Michigan provides a handy, up-to-date textbook for students interested in writing for television and radio. Major chapters deal with traditional script considerations (inventing plots, creating characters, finding themes) as well as more specialized topics (script formats, writing for children's programs, comedy, commercials and continuities). A liberal sprinkling of examples from TV's "golden heyday" of drama to current situation comedies is included in Professor Willis' book.

BROADCASTING PUBLICATIONS INC.

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

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

EDITOR AND PUBLISHER
Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

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

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

NATIONAL SALES MANAGER
Warren W. Middleton (New York)

ADVERTISING DIRECTOR
Ed Sellers

INSTITUTIONAL SALES MANAGER
Eleanor Manning

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

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

Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

SUBSCRIPTION MANAGER
Richard B. Kinsey

William Criger, Marilyn Johnson, Stanley Palczewski, Jr., Patricia E. Hubbard, Katherine Tucker, Phyllis Wachtendorf.

Bureaus

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

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

Chicago: 360 North Michigan Avenue, 60601 Telephone: 312 236-4115.
SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

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

ASSISTANT PUBLISHER
Lawrence B. Taishoff

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

MONDAY MEMO from KEITH OLSON, Colle & McVoy, Minneapolis

TV's success in developing snowmobile's regional market

During the 1967-68 winter season, Colle & McVoy is launching its greatest advertising campaign for the Polaris line of snowmobiles, and, not surprisingly, more than 50% of its total budget will be used throughout the snowbelt states on television.

Our spot campaign began in early September and will run through late February. In each of the areas we are stressing the sports and family-fun combination in both the 20- and 60-second spots.

Our markets cover every major city in the snow belt, stretching from Bangor, Me., to Seattle. This gives us solid coast-to-coast exposure in the important snowmobile markets on a consistent basis.

The campaign is a two-prong effort aimed at the man of the house on National Football League games and at the housewife in prime-time 60-second spots promoting the snowmobile as a vehicle of family fun.

The prime market Colle & McVoy strives to reach is the group normally restricted by winter weather to indoors due to lack of sufficient outdoor recreational equipment.

So great is this market that Allan Hetteen, president of Polaris Industries Inc., Roseau, Minn., estimates that this season the Polaris snowmobiles will more than double last year's sales of $7 million to about $15 million, and he anticipates total industry sales of more than 150,000 snowmobiles.

And television, through the glamour, excitement and zest of the commercials we use, is the medium we feel will deliver even more than our projected quotas.

First Experiences ▪ Our excursion into major spot-TV purchases in the markets serving the snow belt began after several experiments with a modest spot schedule during the 1966-67 season and a special documentary filmed for us by the KSTP-TV Minneapolis-St. Paul film division.

We found that television, like football, has the exciting potential of the "long bomb," and, as the football pass play aims to go all the way, so does its television equivalent.

The "long bomb" in our case was the promotion of the Polaris snowmobile by the documentary. "The Great 500," a film of a snowmobile race from Winnipeg, Man., to St. Paul.

When we began our promotion of the Polaris snowmobile, our major purpose was to popularize its use as an exciting new sport that not only provided a thrilling pastime, but also had special appeal as a family vehicle for winter pleasure.

The film crews did an excellent job covering every inch of the sub-zero four-day race and capturing the exciting highlights. This provided us with a "gut" color film, running 27 minutes.

At the time of the initial planning sessions, our commitments in TV were modest, but "The Great 500" documentary attracted high interest among TV program managers. More than 50 stations around the country have requested the film and hundreds of private, civic, sports and other organizations have shown it.

Fast Start ▪ The success of the promotional film was a strong introduction for our ad campaign this fall. The film did more to gain us national attention than any other effort. We estimate that throughout the country viewers exceeded 4 million, and it reached such nonsnow areas as Texas, Georgia and the Carolinas, where the Polaris-name exposure is important for future product diversification.

From this broad identification base we were able to target our key market areas. With the racing action of the snowmobiles (they can do 50-60 miles an hour) already recorded, our next step was to reach the prime market that we felt had the greatest potential for future sales—the snow-bound family.

Our research indicated that the appeal of the snowmobile would be greater if directed to the housewife as a vehicle of family fun. It also indicated that since the most popular snowmobiles cost about $1,000, the husband would normally have the final say in the purchase, whether for family fun or for personal use.

Experience also pointed up another unique feature through which we were able to set up a significant part of our distribution program. Most of the markets in the snow belt are fine markets during the spring and summer for boating. Marine dealers, whose work is seasonal, welcomed the opportunity to change their business into a year-round one.

The experience of the marine dealer —his ability to sell the benefits of pleasure-oriented products and the fact that he is at home with big-ticket items—made for a natural liaison with Polaris and provided us with a well-organized and equipped distribution system.

Because the main features of the snowmobile are both as a sports and family-recreation vehicle, our TV campaigns stress both of these facets.

Winter Fun ▪ The theme of our commercials is that winter is no longer a stay-indoors time and that with the snowmobile the family can enjoy outdoor activity in winter as they can during the summer.

The popularity of the snowmobile has zoomed with its exposure on television. Snowmobile clubs have been formed by the hundreds and many companies have added the snowmobile to their motor departments as service vehicles.

Television has only tapped the surface of eventual sales, but it has, along with the promotional film that received such great acceptance, given us a pretty accurate barometer of the market.

The snowmobile has developed a major recreational industry, and television has done a major portion of the selling of this exciting new product.

Keith Olson has been with the Colle & McVoy Advertising Agency, Minneapolis, since 1960. Mr. Olson, an account executive, reports on the relationship of TV to the growth of the Polaris snowmobile business, whose rise has been almost as striking as the agency itself. C&M has gone from $3 million in billing in 1961 to $7 million in 1967. Mr. Olson was graduated from Moorhead State College, Moorhead, Minn., and did advanced work at the University of Chicago.

DISTINCTIVELY DETROIT

Photograph by Kirsch Studios

AMBASSADOR BRIDGE. *Symbolic of international goodwill, the flags of the United States and Canada stand side by side midway across the mighty span that links Detroit and Windsor, Ontario. Opened in 1929, the Ambassador Bridge accommodates more than 7 million people and 3¾ million vehicles annually.*

Just as Detroiters regard this border landmark as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 47 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiter which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC.

NATIONAL TELEVISION REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • NATIONAL RADIO REPRESENTATIVES: McGAVREN-GUILD-PGW RADIO, INC.

EQUATION
FOR
TIMEBUYERS

$$\frac{\text{ONE BUY}}{\text{X}} = \frac{\text{DOMINANCE}^{*}}{\text{WKRG-TV}\cdot}$$

MOBILE
ALABAMA

*PICK A SURVEY---**ANY** SURVEY

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

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 11, 1967, Vol. 73, No. 24

Crisis for television code

Showdown between stations and networks may come in dispute over limits on numbers of commercials; added fillip: ABC offers longer station breaks

Threat of a revolt against the television code broke into the open last week as the TV code review board of the National Association of Broadcasters prepared to come to grips with the issue of numerical limits on commercials.

The CBS-TV network sent to NAB authorities a letter supporting "a strong industry code" but warning that "restrictive and inflexible ceilings on the number of network commercials might be so burdensome that a network could not agree to comply with unreasonable limitations on their commercial practices."

The letter suggested that some hard-line proposals being advanced by individual stations and station groups would also impinge on "basic business considerations" that rightfully should be left to private negotiations between networks and their affiliates.

It also touched a sensitive political nerve, asserting that NAB-code attempts to limit network commercial time "would appear to raise legal questions and, further, would appear to conflict with the concern expressed in Congress and elsewhere that the small advertiser have increased access to network advertising."

The letter was sent by William B. Lodge, CBS-TV vice president for affiliate relations and networking, who is also a member of NAB's TV board, after its contents had been "discussed at considerable length by the management and by the legal advisers of the CBS television network."

It went to Clair R. McCollough of the Steinman Stations as chairman of the TV code board, with copies to all other members of that board, all members of NAB's television board, NAB President Vincent T. Wasilewski and NAB code authority director Howard H. Bell.

Meeting Week ▪ The timing was influenced by this week's scheduled meeting of the code board and an obvious belief that the networks would be outvoted there—Mr. Lodge pointed out that station members outnumber network members 6 to 3 and questioned whether there was any point in attendance by CBS-TV's representative, William H. Tankersley, program practices vice president.

But it was far from clear late last week that the other networks would go as far as CBS indicated it was prepared to go, although it seemed unquestionably clear that the basic issues would find the networks on one side and stations on the other.

ABC and NBC officials declined to say precisely what positions their representatives would take when the code board meeting opens at Miami Beach Tuesday (Dec. 12), but there was considerable speculation that while they would join CBS in opposing "unreasonable" limits they probably would stop short of withdrawing or threatening to withdraw from the code.

For that matter it did not seem likely that CBS, even if it should decide to withdraw, would do so before January, because no matter what the code board does this week, its actions must be approved by the NAB TV board before they can become effective. The TV board meets the week of Jan. 21 in Sarasota, Fla., and the CBS letter seemed intended for that group as much as for the code board.

An ABC official would describe his

They will make TV code decisions in Miami

Fulfilling a mandate from the National Association of Broadcasters television board will be uppermost in the minds of the dozen men pictured above when they meet Tuesday (Dec. 12) in Miami Beach. The NAB's television code board will tackle the thorny issue of how many commercials should be allowed in any interruption under the new TV time standards that go into effect next September. The code board will have before it proposals from the code authority, Corinthian, Storer, Taft and Westinghouse.

(L-r): Robert E. Schmidt, KAYS-TV Hays, Kan.; Reeve Owen, WTVC(TV) Chattanooga; Harold P. See, KRON-TV San Francisco; Mike Shapiro, WFAA-TV Dallas-Fort Worth; Ernest Lee Jahncke Jr., NBC; Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman; Howard H. Bell, code authority director; Douglas A. Anello, NAB general counsel; Bill Michaels, Storer Broadcasting, Miami Beach; William Tankersley, CBS-TV; Vincent T. Wasilewski, NAB president, and Alfred R. Schneider, ABC.

ABC-TV offers minute breaks

But there's mixed reaction among affiliates; Taft sees danger to spot TV

ABC-TV affiliates appeared divided last week over a long-studied but hitherto undisclosed plan to lengthen three prime-time station breaks a week to 63 seconds while shortening six others to 33 seconds.

The plan has been approved by the network and the affiliates' own board of governors. If adopted by a majority of the ABC-TV affiliates, it could:

- Become effective next month.
- Set off a chain reaction which might result in longer, one-minute prime-time station breaks not only at ABC, but at CBS-TV and NBC-TV as well.
- Make commercial policy more responsive to agency trends towards the 30-second commercial form.
- Result in a new spate of advertiser and viewer criticism since it was felt in some quarters that adoption of the 63-second break would result in an over-all increase in commercial time.

It could do all or none of these things, for it has not been adopted yet. And indications late last week were that some of the people most directly involved—ABC affiliates—were not as enthusiastic as had been expected.

The plan, said to have been formulated at the request of a majority of the affiliates, calls for 63-second breaks at 9:30 p.m. on Mondays, Tuesdays, and Fridays. Breaks at these times are currently 43 seconds long.

In order to maintain the present level of commercial time—a requirement currently imposed by ABC-TV—the plan calls for 33-second breaks in lieu of the 43-second breaks now spotted at 8:30 and 10 p.m. on the three evenings. As presently envisioned, then, adoption of the three 63-second breaks would not increase total commercial time, a subject now under discussion by the National Association of Broadcaster's code board (see page 21).

Chilly Reception ▪ Although ABC-TV has agreed to establish three 63-second positions, adoption of the plan was not assured since reaction among some affiliates to the plan has been cool, and at least in one instance, has prompted a major group operator—Lawrence H. Rogers II, president of Taft Broadcasting—to wire affiliate board members that he was "unalterably opposed" to the plan.

Still another group described itself as "indifferent" to the idea.

Mr. Rogers's statement of opposition was made in response to a memo to all primary ABC-TV affiliates from Burton Ladow, KTVK-TV Phoenix, chairman of the affiliates board of governors.

In his letter, dated Nov. 28, Mr. Ladow informed affiliates that the governors were "very pleased that . . . the network has agreed to establish three 63-second positions in prime time, with the proviso that on each of the nights when a 63 is established two 43-second break positions be reduced to 33 seconds each, so that the overall balance of commercial content and program material is not affected.

"This forward move will give ABC affiliates a total inventory of 10, 20, 30 and 60-second prime-time avails, thus improving our competitive position in the market place," he wrote.

Mr. Ladow indicated that the network decision to provide three 63-second breaks came as a result of a "poll of ABC affiliates [which] indicated by a 75 to 5 vote that the majority of stations were in favor of establishing some 63-second break positions."

Long Study ▪ He also said that the affiliates board of governors had evaluated the request over a period of months, both alone and in conjunction with network representatives.

In his memo Mr. Ladow said that the network's primary concern, as expressed by Thomas W. Moore, ABC-TV president, was "that nothing be done which would affect or damage the network's attempts to reduce clutter, and that total commercial time not be increased."

Mr. Moore apparently had reiterated to the board statements he made earlier in the year to the effect that ABC-TV planned to reduce clutter and hold the line on commercial time (BROADCASTING, April 3, 10).

Mr. Ladow's memo, however, indicated that the plan, as now formulated, might lead eventually to more than the three 63-second breaks now con-

CRISIS FOR TELEVISION CODE continued

network's position only as "flexible," explaining that "we've got to wait till the meeting and see what goes."

In apparent support of some of the CBS arguments, however, he noted that ABC historically has argued that the number of commercials should be governed "by the market-place."

An NBC official also declined to specify how far his network was prepared to go but said that NBC felt—as Mr. Lodge's letter said CBS did—that the code should not be "an instrument of business considerations" and that NBC would oppose "anything impractiable and undoable."

Ceiling for Commercials ▪ He said NBC has always felt—but has not been able to convince the NAB—that the best a code can do in the commercial area is to set a ceiling on commercial material and give broadcasters maximum flexibility in scheduling it. No single rule can be adopted that will cover all situations fairly, he contended.

There was no clear picture, either, of what CBS would consider "impractical," "unreasonable" or unduly "burdensome" restrictions.

CBS officials said they were not against limits on the number of commercials but that they feared, from some proposals that have been advanced by station operators, that the limitations would be "unrealistic" and "unlivable."

Sources close to CBS speculated that it would regard as unacceptable any code provision limiting the number of consecutive prime-time commercials to fewer than four—which is exactly what is urged in four of the five formal proposals that had been prepared for the code board late last week.

Donald H. McGannon of Westinghouse Broadcasting, Charles H. Tower of Corinthian, Bill Michaels of Storer (also a code board member) and Lawrence H. Rodgers II of Taft have all submitted plans that, among other things, advocate that commercial clusters be limited to three messages, although they disagree to some extent in their definitions of the messages.

The code authority's proposal would put the ceiling at four.

The CBS letter was the most dramatic event of the week's preparations for the code board meeting tomorrow and Wednesday, but it shared honors at least tangentially with the surprise disclosure that ABC officials and the board of directors of the ABC-TV affiliates association had worked out a plan—which was fast proving to be controversial—looking toward expansion of some ABC-TV prime-time station breaks from the present 43 seconds to 63 seconds (see story above).

The length of station breaks as well as the number of commercials that may be carried in them is also dealt with in the proposals submitted by Messrs. McGannon, Tower and Michaels, and some of them anticipate prime-time breaks less than a minute in length. The standard prime-time break length now is 42 seconds between programs, but templated. Mr. Ladow wrote that "this plan will serve as a starter and give us all a chance to appraise the value of prime-time 63-second breaks. It is our belief that further steps may be made in the future if time proves this to be helpful."

Mr. Ladow told affiliates that "each board member has considered this plan and its ramifications and the board recommends it." He indicated that the board was working "with the network to expedite this action so it can start in January 1968.

"If we do not hear from you by Dec. 8, we will assume your approval of the plan. If you disapprove or have comments, please call or write. . . so we may consider all angles before we take this important step," he wrote.

In Question ▪ By Friday (Dec. 8), however, adoption of the plan by affiliates was still in doubt, if only because response to Mr. Ladow's request had been relatively meager. Although Mr. Ladow on Thursday would say only that the "results of the responses at this point are inconclusive," several ABC affiliates told BROADCASTING that response to the plan has not been as enthusiastic as it was hoped and speculated that the Dec. 8 "deadline" would be extended. One major market operator said that while he supported the plan, "there is a great deal of objection to it on the part of some affiliates. A majority may have indicated they want longer breaks, but from what they tell me now, many don't want this plan."

Strongest opposition was voiced by Mr. Rogers, who, besides being "unalterably opposed" to it, said that "Tom Moore's commitment for ABC to hold the commercial line deserves the solid support of all affiliates.

"Adding 63-second breaks provides only increased opportunities for more piggybacks," he said. "It can only have the effect of reducing national spot budgets by increasing piggybacks inventory at no increase in cost while providing no compensatory advantages."

Other ABC affiliates remarked privately that adoption of the plan would lead only to more commercial time. "We have a tough enough time justifying our present level of clutter and commercials. If it increases, we may alienate even more viewers—and advertisers—than we already have. Both are becoming more sophisticated."

Proponents of the plan, however, say lengthening the breaks to 63 seconds means only that the industry is adapting to new developments in commercial presentation: "The 63-second break is ideal. What we have is an increase in the use of 30's as the standard form of television commercials, and a decrease in the use of 20's. The longer break fits the newer forms."

Another View ▪ Another affiliate agreed that the 63-second break, coupled with 33-second positions, was better suited to trends in commercial production. "Actually," he said, "the benefits in adopting the plan are negligible in terms of income. Adoption is necessary to cope with the increasing number of 30's. We'll also be increasing our inventory greatly and be able to offer avails in all lengths more often," he added.

One ABC affiliate told BROADCASTING that "we (ABC) better be the first to go to minute breaks. Minutes within prime time are definitely being considered by all the networks," he said. There are plans very much like ABC's over at the other two networks and they've followed our lead in this matter before."

The broadcaster was referring to ABC's adoption of the current 43-second break. Shortly after ABC went to 43 seconds, the other two networks adopted similar length breaks.

CBS-TV officials recalled last week that they themselves, with the support of a substantial number of CBS affiliates, had advanced a similar plan a few years ago but met with so much opposition from other affiliates that the plan was never put into effect.

The CBS plan would have created seven 62-second prime-time station breaks a week by reducing the number of the regular 42-second breaks to 22 seconds, keeping the total weekly volume of break time unchanged.

CBS officials indicated that if affiliates really wanted such a plan they would consider it again.

NBC officials, who over the past year have been pushed by a number of affiliates to provide 62-second breaks, said they were at least two or three months away from any firm decision.

They said they could not in any event put a change into effect before the start of the new season next September and that they wanted to complete the 1968-69 schedule and test it in the marketplace before taking a firm position on breaks.

---

that was set by network-station negotiation, not by the code.

Opposes Inflexible Rules ▪ In his letter Mr. Lodge said CBS had amply demonstrated its belief in "a stronger industry code," and asserted that it already "adheres to self-imposed commercial-time limits which are more restrictive than those permitted under the code.

"We are convinced, however," he said, "that the addition of inflexible commercial strictures with doubtful viewer benefits will not serve the best interests of the code or the industry."

He noted that the code had already been changed, this past fall, to put a ceiling on the number of interruptions within a program (BROADCASTING, Oct. 9). These changes were intended to protect the interests of the viewer, he said, but in practice they require "few changes in the number or placement of network commercials and cannot be used as justification for a limit on the number of commercials."

Mr. Lodge said he didn't want to "sound arbitrary" but that it seemed "appropriate" to advise the two boards that restrictions might be made too burdensome for "a network" to accept.

Because CBS's positions "conflict with the views expressed by some NAB television board members and because it may be impractical (for business or legal reasons) for a network to comply with severe limitations on the number of commercial availabilities in network programs," Mr. Lodge concluded, "it has seemed wise to state our position prior to the December meeting of the NAB television code board."

Despite his question about the wisdom of CBS-TV's Mr. Tankersley's attending the meeting, it was understood late last week that in all probability he will be there. The other network members are Alfred Schneider of ABC-TV and Ernest Lee Jahncke Jr. of NBC-TV. The station members, in addition to Messrs. McCollough and Michaels are: Robert Schmidt, KAYS-TV Hays, Kan.; Reeve Owen, WTVC(TV) Chattanooga; Harold P. See, KRON-TV San Francisco, and Mike Shapiro, WFAA-TV Dallas-Fort Worth.

Proposals ▪ Here are highlights of the five proposals they will have before them:

Code Authority: A maximum of four announcements (commercials, billboards, promos or public service) in any program interruption or station break in any time period. This proposal does not distinguish between prime and nonprime time or between programs and station breaks. It would set up only one criterion for deciding if a commercial is integrated (to be counted as one commercial) as opposed to a piggyback (to be counted as two or more commercials)—if the commercial appears to the viewer to be a single announcement.

Corinthian: In prime time, a maximum of three consecutive separate commercial messages and not more than five total separate commercial messages in a half-hour program. In nonprime time, a maximum of three consecutive separate commercial messages

Does clustering hinder recall?

Canadian study shows first spot is by far the most effective

A study of the effects of clustering TV commercials, perhaps the most extensive research project yet directed at that subject, came to light last week as the television code board prepared to deal with the issue (see page 21).

The study was conducted among more than 10,000 viewers in Canada by Baker Advertising Ltd., Toronto, in cooperation with CFPL(TV) London, Ont. Details were obtained by BROADCASTING last week from U. S. agency sources after Dr. Cesare G. Ruscone, research manager of Baker, had presented them to the Broadcast Research Council in Toronto.

They show that when commercials were presented in groups of three, viewers' ability to recall them fell sharply—and, on average, suffered progressive deterioration from first to second to third positions in the group. The comparisons were with recall as found when the same commercials were presented as the first of two one-minute commercials, which in Canada is called "isolated" positioning.

In a telephone interview last Thursday Dr. Ruscone told BROADCASTING how the tests were conducted and said the findings suggest that advertisers ought to be charged lower rates when commercials are clustered and that the rates should vary from one position to another within the group, because they pay for "different things."

Regrets Delay ▪ Dr. Ruscone also said, as he had done in presenting the findings to the research council on Oct. 26, he felt it was unfortunate that grouping had become so widespread in Canada before any "serious" attempt was made to learn what its effect would be on the efficiency of advertising.

In the U. S. similar views have been advanced by a number of sources.

Representatives of the National Association of Broadcasters Code Authority said last week they were familiar with a number of studies dealing with clustering, but not with the Baker project.

The NAB television board two months ago adopted code changes that encourage clustering by limiting the number of times a program may be interrupted, and at its instructions the TV code board is meeting this week to consider whether the number of commercials should also be limited.

The practice of clustering three minutes of commercials has grown rapidly in Canada, Dr. Ruscone said. Some piggybacks may be included in the groups but he reported that in its tests the Baker agency used single-product one-minute commercials.

The tests were conducted in on-air operations on CFPL, which Dr. Ruscone said was the only station that

UNAIDED RECALL %

	Control	1st position	2d position	3d position
Campbell's	6.4	7.0	3.5	5.3
Anacin	9.6	6.6	9.3	2.8
Glide	9.6	4.2	4.6	3.1
Average	8.5	5.9	5.8	3.7
Index	100.0	69.0	67.9	43.3
All commercials	6.2	3.7	3.1	3.2

Here's how recall levels varied for commercials when shown clustered and unclustered in the Baker Advertising Ltd. study. Figures are the percentages of respondents who were able to recall the commercials without assistance. The "control" column shows unaided-recall levels when the commercials were shown in "isolated" position, which in this case meant as the first commercial in a pair. The other columns show how they fared when they were in first, second and third positions in a cluster of three. The "all commercials" line refers to the three that are named, plus six others used in the tests.

AIDED RECALL %

	Control	1st position	2d position	3d position
Campbell's	16.6	25.6	17.5	27.5
Anacin	27.3	19.2	20.9	14.7
Glide	23.6	15.4	12.6	12.4
Average	20.8	20.1	17.0	16.5
Index	100.0	96.5	81.6	79.2
All commercials	18.4	14.6	13.5	11.4

When viewers were given hints, recall levels increased, but on average the trend was still down, down, down when the commercials appeared in groups of three. In terms of aided as well as unaided recall, the performances of individual commercials varied. Some messages did better in second and even third position in a group than they had done in first, and the Campbell's commercial's "isolated" appearance was its lowest performance (above). But these were exceptions. Both for the three commercials and for all nine, the averages were lower when the messages were grouped.

CRISIS FOR TELEVISION CODE continued

and not more than 10 total separate commercial messages. Station breaks of 60 seconds or less, in prime and nonprime, would have a maximum of two separate commercial messages, and a maximum of three separate commercial messages for breaks of 60 seconds and longer. This proposal favors a multiple product announcement (MPA) definition similar to the one now in use by the code, although adding one provision. (The code now says an integrated spot must have products or services related in character, purpose or use; must treat the products in audio and video to appear to the viewer as a single announcement, and must construct the spot so it cannot be divided into two or more separate announcements). To this Corinthian would add that the products must be produced by the same company.

Westinghouse: A maximum of six commercial messages in a prime-time half-hour program and a maximum of 10 commercial messages in a nonprime half-hour program. Each commercial cluster could contain a maximum of three consecutive commercials. Prime-time breaks would be 42 seconds and have a maximum of two consecutive commercials. Nonprime breaks would be limited to 70 seconds. A maximum of three consecutive commercials would be allowed in a 70-second break and a maximum of two consecutive commercials would be allowed in a nonprime break of 60 seconds or less. This proposal would also require integrated multiproduct spots to have products produced by the same company.

Storer: A maximum of five minutes of nonprogram material in any half-hour prime-time period of which no more than three minutes of commercial material will be within the program. Breaks will be limited to 72 seconds. A maximum of nine minutes of nonprogram material in any nonprime half-hour period, of which no more than six minutes of commercial material will be within the program. No more than two-minutes, four-seconds will be allowed for breaks, with a maximum of 92 seconds for any single break. A maximum of three consecutive commercials and/or promos in any prime-time program and a maximum of two met the two requirements set by Baker: (1) It had not used the grouping technique, which permitted researchers to get a reading of recall when commercials are presented under normal conditions, and (2) it was willing to cooperate with the agency and switch to the grouping technique long enough to permit further measurements for comparison with the original reading.

Tried Several Messages ▪ Nine commercials were used, with the cooperation of the agencies representing the clients involved. There were four "waves" of interviewing, which averaged about 2,500 respondents each.

The first wave checked awareness and recall of the commercials in normal positioning. This established the "controls" against which to measure later findings. Then CFPL switched to the grouping technique and six weeks later the first of the three additional weekly waves of interviewing was conducted.

Three commercials were studied in detail, according to Dr. Ruscone, and were alternated within the clusters in one program—*Lost in Space*, which CFPL carried each week in prime time —so that each appeared in first, second and third position. In the initial, "control" survey, each of these had appeared in first position in a pair of commercials.

In the waves of interviewing, each of which was conducted on the day following the program, the average number of respondents able to recall the rotated commercials without assistance dropped from 8.5% in the control ("isolated"-position) survey to 5.9% when the messages appeared in first position in a group of three, 5.8% when seen in second position and 3.7% in third. Thus when they were grouped the commercials were from 43.3% to 69% as effective in evoking unaided recall as when they appeared in "isolated" positions (see "unaided recall" table).

For all nine commercials, Dr. Ruscone said, the average unaided recall was 6.2% when shown "isolated" but dropped, when they were grouped, to 3.7% in first position, 3.1% in second position and 3.2% in third position.

Check Out ▪ Similar results were found when viewers who couldn't recall the commercials without assistance were given hints. In terms of aided recall, the commercials ranked 96.5% in first position, 81.6% in second and 79.2% in third, as compared with their aided-recall levels when not grouped (see "aided recall" table.)

Aside from recall, Dr. Ruscone said the study checked the theory that longer interruptions in the program give people more time to leave the room.

He reported other findings from the study, including some he couldn't explain.

One was that from 72% to 80% of the people interviewed said they were not watching TV between 7 and 8 o'clock on the night before they were interviewed.

"Is this due to the fact that the episodes were reruns, or to the fact that people do not watch television in the summer time?"

Another was that average recall—both aided and unaided—went down from one wave to the next. If unaided recall is given an index number of 100 for the first wave, he said, it dropped to 62.8 in the second, 57.9 in the third and 41.8 in the fourth. Individually, he said, five of the nine commercials dropped significantly in unaided-recall scores between wave one and wave four, three others dropped but not significantly, and only one increased (from zero in the first wave to 1.4% in the fourth).

"A theory was expressed that this may be an effect of the wear-out of the commercials," Dr. Ruscone told the Toronto council. "Personally, I don't think so, because it seems to have been proven a long time ago that advertising has a cumulative effect. Is a period of 10 weeks long enough to destroy the cumulative effect and build such a strong resistance or wear-out?

"I have no answer."

NAB week in Miami Beach

The Ivanhoe hotel in Miami Beach is taking on the look of a small National Association of Broadcasters board meeting this week. On Tuesday and Wednesday the TV code board meets (see page 21). On Wednesday and Thursday the association's Future of Television committee holds sway and on Friday the NAB executive committee will be in session.

Outside reports from Spindeltop Research and Ernest Jennes, Washington communications attorney, will highlight the FTV meeting. In addition to those reports, the committee is expected to discuss CATV, pay TV, the President's telecommunications task force and satellites.

The executive committee will take up any recommendations that may emanate from the FTV meeting, discuss NAB's stand on pending litigation on the fairness doctrine and CATV, hear a report on the recently concluded fall conferences with possible recommendations for changes in the conferences' programs, hear a report on the 1968 Chicago convention and go over possible sites for future board meetings.

---

consecutive commercials and/or promos in a prime break. In nonprime time, a maximum of four consecutive commercials and/or promos in the program and a maximum of three consecutive commercials and/or promos in a nonprime break. This proposal would generally retain the present MPA standards for integrated spots.

Taft: A maximum of three commercial announcements in any program interruption or station break in prime and nonprime time. This proposal does not set a limit on the length of station breaks.

Business briefly . . .

Birds Eye Division of **General Foods Corp.**, White Plains, N. Y., through Young & Rubicam, New York, will use television and print advertising to support introduction of a new frozen orange juice concentrate in selected markets in New England and the Midwest.

Campbell Soup Co., through Leo Burnett Co., Chicago, is introducing its line of "In the Mood" quality frozen foods with heavy spot TV and print campaign in the 11-state Midwestern area. Products, which have been in intensive concept, consumer and market testing for more than two years, will be introduced nationally over period of next four to six months.

Shell Oil Co., through Ogilvy & Mather, both New York, has bought sponsorship in NBC News' *The Frank McGee Sunday Report*, on NBC-TV, 5:30-6 p.m. EST, and seven nighttime series on NBC-TV: *The Saint* (Saturday, 7:30-8:30 p.m., effective Feb. 24), *Jerry Lewis Show* (Tuesday, 8-9 p.m.), *Tuesday Night at the Movies* (9-11 p.m.), *The Virginian* (Wednesday, 7:30-9 p.m.), *Run for Your Life* (Wednesday, 10-11 p.m.), *Ironside* (Thursday, 8:30-9:30 p.m.) and *Star Trek* (Friday, 8:30-9:30 p.m.).

The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor a repeat telecast on NBC-TV of *Jack and the Beanstalk* live-animation one-hour special Tuesday, Jan. 16, 8-9 p.m. EST. Gene Kelly was the star, producer and director of the show, first seen last Feb. 26.

Pizza Specialties Inc., Torrence, Calif., through its just appointed agency, Boylhart, Lovett & Dean, Los Angeles, will begin an ambitious regional radio campaign starting next month to promote the company's 21 franchised Pizza Palace restaurants. Key purchase of the campaign will be one-half sponsorship of the *Johnny Magnus Show*, six times weekly on KMPC Los Angeles, backed by spot schedules on area radio stations in Santa Ana, Long Beach, Ontario, San Bernardino, Riverside and Ventura, all California.

Embassy Pictures is supporting the release of its Mike Nichols-Lawrence Turman feature film production, "The Graduate," with an extensive radio and television campaign in the New York market. AM and FM stations will carry 60-, 30-, 20- and 10-second spots two weeks before the premiere Dec. 20. The television campaign uses 60- and 20-second spots on three stations. Diener-Hauser-Greenthal Co., New York, is agency.

Dodge Division, Chrysler Motors Corp., Detroit, through BBDO, New York, has bought a sports-entertainment special, "The First Annual Academy of Professional Sports Awards," Feb. 14, 10-11 p.m. NYT on NBC-TV. Network also reports following buys: **Sperry Rand Corp.,** through Young & Rubicam, both New York, alternate weeks of *Meet the Press* (starting Jan. 7); **Waterman-Bic Pen Corp.,** Milford, Conn., through Ted Bates & Co., New York, in *The Frank McGee Sunday Report*, and four prime-time programs; **Menley & James Labs** (division of Smith, Kline & French Labs), Philadelphia, through Foote, Cone & Belding, New York, in seven nighttime series; and **General Electric Co.,** New York-Bridgeport, Conn., through Clyne Maxon Inc., New York, in four nighttime series.

General Electric's Housewares Division, Bridgeport, Conn., said it is placing "the largest campaign of television spot commercials in the division's history for the Christmas buying season." Anthony F. Forni, advertising and sales promotion manager, said that the division is using 60- and 20-second TV spots in the top 50 markets through Dec. 19. There are 2,250 spots with a minimum of 45 spots in each market over a three-week period featuring housewares. This TV advertising is being accompanied by an NBC-TV spot schedule of 40 commercials. Clyne Maxon Inc., New York, is agency.

Eastern Airlines, through Young & Rubicam, both New York, is sponsoring holiday television specials in Buffalo and Atlanta. A 90-minute live telecast of Gilbert & Sullivan's *H.M.S. Pinafore* will be on WGR-TV Buffalo, Monday, Dec. 18, 8-9:30 p.m. from Studio Arena Theater in Buffalo. And program featuring sacred and secular music by the Atlanta Symphony Chamber Chorus, Cathedral Bell Ringers from St. Phillips and others will be sponsored Christmas Eve, Dec. 24, 10:15-11 p.m. on WSB-TV Atlanta. Shell Oil Co., through Ogilvy & Mather (products) and Kenyon & Eckhardt (corporate), all New York, will co-sponsor the Atlanta presentation.

Rep appointments . . .

- WAIT Chicago: Major Market Radio Inc., Chicago.
- WEAN Providence, R. I.: Henry I. Christal Co., New York.
- KGIL San Fernando, Calif. and KKHI San Francisco: McGavren-Guild-PGW Radio Inc., New York.
- WHHY Montgomery, Ala.: KVET Austin, Tex.; WCPK Chesapeake-Portsmouth-Norfolk, Va.; WNAM Neenah, Wis., and WNFL Green Bay, Wis.: John C. Butler Co., New York.
- WOAY-AM-FM-TV Oak Hill, W. Va.: Regional Reps Corp., Cleveland.
- Hall Group (WNBH New Bedford, Mass., WICH Norwich and WMMW Meriden, both Connecticut and WBVP Beaver Falls, Pa.): Eckels & Queen Inc., Boston.
- WSVA-AM-FM-TV Harrisonburg, Va.: Avery-Knodel Inc., New York.

WHAS-TV wins appeal against political rule

A federal appeals court in Cincinnati told the FCC last week that its sponsor-identification rules, as far as they refer to political sponsorship, are somewhat less than perfect.

In a unanimous three-judge opinion, the U. S. Court of Appeals for the Sixth Circuit held that the FCC was wrong in fining WHAS-TV Louisville $1,000 for "willfully" violating the commission's sponsor-identification rules during the 1963 Democratic primary between former Governor A. B. Chandler and now Governor Edward T. Breathitt. At issue was whether the station knew that the reputed sponsor of an anti-Chandler program was in reality sup-

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

BAR network-TV dollar revenue estimates—week ending Dec. 3, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week-ended Dec. 3	Cume Dec. 1- Dec. 3	Cume Jan. 1- Dec. 3
Monday-Friday Sign on-10 a.m.	ABC-TV	$ —	$ —	$ 54.8
	CBS-TV	188.2	39.6	6,531.6
	NBC-TV	336.0	67.2	13,535.2
	Total	524.2	106.8	20,121.6
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,454.5	278.0	64,017.3
	CBS-TV	3,312.1	630.1	146,998.0
	NBC-TV	2,137.5	427.0	87,614.8
	Total	6,904.1	1,335.1	298,630.1
Saturday-Sunday Sign on-6 p.m.	ABC-TV	1,710.0	1,710.0	44,331.8
	CBS-TV	2,438.9	2,438.9	52,804.2
	NBC-TV	903.9	903.9	33,107.1
	Total	5,052.8	5,052.8	130,243.1
Monday-Saturday 6-7:30 p.m.	ABC-TV	318.7	137.7	15,715.6
	CBS-TV	689.3	173.6	27,177.5
	NBC-TV	578.3	99.5	28,669.7
	Total	1,585.7	410.8	71,562.8
Sunday 6-7:30 p.m.	ABC-TV	69.8	69.8	4,942.0
	CBS-TV	414.4	414.4	11,529.7
	NBC-TV	200.0	200.0	6,757.7
	Total	684.2	684.2	23,229.4
Monday-Sunday 7:30-11 p.m.	ABC-TV	5,865.3	2,469.2	236,007.1
	CBS-TV	7,394.8	3,512.0	276,787.7
	NBC-TV	7,129.3	2,630.9	268,753.7
	Total	20,389.4	8,612.1	781,548.5
Monday-Sunday 11 p.m.-Sign off	ABC-TV	319.5	175.5	11,787.3
	CBS-TV	10.8	10.8	3,864.3
	NBC-TV	380.7	81.6	18,362.6
	Total	711.0	267.9	34,014.2
Network totals	ABC-TV	9,737.2	4,840.2	376,855.9
	CBS-TV	14,448.5	7,219.4	525,693.0
	NBC-TV	11,665.7	4,410.1	456,800.8
Grand totals all networks		$35,851.4	$16,469.7	$1,359,349.7

The following correction has been made to the report for the week ended Nov. 5: NBC-TV, Monday-Friday, Sign on-10 a.m., increase $8,400.

ported by Breathitt backers.

A federal district court last year granted the station's motion for summary judgment, on the ground there were no disputes of fact to be tried.

Acting on an appeal by the FCC, Circuit Judges George C. Edwards, Anthony J. Celebrezze and John W. Peck found that the commision's rule requires, in the case of the sponsorship of other than commercial products or services, only an announcement of the name of the sponsoring corporation, committee, association or other unincorporated group. The section also requires the station to have on file for public inspection the names of chief executive officers, board or executive committee members, information which WHAS-TV secured.

The judges stated that they are not precluding the FCC from adopting regulations requiring a station to make reasonable efforts to go beyond the named sponsor of a political broadcast. There are difficulties, the court said, but, it added, ". . . it seems obvious to us that the commission should seek to face and resolve them in a published regulation rather than relying on the intuition of its licensees."

LHC grows fast, now has $5 million in billings

Lois Holland Callaway, a New York agency that opened its doors Oct. 15 with "zero billings," last week disclosed its business now totals "$5 million easily with about four-fifths of it in radio-TV."

George Lois, president, said the estimated-billings rate is based upon LHC's newest (seventh) account, Standard Household Products Corp., Holyoke, Mass., for Lestoil liquid bleach and detergents, plus an "entire line of new products." These billings—not including the new products—amount to over $1 million, he indicated. The client moves to LHC effective Jan. 1 from Ingalls Associates, Boston.

Estimating LHC's potential billings, Mr. Lois said business in his shop is now valued at about $15 million. Within a couple of years, the agency will bill at $25 million annually, he predicted. Currently, LHC handles six other clients: Edwards & Hanly (stock brokers), *The New Leader* magazine, Restaurant Associates, Ann Haviland's Perhaps perfume, P. Lorillard's Tabby cat food and Highlander sportswear.

Mr. Lois, a former first vice president of Papert, Koenig, Lois, joined with two other former PKL executives (Ronald Holland and James Callaway) to form the new agency in New York (BROADCASTING, Sept. 25).

Foote toughens his anticigarette stand

Emerson Foote, who once managed advertising for Lucky Strike cigarettes and later resigned as chairman of McCann-Erickson, New York, with a blast at tobacco advertising, is now urging legislation that would flatly forbid cigarette commercials on television or radio. He also says he advocates a law requiring a strong health warning in all cigarette print advertising.

Speaking at a college conference sponsored by Smoking Research, San Diego, Mr. Foote took a stronger anticigarette position then that of several years ago. In 1965 he urged a voluntary suspension of cigarette advertising—no legislation was deemed necessary (BROADCASTING, Jan. 18, 1965).

"For many years," he explained at the San Diego meeting, "I felt that the banning of cigarette advertising on TV and radio was not necessary and that a strong health warning would suffice. But a re-examination of the relationship between TV and radio advertising and the viewing and listening habits of young people has convinced me that the best thing is to get rid of cigarette advertising in electronic media altogether."

Citing the volume of cigarette advertising on television as "probably in excess of $200 million a year"—representing two-thirds of the total advertising for cigarettes—he said "it is not just the tobacco industry about which we should be concerned but rather the alliance between the tobacco industry and the broadcasting and publishing industries."

Mr. Foote termed cigarette advertising "a rather grisly investment."

"Since cigarette smoking results in the premature death of about

Former adman Foote wants even tighter reins

300,000 Americans every year—dividing this figure into $300 million —it turns out that the cigarette promoters are spending about $1,000 apiece for each person who is killed by the use of their products," he charged.

Mr. Foote observed that anticigarette forces are hampered by a lack of effective organization and the fact that many of the organizations feel they cannot lobby for congressional action without jeopardizing their tax-exempt status.

"I think the least we can do," he told his audience, "is to organize a legislative conference and confer with the important friends we do have in Washington."

The cigarette forces, he added, "are about as well organized as they can be."

Agency appointments . . .

▪ Lehn & Fink Products Corp. (division of Sterling Drug Inc.) Montvale, N. J., for Dorothy Gray Cosmetics, the Ogilvie hair products and the fragrance line with billings in excess of $1 million, has assigned Warwick & Legler, New York, as its agency. The accounts leave Kenyon & Eckhardt Inc., New York.

▪ The Philadelphia National Bank has appointed Papert, Koenig. Lois Inc., New York, its new agency, replacing Albert Frank-Guenther Law, same city. as of Jan. 1, 1968. Estimated billings are $1 million.

▪ Lois Holland Callaway, New York, has been appointed by Standard Household Products Corp. as its agency for Lestoil detergents and new products (see story, this page). Wilson, Haight & Welsh Inc., Boston, continues to handle Standard Household's Bon Ami products, and Complete, a new laundry aid.

▪ Cornwall Corp., Boston, manufacturer of housewares and appliances, has appointed Austin Kelley Advertising Inc., New York, for advertising and public relations. Plans for testing radio and possibly television advertising in the first quarter of 1968 have been formulated.

Is NBC-TV moving toward split 30's?

Fear that competitive pressures may force change felt at affiliates board meeting

The specter of "split" 30-second announcements on the television networks, a major concern of many stations since the advent of the 30-second form, reportedly took a prominent place in a meeting of NBC-TV officials with the NBC-TV affiliates board of delegates last week.

At least some affiliates came away with the impression that NBC-TV's long-pledged resistance to such sales may sooner or later be weakened by—and yield to—competitive pressures, although NBC officials apparently did not explicitly say so.

This phase of the meeting, held Monday and Tuesday (Dec. 4-5) at La Quinta hotel near Palm Springs, Calif., was said by participants to have turned primarily on reports that CBS-TV had sold or was on the verge of selling minutes in the *Ed Sullivan Show* to American Tobacco and Dodge—one minute to each—with the understanding that they can "cross-exchange" 30-second segments, sharing equally in two different commercial minutes.

New Direction ▪ This, if true, apparently would represent the biggest departure yet in the so-called "split-30" area in network selling. TV networks now allow advertisers on occasion to divide their own minutes into separately placed 30's, but NBC says it grants this privilege only to alternate-week sponsors, while the others occasionally grant it also to participating sponsors.

CBS authorities said they had sold minutes in the *Ed Sullivan Show* to both Dodge and American Tobacco, but could not immediately confirm the "cross-exchange" report.

Critics of the "split-30" approach fear it will lead to what for them is an even more dreaded result—network sale, eventually, of isolated 30-second announcements or even shorter units. Generally they insist on maintenance of the 60-second announcement as the standard network length.

NBC-TV affiliates have been especially insistent in pressing NBC officials to oppose the fragmentation of network commercials, and NBC officials have repeatedly responded that they are against the idea, will resist it and earnestly hope it will not become an industry standard.

Last week's discussion was part of a regular meeting between NBC officials and the affiliates board of delegates that also explored a wide range of subjects from programing to plans to "sieze opportunities" in the long-range expansion of the economy. The meeting was described by one participant as "entirely harmonious."

Officials reported they had no plans to expand the Huntley-Brinkley early evening news show from its present half-hour length to an hour. (CBS officials gave their affiliates similar assurances regarding the CBS-TV Walter Cronkite news show a few weeks ago.)

They reiterated plans to provide gavel-to-gavel coverage of the political conventions next year.

New Series ▪ The board of delegates also heard an outline of programing plans for the 1968-69 season, including details on 23 nighttime and six daytime series that are in various stages of development.

Among the half-hour evening series mentioned were *Adam 12*, a police-car program; *Perils of Pauline; Doc*, a situation comedy; *Bob Newhart; New Adventures of Huck Finn*, live action and animation by Hanna-Barbera; *Mama's Man*, starring Diahann Carroll; *Sheriff Who?; Walt's Girls; Where the Girls Are; The Ghost & Mrs. Muir*, and *Pioneer Spirit*.

The hour-or-longer series in development discussed are *The Adversaries; Joaquin Mariettee*, with Ricardo Montalban as a "Robin Hood of the American West"; *My Friend Tony*, with Sheldon Leonard as producer; *Name of the Game*, based on a *World Premiere* feature carried last season; *Hardy Boys*, based on a "sneak preview"; *Phyllis Diller Show; The Train; The City Beneath the Sea*, and *Outsider*. based on a *World Premiere* starring Darren McGaven.

Daytime series that are being prepared for 1968-69 are *Easy Aces*, produced and written by Goodman Ace; *It Had To Be You*, a Goodson-Todman panel show; *Star and the Story*, a background story of a Hollywood star; *Who, What & Where*, a game panel; *Guessing Game*, and an untitled panel show to be produced by Gil Gates.

Gridiron Action ▪ An announcement was made that NBC-TV will continue to carry American Football League doubleheaders during the 1968 and 1969 seasons, as it has this year.

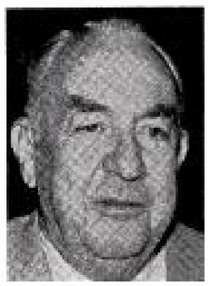
The delegates praised NBC-TV for its "continued leadership in color, for its strong audience position in nighttime programing and for its growth in daytime programing." Delegates also commended the new format of *The Huntley-Brinkley Report* for expanding its coverage of the day's major events by providing greater in-depth analysis.

The meeting was attended by executives of NBC-TV and the NBC-TV board of delegates. Heading the list of NBC officials were Walter D. Scott, board chairman, and Julian Goodman, president.

The board of delegates was led by Chairman Harold Grams of KSD-TV St. Louis and A. Louis Read of WDSU-TV New Orleans, past chairman. Mr. Read was named to head a nominating committee for elections to be held at a meeting in New York in March.

Ervin flays Kennedy as prohibitionist

Senator Robert F. Kennedy's (D-N.Y.) self-regulation proposals for cigarette marketers would amount to slow suicide for the tobacco industry, Senator Sam J. Ervin Jr. (D-N.C.) charged last week in a massive 200-page rebuttal to antismoking arguments entered in the *Congressional Record*.



Sen. Ervin

Senator Ervin offered a heavily documented study to disclaim links between cigarette smoking and disease that doubled, he explained in a news conference, as a rebuttal to positions taken by the junior senator from New York. In particular, he rejected the view that any cause of cancer is known and proposed that energies now engaged in "prohibition" attempts should be applied to intensified research programs on all causes, including air pollution. If such research implicated cigarettes, he added, efforts should then be directed toward making cigarettes safe.

Voluntary Controls ▪ In defense of industry advertising practices he noted that cigarette firms "spend no money whatsoever on institutional advertising designed to enlarge [their] market." Also, the industry has already "made important strides in self-regulation" by voluntarily avoiding programs aimed at young audiences.

"The truth is," he added, "that all cigarette advertising is brand advertising and has as its purpose gaining a larger share of the market for the manufacturer; and increasingly this advertising leads to larger markets for the lower-tar and-nicotine cigarettes." He cited advertising bans in effect in Great Britain and Italy and their failure in reducing cigarette consumption.

"It is clear that human nature being what it is, an absolute ban on advertising is not the answer," he said.

Senator Ervin was joined in presentation of the antiprohibition study by Representative Nick Galifianakis (D-N.C.).

Senator Kennedy's office said the senator had no immediate comment but that an answer to the Ervin-Galifianakis rebuttal would be forthcoming "in due time."

Ocean Spray, DDB part; Y&R, Bates new agencies

Doyle Dane Bernbach Inc., New York, announced last week it will part with the estimated $4.5-million Ocean Spray Cranberries account—some $3.5 million in radio-TV—effective March 4, 1968. The two-year relationship ends "due to a continuing difference of views regarding marketing and advertising philosophy," according to DDB.

Ocean Spray, Hanson, Mass., said it plans to "split the account about even" between Ted Bates & Co. and Young & Rubicam Inc., both New York. Although the company would not disclose what products each agency will take on, it's understood Bates will get the cranberry-juice cocktail billings (estimated at from $2.5 million to $3 million), while Y&R retains all other products including sauces, preserves, jellies and relish.

Seeks funds to curb ads

The American Council on Alcohol Problems, through the sale of "Christmas for Christ" stamps, is soliciting support for congressional action on legislation that would limit advertisements for alcoholic beverages on radio and television. In its letter enclosed with a supply of the stamps—to be used on holiday letters, cards and packages—the council says: "We especially need your help in our present battle in Congress to get alcoholic-beverages ads barred on radio and television between the hours of 3 p.m. and 10 p.m."

ABC Radio's planned rates

Ad agencies get verbal picture, but take their time on buying decisions

Ad agencies last week got a chance to study what it's going to cost them to buy time on any one of the four new radio network services ABC will begin providing Jan. 1.

Media buyers in key agencies were presented with a verbal account of the rate cards—the printed ones are still in the design stage—indicating that ABC is asking $2,500 a minute for 100% coverage on the American Contemporary Network; $1,500 a minute on the American Information Network; $1,250 on the American Entertainment Network; and $650 on the American FM Network.

According to ABC, the rates are based on a potential coverage of 100% of the nation based on retail sales. Theoretically, a buy of all stations affiliated with one of the four networks could give the advertiser close to complete coverage of a nation that spends some $304 billion in retail sales. Such coverage, of course, assumes an ABC affiliate in all of the 270 or so metropolitan markets in the country. If a network delivered only 130 of these markets (or 50% of potential retail sales), ABC's rates would be adjusted to reflect this.

In the past, advertising rates were computed on dollar volume clearance based on an hourly rate assigned to each station in the network's lineup. Such a rate is based on ratings, and often, it's said, on the station operator's ability to bargain with the network.

More Realistic ▪ It's argued that ABC's new rate card is based on more realistic considerations, i.e., marketing potential, and that with the card, advertisers can more readily target their audience.

ABC's new card cuts discounts to a minimum: only consecutive-week discounts are available, and these are offered in 13, 26, 39, and 52-week buys.

Although ABC Radio salesmen are now armed with rate cards, they are still meeting agency resistance to their pitch, it's reported.

Network sources said sales for the first quarter of 1968 are off from first quarter 1967, a development attributable to the fact that many agencies understandably will not sign for any one or all of the four services until ABC finalizes station lineups.

Target Date ▪ It's also been learned that some agency people have held back because they do not believe the ABC plan will become operational until some time after the Jan. 1 target date. ABC officials indicated, however, that the four networks go on the air on New Year's Day, "whether we have advertising or not."

Agency reaction to the rate card was noncommittal, most ad executives deferring comment until "we see how many stations we're going to get for our money," as one official told BROADCASTING.

Meanwhile, the station total for all four ABC services approached 400 outlets late last week, a network official indicated. ABC's station line-up was enhanced when WJRZ Hackensack, N. J., signed as an affiliate of the American Entertainment Network, as did KDAY Santa Monica, Calif., WEW St. Louis, and KSAY San Francisco.

Soon to join the American FM Network, it was learned, are all five of Taft Broadcasting's FM outlets: WKRC-FM Cincinnati; WTVN-FM Columbus, Ohio; WBRC-FM Birmingham, Ala.; WGR-FM Buffalo, N. Y., and WDAF-FM Kansas City, Mo.

Recently signed affiliates to the American Information Network are two Basic Communications Inc. stations: WWVA Wheeling, W. Va., a 50 kw outlet, and WYDE Birmingham, Ala.

Also in advertising . . .

Traveling on ▪ Hogan-Rose & Co., Knoxville, Tenn.-based advertising, marketing and public relations firm, will lease a new building at 109 West Fifth Avenue. The new office building will have approximately 10,000 square feet, which will include radio and television recording and photographic advertising production facilities. Hogan-Rose, established in 1954, serves 45 clients in Tennessee, Georgia and North Carolina. It also has offices in High Point, N. C. President is Joseph P. Hogan.

Ayer adds consulting group ▪ N. W. Ayer & Son, Philadelphia, has formed a marketing consulting group within its marketing services department, headed by William J. Luedke, vice president and manager. The group's activities will include many of the functions of the agency's former plans department.

Going it alone ▪ KNBC(TV), the NBC-owned station in Los Angeles, has dropped the services of NBC Spot Sales and is going it alone in the local market. NBC Spot Sales personnel in Los Angeles, however, will continue to represent the network's four other owned

C R A F T S M A N S H

(Sixth in a series on Storer Standards

Since the days of the renaissance craftsmen, mastery of their media and pride in doing a superior job superlatively well have been the marks of the true professionals. In broadcasting today, the professional approach requires a similarly high degree of craftsmanship in every area of the industry. In programming, it means quality entertainment, top talent, unceasing attention to good taste, creative community service, responsible editorials. In operations, it means employing the finest equipment with the highest degree of technical skills. And in sales, it means that Storer's national representatives and station sales personnel are completely reliable for market facts and demographics, for fas confirmation of availabilities, an on-time invoices in exact conform ance with quoted rates. ☆☆☆ Th thirteen Storer television and radi stations serve ten major market from coast to coast. For full detail contact Storer Television Sales o Major Market Radio—or the Store station in your city direct. ☆ ☆

TV stations. Self-representation move is felt by station to be a "more effective means of selling" KNBC in Los Angeles.

Detroit marriage ▪ A nine-month trial merger arrangement between two advertising agencies, E. W. Baker Inc. and Willard Smith, resulted in an official consolidation Dec. 1. The new agency is Baker/Smith Inc., located at 1750 Buhl building, Detroit. The merged agency has a total of 32 clients with gross billings reported at $2.5 million.

Boosts tape ▪ MPO Videotronics Inc., New York, announced last week it has expanded its video-tape commercials operations from three to six sound stages in New York and has begun tape production in its Hollywood facility. MPO has produced taped commercials in recent months for Lennen & Newell, BBDO, Leo Burnett, Doyle Dane Bernbach, McCann-Erickson, Compton Advertising, William Esty Co., Needham, Harper & Steers, J. Walter Thompson Co. and Young & Rubicam.

Measurement and myths ▪ Paul Klein, vice president, audience measurement, NBC, delivered a slide presentation before the Phoenix (Ariz.) Advertising Club last week to shatter what he called "the top-20 myths." Citing latest statistics from various research organizations, Mr. Klein showed that contrary to some reports, the number of TV sets keeps growing each year; the upper income and better educated people have more sets and actually watch more TV than other groupings and the number of TV sets in use is up and not down.

Religious agency ▪ Con L. Robinson, has opened an advertising agency "to supply all that is needed to initiate or expand a religious program." The new Con L. Robinson Agency in Glendale, Calif., contains art, editorial copy writing, media purchase and billing departments, as well as a consulting service in program production "and the latest techniques in psychological motivation in direct mail." Mr. Robinson formerly managed two religious radio stations, KREL Corona and KBIF Fresno, both California.

Jeno's raises ad budget to $5 million for '68

Jeno's Inc., Duluth, Minn., has allocated in excess of $5 million for national advertising for its 1968 sales promotion, the food company announced last week.

According to Edward J. Jennings Jr., executive vice president of marketing, this expenditure is five-times larger than the 1967 ad budget.

Included in the campaign are 34 one-

Malrite adds four stations

Midwest AM-FM's price over $1 million; KTVE(TV) sale gets FCC approval

A growing broadcasting group, Malrite Broadcasting Inc., has purchased WMIL-AM-FM Milwaukee and WMIN-AM-FM Minneapolis-St. Paul. The price was said to be in excess of $1 million, and the transaction is from Gene Posner and associates.

At the same time last week, the FCC approved the purchase of KTVE(TV) El Dorado, Ark-Monroe, La., by Gray Communications Systems Inc., from Fuqua Communications for $3,650,000. It also approved the relinquishment of control of the company by James Gray, principal owner.

Purchasers of the four stations in the north-central region, subject as usual to FCC approval, are Milton Maltz and Robert G. Wright. Messrs. Maltz and Wright already own WNYR-AM-FM Rochester, N. Y.; WBRB-AM-FM Mt. Clemens and WTAK Garden City (Detroit area), both Michigan, and WTTF-AM-FM Tiffin, Ohio.

No change in personnel is contemplated, the prospective new owners said.

Mr. Posner and his family founded WMIL in 1947, and purchased WMIN in 1963. WMIL is a daytimer on 1290 kc with 1 kw; WMIL-FM operates on 95.7 mc with 25.5 kw. WMIN is a fulltime station on 1400 kc with 1 kw days, 250 w nights. WMIN-FM is under construction, holding a construction permit for 102.1 mc with 100 kw in the horizontal plane, 83 kw in the vertical.

New Public Group ▪ Commission approval of the ownership transfer of KTVE(TV) came with only one dissent. Commissioner Robert T. Bartley voted for a hearing, as he usually does when multiple owners are involved. Commissioner James J. Wadsworth did not participate.

The transaction included KTVE's real-estate holdings in Monroe.

Gray Communications Systems was formed last June, and comprises WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.; the *Albany* (Ga.) *Herald* and a CATV system in Albany. Mr. Gray owns 81.5%, but following public sale of 205,800 shares he will own 42% of the communications firm (BROADCASTING, Oct. 2).

According to the registration with the Securities and Exchange Commission in Washington last September (BROADCASTING, Oct. 2), the public sale is expected to realize $2,675,400. Mr. Gray is selling 104,400 shares of the 304,400 he held, and the company, 101,400 shares. Chief underwriters were Bache and Co. and Courts and Co.

Profit ▪ The company's registration statement showed that for the first half of the calendar year 1967, total operating revenues were $1,562,991, of which broadcasting accounted for $791,112. Income before taxes was $174,774; after taxes, $89,964 (24 cents a share). As of the end of 1966, the SEC filing showed, the company had total assets of $3,190,721 and long term debt of $720,252.

KTVE, which began operating in 1955, is on channel 10 and is affiliated with NBC and ABC. J. B. Fuqua bought the station from Veterans Broadcasting Corp. and William H. Simon in 1963 for $650,000 and obligations.

Cobb assails fairness doctrine

A blast at the fairness doctrine and an endorsement of the NAB's position on public broadcasting came last week from Grover Cobb, KVGB Great Bend, Kan., chairman of the National Association of Broadcasters.

Mr. Cobb

In opposition to those who have preconceived ideas that broadcasters act only in their private interest, he claimed that broadcasters "have made, are now making and can make many, many more immense contributions to the public interest." The critics, he charged, too often ignore or overlook these actions in the public interest.

Speaking to the Federal Communications Bar Association luncheon in Washington on Tuesday (Dec. 5), Mr. Cobb assailed the fairness doctrine as an entity that puts the FCC "in a position of being both the prosecuting minute spots on NBC-TV's *Today* and *Tonight* shows and up to 30 radio spots a week in 50 markets during seven months of 1968.

Stan Freberg has created Jeno's radio and television commercials, and MacManus, John & Adams, St. Paul, will be agency for timebuying and print campaign.

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.

WXYZ-TV, 20777 West Ten Mile Road, Southfield, Mich.

Pontiac Motors, Pontiac, Mich. (eastern dealers); four for TV, live on tape, color. Agency: MacManus, John & Adams, Bloomfield Hills, Mich. Dan Waldron, agency producer. Approximate cost: $2,000.

First Federal Savings of Detroit (savings and loan); six 60's for TV, live on tape, color. Agency: Behr, Otto, Abbs & Austin, Detroit. William Austin, agency producer. Approximate cost: $1,700.

Grantray-Lawrence Animation Inc., 3875 Lankersheim Boulevard, Universal City, Calif. 91608.

Minneapolis Gas Co., Minneapolis (gas); eight 10's for TV, animated on film, color. Ray Patterson, production manager. Agency: Knox Reeves, Minneapolis.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.

Standard Oil of California, San Francisco (gasoline); one 60 for TV, live on film, color. Jere Chamberlin, production manager. Agency: BBDO, San Francisco. Dick Isaacs, account executive. Bob Johans, agency producer.

Chevrolet Dealers, Washington (autos); three 60's for TV, live on film, color. Jere Chamberlin, production manager. Agency: W. B. Doner, Detroit. Skip Roberts, account executive. John Roach, agency producer.

Cubs start with full roster

WGN Chicago reported last week that radio sponsorship of the Chicago Cubs play-by-play coverage for the 1968 season was completely sold out as of Dec. 1 and that by this Tuesday when pending verbal agreements become contracts all possible adjacency sponsorships will also be sold. Game sponsors for 1968 (and their agencies) are: Buick Dealers of Metropolitan Chicago (North Advertising), G. Heileman Brewing Co. (McCann-Erickson), Martin Oil (Petroleum Service Co.), Montgomery Ward & Co. (Lilianfeld & Co.), Serta Mattress Co. (Marvin H. Frank), and Oak Park Federal Savings & Loan (Conner-Sager Associates).

---

attorney and jury" in deciding what is a controversial subject, who has standing to reply and what is fair.

With FCC Chairman Rosel Hyde sitting at the head table and three other commissioners (Kenneth A. Cox, Robert E. Lee and Lee Loevinger) in the audience, the NAB chairman called the fairness doctrine "destructive to an atmosphere of free expression and a violation" of the Constitution's free-speech guarantee. He said it prevents broadcasting from being the "virile and vigorous citizen it can be."

Under the Gun ▪ "When the penalty for being held unfair by a government body is conceivably the threat of loss of license," he continued, "there is a very real power over freedom of speech. . . . The fairness doctrine becomes a lever exercised by the government to induce behavior the government has deemed acceptable."

He noted that NAB's stand on the formation of a Corp. for Public Broadcasting was actually one of support for the bill. NAB did want the educational stations to get the funding directly and let the stations use the funds to create a central organization, rather than the government using the money to set up a central unit.

That position, he maintained, does not reflect "narrow economic interests." If anything it denotes public interest since the freer a public broadcasting system is "the more competitive it is going to be. The freer it is the tougher it is going to be for us. . . . The closer the government control the more assurance that the system will be a eunuch . . . cowed and cowardly . . . less imaginative and more wrought with political pushing and pulling."

ARB tries again in N.Y.

Issues second TV report with meter-dairy meld after Nov. 22 controversy

American Research Bureau was scheduled to issue its second revised "New York Television Audience Report" for October today (Dec. 11), with a single set of "married" meter and diary information. The first report, which had been revised before issuance to conform product-usage and demographics, appeared briefly with a Nov. 22 date, and was recalled "because of some critical industry reaction."

The problem with the first report was that its meter and diary information was listed separately, and in many instances was inconsistent and even contradictory. Metro ratings and shares were metered, all other information including households using television were derived from diary reports.

An example of one of the contradictions occurred at 10 p.m. Wednesday in the report. *Dundee and the Culhane* on WCBS-TV got a 12 rating, 20 share, against a 7 rating, 12 share for WNEW-TV's *10 O'clock News*. But the household totals told an opposite story: WNEW-TV was viewed in 571,300 homes, WCBS-TV in 547,800 homes.

In New York, one rating point theoretically equals 56,000 homes, but as an ARB spokesman described some of "the extraordinary differences in the report," a three rating "equalled anywhere from 75,000 to 250,000 homes, depending."

Revises Intent ▪ He said that ARB had intended to use the separate listings for all reports in 1968, but would stick to the single set of "married" figures because of "pretty general complaints. This is in line with our policy of flexibility, maintained if possible with a continuous bobbing and weaving motion."

The inconsistencies and contradictions in the two sets of data sharpened years-old criticisms by broadcasters of the diary-derived data. As one independent station sales manager put it: "I don't want to say anything to denigrate Dr. [Peter] Langhoff's [ARB president] attempts to correct what he has done wrong, but would you like to see a grown man cry? We've been living with this diary information for years, trying to persuade buyers to buy on the basis of several-month averages to smooth out the inaccuracies, overlooking completely ridiculous demographics and product-usage figures, and now this.

"Would you believe the best place to get 50-and-over [viewers] is adjacencies to *The Uncle Waldo Show*, or *The Little Dinkies*? Would you believe that 12,400 children between [the ages of] 2 and 11 watch *The Late Show?*

"In the past the diary figures were always applied against the meter information and raised accordingly. With the advent of product demographics, we were told that technique couldn't be used. Now, mysteriously, they seem to have discovered a method. We wanted to know what it is, and it says in the letter they sent out when they recalled the report, 'Call your local ARB office.' So we did, but they didn't know anything about it."

FCC faces 2% cut of payroll funds

Economy-bloc action on the Hill may yet deny the FCC the fruits of its full $19.1 appropriation. The commission—along with other government agencies—may be forced to restrict its spending if a pending resolution with certain budget-cutting amendments is passed. Action on the resolution is due early this week.

Under terms of the amendments, agencies would be required to reduce payroll expenditures by 2% of the amount already appropriated for personnel costs and cut other expenses by 10%.

Representative John Dingell (D-Mich.) has sounded the alarm that across-the-board cuts can be particularly harmful to activities of regulatory agencies. A previous proposal that would have required agencies to hold spending to last-year's levels prompted Mr. Dingell to ask a number of agencies how they would fare if forced to make do under such a plan.

The FCC replied: "A reduction in appropriated funds to this commission of the magnitude proposed would severly cripple our efforts in nearly ever area of our statutory responsibility." The loss to the commission under this earlier economy plan would have totaled about $1.6 million. No estimate was immediately available from the FCC on how much would be at stake under the newer 2%-10% plan, or what programs might have to be curtailed.

Congressman Dingell also noted that reductions would come in the face of mandatory pay increases, when enacted. A pending measure would increase federal salaries 4.5% and is expected to pass this week. If both measures become law, the commission would be required to write fatter paychecks with 2% less total funds.

CPB Funds ▪ On another appropriations front, it was becoming likely that no money would be forthcoming this session for the newly enacted Corp. for Public Broadcasting. It had been thought that the corporation's funding (authorized for up to $9 million) would be sought in the supplemental appropriations bill that traditionally moves toward enactment during the final days of the session.

But as of Thursday (Dec. 7), no request for the CPB's money had been received on the Hill from the Budget Bureau. The bureau would shed no light on the matter, but it was believed in some quarters that the administration would not seek the CPB's funding until next year. The corporation has not yet been incorporated, observers noted, and probably cannot be until the President names 13 more members of the CPB's board. Until then, it is doubtful that the CPB could offically receive its appropriation.

Hill leadership says the present session will adjourn this week; some members see final action coming as early as Wednesday. Legislation not already well advanced through the legislative process will most likely be now held until next year.

ACTS aims its guns at CATV rules

The FCC's CATV procedures came under withering fire last week with the All-Channel Television Society providing all the salvoes. In a spate of related actions ACTS:

- Wrote a letter to FCC Chairman Rosel H. Hyde proposing that the commission's CATV Task Force be placed within the organizational framework of the Broadcast Bureau;
- Called on the commission to institute a rulemaking that would amend the CATV rules, eliminating the top-100 market distinction and making their provisions applicable in all TV markets regardless of national ranking;
- Requested a consolidation into one proceeding all other pending CATV rulemaking dockets;
- Urged commission inquiry into three main areas—impact of the copyright laws on the relationship between broadcasters and CATV's, impact of CATV program origination on the development of local TV services, and formulation of "a definitive policy" on CATV distribution of distant signals,
- And requested "a total freeze" on CATV actions pending evaluation and disposition of its proposals.

The letter to Chairman Hyde was inspired by reports of Commissioner Robert T. Bartley's proposal to delegate more authority to the task force to act on requests for waivers of the top-100 market rule (CLOSED CIRCUIT, Dec. 4). The rule, which requires a hearing when CATV's in major markets propose to import a signal beyond its grade-B contour, has led to a backlog of similar requests.

ACTS alleged that the proposal "has been put forth solely for purposes of political expediency and in accord with an institutional bias in favor of the expansion of CATV irrespective of consequences," and that the proposal represents "the easiest way" out of an administrative problem. If the task force can't efficiently deal with its work load (BROADCASTING, Sept. 11), then ACTS suggested the department might be placed within the organizational framework of the commission's Broadcast Bureau. Pending such re-evaluation of the task force's role, ACTS proposed a total freeze be placed on all CATV action.

The letter followed rapidly on the heels of two separate, but related ACTS filings.

In a petition for rulemaking the association asked the commission to amend its CATV rules to make their provisions applicable in all TV markets. ACTS claimed that rapid developments in the CATV industry militate against the distinction made by the commission between the top-100 and other markets. Among the developments cited were the expanding channel capacity of CATV's (up to 20), increasing requests for microwave transmission of distant signals to CATV's, increased CATV program origination, imminence of pay TV and the FCC's "snail-pace processing of requests for enforcement of its exclusivity rules." All these factors, ACTS said, make nonduplication "a flimsy protective device" for television stations in the smaller markets.

100-Market Rule ▪ The association noted that a concept of network audience retention apparently guided the commission decision to adopt its top-100 market rule. This, ACTS claimed, "led to a false sense of security that providing network program exclusivity would be adequate protection for the small-market stations." The concept, the association maintained, is not fully applicable to the small-market situation because, with present technology, a single CATV system could fragment the maximum potential viewing audience available to local TV stations.

ACTS also claimed that the present rules place "an unreasonable burden upon those small-market stations seeking what little relief is available." The rules permit a small-market CATV to continue its service pending commission action on a station's request for stay, and frequently "forestall a valid assessment" of the CATV situation. "Who speaks for the unapplied-for channel allocation in the small market?" the association asked.

A commission request for comments on its proposed prohibition of microwave stations in the business-radio service from relaying locally originated programing to CATV systems (BROADCASTING, Dec. 4) prompted another

ACTS assault on commission procedure. Though ACTS said it would ordinarily support the proposal, there are "certain elements in the proceeding which are disturbing"—specifically, the commission's statement that its proposal should not be read as a judgment on the merits of CATV program origination. In skirting the main issue ACTS alleged the commission "implies its acceptance" if not "its resignation to the fact" of such origination.

Consolidation ▪ Instead of accumulating "jerry-rigged" amendments to its rules, ACTS proposed the commission consolidate into one proceeding all five pending CATV rulemaking dockets (among them: relations between CATV's and TV stations, VHF-UHF translator proposal, and cross-ownership). Further the association proposed commission inquiry into the impact of the copyright laws on the relationship between broadcasters and CATV's, and an inquiry into the impact of CATV program origination on the development of local TV services. ACTS said it would propose rules "generally prohibiting" such originations except upon an evidentiary showing, through a survey of programing needs and interests of the community, that indicates a defined public interest not otherwise served.

And the association called for an inquiry that would form a definitive policy on CATV distribution of distant signals. Until such a policy is formed, ACTS suggested the commission should temporarily halt all action on CATV requests for distant-signal authorizations.

$400,000 suit filed on KTRG-TV sale

A civil suit asking for $400,000 in damages has been filed by Hawaiian Paradise Park Co., previous owner of KTRG-TV (now KIKU-TV) Honolulu, against Washington attorney A. Harry Becker. The complaint was filed in the U. S. District Court in Washington on Nov. 29, and asks for damages "arising from malpractice."

KTRG-TV was sold to group broadcaster Richard Eaton for $555,000 (BROADCASTING, Oct. 2), following a hearing before the FCC.

Hawaiian Paradise Park charged that Mr. Becker without authority agreed to an extension of the cancellation terms of the original contract with Mr. Eaton.

Although not mentioned in the complaint, records show that Mr. Eaton brought suit in Honolulu to compel Hawaiian Paradise Park to abide by its contract. Last June 30, U. S. District Judge C. Nils Tavares ruled that the contract was binding.

Tedescos offer plan to clear FCC record

BROADCASTERS WOULD RELINQUISH STATION CONTROL

Contrition, not ordinarily a requisite for broadcast ownership, is what several broadcasters are banking on in their efforts to unravel a complex web of pending applications currently held up by the FCC and the courts. And with commission approval of their several proposed "self-inflictions," the broadcasters hope to clean the slate of alleged past transgressions.

The principals involved are Victor J. and Nicholas Tedesco, who each own 20% of Norseman Broadcasting Corp.

A previous FCC review board decision denying the Tedescos a construction permit for a Bloomington, Minn., AM station (based on alleged trafficking charges involving four other Tedesco transactions) effectively tied-up other pending applications affecting Tedesco-Norseman properties. These applications include: license renewal of

KFNF Shenandoah, Iowa; transfer of control of the station from the Tedescos to Norseman; transfer of de facto control in Norseman (from the Tedescos to four Norseman principals) with respect to KWKY Des Moines, Iowa, and two CP applications.

An appeal of the review board decision reached the U. S. Court of Appeals for the District of Columbia, which granted a stay of any decision for 60 days to afford a possible compromise with the commission.

Offer ▪ That compromise—a unique, all-in-one proposal termed "self-inflictions"—was offered by the Tedescos and Norseman last week. In a petition for discretionary relief and remedial action they offered:

▪ Voluntary cencellation of the KFNF license, or "to make a gift" of the station to a charitable or educational organization.

▪ Follow-through with the transfer of de facto control with respect to KWKY, or "take whatever steps deemed necessary by the commission" to insure that control of Norseman does not reside with the Tedescos.

▪ Dismissal of a CP application for an AM station in De Pere, Wis.

▪ Pledge to take no appeal of an FCC action denying the Tedescos reimbursement of expenses for dismissal of an AM application for Chisholm, Minn.

In return the petitioners asked the commission "to exercise its discretion to temper justice with equity—and permit the parties to remain in the broadcasting industry." Claiming that "a sincere effort has been made to dilute Tedesco influence and control of Norseman," the petitioners urged the commission "to permit the already punished parties to begin again with a learned appreciation of responsibilities."

The petitioners also noted that it was perhaps "historically unique" that a licensee was willing to cancel an authorization of a "valuable broadcasting facility." (In April the review board denied another KFNF request claiming that the continuing loss situation of KFNF was used by the Tedescos as grounds for moving the station [BROADCASTING, April 17].)

Changing hands . . .

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

▪ WMIL-AM-FM Milwaukee and WMIN-AM-FM Minneapolis-St. Paul: Sold by Gene Posner and associates to Milton Maltz and Robert G. Wright for more than $1 million (see page 32).

▪ KIOT Barstow, Calif.: Sold by Henry R. Phipps to Prudential Broadcasting Co. for $150,000. Principals in Prudential are John Parker, president, L. P. Nelson, vice president and treasurer, and Florence Taylor secretary. Mr. Parker has written and produced for local television and Mr. Nelson has been a radio news director and announcer. KIOT operates daytime on 1310 kc with 500 w. Broker: G. Bennett Larson Inc., Hollywood.

▪ KZZN Littlefield, Tex.: Sold by Gerald H. Sanders to partnership of James G. Vandenberg, E. J. Harpole and T. H. (Bill) Harrell for $105,000. Mr. Vandenberg will become general manager. Mr. Harrell is vice president and general manager of KVOZ Laredo, and Mr. Harpole is president and general manager of KVOU Uvalde, both Texas. KZZN operates fulltime on 1400 kc with 250 w. Broker: Hamilton-Landis & Associates.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 63).

▪ KTVE(TV) El Dorado, Ark.-Monroe, La.: Sold by J. B. Fuqua to Gray Communications Systems Inc. for $3,250,000 plus $400,000 for real estate (see page 32).

▪ WGGA Gainesville, Ga.: 99.74% of outstanding voting stock sold by Charles Smithgall to James L. Kirk II for $427,300. Mr. Kirk is majority stockholder in KVOL Lafayette, La. He is also certified public accountant and has majority stock in Southern Melody Inc., franchised Muzak operation. Mr. Smithgall, with his wife, owns WRNG North Atlanta and WRGA-AM-FM Rome, both Georgia, and is officer of WAAX Gadsden, Ala. He is also 51% stockholder of *Daily Times* and *Southeastern Poultry Times*, newspapers (both Gainesville, Ga.) WGGA operates on 550 kc with 5 kw days, 500 w nights.

▪ WHYZ Greenville, S. C.: Sold by Thomas C. Fleet Jr. and associates to Edwin S. Lowe and Beverly M. Middleton for $356,150. Mr. Lowe owns diversified businesses in New York, including toy and game manufacturing company and real estate management and advertising company. Mr. Middleton, former broadcaster, is supervisor of public information for Department of Motor Vehicles in Washington. WHYZ is daytimer on 1070 kc with 50 kw.

▪ KJJJ-TV Lubbock, Tex.: CP sold by John H. Walton Jr. to Bill B. McAlister for approximately $200,000. Mr. McAlister is licensee of KSEL-AM-FM Lubbock. Mr. Walton owns KVII-FM-TV and KBUY, both Amarillo, KELP-AM-TV El Paso and KCUL-AM-FM Fort Worth, Texas; KIKX Tucson, Ariz., and KVOD Albuquerque, N. M. Mr. Walton also owned KVKM Monahans, Tex., which was granted assignment of license Nov. 30 to J. Ross Rucker and others for $100,000 with covenant not to compete for five years. Mr. Rucker is general manager of KVKM-AM-TV and owner of KAVE Carlsbad, N. M. KJJJ has CP for 550 kw visual from an antenna height of 730 feet above average terrain.

▪ WPET Greensboro, N. C.: Sold by James S. Beattie to Donald Wilks and Michael Schwartz for $185,000 plus $100,000 lease on land and buildings with option to buy. Messrs. Wilks and Schwartz own WTYM East Longmeadow, Mass. WPET is daytimer on 950 kc with 500 w.

▪ KAIR Tucson, Ariz.: Sold by Mrs. Josephine Griffith May and Andrew Griffith to Ed Richter, Lee Druckman, Howard Duncan, Frank Kalil and Henry Hillberg for $150,000. Mr. Richter is general manager of new licensee, Number One Radio Inc. Messrs. Richter, Duncan and Hillberg purchased KGUN-TV Tucson in 1960, sold it in 1965, and now operate WYTV(TV) Youngstown, Ohio. Mr. Richter also has stock in WEHT Evansville, Ind., and is vice president of R. C. Crisler & Co., radio-TV brokers. Mr. Druckman is president of Trans-Video Corp. (multiple CATV owner). Mr. Kalil is radio-TV personality in Tucson. KAIR is fulltimer on 1490 kc with 250 w.

Media reports . . .

Affiliation ▪ CBS Radio last week said WJOY Burlington, Vt., will join the network as an affiliate Jan. 1. WJOY, owned by Vermont Broadcasting Corp., operates on 1230 kc, with 1 kw daytime and 250 w nighttime. Frank A. Balch is general manager. WJOY is now with ABC Radio.

TV spreads ▪ WAKR-TV Akron. Ohio, boosted its power and changed its channel to provide a grade-A signal to a number of new communities in northeastern Ohio. The channel 49 station shifted to channel 23 and increased its power to 1,290 kw, putting an estimated 3 million additional viewers within its range. WAKR-TV, employing a RCA PTU-50 transmitter and RCA TFU-25G antenna, is also located at a new antenna site on the west edge of Akron, using a 1,000 ft. tower. WAKR-FM is awaiting authorization from the FCC to move to the new site. Roger Berk is vice president and general manager of the ABC-TV affiliate.

RADAR puts calipers on radio

Network-commissioned study underscores enormity of medium's audience; it may become regular project

Initial findings from the RADAR study indicate that almost 140 million or 95% of all people 12 years of age and older listen to radio during the course of a week and exposure to the medium is "extremely high" among both adults and teen-agers.

These impressive highlights emerged last week from first disclosures on RADAR (Radio's All-Dimension Audience Research), which was commissioned jointly by ABC Radio, CBS Radio, Mutual and NBC Radio and was conducted by the Brand Rating Research Corp., New York. Supplementing these findings will be additional information released in the next few weeks and in January 1968 on specific dimensions of the national radio audience, including data on cumulative reach and frequency by individual national programs and on key demographic and marketing groups.

RADAR measured the listening of a nationwide sample of persons on a quarter-hour-by-quarter-hour basis over the span of one week. This provided data for tabulating daily and weekly audience levels on a reach-and-frequency basis.

The study reveals that during the average quarter-hour 19.1 million homes are tuned to radio. During the course of an average day, it was said, more than three out of four people (113 million) listen to radio.

RADAR shows that equally significant reach levels are achieved by network radio stations. Six out of 10 people (90.2 million) are tuned to network-affiliated outlets during the course of the week. The study reports that one out of three (52.4 million) listen to network-affiliated radio stations during the course of a day, and more than 7.1 million listen during the average quarter-hour from 6 a.m. to 12 midnight.

One demographic dimension noted by RADAR is that exposure to radio is


WNEW-TV
NEW YORK
SAYS
U.N.C.L.E.
KSAN-TV
SAN FRANCISCO
SAYS
U.N.C.L.E.
KTTV
LOS ANGELES
SAYS
U.N.C.L.E.
U.N.C.L.E.

WTTG
WASHINGTON
SAYS
U.N.C.L.E.

u.n.c.l.e.

WSBK-TV
BOSTON
SAYS
U.N.C.L.E.

KVOO-TV
TULSA
SAYS
U.N.C.L.E.

WPHL-TV
PHILADELPHIA
SAYS
U.N.C.L.E.

KLAS-TV
LAS VEGAS
SAYS
U.N.C.L.E.

Everybody's saying it!

Everybody's buying it!

. . . and with good reason. Undoubtedly no other series has ever finished its network exposure with higher ratings and higher shares in the major markets than Man from U.N.C.L.E.

Now you don't have to settle for anything but the original, number-one spy-adventure show.

128 swinging hour-long adventures* are moving fast. Call your MGM-TV representative in New York, Chicago, Los Angeles, Atlanta or Toronto today and say "U.N.C.L.E."
Available for February start.

*Includes both Girl and Man from U.N.C.L.E.

MGM
TELEVISION

high among both adults (18 and over) and teen-agers (12-17). The study shows that three out of four adults and four out of five teen-agers are exposed to radio during the span of a day, and among both groups, more than nine out of 10 listen to radio in the course of a week.

RADAR was based on a national probability sample of about 17,500 households throughout the country, with 14,000 participating coincidental interviews and 3,500 in recall interviews. The questioning was by telephone by Brand Rating Research Corp. interviewers over several weeks last spring.

Though there was no official word forthcoming from the participating networks, there appeared to be a good possibility that RADAR will be a continuous project on an annual or semi-annual basis.

Ad agency buys control of WEOK CATV system

Foote, Cone & Belding, New York, last week announced an agreement in principle to purchase a controlling interest in WEOK Cablevision, a CATV system serving Poughkeepsie, N. Y., from Paul Smallen.

The system went into operation in November 1966, and has a subscription "in the low thousands," according to an FC&B spokesman. Mr. Smallen, president of WEOK Cablevision and of WEOK-AM-FM Poughkeepsie, will continue to direct operations.

FC&B was a partner last June in an unsuccessful bid for a CATV system in Colorado Springs.

Nicholson picked for FTC vacancy

The Federal Trade Commission, which in recent years has taken a strong stand on consumer protection—particularly most recently on smoking and health—may have a new cast when and if the Senate confirms President Johnson's choice for the vacancy on the five-man commission. He's James M. Nicholson, a 39-year-old Indianapolis lawyer.

President Johnson nominated Mr. Nicholson last week to take the place of John R. Reilly, who resigned as an FTC commissioner on Dec. 1 to return to private practice. Mr. Reilly was considered an activist on the trade commission, his vote often putting the divided body on the side of greater involvement in consumer affairs. It was Mr. Reilly who sided with the FTC liberals providing a 3-2 decision to test cigarettes for tar and nicotine content and to make the results public. The trade commission is currently studying TV-network rates to determine if any unfair practices are involved. Mr. Reilly's term was to end Sept. 25, 1969.

Losing Candidate ▪ Mr. Nicholson ran unsuccessfully last year as the Democratic candidate for Congress, losing to the Republic incumbent, Congressman William G. Bray of Indiana's sixth district.

He was born in Oklahoma City on July 11, 1928, and received his B.A. in 1952 from Knox College, Galesburg, Ill., and his law degree from the University of Michigan in 1954. He immediately joined his present law firm, now known as Cadick, Burns, Duck and Neighbours. He became a full partner in 1958. He served in the Navy during 1946-48.

Mr. Nicholson declined to discuss his views on business regulation, but he said he had campaigned last year by emphasizing his concern with the problems of urban areas—transportation, air and water pollution and highway construction.

Too many cooks in the courts?

Problem now facing broadcasters in attacks on constitutionality of FCC's fairness rule: how to get the strongest case reviewed first

A move to consolidate in some way the challenges to the FCC's fairness rules is underway, following last week's U. S. Supreme Court order agreeing to review the Red Lion Broadcasting Co. case.

Still awaiting argument in the Seventh Circuit Court of Appeals in Chicago is the broadcasting industry's principal case against the commission's action last July codifying its policy on fairness and personal attacks into official rules and regulations.

The Supreme Court's action came after CBS and NBC called the court's attention to the Seventh Circuit case and urged that the Red Lion review be deferred, or that argument be suspended until a ruling has come from the Chicago court (BROADCASTING, Oct. 16). Interestingly enough, Red Lion in a sense agreed with this viewpoint. The FCC and the solicitor general, however, disagreed completely, urging that the Supreme Court undertake consideration of the commission's fairness doctrine through the Red Lion litigation. It is no secret in Washington that FCC lawyers feel that they stand a much greater chance of success in the Red Lion situation than the Chicago appeal.

Constitutional Question ▪ The industry appeal was filed by the Radio Television News Directors Association, the two networks and others. It attacks head-on the constitutional question of whether the FCC may impose qualifications on broadcasters' right of free speech as well as whether the commission may impose its own determinations of what constitutes fairness (BROADCASTING, Nov. 27).

Just how the Seventh Circuit case can be consolidated with the Red Lion case before the Supreme Court when the Chicago case hasn't been argued yet is subject of much discussion among the lawyers representing industry clients. A meeting of industry attorneys was held last Tuesday, and a second meeting is scheduled tomorrow (Dec. 12) with Henry Geller, FCC general counsel, and his staff. The purpose is to attempt to persuade the FCC, and through the commission the solicitor general, to agree on a petition to the Supreme Court asking that it delay hearing argument on the Red Lion case until the industry case is decided by the Seventh Circuit and undoubtedly appealed to the Supreme Court no matter who wins.

This, it's understood, is the principal strategy. There are other possibilities, but they involve more complex and delicate legal and judicial questions.

Also uncertain at this time is the position of the solicitor general. Assuming that the FCC can be sold on joining the joint RTNDA-networks' point of view, there is no assurance that the solicitor general, who is the government's chief trial attorney, will also agree.

Notwithstanding this, however, a

Radio committee urges more FCC field trips

The FCC's commissioners and staff should get out in the field more often and attend as many industry functions as they can—at least broadcasters feel that way. The best way to know what's happening is to be out there, and the National Association of Broadcasters' fledgling Future of Radio Committee thinks the FCC definitely needs to be aware of events west of the Potomac River.

At its intial meeting in Washington last week, the committee commended the FCC personnel for past attendance records at industry sessions and urged an even greater participation in the future.

(However, the FCC's budget may not allow the commission to fulfill the committee's hope. Last week the commission had to turn down a request for a speaker at the Idaho-Utah broadcasters' meeting in Boise, Idaho, on Jan. 17 because of a lack of funds. The commission did agree, however, to set up a conference call to the Idaho meeting.)

The committee also called on radio stations to do a better job of promotion at the local level both with individuals and community groups. The medium has developed many new methods of service in the past 20 years, the committee said, but it hasn't kept the public informed of its growth.

Moving into economics, the committee said there was a need for more station-representation firms and it called on the present reps to "make radio easier to buy" by keeping pace with technological changes.

The committee also heard staff reports on research, CATV and copyright matters.

WBAI-fire charge dropped

The charge of arson against Jesse Charles Wagner, a former part-time engineer for noncommercial WBAI New York, was dismissed last week by the criminal court in New York when a member of the fire marshal's office failed to appear as a witness for the prosecution.

Mr. Wagner has been accused in connection with two fires set at WBAI facilities in Manhattan the night of September 12 that put the station, which is listener-supported, off the air for 20 minutes.

---

concerted try is being made.

Campaign in 1964 ▪ The Red Lion case involves WGCB-AM-FM in that Pennsylvania community. It is principally owned by the Reverend John M. Norris. Both stations and Mr. Norris are considered ultra conservative and make no bones about it.

During the 1964 political campaign, WGCB carried a sponsored program in which the Reverend Billy James Hargis allegedly attacked Fred J. Cook, author of an anti-Goldwater book. Mr. Cook asked for free time, but Red Lion countered by offering to sell him time. Mr. Cook demurred and complained to the FCC. The commission in 1965 told Red Lion that time must be made available to a person who has been personally attacked, whether or not the complainant can afford to pay. Red Lion appealed this ruling to the D. C. Circuit Court of Appeals which last June upheld the FCC's position. Red Lion's petition for certiorari followed.

In reciting the issues involved, Red Lion contended that the commission's fairness doctrine violates four constitutional provisions—free speech, due process, rights retained by the people and powers reserved to the states.

The requirement that a broadcaster must seek out persons attacked, furnish them with a script, tape or summary, and grant them free time to reply without respect to ability to pay, "places an obvious and unreasonable burden on free speech," the Red Lion petition said.

Unfair Load ▪ Not only are these steps an "onerous" extra burden for broadcasters, Red Lion contended, but the entire responsibility places the broadcaster in peril when he carries any program involving controversial issues.

Red Lion noted especially the Supreme Court's decision in the *New York Times* and Associated Press cases three years ago, which held that the news media are immune from libel actions in attacks on public figures unless actual malice is proven. It quoted approvingly from the Supreme Court's *New York Times* decision referring to "the profound national commitment to the principle that debate on public issues should be uninhibited, robust and wide open . . ." The FCC's fairness requirements, Red Lion observed, contradicts this principle and "inevitably" will stifle free discussion.

In a related case, the court turned down a request that it review an FCC order setting for hearing, also on fairness issues, the renewal of WXUR-AM-FM Media, Pa.

WXUR's hearing, which has been underway since early this fall was ordered by the commission following complaints by the Philadelphia Council of Churches and others (see this page). WXUR asked the D. C. Circuit Court of Appeals to overrule the commission's action, but failed when the appeals court last May said that until the hearing had been held and a decision rendered WXUR had nothing to complain about. One of WXUR's complaints involves the FCC-ordered issue of whether the stations have been used "to serve sectarian and political views of its principals" rather than the general public. This issue, WXUR contended, raised the question of freedom of religion.

The Media, Pa., stations are owned by Faith Theological Seminary, which bought them in 1965. The seminary is headed by Dr. Carl McIntire.

Media hearing turns into a 'shout in'

CRY OF 'BULL' FROM ATTORNEY BRINGS WXUR WALKOUT

An FCC hearing to determine whether WXUR-AM-FM Media, Pa., will be permitted to continue broadcasting completed its seventh week of public sessions, but real progress in the case occurred in the chambers of the U. S. Supreme Court.

While attorneys argued—sometimes bitterly—in Media the high court agreed to hear a case testing the constitutionality of the commission's fairness doctrine, which WXUR is accused of violating.

The court refused, however, to hear a case challenging the constitutionality of the WXUR hearing now under way (see page 40).

The Supreme Court decisions caused some comment at the hearing but an angry outburst by WXUR attorney Benedict Cottone highlighted the week's activity.

Mr. Cottone, former chief counsel for the FCC, stalked out of the proceeding Wednesday in Media after clashing with Thomas Schattenfield, who represents the Greater Philadelphia Council of Churches. The council is one of 19 civic and religious organizations seeking to block renewal of WXUR's licenses.

Testifying during the week were John H. Norris, WXUR president and general manager, and a moderator of one of the station's programs, Carl Mau.

Mr. Norris was on the stand during Mr. Cottone's walk out.

Boycott ▪ The attorneys were arguing about an alleged boycott that reportedly dropped the station's commercial income from $7,000 a month to $500 a month.

Mr. Schattenfield, claiming he has seen no real proof that such a boycott existed, asked for concrete evidence that the station's opponents were putting pressure on WXUR advertisers.

Mr. Cottone refused to produce any additional records, saying Mr. Schattenfield had ample opportunity in the past to obtain all the station records he wanted. He also argued the "hearing record shows plainly that there was a boycott."

Before Mr. Cottone could say much more, Mr. Schattenfield interrupted him with a loud "bull."

Mr. Cottone stalked toward the hearing-room door shouting:

"Mr. Examiner, unless you admonish him not to say things like that, I am going to walk out."

Mr. Schattenfield slumped into his chair, saying: "All right. I am admonished. Come back, Mr. Cottone."

The WXUR attorney stormed out the door, however, before Hearing Examiner H. Gifford Irion had a chance to say anything.

Brief Recess ▪ The hearing resumed five minutes later when Mr. Cottone returned.

Earlier in the week testimony concerned the methods Mr. Mau used in interviewing guests on his program, *Delaware County Today*.

Mr. Mau said he tried to be objective and fair to everyone who appeared on his show.

Under cross-examination, however,

Burnett skit raises Polish-American blood pressure

To the producer of CBS-TV's *Carol Burnett Show*, it probably seemed like a great idea. So-called Polish jokes were enjoying something of a vogue, so why not string some together into a skit that would provide a showcase for Miss Burnett's talent?

The producer, Miss Burnett and CBS-TV found out why not after the skit was aired on Nov. 6. The network received more than 250 letters of complaint from Polish-Americans. Other protests went to Bob Banner Productions and Miss Burnett. FCC Chairman Rosel H. Hyde received some, too, including letters from two members of Congress, Representatives Roman Pucinski (D-Ill.) and Thaddeus J. Dulski (D-N. Y.).


Miss Burnett

The humor of the skit had escaped the complainants. It dealt with the "Slavic Airlines" and featured a drunken pilot named Kowalski and a dimwitted and sloppy stewardess. For musical background there was the Polish national anthem.

CBS-TV authorities last week said the network regarded the incident as unfortunate and had apologized to all who had filed protests, including the president of Polish National Alliance, Aloysius Mazewski and Dr. Eugene F. Kusielewicz, vice president of the General Thaddeus Kosciusko Foundation.

Prohibit Ridicule ▪ The congressmen, in their letters to the commission, complained of what they considered the appallingly bad taste involved in producing the skit. And both suggested that the commission take steps to prohibit programs ridiculing any nationality.

Chairman Hyde, however, replied that the commission is prohibited by law from censoring programs. He said that stations are required to program according to the tastes, needs and interests of their audiences, and that viewers concerned about a program should contact the station and network involved.

CBS-TV denied the skit was motivated by malice. It told those who protested that it maintains controls to guard against the broadcast of "racial slurs and the perpetuation of unfavorable stereotypes." The Burnett show was taped, but, the network said, application of its policy to comedy material is "sometimes difficult because it requires careful assessment of the attitudes and sensitivities" of various ethnic groups.

This point was underlined by the fact that, although the Nov. 6 show also contained skits revolving around so-called Italian and Japanese airlines, no complaints from Italian-American or Japanese-Americans were received, according to the network.

Representative Pucinski indicated he may want to pursue the matter in Congress. He said he would discuss it with Representative Harley Staggers (D-W. Va.), chairman of the House Commerce Committee.

But he feels the furor may have already had the salutary effect of causing CBS to "tighten up internal control."

KHJ-TV replaces movies with a live newspaper format

Some 10 weeks ago, KHJ-TV Los Angeles, in a move that will involve a close-to-$500,000 investment mostly for live on-camera talent in the next year, began producing what amounts to a newspaper of the air every day (BROADCASTING, July 31).

Delivered in 90-minute morning and evening and three-hour afternoon editions, the "Tempo" format, as it's called, is dedicated to reflecting what's happening in the Southern California community. It features a variety of guests from all walks; zoo, library and religion reports; film clips of mostly local news events; two-day telephone conversations with people in the news and with viewers, and a one-minute news report every half-hour told in somewhat extemporaneous, often fumbling, but occasionally refreshing style by four young newscasters, working live and on-camera.

The reasoning behind KHJ-TV's change from a station largely dependent on movie and other canned product to one that strives for the live and spontaneous may have deep significance for every independent and most UHF stations in the country.

For KHJ-TV, an RKO General-owned, nonnetwork-affiliated VHF operating in a market that offers 10 other commercial-TV signals, is out to develop a format that will give local viewers an alternative to network product instead of a pale imitation. In the process, the station hopes to break loose from the supposed tyranny of data that works against an independent station in such a competitive market, while adding the impact of innovation to those three media horsemen of reach, frequency and audience characteristics. On a broad basis, the station wants to create a new identity—one associated with value—ana to increase its total audience circulation.

Grim Figures ▪ What's the business and audience reading after more than two months? It's almost negative enough to make the faint-hearted quit, but still glimmers sufficiently to make the resolute hopeful. Nearly disastrous for KHJ-TV, its new concept went to work in a marshmallow-soft business period, one that the station claims saw the Los Angeles TV stations taking in an aggregate of $1.5 million less in October of this year than they did during the same month last year.

Malcolm C. Klein, vice president and general manager of KHJ-TV, doesn't think the sales slump will end until mid-January at the earliest. But he's prepared for the long-haul and believes the station's move to the gathering and reflecting of the local happenings will take maybe two years to pay off. Meanwhile, he assures, the RKO General corporate family is not pushing the panic button. "Too many great ideas go down the drain because somebody gets panicky," he says. "I hope we get a chance to measure whether there's a place for this kind of programing."

The measurements that have been

Mr. Mau admitted he verbally "roughed up" pacifists and peace marchers during interviews.

WXUR has been charged with violating the fairness doctrine by presenting unbalanced programing—slanted to the extreme right wing—and failing to offer free reply time to persons and groups attacked on the air.

WXUR's licenses have been up for renewal since Aug. 1, 1966, but FCC action has been withheld pending results of the hearing.

WXUR is operated by Brandywine-Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa. headed by the Rev. Dr. Carl McIntire, fundamentalist minister who broadcasts over the station.

FCC 'attack' rules explained to Hill

FCC Chairman Rosel H. Hyde has again attempted to answer congressional criticisms of the commission's personal-attack rules adopted in July and modified in August (BROADCASTING, July 10, Aug. 7).

The rules, exempting certain news programs, initially drew a letter of criticism from five members of the House Commerce Committee: John Dingell (D-Mich.), John E. Moss (D-Calif.), Richard L. Ottinger (D-N. Y.), Lionel Van Deerlin (D-Calif.), and Brock Adams (D-Wash.).

In a second letter from the congressmen last month, Chairman Hyde's response (sent Oct. 2) was criticised as not responsive to the first letter (BROADCASTING, Nov. 27).

In his answer to the second letter, Mr. Hyde notes, citing an early legal decision, that the Communications Act was "not designed primarily as a new code for the adjustment of conflicting private rights through adjudication." The congressmen had charged that the commission had abrogated the rights of attacked individuals in denying the right to reply if attacked on bona fide newscasts or during on-the-spot news coverage.

"The paramount consideration," Mr. Hyde adds, is the larger and more effective use of the medium. "And that in turn means the public's right to be informed fairly concerning controversial issues of public importance, including personal attacks broadcast during the coverage of such issues."

Debatable ▪ Chairman Hyde admitted that a basic question raised by the congressmen could be a subject on which reasonable men could differ. The congressmen had asked on what grounds the FCC could require notification of attack for one sort of program but withhold it for another kind of program, even though the substance of the attack might be identical.

Mr. Hyde noted that the commission was now engaged in litigation with the Radio Television News Directors Association, CBS, et al., who were taking a view contrary to both the commission and the complaining congressmen. The broadcasters' suit holds, in effect, that the whole spectrum of compelled response or performance—personal-attack rules and fairness doctrine alike—are unconstitutional.

Sticking by his commission's guns, Chairman Hyde said "we can only state that we believe that we have properly balanced the considerations in this area . . . [and that the FCC's action] best serves the public interest."

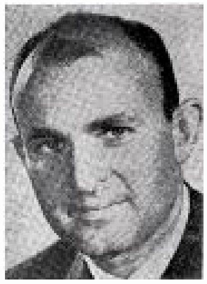
TV accused of inciting riot

Television riot coverage was named as a contributing factor in the Plainfield, N. J., riots of July 16-20 by Plainfield's mayor, George F. Hetfield, in testimony before the Senate Permanent Subcommittee on Investigations taken so far are not impressive. They show KHJ-TV's "Tempo" editions getting 1 ratings. Yet, Mr. Klein emphasizes, this would still indicate a decided improvement over the 0.01 ratings some of the "Tempo" time periods were registering in the past. He says that the verbal reading from agencies has been good and that local business has responded favorably to the station's changes. National advertisers, however, insist on waiting for more impressive ratings before buying.

Raising Hope ▪ KHJ-TV's own audience indicators give more reason for encouragement. An opinion poll the station conducts—two questions are asked each week—brings between 500 and 1,200 responses. The "Tempo" segments answer some 200 phone calls a week. More importantly, perhaps, Mr. Klein points out that now KHJ-TV "instead of being known as the movie station" has the new promotional handle of being the station "where those young kids come on with the news every half-hour."

Says Mr. Klein; "It's like Picasso putting an eye out of joint in a painting. We're getting attention. We're more and more in direct contact with the public. Our news is getting further and further away from conventional national coverage and moving instead to local features."

At the outset, Mr. Klein acknowledges, the changes have been expensive. The station signed an expanded contract for news film. It's staff of news and news-related people increased from three to 13. A half-dozen engineers were added, giving the station a little more than three full film and tape crews where formerly only two crews were available. The on-camera additions, constantly undergoing change, at last count involved nine new personalities. Altogether 22 people have been added to the station's rolls. The increased costs of these additions are projected to total about $450,000 for the next year. "That's like buying maybe 22 feature films," Mr. Klein comments.



Mr. Klein

Still Strong ▪ The station, incidentally, has not abandoned the "Million Dollar Movie" concept, long a mainstay with the RKO General outlets. But here, too, the concept has been modified to fit KHJ-TV's new, young look. Instead of running one movie eight times a week as was done in the past, the station now programs eight different movies a week.

And that's only the beginning of the modifications that are likely to take place at channel 9 in Los Angeles. "Even our most recent changes are going to go through additional changes of format and positioning," promises Mr. Klein. "We have to keep changing with the times. This is going to be an evolutionary thing."

Is it all going to be worthwhile? Mr. Klein is confident about the value of what he's doing. He reports station managers from across the nation inquiring about the station's new direction. "We're part of one of the great experiments in television," he says. "We're trying to solve a real problem of the medium, the problem of producing new and fresh material without a network's resources. We're doing something television was meant to do from the start."

last week.

When the subcommittee opened its intensive investigation of racial disturbances in U.S. cities its chairman, Senator John L. McClellan (D-Ark.), said that the influence of television coverage would be one aspect to be probed by the panel (BROADCASTING, Nov. 6). Since then the hearing has focused in depth on cities where television, according to testimony, was either not a contributing factor or, conversely, where broadcast media was cited for cooperation in keeping communities cool.

But the subject of last week's testimony was a disturbance that followed a larger conflagration in a neighboring city—Newark, N. J. "The sensational coverage of the Newark riot," Mayor Hetfield told the subcommittee, "showed persons looting stores while the police took no action to halt them."

Not Sole Cause ▪ He added: "A mob hysteria was created that affected weak persons who would normally be law abiding." In further testimony, however, he indicated that he believed that while television may have been a contributing factor, it was not the sole cause. "There is no doubt in my mind," he said, "that the Plainfield riots were planned, not spontaneous." He cited prior discovery by police of fire bombs and the fact that, at meetings with city officials, a "small hard-core group . . . refused to listen to any reasoning whatsoever."

Another witness supported Mayor Hetfield's view that television coverage of the Newark rioting contributed to Plainfield's troubles. The Negro brother of a Plainfield city councilman who had attempted to restrain militants told the probers that the Newark coverage incited lawless elements. But many Negroes that would have opposed riots, he added, were exposed to "blatant injustices" and were encouraged to retaliatory acts.

A subcommittee spokesman said that after last week's testimony on Plainfield the subcommittee would probably not hold further hearings until the next session of Congress.

Radio series sales . . .

Grand Ole Opry (WSM Inc.): WEEZ Chester, Pa.; WMMN Fairmont, W. Va.; KLIN Lincoln, Neb.; KBLE-FM Seattle; WESC Greenville, S. C., and WCHK Canton, Ga.

The Joe Pyne Show (Hartwest Productions Inc.): KIZZ El Paso, Tex.; KLOR-FM Ponca City, Okla.; KWBW Hutchinson, Kan.; KLWN Lawrence, Kan.; KAUS Austin, Minn.; KCAR Clarksville, Tex.; KFTM Fort Morgan, Colo.; KOLR Sterling, Colo., KJFJ Webster City, Iowa, and KGNB New Braunfels, Tex.

BBC Music Showcase (Hartwest Productions Inc.): WGKA Atlanta, and WCAL Northfield, Minn.

Christmas Kaleidoscope (Hartwest Productions Inc.): WBBM Chicago; WERE Cleveland; KDEN-AM-FM Denver; KBMR Bismark, N. D.; WCED DuBois, Pa.; WTRB Ripley, Tenn.; KKAM Pueblo, Colo.; KBAR Burley, Idaho; WSPD Toledo, Ohio; WGCM Gulfport, Miss.; WTON Staunton, Va.; KWHK Hutchinson, Kan.; KLMO Longmont, Colo.; KAVI Rocky Ford, Colo.; KFEQ St. Joseph, Mo.; WGOL Goldsboro, N. C.; WELS Kinston, N. C. and WLKR-FM Norwalk, Ohio.

All Time Heavyweight Championship Tournament (Woroner Productions): WTNT Tallahassee, Fla.; WGIG Brunswick, Ga.; KRLC Lewiston, Idaho, and WBVP Beaver Falls, Pa.

The First Christmas (Woroner Productions): KCBC Des Moines, Iowa; WCEM Cambridge, Md.; KNEB Scottsbluff, Neb., and KWAT Watertown, S. D.

Easter the Beginning (Woroner Productions): KWAT Watertown, S. D.

Tips on Tots (Woroner Productions): KILE Galveston, Tex.

New Snow White series offered for children

CHILDHOOD PRODUCTIONS PLANS HALF-HOUR TV SHOWS

Childhood Productions, New York, which has used television as the cornerstone of its advertising for the past three years in promoting children's classic features for weekend theater matinees, is planning to expand into program production of TV series and specials.

Barry Yellen, president, last week said that its first TV project under development is a half-hour, live-action series, *The New Adventures of Snow White and the Seven Dwarfs*. The company intends to produce three half-hour segments in color late next spring and summer in the hope of making a network sale.

Mr. Yellen reported that Childhood has had "considerable success" in advertising through local television its list of 12 features already released to theaters, and he is confident that a live-action classic series can find a place on television. He noted that this year Childhood will spend approximately $350,000 of a total advertising budget of $477,000 on TV stations throughout the country. The agency is Diener, Hauser & Greenthal, New York.

Solid Market ▪ "If children, alerted by television, find our features so appealing," he said, "why can't a regular series and groups of specials in the same genre prove successful? Our theatrical record shows that children from 3 to 10 do enjoy good features in addition to cartoons."

The latest Childhood release, "The Christmas That Almost Wasn't," is the first feature to be produced by the company and stars Rossano Brazzi and Paul Tripp. It will have played in about 1,000 theaters between Thanksgiving and New Year's, Mr. Yellen indicated.

Eleven of the 12 films that Childhood originally placed into theatrical distribution have subsequently gone into TV syndication through American International Television, New York. Among the titles are "Sleeping Beauty," "Snow White and the Seven Dwarfs," "Hansel and Gretel," "The Bremen Town Musician" and "The Seven Dwarfs to the Rescue." Mr. Yellen said they have been sold in approximately 20 markets. These features were acquired from producers in England, Italy, Mexico, Bulgaria and Czechoslovakia, were dubbed into English and were provided with a completely new musical sound track.

Eight More ▪ Childhood now has about 20 children's features, eight of which have not been released to theaters. Mr. Yellen observed that the group of films already sold to TV will be withdrawn from the medium after three years and re-issued theatrically.

Childhood was formed three years ago by Mr. Yellen, his father, Salem Yellen, who is vice president and general sales manager, and his brother, Howard, who is secretary-treasurer, because they felt there was a need for classic children features for weekend matinees.

War signs result in managed-news charge

Pro- and anti-Vietnam war signs that an NBC crew carried to Claremont Men's College in Los Angeles County has embroiled the network in a controversy as to whether it attempted to stage-manage news and incite disorder.

Howard Monderer, Washington counsel for NBC, said the network had attempted nothing of the sort. The crew's purpose in visiting the college, he said, was to produce a program "presenting a mature discussion" of the Vietnam war.

Mr. Monderer presented the network's account of the incident in a letter to the FCC, which had queried NBC as a result of a story that appeared in the *Los Angeles Times* on Nov. 4 and a number of complaints that it prompted.

The story and the complaints, the commission said, had raised a question as to whether the NBC crew had attempted to "'stage manage' news and possibly incite disorder on the campus . . . by offering prepared protest signs to members of the student body."

No News ▪ Mr. Monderer said, first of all, the program was not a news program but a debate between two students on the question of what policy the U.S. should follow in Vietnam. It was taped Nov. 3 for broadcast on *Survey*, which has been broadcast regularly by NBC's KNBC-TV Los Angeles for more than eight years.

Furthermore, he said, the program had been planned in advance, with the cooperation of college authorities, and was designed to show that college students could debate the controversial issue without the threat of violence being present.

The controversy arose, he said, after students spotted six signs the crew had brought along, three containing "hawk" slogans and three "dove" slogans. They had been prepared in advance, Mr. Monderer said, at a time when it was thought they might be used "to depict 'sloganeering' as opposed to the type of mature debate shown on the program, or merely as colorful additions to the set." They were not used.

However, the students became "concerned" about the signs, and apparently "had come to the erroneous conclusion that they would be asked to participate in some sort of demonstration," Mr. Monderer said.

The production staff attempted to explain that was not the case. And Bob Wright, producer and moderator of the program, read the students the prepared script, which explained the purpose of the program.

This, Mr. Monderer said, "helped calm" the students. So did the intercession of a faculty member who assured the students of the intent of the program. The debate was then taped without incident and broadcast the following day.

Municipal judge voids California libel law

In a decision that may have a future bearing on print and broadcast news coverage in the state, California's criminal libel statutes were declared unconstitutional last week. The ruling was made by Santa Barbara Municipal Judge Joseph Lodge. In a two-page decision based on a case involving a newspaper account of a police officer's investigation of suspected narcotics violations, Judge Lodge noted that the state legislature had failed to examine and update criminal libel statutes enacted 95 years ago. He pointed out that the legislation seeks "to punish malicious statements even if they are true." He was especially critical of a section of the libel statute that he claims holds that an "injurious publication is presumed to have been malicious if no justifiable motive for making it is shown."

Such legislation, he contended, "is seeking to require a defendant to prove that an unflattering statement about a public official, albeit true, is not malicious." Judge Lodge concluded that "a democracy cannot countenance such a restriction of free speech."

The libel case, which was brought by

a local police officer against the publisher-editor of a community newspaper, may be carried to the state supreme court. It eventually could lead to revision of the state's criminal libel statutes passed in 1872.

W7 revamps sales force for TV programs

Sales of Warner Brothers-Seven Arts television programs in the U.S. will be implemented by a 20-member staff headed by four newly named division vice presidents, according to an announcement today (Dec. 11) by George Mitchell, vice president and general sales manager.

Named were Lloyd W. Krause, vice president, Eastern division; John N. Heim, vice president, Midwest division; David Hunt, vice president, Southeastern division and Robert Hoffman, vice president, Western division. Mr. Mitchell said that under each divisional vice president there will be four regional sales directors—two for feature-film sales and two for sales of TV series, specials and cartoons.

The new domestic television sales department, it was said, will be responsible for the distribution of the combined Warner Brothers-Seven Arts' programing, consisting of about 900 features, nine first-run series, 17 off-network series, seven TV specials and more than 500 cartoons.

Older shows come back strong in Nielsens

The top-rated programs in the current Nielsens read as in past seasons—*Bonanza* and *Bob Hope* on NBC; *Lucy Show, Beverly Hillbillies, Andy Griffith Show, Jackie Gleason Show, Gunsmoke, Red Skelton Show, Smothers Brothers, Gomer Pyle, A Family Affair* and *Ed Sullivan,* all CBS, and ABC's *Bewitched.* These were the principal shows in the top order of the ratings reports out last week.

CBS-TV was declared winner by all reports. It led in average-rating points by 1.7 in the report covering the two week period ended Nov. 19 (7:30-11 p.m.) and by 2.1 in the fast weekly Nielsen (Nov. 20-26). The network averages for the two-week period: CBS 20.4, NBC 18.7 and ABC 16.7. In the week ended Nov. 26: CBS 20.9, NBC 18.8 and ABC 15.6.

The movies slipped out of the top 10 in the two-week report (nearest contender was CBS's Friday night movie in 11th place), though "The Thrill of it All" on NBC (Saturday movie, Nov. 25) scored in seventh place.

Broadcast study group to analyze AP service

Assessment of the Associated Press's national broadcast wire will be made by a five-man committee, it was announced last Thursday (Dec. 7) by Theodore McDowell, manager of news and public affairs, WMAL-AM-FM-TV Washington.

Heading the radio-TV station committee will be Frank Balch, general manager, WJOY Burlington, Vt. Other members, one from each section of the country, are George Brown, director of news, WOR New York; Gene McPherson, vice president of news and special projects, Avco Broadcasting Corp., Cincinnati; Harold Baker, vice president, news and public affairs, WFGA-TV Jacksonville, Fla., and Daniel Cubberly, general manager, KUKI Ukiah, Calif.

Mr. McDowell said the committee would scrutinize wire operations from the viewpoint of the subscribers, meet with New York AP editors in March and will report its findings to the board of directors of the AP Radio-Television Association in September.

High court takes copyright case

CATV forces pleased that Supreme Court will hear United Artists v. Fortnightly directly following San Diego case on FCC's authority to regulate CATV

Jubilant was the word for cable-TV operators following notice last week that the U.S. Supreme Court had accepted review of the United Artists v. Fortnightly case.

The elation was not only for the Supreme Court's granting of certiorari but also for the terms of the order that (1) invites the solicitor general of the U.S. to file a brief on the subject, (2) grants permission for the National Cable Television Association to also file a brief as a friend of the court and (3) orders that the copyright case be heard directly following arguments on the San Diego case involving the FCC's authority to regulate CATV. The court agreed to review the San Diego case six weeks ago (BROADCASTING, Oct. 30).

Comments from CATV sources ranged from quiet satisfaction to virtual exultation. Frederick W. Ford, president of the NCTA, hailed the action as "an important milestone in communication's progress." By agreeing to review the copyright issue, Mr. Ford said, the court "has recognized the seriousness of the issues as they affect some 10-million Americans who now receive their television signals via cable." There will be at year's end an estimated 3,165,000 homes connected to 1,870 cable systems.

Optimistic Signs ▪ A Washington attorney who has been close to the case termed the court's action "encouraging." He noted that in instances where the Supreme Court accepts certiorari, it usually means that several of the nine justices have doubts about the correctness of lower-court decisions.

Other Washington observers, principally in the CATV field, obviously were heartened by the court's call on the solicitor general for a brief "expressing the views of the U.S."

They recalled that in the summer of 1966, Edwin Zimmerman, first assistant to antitrust chief Donald F. Turner, told a Senate Judiciary Subcommittee that the Department of Justice was opposed to blanket coverage of CATV in the omnibus copyright bill. Mr. Zimmerman contended that there were anticompetitive potentials in the proposed sections covering CATV that might permit networks or stations to monopolize programs by withholding carriage permission from CATV systems. He also claimed the inclusion of CATV in the copyright law was

Summit talks on CATV copyright begin to bear fruit

A pattern of copyright cooperation between broadcasters and cable-TV operators is seen emerging from a series of bipartisan meetings beginning last summer. The informal Hatch-Stern committee is scheduled to meet again—probably for the last time—today (Dec. 11) in Washington to shape into final form a series of recommendations on copyright. These will be submitted to the National Association of Broadcasters and to the National Cable TV Association as a guide for those organizations in formulating their positions on the pending new copyright law.

Basic to today's deliberations is a six-page summary analysis of agreements and disagreements between the representatives of the broadcasters and CATV owners on the 18-man group. This was sent to all members by group broadcaster George C. Hatch, KUTV(TV) Salt Lake City, who is also a multiple CATV owner, in a covering letter dated Nov. 8. The summary resulted from the ad hoc committee's meeting in Washington on Oct. 18 (BROADCASTING, Oct. 30).

The committee has arrived at bringing together the divergent views of broadcasters and cable-TV owners on how CATV should be treated in the new copyright law. This legislation, the first total revision of the copyright law since 1907, already passed by the House, is under consideration in the Senate. The House bill originally contained a section (111) relating to CATV, but this was deleted when a conflict arose between the House Judiciary Committee and the House Commerce Committee on certain provisions of that section. The Senate bill, however, still contains the disputed provisions.

Much Agreement ▪ The committee is under the joint chairmanship of Mr. Hatch and Alfred R. Stern, president of the multiple CATV group, Television Communications Corp. Both have emphasized over the months that as broadcasters and CATV owners get to know each others' problems more and more, agreements could be reached in many areas. The summary sent out last month indicates that broadcasters and CATV'ers are in basic agreement on the following:

▪ CATV systems carrying local TV stations in their normal coverage area, should be exempt from copyright fees.

▪ Cable systems bringing outside stations into underserved areas should receive a mandatory copyright license. An underserved area is one not receiving at least three network stations, one independent service and one educational service. This definition does not count service from translators or space satellites.

▪ Nonprofit operators of CATV systems or translators should be exempt from copyright payment, except where they are in direct competition with stations or CATV's or translators.

▪ Common carriers should be subject to copyright liability when they render direct service to the public. This alludes to the time when there may be direct broadcasting to the individual home from space satellites, or telephone company services directly to the home.

▪ Some form of retroactive exemption is necessary so that when an adequately or inadequately served area changes its character, the CATV systems would have a period of time to change their service to obviate disruption to the public.

▪ Some form of copyright exerroneous in principle (BROADCASTING, Aug. 29, 1966).

It was noted, however, that the solicitor general is not a member of the Department of Justice staff, and does not necessarily take the same position that the attorney general's group does on occasion.

Package Deal ▪ The fact that the Supreme Court in a sense packaged both CATV cases into one was also considered a hopeful sign by CATV sources. The court ordered that the copyright case (No. 618) be heard "immediately following" the San Diego cases (Nos. 363 and 428).

Attorneys for the litigants have been informed by the clerk of the Supreme Court that the cases probably will be argued in March. This requires that the Fortnightly brief be filed in mid-January and United Artists's in mid-February; and that the FCC's and the CATV's briefs in the San Diego case be filed on the same schedule.

Although the copyright case is significant, it deals only with the existing copyright law. A new copyright law is being considered by Congress and may very well be passed in the forthcoming second session of the 90th Congress next year. One version already has been passed by the House; the Senate is considering its bill. A section on CATV was stricken from the House bill, but this provision is still included in the Senate bill.

For the past six months a group of broadcasters and CATV operators have been meeting informally to try to establish agreement on copyright questions as well as other areas in disagreement. A final meeting of the group is scheduled for today (Dec. 11) at which time a statement on agreements and disagreements is expected for submission to the respective trade associations as a guide for each industry's position on copyright (see page 48).

Infringement Suit ▪ The cable industry's pre-eminent copyright case began in 1960 when United Artists Inc. filed suit in New York federal district court against the Fortnightly Corp., publisher of the weekly *Reporter* magazine and at that time owner of two CATV systems in West Virginia, one at Fairmont and the other at Clarksburg. The systems are now owned by Jack Kent Cooke. UA charged that the CATV systems were picking up and relaying to their customers copyrighted TV programs from five outside TV stations—three from Pittsburgh, and one each from Steubenville, Ohio, and Wheeling, W. Va.—without paying royalties.

Ruling in May last year, U.S. District Judge William Herlands held that the CATV systems were infringing the copyright by not paying royalties to United Artists because, he ruled, cable systems are engaged "in a performance for profit."

Fortnightly asked the U.S. Court of Appeals in New York to review Judge Herlands's decision, and in May of this year, a three-judge panel of the appellate court upheld Judge Herlands's conclusion. The decision, however, varied somewhat from Judge Herlands's, principally in suggesting that copyright infringement may not be involved if a CATV subscriber could receive the copyrighted programs from what it called "ordinary" rooftop antennas.

Questions ▪ In its petition for review to the Supreme Court, Fortnightly posed five questions: (1) whether CATV operation is "performance" within the meaning of the Copyright Act, and whether any such performance is "public" within the meaning of the act; (2) whether the lower court is imposing

---

emption for AM and FM carriage by CATV systems is necessary. If CATV systems are required to pay copyright fees for radio, they probably would discontinue such carriage. Radio representatives felt that exemption should be granted, provided the system carried local AM and/or FM stations, notwithstanding carriage of more distant radio programs.

▪ Some form of statutory or mandatory copyright procedures, providing a simple system of collection and enforcement, would be beneficial to both CATV and broadcaster interests.

But still unsettled are several items. One of these involves origination by the CATV system of "entertainment programs or commercial messages." Broadcasters feel that when this occurs, all copyright exemptions should be suspended, because the CATV system then changes its character and is in direct competition with broadcasting. CATV representatives on the other hand contend that the particular services should be subject to copyright, but that station carriage liability should not be changed.

The other item that has not been resolved deals with the relationship of mandatory licenses for CATV systems serving "inadequately" served areas and exclusive contracts held by broadcasters. There is some feeling that some mechanism should be established in the act to review public interest considerations relating to provisions in copyright contracts dealing with restrictions on carriage

Mr. Hatch Mr. Stern

of the program on CATV systems. The FCC, the conferees feel, is not expert enough in this field, and to leave the problem to the courts would result in lengthy delays and considerable confusion. One suggestion is that this conflict could be resolved if both broadcasters and CATV operators agree to arbitrate, or submit to decision by other agencies.

Unfinished Business ▪ The group apparently came to no hard-and-fast conclusions regarding certain provisions in the pending copyright law that deal with simultaneous live broadcasts and taping, the special relationship of UHF stations, and the proposal to establish a test market to determine empirically the impact of CATV on television stations.

It recommended that the live broadcast-recording issue be reviewed to determine if it creates practical problems for either broadcasting or CATV; that a special group of UHF representatives meet with CATV delegates to review exclusivity and adequate coverage for the protection of new UHF stations to be built in the future, and that a special "Impact and Test Market Committee" review the test questions regarding Goshen, Ind. (BROADCASTING, Sept. 18), and to determine specific tests that would result in helpful information for copyright purposes and policy questions between broadcasters and CATV owners. This group was also directed to look into the possible use of a "third party CPA" who would review financial data from FCC files that would be helpful in evaluating such a test.

law contrary to the Copyright Act and the Communications Act of 1934 as amended; (3) whether the public has the right to receive a TV broadcast from a station properly licensed by a copyright owner through means considered convenient, such as subscribing to a CATV system; (4) whether a distinction should not be made for TV signals from local stations as predicted by FCC curves, and (5) whether there is an inconsistency when a CATV system is held liable for copyright infringement when it is obeying an FCC regulation requiring it to carry local stations.

Fortnightly also asked whether a copyright owner may exact "a second royalty" for the right to view a program already released for public viewing through payment of royalties by the TV station broadcasting the program.

And, the firm pointed out, the appeals court "brushed aside" the district court's rationale that the technology of CATV constituted reproduction of a copyrighted program. Instead, Fortnightly noted, the appeals court ruled that CATV carriage of TV programs is a performance because of the "magnitude" of cable television's contribution to the result. This ruling, Fortnightly contended, extends federal copyright law for the first time to the reception and viewing of publicly broadcast TV programs.

Pending is a second copyright suit, filed in 1964, by CBS against Teleprompter Inc. This suit, charging also that the multiple cable owner has infringed on programs copyrighted by the network, has been held in abeyance pending the outcome of the United Artists-Fortnightly litigation.

Disputed Authority ▪ The San Diego case—actually it's two cases, but both

NCTA's Ford
Important milestone

involve the same litigants—has as its core the question of whether the FCC has the authority to regulate CATV. The Supreme Court agreed last October to hear argument on the case.

Involved in the West Coast question are two CATV systems, each serving sections of the greater San Diego market. One is Mission Cable TV Inc., serving 2,700-odd subscribers in El Cajon, La Mesa, Chula Vista as well as seven sections of the city of San Diego and four areas in the unincorporated sections of San Diego county. The other is Southwestern Cable Co., which serves about 3,200 customers in the northern area of the city.

Mission Cable TV is owned by Trans-Video Corp., a multiple CATV owner. Last August, Trans-Video became a wholly owned subsidiary of group-broadcaster Cox Broadcasting Corp., which through another subsidiary, Cox Cablevision Corp., is a multiple CATV owner. Cox Cablevision owns 20% of Buckeye Cablevision, one of the principals in the Toledo case decided in favor of the FCC by the D.C. appeals court. *Toledo Blade* interests own the remaining 80% there.

Southwestern Cable is principally owned by former broadcaster Richard A. Moore and oilman Edwin Pauley. Trans-Video has an 8% interest in Southwestern.

Both San Diego CATV systems serve their customers with local and Los Angeles television programs.

Station's Health ▪ The San Diego case began shortly after the FCC issued its CATV regulations last year asserting jurisdiction over all CATV systems. Midwest Television Inc., a group broadcaster owning KFMB-TV in San

More color for Rose Bowl

Just about everything but the spectators will be dabbed with paint for telecast

As a rubbish detail swept away the last paper hurrahs of a junior college game played two days before, 14 men in business suits met last week in the empty stands of a celebrated football arena and talked about color patterns and contrasts. It could have been a dress house on New York's Seventh Avenue, or a tableau out of *Better Homes and Gardens.*

Instead it was the Rose Bowl in Pasadena, Calif., and the men were either members of the football committee of the Tournament of Roses Association or production people from NBC-TV. They were discussing colorization of the 54th Rose Bowl game on Jan. 1, when the University of Southern California clashes with Indiana University. Maybe in some other areas of the medium there's still some question as to what will happen when color really starts delivering with tremendous impact, but in the annual Rose Bowl telecast, color hasn't just arrived—it has completely taken over, dominating the proceedings.

As a result of last week's grandstand huddle, it was decided to completely colorize the Rose Bowl field, grass, goal posts, benches, field markers and end zones (a move that was first made with last year's game). The sports spectacle is going to be a brilliant blaze of crimson and cream, cardinal and gold hues, the colors of Indiana and USC, respectively.

There's going to be a red rose, 15-feet in diameter on the field at the 50-yard line, the sideline numbers will be in gold, the Indiana end zone will be a cream base with crimson letters, while the USC end zone will be a gold base with cardinal letters. Likewise the Indiana goal posts will be cream with crimson stripes and the USC goal post will be gold with cardinal stripes.

Big Draw ▪ For color contrasts the two opposing schools could have been better chosen. But for purposes of audience interest, NBC-TV people, at least, feel they have the best draw possible—USC, the number-one ranked college football team in the nation, against Indiana, the Cinderella boys, who specialize in last-minute triumphs over football royalty.

Because of this attractive matchup and the proven impact of colorcasting for this kind of an event, Chester Simmons, director of sports for NBC-TV, thinks this edition of the Rose Bowl game might turn out to be "the highest-rated sports event in television history." The chances of this happening are especially good, Mr. Simmons points out, "if the weather in the East is bad on New Year's Day."

To do such an important event justice, NBC-TV is wheeling out its mightiest array of equipment. The game will be covered by a total of eight color and one black-and-white cameras. For the first time in an NBC-TV telecast of a college game, there'll be one color camera in each of the end-zone areas, assigned to cover 50 yards of the field and used primarily for special effects. There'll be two cam-

Diego, claimed that the San Diego CATV systems were jeopardizing the economic health of the regular TV stations there by bringing in Los Angeles programs, and that the carriage of distant signals by cable systems in the top-100 markets was forbidden unless waived by the commission.

The San Diego CATV operators challenged this complaint by asserting that the Los Angeles television stations placed a grade-B signal over most of the city and that this was permitted under the FCC's top-100-market rule. This regulation prohibits a CATV system in any of the top-100 cities from importing a TV-station's signal beyond that station's grade-B coverage. San Diego is 54th among the top-100 markets according to the American Research Bureau's calculations, the list used by the FCC in determining the top-100 markets.

After receiving the complaint, the FCC set the case for hearing, and at the same time issued an order prohibiting the CATV systems from expanding into other areas of the market with the Los Angeles signals. The CATV systems attacked this stay and last year won a Ninth Circuit Court ruling that the commission lacked the authority to issue such orders against CATV systems because that type of order could be issued only against licensees of the FCC. CATV systems are not licensed by the commission. The court also implied that the commission does not have the statutory authority to regulate cable television. It is this decision which the FCC took to the Supreme Court.

During this period, the parties went to hearing before an FCC examiner, and in October he issued an initial decision recommending that all restrictions be removed from the San Diego CATV systems. He found that the TV stations (KFMB-TV has been joined in its protest by KAAR[TV] and KJOG-TV [under construction]) had failed to prove adverse impact on their financial health by the CATV operations.

Authority ▪ In asking the Supreme Court to review the San Diego litigation, the FCC and the solicitor general of the U.S. said there were two questions presented: (1) whether the FCC has jurisdiction to regulate nonmicrowave cable TV systems, and (2) assuming an affirmative answer to the first question, whether in the exercise of such jurisdiction, the commission has the power to issue an interim order maintaining the status quo pending the outcome of a hearing to determine the economic impact on local free television of distribution by CATV of TV signals from other areas.

Earlier this summer, the federal circuit court in Washington ruled that the FCC does indeed have authority over all CATV systems. This was the Toledo case, involving Buckeye Cablevision Inc. and its plan to carry WJIM-TV Lansing, Mich., to its customers. The grade-B contour of WJIM-TV falls short of Toledo, and under the FCC's top-100 market rule, cannot be carried in Toledo. A unanimous three-judge panel held that the commission's CATV regulations are "eminently reasonable" and that the commission's procedure in top-100 markets proceedings is proper.

Still pending a decision is the CATV industry's prime case against FCC authority to regulate the cable industry. This was brought in the Eighth Circuit Court in St. Louis by four major CATV companies and challenges outright the FCC's authority to regulate any kind of CATV, whether fed by microwave or not. The case was brought by Midwest Video Inc., Little Rock, Ark.; Alice Cable TV, Alice, Tex. (owned by CATV-equipment-manufacturer Jerrold Corp.); Buckeye Cablevision, and Trans-Video Corp., all multiple CATV owners. Backing the FCC in this case are the Association of Maximum Service Telecasters and the National Association of Broadcasters. Also an intervenor, but opposing the FCC's assertion of jurisdiction, is the NCTA.

The original case was brought by Midwest Video in 1965, and was directed at the then assumption by the commission of jurisdiction over CATV systems served by microwave relay systems. This appeal was argued in November 1966. When the FCC issued its Second Report and Order early in 1966 assuming authority over all CATV systems, Midwest amended its original appeal and was joined by the others. A second argument before the Eighth Circuit panel took place last October.

---

eras in the press box and one in the telecast booth. Three more color cameras will beam out from grandstand portal positions (the Tournament of Roses Association does not permit any cameras on the field in consideration of spectators), one from each 20-yard line and one from a 40-yard line position. The black-and-white camera will be used for scores of other games and for superimposes. Also importantly involved in the production of the telecast will be two video-tape recorders and slow motion, stop action and instant replay techniques.

The Organizers ▪ Altogether the Rose Parade and Rose Bowl game add up to maybe five hours of network time at a cost of some $1.2 million—$1 million for game rights, about $200,000 for production of parade and game (no fee is charged by Tournament of Roses Association for coverage of the parade). What and who is behind this super event? The Tournament of Roses Association, composed of some 1,400 unusually conscientious men and women from all walks of Pasadena and vicinity life who pay dues and wait in line for the privilege of working for nothing, produces the Rose Parade and sponsors the bowl game. Max Colwell, a former newspaperman, has been manager of the association since 1952. The entire Tournament of Roses endeavor, which formally starts with the association's annual meeting the third Thursday of every January and continues at relentless pace throughout the year, is imbued with the amateur spirit.

H. W. Bragg, president (standing), and Max Colwell, manager (seated) of Tournament of Roses Association.

"We don't make any profit on the parade or game," says Mr. Colwell. "The community profits only nominally since all the stores are closed. We do it because we feel we're bringing joy and happiness to people everywhere. It's become our way of life."

The Gate ▪ The last Rose Bowl generated game receipts of $1,847,096.04, the highest total ever. The Tournament of Roses share of these ticket receipts and also of television-radio rights and concessions is 15%. This pays the annual expenses of the tournament, usually with a good deal left over. The excess is turned over to the city of Pasadena, with one-half going for the upkeep of the Rose Bowl and the other half into a trust fund for civic improvements. Of the remaining 85% of gross revenues from the parade and game, 50% goes to the Pacific Eight conference and the other 50% goes to the Big Ten conference.

Mr. Colwell, the seventh in a line of tournament managers going back to

1916, is aided by a paid staff of nine, and principally, among the hardworking committee of nonpaid 1,400, by Lathrop K. (Lay) Leishman, a lumberman who's been chairman of the football committee since 1941, and H. W. Bragg, wholesale sales manager for Union Oil Co. and president of the Tournament of Roses Association (said to be the greatest thing that can ever happen to a Pasadena citizen). They have 17,000 of the Rose Bowl's total of 101,588 game tickets to distribute. The Big Ten gets 18,000 seats, with the remainder being handled by the Pacific Eight school.

Comments Mr. Colwell about what has evolved into one of the biggest single sports productions in the world: "No question about it. Television made the difference. It changed us from a selling committee into pure ambassadors of good will."

Newsman opens closed session

Illinois's new open-meeting law for public bodies will work only if the news media make it work, a reporter for WIRL-AM-TV Peoria, Ill., reasoned. As a result he was able to stop a closed meeting of the local school board. Newsman William Taylor discovered the school board of district 150 at Peoria in secret session Nov. 21 at its regular meeting hour so he protested to the school legal counsel there who promptly was able to bring the board back to its open session. The board has been dealing with racial policies and demonstrators have been appearing at the meetings.

Oakland police actions blamed on TV's lights

A California state assembly committee, hearing charges that police were unnecessarily rough in their treatment of news media covering an antiwar demonstration in Oakland, was told last week that television was the real cause of any attacks that may have occurred. According to Oakland Police Chief Charles Gain, television lights blinded his men during the demonstration last October. "A policeman has a lawful right to keep from being blinded," Chief Gain contended in Sacramento before an assembly criminal procedure committee. This was justification, he added, for any use of force against newsmen.

The assembly committee was hearing charges made by the San Francisco-Oakland unit of the American Newspaper Guild that Oakland officers used clubs and gas on print and broadcast newsmen to try to prevent them from covering the demonstration at the Oakland Army Induction Center. Among other abuses that allegedly took place that day, officials of KRON-TV San Francisco claimed that police went out of their way to fire tear gas into the faces of a station newsman and photographer.

The newspaper guild in its charge, said in part: "We sadly note that in a period when there have been disorders in many cities—some of them of far greater magnitude than those in Oakland—only in Oakland have newsmen been the subject of deliberate and focused attack."

Network shows offered as documentary package

ABC Films is placing into distribution to stations a package of 17 documentary programs that have been presented on ABC-TV, it was announced last week by Harold Golden, ABC Films president.

The package, titled "Echo-I," consists of *I, Leonardo da Vinci, 1492, Custer to the Little Big Horn, The Pilgrim Adventure, Take a Deep, Deadly Breath, Nurses: Crisis in Medicine, The Vatican, 1776, 1898, 1964, Robert Scott and the Race for the South Pole, The Legend of Mark Twain, Christ is Born, The Legacy of Rome, I am a Soldier, Cortez and the Legend,* and *Beethoven: Ordeal and Triumph.*

Yes, Santa Claus, there is a NORAD

More than 2,500 radio and 300 TV stations may not be able to capture the sound of 32 little hooves as they land on rooftops on Christmas Eve, but they will be able to deliver to their audiences a graphic description of what eight reindeer, a sleigh filled with toys and a rotund, elfin man look like on a radar screen.

The stations will be delivering progress reports from the time Santa leaves his North Pole headquarters until he becomes too difficult to track. All the information is being provided by the North American Air Defense command from its Cheyenne Mountain headquarters in Colorado Springs.

Traditionally AP and UPI in their Christmas Eve newscasts carry sporadic reports of an unidentified flying object moving south from the North Pole. Those reports have also come from NORAD.

This year Lieutenant Colonel Jim Matthiessen and his public-information-office staff have put together five 60-second actualities designed to be dropped into radio station newscasts. The cuts are being sent out on a 45 rpm disk.

They will start with Santa leaving his retreat and moving toward Canada and the U. S., track him across Alaska by the Ballistic Missile Early Warning System, spot him on Canadian radar while getting an escort of Royal Canadian Air Force jets and then lose him as he comes over the U. S. and seems to be going everywhere at once.

To make the disk even more realistic each of the actualities will be done by a different person on the PIO staff.

For the TV stations NORAD has cut a 75-second black-and-white film clip showing planes in the air, an animated sleigh and reindeer and a voice-over describing the action.

In addition to sending disks to individual stations in the U. S., NORAD is also feeding the audio cuts to 100 Canadian radio stations, the Mutual network, the Armed Forces Radio Service and various other syndicated audio news services.

It's NORAD's way of saying: "Yes Virginia, there is a Santa Claus."

'Friends' clobber rest

The two-hour *CBS Playhouse* presentation of "Dear Friends" last Wednesday (Dec. 6) swept its competition in the 9-11 p.m. period in the New York area, according to figures from the American Research Bureau. The dramatic program on CBS-TV, written by Reginald Rose, scored a 23.8 rating and a 36.5 share in New York to outscore a Jack Paar special and *Run For Your Life* on NBC-TV, which had a two-hour average rating of 15.1 and a share of 23.2, and the *Wednesday Night Movie* on ABC-TV, which had an 8.6 rating and a 13.2 share.

Clear channels, class II's battle for time

LINES DRAWN ON FURTHER PRESUNRISE RULEMAKING

The FCC's further rulemaking proposal affecting presunrise operations by class-II stations generated over a dozen comments from broadcasters who filed under the commission's extended Dec. 4 deadline. And, not surprisingly, the positions assumed over the proposal remain intransigent.

One clear-channel voice, Clear Channel Broadcaster Service (CCBS), a group of 11 independently owned class I-A's, not only supported the commission proposal but also urged a reallocation of those class II's sharing co-channel assignments with I-A stations. The group further called on the commission to create "at least" 40 unduplicated clear channels and authorize higher power for class I-A's.

Meanwhile the commission's June presunrise order (BROADCASTING, July 3) and subsequent affirmation of the new rules (BROADCASTING, Oct. 16) continues to face court challenge. WHCU Ithaca, N. Y., which is licensed to Cornell University, has appealed the ruling to the U. S. Court of Appeals for the Second Circuit in New York City. Two weeks ago the commission denied WHCU an extension of an interim operating authorization (BROADCASTING, Dec. 4).

KGDN Edmonds, Wash., has filed in the District of Columbia appellate court an appeal of the commission's action denying its request for waiver, hearing and stay. KGDN, a 5 kw daytimer, sought a waiver to continue presunrise operations at full power at 5 a.m., an evidentiary hearing and a stay of commission action setting a presunrise authority (PSA) of 57 w for the station.

Background ▪ At issue in the rulemaking are the early morning operations of class-II stations operating on I-A clear channels. The commission in June, in permitting class-II and class-III stations to begin operations at 6 a.m. standard time with 500 w, left open the question whether class-II stations to the west of class-I-A stations should be limited to 500 w before sunrise. These class II's (about 30) begin operations at 6 a.m. standard time or sunrise at the dominant station, whichever is later.

A second question is whether class-II daytimers located to the east of a co-channel I-A station should begin operations at 6 a.m. local standard time—or before the sun rises over the dominant station. The June order would prohibit such operations, on the grounds they would interefere with the nighttime skywave service of the I-A station. But the commission re-examined the issue after determining that the rule would affect the operations of only two stations: WHCU and WHLO Akron, Ohio. Both stations filed their comments in opposition to the proposal in November (BROADCASTING, Nov. 27).

The crux of the proceeding, as viewed by CCBS, is "not a choice between local service to one community and some extended skywave and groundwave to rural areas, but is whether one community should get an additional choice of service at the expense of all service in other areas."

CCBS came out four-square in favor of the proposals, but urged the commission to institute a further rulemaking that would prohibit all presunrise and post-sunset operations by class-II's on I-A clear channels, and revise "the present inadequate" critical-hour protection given to I-A's. Those critical hours were designated as local sunrise plus two hours and local sunset minus two hours.

White Areas ▪ Engineering studies, CCBS claimed, show that during morning operations co-channel interference to the groundwave service of class I-A facilities caused by class-II stations "is so extensive as to increase materially the size of the white area"—an area receiving little or no radio reception. Besides the arbitrary limit of 500 w on all class II operations during critical hours, CCBS proposed a requirement that class-II's should not cause objectionable interference within the 0.1 mv/m groundwave contour of a co-channel I-A assignment.

CCBS further urged the commission to issue a notice of proposed rulemaking looking toward the reallocation of AM stations within the AM or FM band. With this reallocation should come a designation of "at least 40 channels" free from duplication and operated at powers in excess of 50 kw, the group said. CCBS claimed that the commission "has known for years that the only feasible means" of improving service to underserved areas is by boosting clear channel power authorizations.

That historical perspective was not shared by the class-II facilities, some of whom complained that curtailment of services they had been providing for many years would affect not only their listening audience but their competitive parity with local stations as well. Most of the class-II's urged the commission to grant PSA's on a case-by-case basis.

Storer, whose KGBS Los Angeles is a class-II on a clear channel (1020 kc), termed the across-the-board 500 w power limit "entirely inappropriate, inefficient, and inequitable." The broadcaster maintained that its station would cause no objectionable interference to the I-A dominant station while operating presunrise with full-licensed power.

Storer further noted that there are wide variations in class-II assignments that show "obvious inutility of the generalized approach" proposed by the commission. The variations cited include licensed daytime powers, transmission paths to the dominant stations, the extent of presunrise interference and the size of communities served by class-II stations.

Community Needs ▪ WRFD Worthington-Columbus, Ohio, a class-II on clear-channel 880 kc, said the FCC should adopt rules that would permit the commission to distinguish between pre-existing class-II operations that are providing "a needed service" to their audience and newly authorized class-II stations. The broadcaster claimed that such pre-existing stations, by virtue of their service to the community, "have built up certain equities." WRFD called for a full hearing on each PSA request.

KMMJ Grand Island, Neb., urged the commission to permit class-II presunrise operations until a "substantiated claim of excessive interference" is made by the dominant I-A station; then, hold a hearing.

WESC Greenville, S. C., a class-II on clear-channel 660 kc, asked the commission to expand the inquiry to include agreements between dominant I-A's and class-II facilities. The broadcaster noted it has such an agreement with WNBC New York that stipulates operations for WESC at 5 a.m. eastern standard time. WESC suggested that a rule be adopted that would regulate the amount of radiation permitted from a class-II's toward I-A stations. That proposal, the broadcaster urged, would be preferable to power limits, which it termed "a poor regulatory tool."

Rogers sets off new X-ray scare

Congressman says that 28% of GE color sets tested exceed industry standards

The great color-TV X-ray scare of 1967—thought laid to rest by a crash modification program by General Electric Co. and exhaustive congressional hearings—has been given a new lease on life by Representative Paul G. Rogers (D-Fla.), the U. S. Public Health Service and the Pinnellas county (Fla.) Health Department.

In a news release issued Wednesday (Dec. 6), and hastily confirmed by the PHS, Congressman Rogers said in-home checks of GE color sets made in Pinellas county showed that 28% of the sets still registered radiation in excess of the industry's voluntary standards. The tested sets were those that had been supplied with an internally shielded shunt-regulator tube under the GE modification program.

The PHS saw the tests as pointing toward "the possibility of an industry-wide problem" and asked the Electronic Industries Association to cooperate in a nationwide program to "evaluate the potential health hazard."

Broken Standards ▪ It was noted that the major excess radiation in the GE sets—that emanating from the bottom through gaps in the chassis (a condition the shielded tube was to correct)—had indeed been stopped. But tests showed some sets were still emitting a much lower level of radiation (but still in excess of standard). This newly discovered radiation was found at the sides or rear surfaces of the sets. Patterns on X-ray film indicated that the sources were shunt-regulator tubes and high-voltage rectifier tubes.

Because the high-voltage rectifiers were implicated, the PHS noted, sets other than the GE models tested could be suspected of exceeding standards. The modified shunt regulators are only used in GE sets, the company has said.

The amount of radiation in excess of standard was not announced by the PHS but it was understood to be considerably less than that found in the downward-directed beam from the unshielded shunt-regulator tubes in the approximately 110,000 GE sets that were subject to the company's modification program.

Slight Danger ▪ The surgeon general of the U. S., William H. Stewart, emphasized "that the potential biological damage is quite low," the PHS said. It was added that even this potential could be minimized by precautionary measures. These included keeping operating voltages in the set within recommended limits (and permitting adjustments to be made only by "authorized repair personnel with adequate equipment"), staying about six to 10 feet in front of operating sets and avoiding prolonged exposure to the rear or sides of the sets.

But Representative Rogers said "the potential health hazard can be great if all corrective measures are not taken soon."

James D. Secrest, spokesman for the EIA, said the industry association "has cooperated and will cooperate" with the PHS. He said the PHS proposal will be turned over to the EIA's special X-radiation committee, headed by Charles Hoffman of Warwick Electronics Inc., Chicago. "I'm sure that we will do anything reasonable," Mr. Secrest said.

Technology's bright future cited by David Sarnoff

The growth in technology is reason for optimism and not the pessimism voiced by many people here and abroad, Brigadier General David Sarnoff, RCA's board chairman, stated last week upon receiving the Salvation Army citation of distinguished service.

General Sarnoff, who was honored for his contributions to people as "a pioneer in communications, asserted that through advances in technology there will come progress in education, information, agriculture, medicine, science and industry. If properly employed, technology can become "one of the most powerful forces civilization has known for the furtherance of individual aims and aspirations."

Hyde's view of land mobile

Says mobile users will get more spectrum space, sees no major shift from TV

FCC Chairman Rosel H. Hyde has given land-mobile radio users new encouragement in their effort to obtain additional spectrum space in which their burgeoning needs can be met. But at the same time he provided broadcasters with some assurance that the commission will not reallocate blocks of broadcasting frequencies to land-mobile radio. Sharing of UHF channels in communities where they are unassigned, the chairman indicated, is the solution he favors.

The chairman spoke at the Vehicular Communications Conference of the Institute of Electrical and Electronics Engineers in New York, Thursday (Dec. 7), a week after a government-industry advisory committee released a massive report on land-mobile radio's spectrum needs. The advisory committee concluded that genuine relief could be provided only through the reallocation of additional frequency spectrum to land-mobile radio (BROADCASTING, Dec. 5).

Chairman Hyde, in his remarks, reaffirmed the commitment he made in behalf of the commission at the time it received the report. He said the commission will give "high priority" to a study of recommendations in the report for making more efficient use of frequencies already assigned to land-mobile services.

And "we will . . . give high priority to finding additional frequencies for the land-mobile services," he said. He called reallocation "the long-term solution" to the problem. He noted that the commission staff is already far along in a study as to where additional frequencies might be found.

Impact on CATV ▪ Chairman Hyde, at the same time, officially disclosed one of the findings of a group studying the feasibility of land-mobile sharing of VHF frequencies which indicates that the effort to provide spectrum space for land-mobile radio may pose problems for CATV (CLOSED CIRCUIT, Oct. 30).

The test, being conducted by a group of equipment manufacturers, in cooperation with the commission, involves land-mobile radio units' use of channel 6 in Washington. "A very interesting disclosure brought to light during the test is that of interference by land-mobile units to wired distribution systems," the chairman said.

"It would indeed be ironic," he added, "if we find that *wired* TV systems are pre-empting spectrum space allocated for radio systems." Commission engineers suggest that if such interference is conclusively found to be a problem, CATV would have to be barred from using channels ultimately assigned to land mobile, unless techniques could be found for shielding CATV-connected TV sets from land-mobile radio interference.

The chairman noted that one of the commission's major efforts in finding ways to meet land-mobile radio's needs is the study by a staff committee under Chief Engineer Ralph Renton on the possible use of UHF channels. The committee, which is expected to report to the commission this month, is checking into three possible areas: reallocation of the 14 upper UHF channels (70 through 83), geographic sharing of UHF channels in areas where they are assigned, and reallocating the lower four to seven UHF channels (14 through 20) to land-mobile radio.

Greater Latitude ▪ Of the three, the chairman appeared to regard the possibility of sharing the most reasonable. He also said the study indicates it would offer "greater latitude" than the proposal for sharing VHF channels, and added: "I understand that the report indicates the possibility that some relief could be provided in a number of metropolitan areas, including New York City."

The other two possible solutions under consideration present serious problems. Reallocating a few of the top channels would be preferred, in that the impact on broadcasting should be slight, he said. But land-mobile users are not interested in those channels since the equipment for operating on them is not available and would have to be developed. The chairman said that advancement in technology and the economies of mass production "can eventually overcome the problems of higher frequencies." But he acknowledged that land-mobile radio relief from that source "must be regarded in the long-range area."

The lower seven channels, which abut the frequencies now used by land mobile and on which existing equipment can operate, have long been the target of land-mobile radio users. But, the chairman noted, reallocating those channels would pose for the commission the question "of providing appropriate new operating assignments for a substantial number of stations already broadcasting or under construction."

The commission staff is confining the initial phase of its study to the area of the country bounded by Chicago, Boston and Washington. It is assumed that any plan that will meet the assignment problems of that area can be adapted to most of the rest of the nation, the chairman said.

In asserting the commission's concern with what he said was land-mobile radio's need for spectrum space, the chairman noted that some 2½ million transmitters are squeezed into 4.7% of that portion of the spectrum considered useful for land-mobile. And it is "reliably estimated," he said, "that by 1975 there will be over 5 million transmitters in these services."

Missile system won't interfere with TV-radio

Reports that the Department of Defense's antiballistic-missile system, currently under development, might play hob with broadcast television and radio signals were denied by the Pentagon last week. It was conjectured that the high-powered radar the system will require might cause interference within a 50-to-75-mile radius of ABM installations.

The Defense Department said flatly that "no [broadcasting] interference will be expected. The components [of the ABM system] will be sited so that interference to radio and television will be insignificant."

Details of the operating equipment are highly classified. Communications experts in Washington noted that no speculation about possible interference could be fruitful unless power, frequency and location of the radar transmitters is specified. Other radar installations, however, have been known to cause problems for broadcasters, affecting microwave links and reception of primary transmission in areas close to high-powered equipment.

Visual gets KIRO-TV order

Visual Electronics Corp., New York, last week reported a $288,000 equipment order from KIRO-TV Seattle calling for video and audio switching and control systems. George H. Wagner, Visual vice president-sales, said it marks the first order to be fabricated for Audio Switching and Control Systems, a manufacturing facility in Pasadena, Calif., acquired by Visual earlier this year. Also written in the order are a Visual pulse-assignment switcher system and auxiliary units, including a Favag master clock system distributed by Visual.

Technical topics . . .

Another gift ▪ Broadcast equipment valued at $14,496 has been presented to the Nebraska Educational Television Commission by John Fetzer stations KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska.

Gift to ETV ▪ WPTV(TV) West Palm Beach, Fla., a Scripps-Howard station, has given $75,000 in broadcast equipment to the Instructional Television Center of Palm Beach county. The equipment, until recently in use at WPTV, has been replaced by the station in its change-over to full color operation. Major items in the transfer were an RCA-TR-11 video-tape recorder, and an RCA TK-21 vidicon tape chain. Also included were power supplies, amplifiers, monitors and a supply of videotape.

Vikoa goes Canadian ▪ Vikoa Inc., Hoboken, N. J., has announced the establishment of Vikoa of Canada Ltd., Montreal. According to Robert E. Baum, vice president of marketing, the new firm will act as distributor, sellers and will service Vikoa CATV cable and equipment throughout Canada.

TV optics ▪ Zoomar Inc., Glen Cove, N. Y., has available a new variospeed-hightorque-control unit that allows for a wider choice of higher and lower adjustment speeds with remote control ITV Zoomar lenses. The solid-state electronic speed control, which is a lightweight, compact (2½- by 5- by 6-inches) system suitable for rack mounting or table top use, will retail at $350, effective Jan. 1. Zoomar also has developed a 35mm SLR lens, employing telephoto focal lengths plus macro focusing for extreme closeups without extension tubes or bellows. This lens is under 5 inches and weighs 5 ounces.

Improved version ▪ Superex Electronics Corp. has announced an improved version of its professional standard stereo headphone model ST-PRO-B, designed for use in all phases of audio reproduction. The ST-PRO-B uses a dynamic woofer for the low-frequency response, and a ceramic tweeter interconnected by a full crossover network, the company reported. The frequency response is 18-22,000 cps; impedance 8-16 ohms standard. The cost is $50.

Cohu camera ▪ Cohu Electronics Inc., San Diego, has announced the availability of its 1000-series color television camera. The base price for the camera without viewfinder is $26,500, with delivery promised within two weeks.

From Britain ▪ A new sound effects console produced by Mellotronics Ltd. and distributed by The Rank Organisation, both London, with a delivery price in the U. S. of approximately $8,400 (excludes duty), has been announced. Reportedly, within 20 seconds any of 1,260 different sound effects can be found and one or more can be injected directly into motion picture films, TV and audio broadcasting at either the dubbing or initial recording stages, or in direct transmission.

RCA gets Kaiser's $2.26 million order

Kaiser Broadcasting Corp. has signed contracts totaling $2,260,000 with RCA to color-equip its two new U's—WKBF-TV Cleveland and KBHK-TV San Francisco.

RCA said last week that the new contracts cover studio and transmitting equipment for the stations, scheduled to go on the air in early 1968.

Each station has ordered three live color cameras, two color-TV film systems, two TR-70 high-band color-TV tape recorders, a master-control switching system, audio equipment and a solid-state microwave system to link studio and transmitter sites.

Transmitting gear for each station includes a TTU-50C UHF transmitter and pylon-type broadcaster antennas. Remote-control equipment will permit the stations to operate the transmitters from the studio sites.

Kaiser intends to form a live, interconnected television network by the fall of 1970 (BROADCASTING, Sept. 25, 18). The group owner, once its Cleveland and San Francisco UHF's are operating, will have six television stations.

FINANCIAL REPORTS

G&W's net earnings rise 130% for year

Gulf & Western Industries Inc., New York, which says it intends to be a $1-billion corporation, more than doubled its sales and earnings in its fiscal year 1967, over the like period in 1966, with share earnings increasing 42%.

Gulf & Western is a diversified corporation with large holdings in heavy industry, mining, chemicals and a manufacturer and supplier of parts to industry and is also active in research and development. In the past 18 months, it consolidated its entry into TV entertainment with the acquisition of Paramount Pictures and its subsidiary International Telemeter and of Desilu Productions Inc.

The annual report for the period ended July 31, 1967, put sales at nearly $644.5 million, a 103% increase over the previous fiscal year, and net earnings at almost $46.2 million, or a 130% gain. G & W Board Chairman Charles G. Bluhdorn in a speech in Los Angeles last spring had predicted sales of some $500 million, noting that the company was reaching for an ultimate $1 billion in annual sales (BROADCASTING, March 6).

In a breakdown of sources of sale volume by its various operating groups, Gulf & Western said TV production (primarily Desilu and rentals) accounted for more than $87.8 million in fiscal 1967 compared to over $46.5 million in the like period in the previous year; theatrical rentals and admissions and other such sales for $127.8 million-plus compared to $97.5 million, or a total of $215.6 million compared to $144 million in the "leisure-time" field.

Heavy in CATV ▪ G & W also said in its report that its CATV systems in the U.S. and Canada (via International Telemeter Division and interests in the Famous Players Canadian Corp.) serve more than 157,000 subscribers. The corporation said the Chromatron color tube (patented by International Telemeter) would make its first appearance in the U.S. next year when Sony Corp. of Japan introduces its first color sets using the tube. Sony has an exclusive royalty license for the tube in Japan and a nonexclusive license for the rest of the world. At present G & W is working with a U.S. TV-set manufacturer "that may lead to use of the Chromatron tube in sets produced by this company."

G & W also said it was active in the development and production of electronic equipment for TV transmission and reception and in pay television (through International Telemeter). The corporation said it is one of the largest producers of television bezels—die-cast masks that frame TV picture tubes.

In the leisure time area, G & W's report noted its biggest activity to be in motion-picture production and distribution, television, theater, music and studio facilities. (Paramount only recently activated a TV-syndication operation for the distribution of feature films and TV series).

For year ended July 31:

	1967	1966
Earnings per share	$3.91	$2.75
Sales	644,921,000	317,533,000
Earnings	46,199,000	20,117,000

Acquisitions cause big jump in Fuqua earnings

Fuqua Industries Inc., Atlanta-based corporation that includes broadcast ownership, has reported net sales for the nine-month period ended Sept. 30, up 171% above the comparable 1966 period.

During 1967, Fuqua has consummated four major acquisitions. Included are Colorcraft Corp., a photo processing firm, which subsequently has made a number of acquisitions in its field; Varco Steel Inc., a manufacturer of pre-engineered metal buildings; McDonough Power Equipment Inc., a manufacturer of power lawn mowers; and Rome Industries Inc., a manufacture of land-clearing and other equipment.

Recently, other proposals for acquisition of Modern Teleservice Inc., New York for $3.2 million in Fuqua stock, and Champagne Color Inc., Orlando, Fla. for $1 million, were announced (BROADCASTING, Dec. 4).

For the nine months ended Sept. 30:

	1967*	1966**
Net income per common share	$3.03	$1.55
Net sales and other income	38,087,000	14,029,000
Income before taxes	4,711,000	1,614,000
Extraordinary item:		
Credit due to use of tax-loss carry forwards	667,000	
Net gain on property sale	399,000	232,000
Net income	3,522,000	1,082,000

*Includes pooling of Colorcraft Corp., Rome Industries, McDonough Securities Co. and Varco Steel.
**Sales would have been $31,390,000 and net income per common share $2.25 with pooling of above corporations.

Hectic day for ABC stock

A frenetic rush of buying early Thursday morning (Dec. 7) prompted New York Stock Exchange officials to suspend trading of ABC Inc. shares for more than an hour.

The spate of buying was generally attributed to rumors of an imminent and favorable court decision on ABC's bid to merge with International Telephone & Telegraph Corp.

ABC common closed at 75 on the previous afternoon. Trading was suspended at 78⅜ when orders outpaced the exchange's ability to handle the paperwork. Trading reopened at 78 and closed the day at 80, up five points.

RCA raises quarterly dividend to 25 cents

The regular quarterly cash dividend on RCA common stock was raised from 20 cents to 25 cents a share by the RCA board of directors last Thursday (Dec. 7) during its monthly meeting.

RCA President Robert W. Sarnoff said the dividend increase reflects the current strength of the company's sales and performances and "our confidence in the outlook for continued long-range growth. . . ." He noted that RCA stockholders have been receiving dividends for 31 years without interruption.

The board also declared a regular quarterly dividend of 87½ cents a share on the RCA $3.50 cumulative first preferred stock for the period Jan. 1, 1968 to March 31, 1968, payable April 1, 1968 to holders of record March 15, 1968.

Rollins sets new Dwoskin agreement

Rollins Inc., Atlanta, announced last week it has entered into a new agreement to acquire Dwoskin Inc. and Dwoskin Decorating Co., both Atlanta.

Under terms of the agreement, subject to a favorable tax ruling from the Internal Revenue Service, 40,000 shares of Rollins Inc. preferred stock will be issued for the outstanding stock of Dwoskin Inc., a wholesale distributor of wallpaper and wall covering, and Dwoskin Decorating Co., a painting and decorating firm. Rollins is a diversified service company, whose holdings include 11 radio and TV stations, a pestcontrol company, a building-maintenance company, an outdoor advertising agency and citrus groves in Florida.

Metromedia to redeem 1975 debentures

Metromedia Inc. last week announced a 2% stock dividend payable March 15 to stockholders of record Feb. 23, 1968. The corporation also called for redemption of all its Metropolitan Broadcasting Corp. 6% convertible subordinated debentures due 1975.

Metromedia currently has 2,317,273 shares of common stock held by approximately 8,000 stockholders. The 2% dividend will result in the issuance of about 46,000 additional shares, not counting those payable on stock issued in the conversion of debentures.

The convertible debentures, of which $1,915,000 principal amount is outstanding, must be converted by close of business Jan. 26 or they will be redeemed for cash at the redemption price of 103.5% of face value plus interest accrued to Jan. 31, 1968.

Each debenture is convertible at the rate of one share of stock for each $16-⅔ principal amount of debentures. With accrued interest, the debenture conversion break-even price of Metromedia common is $17.59 a share. Conversion at close of business Thursday (Dec. 7) would have resulted in one $60 share of Metromedia common, plus the 2% dividend, for each $16-⅔ principal amount of debentures.

INTERNATIONAL

Canadians find TV news most credible

A national survey of 1,995 Canadians by the Opinion Research Corp., Toronto, has revealed that most Canadians find television to be the most believable source of world news.

Given conflicting accounts of the same news story by a variety of media, 43% of those polled said they would believe the television reports of the story, while 22% would believe the newspaper account, 21% radio and 3% magazines. Thirteen per cent gave no conclusive answer.

In reply to a multichoice question, with some duplication in answers, 45% said television was their main source of news. In the survey, conducted for the Television Bureau of Advertising (TVB Canada) 42% said newspapers were their primary news source, 39% said radio, with magazines and other sources 12%. One per cent gave no conclusive answer.

Advertising Accepted ▪ The survey also delved into the attitudes of Canadians toward TV comercials, which 65% said was a fair price to pay for watching television, with 27% dissenting from this view. Eight per cent didn't know.

Although respondents said some television commercials were annoying, 32% said most were all right. Only 10% disliked practically all commercials; 30% found most commercials annoying and 24% said commercials seldom annoyed them. No conclusive answer was given by 4%.

Earlier a Canadian Broadcasting Corp. survey found that a majority of Canadians does not mind commercials provided there are not too many in a single program (BROADCASTING, Nov. 27).

In the survey for TVB Canada, 45% said television was their main source of news, and 42% pointed to newspapers as their main source. A 1964 study by Elmo Roper & Associates concluded that 58% of the 3,600 Americans surveyed found television to be their primary source of news (BROADCASTING, March 15, 1965).

Full-color service opens on BBC-2

BBC-2 began its full-color service on Dec. 2 with nearly seven hours of programs, ranging from circus antics to soccer to a live relay by satellite of the heavyweight fight between Jimmy Ellis and Oscar Bonavena in Louisville, Ky. The climax to an otherwise unclimactic day of color programing came with a lush presentation of *Vanity Fair*. Said David Attenborough, BBC-2 controller: "So far it has gone perfectly."

Satisfaction at BBC was mingled with relief that a threat by several technicians to "go-slow" on opening night produced no hitches. The "go-slow" threat arose out of a pay claim. The Association of Broadcasting Staff is asking up to $9.50 a week extra for technicians working in color.

What continued to nag in the background, however, was the number of people who had actually been viewing the show. Some estimate that only 150,000 color sets are in private homes. The BBC says it hopes that demand for color will increase dramatically with the full-color service. But this will depend on whether British manufacturers can overcome the current shortage in sets—both color and B&W.

Thailand to start color TV this month

Color television is scheduled for regular commercial service in Thailand with three-to-four-hour daily broadcasts beginning Christmas week.

Only a limited number of Thai sets will be able to receive the colorcasts, however. The new system will be based on 625 lines, while present TV stations in Thailand transmit via a 525-line system.

The new station, in Bangkok, will technically belong to the Thai Army, although it will be operated as a private commercial enterprise. To meet licensing requirements, the operators, Bangkok Broadcasting and Television Co., are to turn over all purchased equipment to the army at no charge. The two existing TV stations, also in Bangkok, are government owned and operated.

The Bangkok firm will also operate the first color film-processing laboratory in Thailand, according to a U. S. State Department report. Equipment ordered includes two 5-kw transmitters and camera-control units from Philips and Marconi. The firm was reported to be in the market for color film and tape programing and CCIR/PAL 625-line color receivers.

CTV picks ABC as sales rep

ABC International has been named international sales representative for CTV, the 11-station independent commercial TV network in Canada.

Caroline weathers storm of antipirate law

Despite the British antipirate broadcast law, Radios Caroline North and South are still on the air, much to the annoyance of government officials.

When the law went into force on Aug. 15, it was speculated that Caroline's decision to keep going without advertising income might last a month. Now, three-and-a-half months later, Caroline's chief, Ronan O'Rahilly, says: "I think it is clear to everyone by now that this is more than a gesture."

Mr. O'Rahilly revealed that a "lot of capital" had been spent keeping the stations operating since it became illegal for British firms to advertise on them or give them any support. "But," he added, "we are not at a break-even point. We are on the way to making a profit."

The two Caroline ships, one anchored off the Isle of Man, the other off the Essex coast, receive supplies from Holland every two weeks. Although they advertise a wide range of British products and services, it is understood in London that in no case have the advertisements been paid for or authorized by British firms since the law came into force.

Backing for the support of the ships and their 50 crew members, including 12 disk-jockeys, remains a mystery. Pressed to give details, Mr. O'Rahilly demurred, other than to disclose that income is coming from the U. S., Canada and Europe. "I don't intend to give away information to help Mr. Wilson and his men," he added.

Abroad in brief . . .

Norweigian smokers ▪ The Committee for Research of Smoking Habits, Oslo, Norway, has called for a total ban on cigarette advertising and for the doubling of the tax on tobacco articles. It was reported that taxes already make up 70% of cigarette prices there. The committee's report has been seeking ways to prevent people from starting the smoking habit, or to make smokers quit. It has also recommended that more information be made available to people in positions of influence.

Y & R in Switzerland ▪ Young & Rubicam, New York, has acquired the Swiss Advertising Agency of Werbeagentur Sandmeier Ag, Berne, which will be known as Young & Rubicam-Sandmeier Ag. A. O. Sandmeier, founder of the agency, will serve as manager.

DDB-VW-UK ▪ Doyle Dane Bernbach Ltd., London, has been appointed to handle advertising in the United Kingdom for Volkswagen, effective Jan. 1, 1968. DDB is VW's agency in the U. S., Germany, Canada and Mexico.

FANFARE

News tours planned by ABC, NBC

ABC News and NBC News correspondents have scheduled tours to major U.S. cities to present news-analysis programs. Participating in ABC News' fourth annual tour (Dec. 27-Jan. 12) are political editor William H. Lawrence, who will serve as moderator; John Scali, diplomatic correspondent and anchorman for *ABC Scope: The Vietnam War;* Lou Cioffi, Tokyo bureau chief; Louis Rukeyser, London bureau chief; George Watson, Moscow correspondent, and Vietnam correspondent Bill Brannigan. They will visit Chicago, Baltimore, Oklahoma City, Detroit, New York, Pittsburgh, Phoenix, Los Angeles, Little Rock, Ark., St. Louis and Miami. ABC split its tour into two groups this year; the first group traveled to different cities in October.

NBC News correspondents Pauline Frederick (United Nations), Kenneth Bernstein (Moscow), Jack Paxton (Vietnam), Alvin Rosenfeld (Near East), Garrick Utley (Berlin) and Elie Abel (Washington) will begin their tour Jan. 4 at KSD-TV St. Louis. Succeeding stations and cities will be WDSU-TV New Orleans, Jan. 5; KPRC-TV Houston, Jan. 8; WBAP-TV Dallas-Ft. Worth, Jan. 9; WNBC-TV New York, Jan. 11, and WRC-TV Washington, Jan. 12.

Drumbeats . . .

Public service sales ▪ WTMJ-TV Milwaukee is providing its advertisers with the opportunity to tack public service support at the beginning and end of their commercials. The idea involves having the advertisers act as sponsors for the WTMJ-TV CARE Friendship Party Campaign which promotes the community party plan for raising CARE funds in Milwaukee.

Public service awardee ▪ John T. Connor, former Secretary of Commerce and now president of Allied Chemical Corp., New York, has been selected by directors of The Advertising Council to receive its 1967 annual public service award. Presentation will be made Dec. 13, at a dinner in the Plaza hotel, New York.

FM: Accentuating the positive ▪ KRFM (FM) Phoenix, reports its has successfully used the reverse psychology approach in scheduling commercials. With the increasing attraction of agency and advertiser to FM's widening audiences, station managers have been faced with choice of continuing to limit commercial time but increasing the rates, or simply increasing the time. KRFM plays down its eight minutes of commercial time per hour, and plays up the amount of music per hour, specifically: "The most musical hour on radio is 52 minutes long!"

NBC honors ▪ NBC will honor three employes with 40 years of service and 40 employes joining the 25-year club at a luncheon Dec. 15 in New York. Hugh R. McGeachie, manager, consolidations and reports, financial; Robert J. Sharpe Jr., commercial product clerk, studio operations; and Andrew J. Waddell, television-audio transmission engineer, television master control, will receive engraved silver bowls as 40-year employes. The 25-year members will be presented with gold watches and certificates.

FATES & FORTUNES

BROADCAST ADVERTISING

Magnus R. Bohm, group VP-operations for General Foods, White Plains, N.Y., named senior VP. **Thomas S. Thompson**, VP and general manager of Maxwell House division, General Foods, named senior VP-marketing & development. **Howard R. Bloomquist**, VP and general manager of Jell-O division, named group VP.

Mr. Del Mar

John Del Mar, who founded American Association of Advertising Agencies' western office in 1956 and Midwest office in 1961, named VP in charge of association division, to handle election and membership and to supervise activities of regional and local councils. **Richard L. Scheidker**, senior VP and former head of association division, named head of advertising division. **Lawrence D. Reedy**, VP, who was head of advertising division, will concentrate on Washington activities.

Daniel Dixon, creative supervisor on Mattel toy account, appointed VP and creative director of Carson/Roberts/ Inc., Los Angeles.

Mr. Cairns

John A. Cairns, chairman of board and member of board of directors, Chirurg & Cairns Inc., Hartford, Conn., New York and Boston, retires at year end. Mr. Cairns formed own agency in 1930, which in 1950 became Anderson & Cairns. In 1960 it was merged with James Thomas Chirurg agency, Boston and New York, forming what is now Chirurg & Cairns Inc. **James Thomas Chirurg**, vice chairman of board, elected chairman.

John W. Hays, account supervisor with Ketchum, MacLeod & Grove, New York, named VP.

William H. Ziegler and **John S. Register**, both with LaRoche, McCaffrey and McCall, New York, named VP and account supervisor, and VP art and TV group head, respectively.

Dewey L. Nelsen, program manager of WQAD-TV Moline, Ill., appointed national sales manager for WHBF-AM-TV Rock Island, Ill., succeeding **Heber E. Darton**, who resigns, returning to active duty as head of news service, Great Lakes naval station.

Robert Barner, creative director for Marketing & Advertising Associates, Philadelphia, named director of marketing concepts.

William Santoni, with Foote, Cone & Belding, New York, named media director for P. Lorillard Co., that city, succeeding **Douglas K. Burch**, who becomes media director for Wilson Harrell Agency, Westport, Conn.

Mr. Eaton

Christopher Eaton, director-producer in TV department of Doyle Dane Bernbach, New York, joins Pelican Productions, New York, as commercial film director.

Donald R. Menefee, account executive with WIBF-TV and WHAT, both Philadelphia, and **John A. Kekalos**, account executive with KYW Philadelphia, join WFIL Philadelphia as account executives.

Edwin Doody, commercial producer for BBDO, Chicago, joins WLS, that city, as account executive.

Paul Hills, formerly with Kenyon & Eckhardt, Chicago, joins Allen, Anderson, Niefeld & Paley, that city, as media buyer.

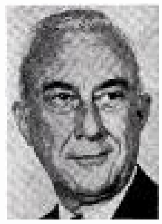
Gene Werman, account executive with Radio Advertising Representatives, Chicago, and formerly with KDKA Pittsburgh, joins Chicago sales staff of Metro TV Sales.

Walter H. Zippler appointed supervisor of Chrysler International account, Detroit office of Young & Rubicam.

George T. Mrkvicka joins Needham, Harper & Steers as copy supervisor for Chicago division. **William A. Gardel**, account executive trainee, named assistant account executive.

G. E. (Hank) Hansell, manager of Couchman Advertising, Dallas, and formerly West Coast supervisor on Plymouth account for N. W. Ayer, Los Angeles, named regional sales manager, Leon Shaffer Golnick, Dallas.

Bob Johnson, with KGVO Missoula, Mont., named sales manager for KGVO-TV there.



Mr. Cashore

Edward D. Cashore, management service director and VP for Marschalk Co., Atlanta, elected executive VP of Bishopric/ Green / Fielden, Miami.

Jeane Bice, with Chicago office of McCann-Erickson for five years as VP and executive art director, and New York office as senior art director, appointed creative director for firm, Chicago.

Michael L. Coughlan, media salesman with newspapers in Monterey and Bakersfield, Calif., joins Peters, Griffin, Woodward, San Francisco, as account executive.

Mr. Giarraputo

Leonard T. Giarraputo, general sales manager of WNEW-TV New York, named VP.

Raymond J. Timothy, local sales manager for WKYC-TV Cleveland, appointed manager, sales, WRC-TV Washington. **Clifford E. Ford**, with NBC Spot Sales, New York, appointed local sales manager for WKYC-TV Cleveland.

G. C. (Buck) Jones, in sales department of WREC-TV Memphis, named general sales manager of WREC-AM-FM-TV there.

Frank Howell, general sales manager of WTVJ(TV) Miami, appointed general executive. **Tom Burkhart**, VP-general sales manager and assistant to general manager of WLOS-TV Asheville,

N. C., succeeds him. Both are Wometco stations.

Don W. Bonesteel, with RKO General National Radio Sales, Chicago, joins John C. Butler & Co. as manager of Detroit office. **Jay L. Williams,** midwestern manager with Paul H. Raymer Co., joins John C. Butler as account executive, Chicago. **Rick Radziak,** manager of Los Angeles office of Grant Webb & Co., joins Butler there as account executive.

William A. Rockett, formerly with Lloyd Advertising, Boston, appointed account supervisor, Stone and Manning Advertising, that city.


Mr. Barker

James Barker, executive marketing director, Quinton division of Merck Corp., Rahway, N. J., and formerly VP with Ted Bates & Co. and assistant national sales manager for Block Drug Co., Jersey City, N. J., joins MacManus, John & Adams, New York, as VP and director of marketing, media and research. **Fred S. Buchanan,** director of consumer-industrial marketing & research, **Robert G. Sarole,** director of automotive marketing and research, and **George O. Wold Jr.** media director of commercial products, all with MJ&A, Bloomfield Hills, Mich., named VP's.

Jack L. Rinn, VP-marketing for Hansen Glove Corp., Milwaukee, joins Joseph Schlitz Brewing Co. there as assistant to VP, marketing.

Dave Newton, program director for KFMB San Diego, named account executive.

Dave McLaughlin, account executive for KRKC-TV Redding, Calif., named account executive for KNEW Oakland, Calif.

Steve Losee in New York and **Murray B. Ison** in Chicago join Blair Television as account executives. Mr. Losee, broadcast salesman with WOR-TV New York, will replace **Joe Kerwin,** who resigned to enter advertising account work. Mr. Ison, television spot salesman with NBC Spot Sales in Chicago, succeeds **Don Saraceno,** made VP and general manager of Blair's San Francisco office.


Mr. Barborka

William V. Barborka, account supervisor, BBDO, Chicago, elected VP.

Daniel R. Romanelli, sales representative for Warner Bros.-Seven Arts Inc., named national sales service representative for WCAU-TV Philadelphia. **Peter J. Schmid** appointed WCAU-TV account executive after six months as CBS national sales service representative for that station.


Mr. Kaiser

Edgar F. Kaiser elected chairman of Kaiser Industries Corp., Oakland, Calif. (parent corp. of Kaiser Broadcasting), succeeding father, the late Henry J. Kaiser. **Eugene E. Trefethen Jr.,** executive VP, will succeed Edgar Kaiser as president and remain vice chairman.

MEDIA

W. C. (Bud) Blanchette, general manager of KGVO-TV Missoula, Mont., named to newly created position of VP, television, Western Broadcasting Co. (KGVO-AM-TV Missoula and KCAP Helena, both Montana). **Lee Wahl,** general manager of KGVO, named to newly created position of VP, radio, Western Broadcasting. **Gene Peterson,** program director of KGVO, named manager, that station. **Lynn Koch,** sales manager of KGVO-TV, named manager of KTFI Twin Falls, Idaho.

Bob Clark, with sales department of KNCY Nebraska City, Neb., named VP and general manager of station.

Keith G. Dare, with KFRE-TV Fresno, Calif., named VP and general manager of KSHO-TV Las Vegas.

Joseph P. Robillard, studio supervisor for WVUE-TV New Orleans, named general manager of KLUV Haynesville, La., following purchase of that station by Haynesville Broadcasting Corp., (BROADCASTING, Nov. 20).

Robert J. Lachance, sales manager for WPRO-FM Providence, R. I., appointed station manager.

Elwood W. O'Hara Jr., with WXVA Charles Town, W. Va., named station manager.

Joseph Fogarty, director of public affairs for WPRI-TV Providence, R. I., named administrative assistant to general manager, that station.

Phil Bryce, account executive for KABC-TV Los Angeles, appointed station manager of Spanish-language KCAL Redlands, Calif.

PROGRAMING

Carl Russell, head of Atlanta office, **Richard Cool,** head of Minneapolis office, and **Jack Robertson,** head of St. Louis office, named VP's for MCA TV.

William G. Seiler, with NBC Films for five years, appointed central division manager of Westinghouse Broadcasting Co. Program Sales Inc., New Orleans.

Mel Baily, VP and program director of WNEW-TV New York, resigns effective first of year to concentrate on creative production for TV and films.

James P. Jimirro, account executive, WCAU-TV Philadelphia, appointed international sales manager, CBS Films Inc., New York.

Michael R. Brooks, production manager for Public affairs division of National Educational Television Association, joins Reeves Sound Studios, New York, as assistant director of video operations.

Robert E. Knott, producer-director for WJZ-TV Baltimore, joins WRC-TV Washington as director.

Vincent Cadiente, film actor, elected president of Screen Extras Guild.

Stu Bowers, creative director for WLW Cincinnati, appointed program director.

Joe B. Prince, announcer at KLUV Haynesville, La., named program and news director.

Lew Koch, producer-director at KJEO(TV) Fresno, Calif., named production manager, replacing **Charles Gingold,** who succeeds **Pete McCausland** as program and promotion director. Mr. McCausland will become television coordinator, University of Washington, Seattle.

Barry Lowen, account executive for public relations firm of Allen, Foster, Ingersoll and Weber, Beverly Hills, Calif., named associate producer of ABC-TV's *The Joey Bishop Show.*

Don Ross, with KFMB San Diego for seven years, named program director. **Dennis Regan,** with KOWN Escondido, Calif., and then KFMB-FM San Diego, named production coordinator for KFMB.

Mr. Harkins

Mr. Balch

Sterling Harkins, with KSD St. Louis since 1938, becoming program manager in 1959, retires. **William R. Balch,** assistant program director for WCCO Minneapolis, and formerly with KFEQ St. Joseph, Mo., succeeds him.

Jon M. Stark, financial controller, European operations for International Minerals & Chemicals Ltd., London, appointed corporate controller for Republic Corp., Beverly Hills, Calif.-based film processor.

Don Walsh, with KRDO Colorado Springs, appointed program director.

Ron Franklin, with KSWS-AM-TV Roswell, N. M., named sports director for KVOO-TV Tulsa, Okla.

Dick Curtis, with KJR Seattle, appointed program director for KOL, that city.

Sandy Gallin, agent in TV variety department, General Artists Corp., Beverly Hills, Calif., appointed executive in charge of that department. Under his supervision, handling guest appearances will be **Dick Howard,** former talent buyer for ABC's *Shindig* and *Shivaree.* and **Ron Mason,** formerly with CBS-TV.

NEWS

Ike Beal, assistant to CBS News director of business affairs and formerly assistant district attorney for New York county, named director, sales liaison and administration for CBS News, replacing **Bruce Lang,** appointed manager, program administration. **Dan Bloom,** manager, CBS News Chicago bureau, appointed manager of Saigon bureau, replacing **Ed Fouhy,** who is returning to U. S. for new assignment.

C. William Snead, UPI photographer, New York, named newspicture manager of Saigon bureau. He replaces **Maurice Wilmott,** reassigned to Tokyo bureau.

16 to WCBS news staff

In its expansion to a full-time news-information format, WCBS New York has added 16 to its news staff:

Robert A. Glenn, from WISH-TV Indianapolis news staff, and **Dick Harris,** radio news manager, KIRO Seattle, become anchormen; **Tony de Haro,** KYW Philadelphia news editor, named producer; **Gary Maurer,** Trenton, N. J., bureau chief for WFIL Philadelphia, joins WCBS as reporter, **Reid Collins,** formerly correspondent for WNEM New York, joins WCBS there in similar position.

Additional news writers are **James Saylor** of *New York Times;* **Theodore Feurey,** *New York Post* and *Newark* (N. J.) *News;* **David Atherton,** ABC Radio; **Joseph Percival,** *New York Times* international edition; **Ernest Ostro,** *Washington Evening Star;* **Marshall Ewig,** Associated Press; **Lawrence Rottersman,** Reuters; **Devin Cash,** former *New York Herald Tribune* and *Journal of Commerce,* and **Pat McGivern,** ABC-TV.

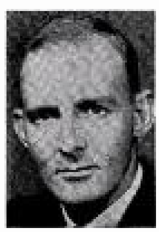
Michael Gotkin and **Fred Miller** were appointed desk assistants.

Jack Parr, formerly news director for KIDD Monterey, Calif., appointed to head news department of KERR(FM) Salinas, Calif.

Mr. Satterthwaite

Doyle Satterthwaite, news editor with WDBJ-TV Roanoke, Va., appointed director of news and special events for WSVA-AM-FM-TV Harrisonburg, Va.

Robert Judd McIlvain, radio-TV night editor for UPI in Portland, Ore., joins KHOU-TV Houston as reporter.



Mr. Jackson

Mike Jackson, announcer and associate TV news editor for KVOO-AM-TV Tulsa, Okla., named news director. **Phil Riesen,** with KEXO Grand Junction, Colo., joins KVOO-TV as newsman.

Dick Edwards, chief news editor for WIS-TV Columbia, S. C., named director of news and public affairs.

George Reading, newscaster for WBBM-TV Chicago, joins WBZ-TV Boston as reporter.

John Kilgo, former reporter and columnist for *Charlotte News,* joins WAYS Charlotte, N. C., as managing editor, heading the station's five-man staff and replacing **C. Michael Blackwell,** who resigns to study for ministry.

Bill Yeager, program director, KRDO Colorado Springs, appointed news director.

FANFARE

William R. O'Hare, for past four years advertising manager with MGM, New York, named director of advertising, publicity and exploitation for CBS Theatrical Films division, New York.

Jack Kenaston, program director for KNBC(TV) Los Angeles, named director of promotion and public relations for KTTV(TV), that city.

Bob Todd named promotion director for WQXI Atlanta.

Bob Lee, on-air personality for KHOW Denver, appointed promotion and publicity director.

Gary Todd, with KIMN Denver, appointed promotion director for KOL Seattle.

Patricia Riley, press aide to Sen. Robert F. Kennedy (D-N. Y.), appointed press representative, WCBS New York.

EQUIPMENT & ENGINEERING

Dr. Allison

Dr. Donald M. Allison Jr., chief scientist of planetary flight sciences, National Aeronautics and Space Administration, Washington, since 1966, joins CBS Laboratories, Stamford, Conn., as VP systems. Dr. Allison will head CBS Lab's engineering research groups in space and defense programs: intelligence systems, visual systems and electronic videorecording systems.

Robert W. Bell, transmitter supervisor and assistant chief engineer for WSB-AM-FM-TV Atlanta, named chief engineer.

Mr. Del Favero

John P. Del Favero, in general and engineering management with IBM for 11 years, named to newly created position of executive VP, supplies division, Memorex Corp., Santa Clara, Calif.

Joseph T. Loscalzo, merchandise manager for CATV Systems Division, Jerrold Electronics Corp., Philadelphia, appointed product manager, antennas.

Larry T. Pfister, audio product manager for Gates Radio Co., Quincy, Ill., since 1963, appointed district manager for northern California, Nevada and southern Oregon.

G. A. (Al) Dodds Jr., field sales engineer with S. Sterling Co., Cleveland, and regional video specialist for Ampex Corp., Chicago, and **Donald E. Rose**, manufacturer's representative with Arva Inc. and Avionics Inc., both closed-circuit TV sales firms, named sales representatives for Visual Electronics Corp., New York.

Don Holland, formerly with WXRA-(FM) Woodbridge, Va., and WKBW Buffalo, N. Y., appointed assistant chief engineer, WKBW-TV Buffalo.

DEATHS

Dave Elman, 67, radio and song writer, director and producer for CBS, and originator in 1937, of program *Hobby Lobby*, died Dec. 5 at his home in Clifton, N. J.

Cora Baird, 54, puppeteer who appeared over years with her husband, Bil Baird, on network and local TV programs, died Dec. 6 at New York hospital after long illness. Bairds have operated the Bil and Cora Baird Puppet Theater in Greenwich Village area of New York City. They performed throughout world, and during 1950's with some regularity on TV.

Mr. Wismer

Harry Wismer, 54, sports announcer, one-time manager of WJR Detroit, owner of former New York Titans football team, and previously part owner of Washington Redskins and Detroit Lions, died Dec. 4 at Lenox Hill hospital, New York. Death was due to fractured skull and contusions of brain suffered in a fall. "Voice of the Redskins" for nine years, leaving in 1952 to join New York Giants in similar position, Mr. Wismer was for 23 years sports announcer for NBC, ABC, Mutual and RKO General. He is survived by his daughter, Wendy, brother John, who is president and general manager of WHLS Port Huron, Mich., brother Donald and sister, Mrs. Betty Barnes.

Mr. Gray

Brian R. Gray, 36, VP and creative copy supervisor since 1963 for BBDO, New York, died Nov. 27 in New York hospital after long illness. Among accounts he handled were Armstrong Cork, American Home magazine and American Tobacco Co. Surviving is his wife, Ann.

William J. Brennan of Brennan Broadcasting Corp., Jacksonville, Fla., operator of WAPE Jacksonville and WBAM Montgomery, Ala., died when his private plane crashed near Orlando, Fla. Mr. Brennan was on business trip from St. Louis to Miami.

Irving (Bert Lahr) Lahrheim, 72, comic actor whose TV appearances included *Ed Sullivan Show, U. S. Steel Hour, Omnibus* and commercials for Lay's potato chips, died Dec. 4 at Columbia Presbyterian medical center, New York, of back ailment, pneumoniatic complications and massive intestinal hemorrhage. Surviving are his wife, Mildred, two sons and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 30 through Dec. 6, 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

INITIAL DECISION

Palm Springs, Calif.—Desert Empire Television Corp. Hearing Examiner Forest L. McClenning issued initial decision granting UHF ch. 36 (602-608 mc); ERP 178 kw vis., 35.5 kw aur. Ant. height above average terrain 700 ft., above ground 194 ft. P. O. address: c/o John Conte, 75600 Beryl Lane, Palm Desert, Calif. 92260. Estimated construction cost $651,200; first-year operating cost $272,000; revenue $100,000. Studio and trans. both to be located in Palm Springs. Geographic coordinates 33° 52' 00" north lat., 16° 25' 56" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-2-DM. Legal counsel Koteen & Burt; consulting engineer Jules Cohen & Associates, both Washington. Principlas: John and Sirpuhe Conte (together 70%) and Charles David Farrell (30%). Mr. Conte is TV and motion picture performer. Mrs. Conte is in investments. Mr. Farrell is radio-TV performer and managing director of Racquet Club of Palm Springs. Action Nov. 30. Grant will be effective unless there is appeal by party to proceeding or FCC reviews initial decision on its own motion.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Dec. 4 in San Francisco (Bay Broadcasting Co. and Reporter Broadcasting Co.) TV proceeding, granted petition by Reporter for leave to amend its application to reflect acquisition by Dr. Carlton B. Goodlett of 500 shares of stock in Reporter which were formerly held by John Rayon (Docs. 16678, 16831).

■ Hearing Examiner H. Gifford Irion on Dec. 4 in Baltimore (Baltimore Broadcasting Co. and Meadows Broadcasting Inc.) TV proceeding. Continued without date prehearing conference scheduled for Dec. 13 (Docs. 17740-1).

■ Hearing Examiner Chester F. Naumowicz Jr. on Dec. 5 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, granted petition by Hercules Broadcasting Co. for leave to amend its application to bring up to date information as to officers and certain minor stockholders (Docs. 17778-9). And in Medford, Ore. (State of Oregon acting by and through State Board of Higher Education, Liberty Television, a joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and Medford Printing Co.) TV proceeding. Granted motion by Medford Printing Co. for leave to correct errors in its previous assertions as to site elevation and engineering calculations (Docs. 17680-2).

RULEMAKING ACTIONS

Upper Marlboro, Md., American Communications Media Inc.—Requests amendment of rules to add commercial television assignment to Upper Marlboro, Md., as follows: Plan I: Assignment of ch. 56 to Upper Marlboro community: Waldorf, Md., present *56, proposed *66, and Upper Marlboro, Md., proposed 56. Plan II: Assignment of ch. 58 to Upper Marlboro community: Waldorf, Md., present *56; La Plata, Md., proposed *56 and Upper Marlboro, Md., proposed 58. Denied by memorandum, opinion and order adopted by commission Nov. 8, and released Nov. 14.

Philadelphia, New Jersey Television Broadcasting Corp.—Requests institution of rulemaking proceedings so as to assign ch. 23 to Camden, N. J. and delete it from Philadelphia. Denied by memorandum, opinion and order adopted by commission Nov. 15.

and released on Nov. 17.

Houston, O. J. McCullough—Requests institution of rulemaking proceeding looking toward assignment of UHF ch. 56 to Houston. Denied by memorandum, opinion and order adopted by commission Nov. 8, and released Nov. 13.

CALL LETTER ACTION

■ Chemical City Broadcasting Co., Charleston, W. Va. Granted WTIP-TV.

Existing TV stations

FINAL ACTIONS

KLXA-TV Fontana, Calif.—Broadcast Bureau granted license covering new TV, specify main studio as 16861 Foothill Boulevard, Fontana. Action Dec. 4.

WGHP-TV High Point, N. C.—Broadcast Bureau granted mod. of license covering change of studio location to intersection of Sandy Ridge Road and interstate highway 40, Guilford county. Action Nov. 27.

KFYR-TV Bismarck, N. D.—Broadcast Bureau granted CP to change type trans. Action Dec. 4.

WKRC-TV Cincinnati—Broadcast Bureau granted CP to install an alternate main visual amplifier at main trans. site. Action Dec. 4.

***WVIZ-TV Cleveland**—Broadcast Bureau granted mod. of CP to change type trans., type ant., correct coordinates, and change aur. ERP to 64.6 kw. Action Nov. 27.

KFDO-TV Sayre, Okla.—Broadcast Bureau granted CP to change type trans. Action Dec. 4.

WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted mod. of license covering reduction of aur. ERP from 41.7 kw to 12.6 kw. Action Nov. 29.

WVNY-TV Burlington, Vt.—Broadcast Bureau granted mod. of CP to specify studio location at 1500-1502 Hegeman Avenue., Fort Ethan Allen, Colchester town. Ann. Nov. 27.

OTHER ACTIONS

■ Review board in Santa Maria, Calif., Television broadcast proceeding, Doc. 16430, granted in part request for extension of time to file exceptions filed Nov. 21 by Key Television Inc. (KEYT), and extended to Dec. 15 time for filing exceptions to initial decision, released Nov. 7. Board member Nelson not participating. Action Nov. 28.

■ FCC has notified Impart Systems Inc., of Greenwich, Conn., that action on its application for mod. of its CP is being withheld pending final determination of civil suit against Victor Muscat, corporation's president and sole stockholder. Impart Systems Inc., permittee of WTVU(TV) New Haven, Conn., has requested permission to change trans. site, increase ant. height, and increase ERP from 19.5 kw to 724 kw. Mr. Muscat, in addition to his television interests, is an officer of Fifth Avenue Coach Lines of New York City and is presently defendant in suit brought by Securities and Exchange Commission, alleging fraud and deceit in sale of stock. Action by commission Nov. 29, by letter. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger and Johnson.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Nov. 28 in Homewood and Birmingham, Ala. (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co. and Birmingham Television Corp. [WBMG]) TV proceeding, granted petition of Chapman Radio and Television Co. for leave to amend its application to reflect changes in company's finances which are subject of issues in proceeding and accepted amendment (Docs. 15461, 16758, 16760-1). On Nov. 30 in Homewood-Birmingham, Ala. (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co. and Birmingham Corp., WBMG) TV proceeding, granted petition by Alabama Television for leave to amend its application to reflect recent change in broadcast interests of two of its stockholders (Docs. 15461, 16760-1, 16758).

■ Hearing Examiner Jay A. Kyle on Nov. 28 in Durham, N. C. (Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc. and WTVY Inc.) TV proceeding, granted request of Triangle Telecasters Inc., and continued date for exchange of exhibits to Dec. 13, date for notification of witnesses for cross-examination to Dec. 20; cancelled hearing scheduled for Dec. 18, and scheduled further hearing conference for 2 p.m., Jan. 5, 1968 (Docs. 17670-2).

CALL LETTER APPLICATIONS

■ KMTW-TV, Kaiser Broadcasting Corp., Corona, Calif. Requests KBSC-TV.

■ WFAM-TV, RJN Broadcasting Inc., Lafayette, Inc. Requests WLFI-TV.

CALL LETTER ACTIONS

■ KAAR-TV, Bass Brothers Enterprises Inc., San Diego. Granted KCST(TV).

■ KVER(TV), K-Six Television Inc., Laredo, Tex. Granted KVTV(TV).

New AM stations

APPLICATION

Rockingham, N. C.—Sandhills Broadcasting Inc. Seeks 1500 kc, 0.5 kw-D. (0.26 kw-CH). P. O. address: 325 McArthur Drive, Rockingham 28379. Estimated construction cost $22,958; first-year operating cost $35,000; revenue $50,000. Principals: **Robert E. Perkins**, president (19.4%), **William E. Benoist**, vice president 24.5%), **Altha F. Rich**, secretary (29.1%) et al. Principals have interest in **WAYN** Rockingham. Mr. Benoist is salesman and announcer. Mrs Rich is in cosmetology. Ann. Nov. 30.

FINAL ACTIONS

■ **Cadillac, Mich. (Fetzer Broadcasting Co.)** AM application and rule waiver granted. Commission has granted application of Fetzer Broadcasting Co. for CP for new class III unlimited-time AM to operate on 1370 kHz with 1 kw night and 5 kw-LS, directional ant. day and night. Also granted was waiver of main studio location requirement of Sec. 73.30 of rules to permit location of proposed main AM studio in building which houses studios of **WWTV-TV** and **WWTV-FM** Cadillac. Studio building is 5.7 miles east of Tustin, Mich. and about eight miles from Cadillac. Stockholders, officers and directors of Fetzer Broadcasting Company are **John Fetzer** (96%), president and director; **Carl Lee** (0.55%), vice president and director; and **Robert Van Horn** (0.02%) secretary-treasurer and director. **Hancet Thomas**, director, owns no stock in company. Fetzer Company owns 100% of **WKZO-AM-TV** Kalamazoo, **WJEF** and **WJFM-FM** Grand Rapids, **WWTV-FM-TV** Cadillac, and **WWVP-TV** Sault Ste. Marie, all Michigan. John Fetzer has 91.2% interest in **KOLN-TV** Lincoln and **KGIN-TV** Grand Island, both Nebraska. Commissioner Johnson dissenting. Action Nov. 29.

■ **Starkville, Miss.—Charles Kenneth Irby.** Broadcast Bureau granted 980 kc, 1 kw-D. P. O. address: Route 4, Starkville 39759. Estimated construction cost $23,437; first-year operating cost $25,000; revenue $30,000. Principals: Mr. Irby is 20% shareholder, vice president and general manager of Big Jim Tire Co. Action Nov. 24.

■ **Winona, Miss. (Tri-County Radio Co.)** Application accepted for filing; rule waiver granted. Commission has granted waiver of Sec. 1.569 of rules and accepted for filing application of Tri-County Radio Company for CP for new daytime AM to operate on 1190 kc with 500 w. Rule waiver was required because proposed Tri-County site is not located within 500-mile extension of the 0.5 mv/m-50% skywave contour of **KSL** Salt Lake City, which operates on 1160 kc, a "frozen" channel. Commission stated proposal of Tri-County "would not materially prejudice future consideration of class I-A channel, 1160 kc/s." **M. E. Daves Jr.**, president. Action by letter Nov. 29.

■ Review board in St. Louis AM broadcast proceeding, Docs. 17210-15, 17217 and 17219, granted petition to accept motion to enlarge issues for consideration on merits, filed Aug. 4, by WKJG Inc., granted to extent indicated, and denied in all other respects motion to enlarge issues filed Aug. 4, by WKJG Inc. Board member Nelson not participating. Board member Pincock absent. Action Dec. 4.

■ **Watkins Glen, N. Y. (Watkins Glen-Montour Falls Broadcasting Corp.)** AM application granted. Commission has granted application of Watkins Glen-Montour Falls Broadcasting Corp. for CP for new class II daytime AM to operate on 1500 kc with 250 w, remote control permitted from main studio location at 217 North Franklin Street, Watkins Street, Watkins Glen, N. Y. Stockholders. officers and directors are Duane Cornett (49%), president and director; Joyce Erway, vice president and director; Guy S. Erway, secretary and director, and Dorothy Cornett, treasurer and director. Erway Broadcasting Corp. is 51% stockholder in Watkins Glen Corp. and is 100% stockholder of WAYE Baltimore and WSEB Sebring, Fla. Action Nov. 29.

■ Review board in Corpus Christi, Tex., AM broadcast proceeding, Doc. 15984, subject to three technical conditions stated therein, initial decision of Hearing Examiner Sol Schildhause, released Nov. 17, 1965, is made effective. Board member Pincock absent. Action Dec. 4.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Nov. 29 in Southington, Conn. (Southington Broadcasters), AM proceeding. Received in evidence Southington exhibits Q and R; ordered proposed findings be filed on or before Jan. 17, 1968 and replies on or before Jan. 29, 1968; closed record.

■ Hearing Examiner Isadore A. Honig on Nov. 29 in Elmhurst and Wheaton, Ill. (DuPage County Broadcasting, Inc. and Central DuPage County Broadcasting Co.) AM proceeding, granted request by DuPage County Broadcasting Inc. and extended date for filing findings of fact and conclusions from Dec. 5 to Dec. 22, and date for filing any replies thereto from December 19 to Jan. 5, 1968 (Docs. 16965-6).

CALL LETTER APPLICATIONS

■ Edward C. Atsinger III, Garner, N. C. Requests WKBQ.

■ Fentress County Broadcasting Co., Jamestown, Tenn. Requests WDEB.

Existing AM stations

APPLICATION

KSCO Santa Cruz, Calif.—Seeks CP to increase nighttime power from 500 w to 5 kw, make changes in ant. system (add one tower), and install new nighttime trans. (RCA BTA-5U). Ann. Nov. 30.

FINAL ACTIONS

KARK Little Rock, Ark.—Broadcast Bureau granted CP to make changes in DA pattern. Action Nov. 29.

WQIK Jacksonville, Fla.—Broadcast Bureau granted license covering change in frequency, increase in power, installation of DA-2 (daytime only), and new type trans. Action Nov. 30.

WPDQ Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to make changes in DA pattern. Action Nov. 29.

WPLO Atlanta—Broadcast Bureau granted CP to make changes in antenna system. Action Nov. 29.

WHAB Baxley, Ga.—Broadcast Bureau granted license covering installation of new type trans. as an auxiliary trans. at main trans. location. Action Nov. 30.

WCVL Crawfordsville, Ind. — Broadcast Bureau granted license covering increase in nighttime MEOV. Action Nov. 30.

WJKY Jamestown, Ky.—Broadcast Bureau granted license covering new AM. Action Nov. 30.

WRYT Boston—Broadcast Bureau granted CP to change ant.-trans. location to 0.3 miles east of Brown Circle Boston and make changes in ground system. Action Nov. 28.

WPRT Prestonsburg, Ky.—Broadcast Bureau granted license covering use of former main trans. at main trans. location for auxiliary purposes only. Action Nov. 30.

WESC Greenville, S. C.—Broadcast Bureau granted mod. of license to change from 10 kw (10 kw-CH, DA-CH), day to 10 kw (10 kw-SH, DA-SH) day. Action Nov. 29.

WISM Madison, Wis.—Broadcast Bureau granted mod. of CP to make changes in nighttime DA pattern (MEOV); condition. Action Nov. 29.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Nov. 28 in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co. [WCGA]) AM proceeding, granted petition of Gordon County and continued date for exchange of exhibits to Dec. 27 and notification of witnesses to Jan. 10, 1968; rescheduled hearing from Dec. 5 to Jan. 22, 1968 (Docs. 17695-6).

■ Hearing Examiner Isadore A. Honig on Nov. 27 in Reno and Las Vegas (Circle L Inc., Southwestern Broadcasting Co. [KORK], 780 Inc. and Radio Nevada) AM proceeding, granted request of Broadcast Bureau and extended time for filing proposed findings of fact and conclusions from Dec. 1 to Jan. 2, 1968; on examiner's own motion, extended time for filing replies from Dec. 11 to Jan. 23, 1968 (Docs. 16110-1, 16113, 16115).

■ Hearing Examiner H. Gifford Irion on Dec. 4 in Wood River, Ill. (Madison County Broadcasting Inc. WRTH) AM proceeding.

PROFESSIONAL CARDS

Service Directory

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.

Continued without date hearing (engineering) scheduled for Dec. 18 (Doc. 16980). And in Laurel, Miss. (Voice of the New South Inc. WNSL) AM proceeding. Continued without date further prehearing conference scheduled for Dec. 14 (Doc. 17634).

■ Hearing Examiner Jay A. Kyle on Nov. 29 in Jacksonville, Fla. (Mel-Lin Inc. WOBS) AM proceeding. Denied motion by Post-Newsweek Stations, Florida Inc. (WJXT[TV]) Jacksonville, Fla., requesting that hearing examiner's order be vacated, but granted contingent petition for reconsideration. Further ordered that it is adhered to except written interrogatories shall be answered separately, fully, in writing, under oath, in three copies, and be mailed to secretary of commission on or before Jan. 8, 1968; hearing to resume on Dec. 11 (Doc. 17474).

FINES

■ Ray J. Lankford, George R. Lankford and Stuart K. Lankford, d/b as Lawrenceville Broadcasting Co., licensee of WAKO Lawrenceville, Ill., has been cited by FCC for ten violations of commission's rules. Licensee is subject to forfeiture of $5,000. Licensee has thirty days to respond. Action by commission Nov. 29, by letter. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger and Johnson.

■ By letter of Nov. 29, notified Radio Chesapeake Inc., WYRE Annapolis, Md., that it has incurred an apparent forfeiture liability of $200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest the forfeiture. Ann. Dec. 5.

■ By letters of Nov. 30, notified following stations of apparent forfeiture liability in amounts indicated for late filing of their renewal applications. Licensees have 30 days to pay or contest forfeitures. WNWI Valparaiso, Ind., $25; WLOC-AM-FM Munfordville, Ky., $25 each; WKBJ Milan, Tenn., $25; WTAF-TV Marion, Ind., $100; WKQV Sullivan, Ind., $100; WFMW-AM-FM Madisonville, Ky., $100 each; WWXL Manchester, Ky., $100; WDXR Paducah, Ky., $100; WLIV Livingston, Tenn., $100; WKBJ-FM Milan, Tenn., $100; WRIN Rensselaer, Ind., $200; WAKE Valparaiso, Ind., $200; WKUZ(FM) Wabash, Ind., $200 and WHLP Centerville, Tenn., $200. Ann. Dec. 5.

CALL LETTER APPLICATION

■ WAVY, Seaboard Broadcasting Inc., Portsmouth, Va. Granted WTWR.

Presunrise authority

■ Commission has denied requests for presunrise operations filed by Storer Broadcasting Co., licensee of KGBS Los Angeles; Argonaut Broadcasting Co., licensee of KFAX San Francisco; Cornell University, licensee of WHCU Ithaca, N. Y.; KFAB Broadcasting Co., licensee of KFAB Omaha, and Sharon Broadcasting Co., licensee of WPIC Sharon, Pa. Action by commission November 29, by memorandum, opinion and order. Commissioner Hyde (chairman), Bartley, Lee and Cox with Commissioner Loevinger dissenting and Commissioner Johnson not participating.

New FM stations

APPLICATIONS

Cathedral City, Calif. Glen Barnett—Seeks amendment to application which requested CP for new FM to change frequency from 98.3 mcs, ch. 252 to 103.1 mcs, ch. 276; show vertical ERP of 3 kw; change type trans. (Standard Electronics 2012); change TPO to 2.5 kw, and change to dual polarized ant. (Collins 37CP-3, 3 sections). Ann. Nov. 30.

Watertown, N. Y.—R.B.G. Productions Inc. Seeks 97.5 mc, ch. 248, 39 kw. Ant. height above average terrain 131 ft. P. O. address: 1833 State Street, Watertown 13601. Estimated construction cost $23,340; first-year operating cost $7,000; revenue $10,000. Principals: James Graham, president. Applicant is licensee of WOTT Watertown. Ann. Nov. 30.

Ahoskie, N. C. Roanoke-Chowan Broadcasting Co.—Seeks amendment to application which requested CP for new FM to change frequency from 97.7 mcs, ch. 249 to 99.3 mcs, ch. 257, and change TPO to 1.66 kw. Ann. Nov. 30.

Chattanooga Tennessee Temple College—Seeks amendment to application which requested CP for new noncommercial educational FM to change frequency from 89.5 mcs, ch. 208 to 89.7 mcs, ch. 209. Ann. Nov. 30.

FINAL ACTION

Sylvania, Ohio—Twin States Broadcasting Inc. Broadcast Bureau granted 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 102, Sylvania 43560. Estimated construction cost $32,703; first-year operating cost $20,000; revenue $30,000. Principals: Larry G. Green, president et al. Mr. Green is teacher and announcer for WPOS-FM Holland, Ohio. Action Nov. 24.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Dec. 4 in Athens, Tenn. (Athens Broadcasting Inc. and 3 J's Broadcasting Co.) FM proceeding. Scheduled certain procedural dates; and hearing for Jan. 12, 1968 (Docs. 17617-8).

■ Hearing Examiner Charles J. Frederick on Dec. 4 in New York, N. Y.-Teaneck, N. J. (New York University and Fairleigh Dickinson University) ED-FM proceeding, granted petition by New York University for leave to amend its application to show certain changes in University's general officers (Docs. 17454-5).

■ Hearing Examiner David I. Kraushaar on Nov. 28 in Leesburg, Fla. (Heard Broadcasting Inc. and Norfolk Broadcasting Corp.) FM proceeding, granted petition of Heard Broadcasting Inc. for leave to submit an amendment to its application to reflect that it has pending application on file for CP for new TV station at Leesburg-Eustis, Fla., and accepted amendment (Docs. 17730-1).

■ Hearing Examiner Jay A. Kyle on Nov. 27 in Gate City, Va., and Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.) FM proceeding. Ordered exchange of exhibits by Jan. 15, 1968 and notification of witnesses for cross-examination by Feb. 5, 1968. Scheduled hearing for 10 a.m. on Feb. 12, 1968 (Docs. 17575-6).

RULEMAKING APPLICATIONS

Rockford, Ill., Greater Rockford Sound Inc.—Petitions for rulemaking on changes to FM tables of assignments: Mendota, present 265A, proposed 261A, Peru, present 261A, proposed 265A and Rockford, all Illinois, present 248B and 285A, proposed 248A, 285A and 265A. Also requests issuance of show cause order to WGLC-FM Mendota, Ill., to show cause why it should not be operated on ch. 261A. Ann. Nov. 30.

WTGR Myrtle Beach, S. C.—Requests institution of rulemaking proceeding to allocate ch. 269A Myrtle Beach. Ann. Nov. 30.

Refugio, Tex., Lawrence Wood—Requests that table of assignments set forth in Sec. 73.202(b) be amended in following respect: Refugio, Tex., present none, proposed 294. Ann. Nov. 30.

Mineola, N. Y., Hudson Horizons Inc.—Requests amendment of rules so as to assign FM ch. 257A to Gardiner, N. Y. Ann. Nov. 30.

CALL LETTER APPLICATION

■ *Associated Students of Long Beach State College, Long Beach, Calif. Requests KCLB(FM).

CALL LETTER ACTIONS

■ KRCB Inc., Council Bluffs, Iowa. Granted KRCB-FM.

■ Interstate Broadcasting Corp., Breckenridge, Minn. Granted KBMW-FM.

■ Commercial Radio of Saratoga Springs, N. Y. Inc., Saratoga Springs, N. Y. Granted WKAJ-FM.

DESIGNATED FOR HEARING

■ Lebanon, Mo., (Lebanon Broadcasting Co. and Risner Broadcasting Inc.) FM applications designated for hearing. Commission has designated for consolidated hearing two mutually exclusive applications for FMs to operate on ch. 279 (103.7 mc) at Lebanon, Mo. Lebanon Broadcasting Co. would operate with ERP of 100 kw, ant. height of 347 feet. Application of Risner Broadcasting Inc. requests ERP of 25.5 kw and ant. height of 251 ft. Lebanon Broadcasting, licensee of KLWT Lebanon, Mo., filed an informal objection to Risner application, alleging Risner Broadcasting had misrepresented its efforts to determine local programing needs and interests. James Risner Jr. and his wife, Ella Mae Risner, who each hold 49.8% of stock of Risner Broadcasting, also jointly control licensee of KRMS-FM at Osage Beach, Mo. Because of proximity of KRMS-FM, proposed Risner station would be precluded from significantly increasing its facilities without causing 1 mv/m overlap in contravention of Sec. 73.240 of rules. Issues regarding Risner Broadcasting Inc., in hearing order include determination as to whether application contained misrepresentations and/or distortions or omissions of fact, efforts made to ascertain programing needs and interests of area to be served and manner in which applicant proposes to meet needs and interests, and whether grant of application would impede or prevent full and efficient utilization of ch. 279 at Lebanon. If specific issues are resolved in favor of Risner, a determination is to be made as to which of proposals would better serve public interest. By order, Action Nov. 29.

■ Toa Alta and Manati, P. R. (Lucas Tomas Muniz and Arecibo Broadcasting Corp.) FM applications designated for hearing. Commission has designated for consolidated hearing mutually exclusive applications for new FMs to operate on ch. 245 (96.9 mc) at Toa Alta and Manati, P. R. Lucas Tomas Muniz proposes to operate with ERP of 48.3 kw and ant. height of 214.03 ft. at Toa Alta; Arecibo Broadcasting would operate with ERP 18.25 kw at Manati. Main studio location of Muniz application is to be determined, presumably in Toa Alta. Applicant proposes to duplicate approximately 99.25% of programing of his Bayamon, P. R., WLUZ. Commission noted majority of programs will originate from WLUZ main studio location which is neither in Toa Alta nor at proposed FM trans. site. A hearing issue is included to determine whether proposal by Muniz meets main studio location requirements of Sec. 73.210(a)(2) of rules and if not, whether waiver of provision is justified. Since applications are for different communities, hearing issue is also included to determine which of proposals would better provide fair, efficient and equitable distribution of radio service. Arecibo Broadcasting is licensee of WMNT Manati. By order, Action Nov. 30.

Existing FM stations

FINAL ACTIONS

WKFM(FM) Chicago—Broadcast Bureau granted license covering new type trans., dual type ant., change ERP. Action Nov. 30.

WMAS-FM Springfield, Mass.—Broadcast Bureau granted CP to install new trans., install dual polarized ant., increase ERP to 50 kw; conditions. Action Nov. 24.

WHFI(FM) Birmingham, Mich.—Broadcast Bureau rescinded grant of Oct. 31, for CP to install dual polarized ant., change ERP to 20 kw; ant. height to 300 ft. Action Nov. 30.

WOKK-FM Meridian, Miss.—Broadcast Bureau granted license covering new FM specify type trans., type ant. Action Nov. 8.

*KCSC(FM) Edmond, Okla.—Broadcast Bureau granted CP to change ant.-trans. location to 800 ft. north and 150 ft. west of intersection of Ayers Street and Chowning Ave, Edmond, install new type trans. and type ant., change frequency from ch. 201 (88.1 mc) to ch. 211 (90.1 mc), ERP to 28.5 kc, and ant. height to 235 ft. Action Nov. 24.

WORA-FM Mayaguez, P. R.—Broadcast Bureau rescinded grant of Nov. 8, for license covering installation of former main trans. at main trans. location for auxiliary purposes only. Action Nov. 29.

CALL LETTER APPLICATIONS

■ KCIB(FM), Universal Broadcasting Co., Fresno, Calif. Requests KFIG(FM).

■ KWFM(FM), Fidelity Broadcasting Co., Minneapolis. Requests KTCR-FM.

■ KVEG-FM, Las Vegas Electronics Inc., Las Vegas. Requests KULA(FM).

CALL LETTER ACTION

■ WDEB(FM), Fentress County Broadcasting Co., Jamestown, Tenn. Granted WDEB-FM.

RENEWAL OF LICENSES, ALL STATIONS

WIZZ Streator, Ill.—Broadcast Bureau granted renewal of license; conditions. Action Dec. 4.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries on Nov. 24: KFOR Lincoln, Neb; KTKT Tucson, Ariz.; WAIT Chicago; WBEV Beaver Dam, Wisc.; WBBM-AM-FM Chicago; WBIZ Eau Claire, Wisc.; WBKV-AM-FM West Bend, Wisc.; WBYS Canton, Ill.; WCFL Chicago; WCGO Chicago Heights, Ill.; WCSJ Morris, Ill.; WDOR-AM-FM Sturgeon Bay, Wisc.; WEAW Evanston, Ill.; WEKZ-AM-FM Monroe, Wisc.; WGFA Watseka, Ill.; WHOW Clinton, Ill.; WIBV Belleville, Ill.; WILY Centralia, Ill.; WIND Chicago; WISN Milwaukee; WIXN-AM-FM Dixon, Ill.; WKAU Kaukauna, Wisc.; WKKD-AM-FM Aurora, Ill.; WKRO Cairo, Ill.; WKTS Sheboygan, Wisc.; WKTY La Crosse, Wisc.; WLBL Auburndale, Wisc.; WMAM Marinette, Wisc.; WATK Antigo, Wisc.; WMAQ-AM-FM-TV Chicago; WMAY Springfield, Ill.; WMBD-AM-FM Peoria, Ill.; WMIX-AM-FM Mt. Vernon, Ill.; WOBT Rhinelander, Wisc.; WOKY Milwaukee; WPLY Plymouth, Wisc.; WPRE Prairie Du Chien, Wisc.; WRIG Wausau, Wisc.; WSMI-AM-FM Litchfield, Ill.; WSPT-AM-FM Stevens Point, Wisc.; WTAY-AM-FM Robinson, Ill.; WTMJ-AM-FM Milwaukee; WTTN-AM-FM Watertown, Wisc.; WWJC-AM-FM Superior, Wisc.; WXCO Wausau, Wisc.; WAXO(FM) Kenosha, Wisc.; WCNT-FM Centralia, Ill.; WFHR-FM Wisconsin Rapids, Wisc.; WGEM-FM Quincy, Ill.; WIAL(FM) Eau Claire, Wisc.; WFMB (FM) Springfield, Ill.; WLNR-FM Lansing, Ill.; WLRW(FM) Champaign, Ill.; WMFM (FM) Madison, Wisc.; WMRY(FM) East St. Louis, Ill.; WRVB-FM Madison, Wisc.; WRWC(FM) South Beloit, Ill.; WTCH-FM Shawano, Wisc.; WVLR(FM) Sauk City, Wisc.; WXFM(FM) Elmwood Park, Ill.; WZMF(FM) Menomonee Falls, Wisc.; *WBEZ(FM) Chicago; *WGRN(FM) Greenville, Ill.; *WHFH(FM) Flossmoor, Ill.; *WKOC(FM) Kankakee, Ill.; *WNUR(FM) Evanston, Ill.; *WRPN-FM Ripon, Wisc.; *WRSE-FM Elmhurst, Ill.; *WUWM(FM) Milwaukee; WAEO-TV Rhinelander, Wisc.; WBKB-TV Chicago; WCIA(TV) Champaign, Ill.; WCIU-TV Chicago; WICD(TV) Champaign, Ill.; WISN-TV Milwaukee; WITI-TV Milwaukee; WTMJ-TV Milwaukee; WTVO (TV) Rockford, Ill.; WVTV(TV) Milwaukee; WERL Eagle River, Wisc.; WGNU Granite City, Ill.; WKFM(FM) Chicago; WMOK Metropolis, Ill.; WRAC Racine, Wisc.; WLBH-FM Mattoon, Ill., and WGNU-FM Granite City, Ill.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries November 24: KSGM Chester, Ill.; WAIK Galesburg, Ill.; WAKX Superior, Wisc.; WAXX Chippewa Falls, Wisc.; WBAY-AM-FM Green Bay, Wisc.; WCAZ Carthage, Ill.; WCCN-AM-FM Neillsville, Wisc.; WCIL Carbondale, Ill.; WCLO-AM-FM Janesville, Wisc.; WCLR Crystal Lake, Ill.; WCMY Ottawa, Ill.; WCRW Chicago; WCUB Manitowoc, Wisc.; WCWC-AM-FM Ripon, Wisc.; WDAN-AM-FM Danville, Ill.; WDLB-AM-FM Marshfield, Wisc.; WDQN DuQuoin, Ill.; WDSM Superior, Wisc.; WDUX-AM-FM Waupaca, Wisc.; WDUZ Green Bay, Wisc.; WDWS-AM-FM Champaign, Ill.; WEAQ Eau Claire, Wisc.; WESQ-AM-FM Harrisburg, Ill.; WEEF-AM-FM Highland Park, Ill.; WEMP-AM-FM Milwaukee; WECL Eau Claire, Wisc.; WFAW Fort Atkinson, Wisc.; WFIW Fairfield, Ill.; WFOX Milwaukee; WFRL Freeport, Ill.; WGEM Quincy, Ill.; WGEN Geneseo, Ill.; WGEZ Beloit, Wisc.; WGIL-AM-FM Galesburg, Ill.; WGLB Port Washington, Wisc.; WGLC-AM-FM Mendota, Ill.; WGN Chicago; WGSB Geneva, Ill.; *WHA-AM-FM Madison, Wisc.; WHBL Sheboygan, Wisc.; WHCO Sparta, Wisc.; WHSM Hayward, Wisc.; WIBA-AM-FM Madison, Wisc.; WIGM Medford, Wisc.; WINU Highland, Ill.; WISV Viroqua, Wisc.; WIXK New Richmond, Wisc.; WJBC Bloomington, Ill.; WJBD Salem, Ill.; WJOL-AM-FM Joliet, Ill.; WJPF Herrin, Ill.; WJRC Joliet, Ill.; WKAI-AM-FM Macomb, Ill.; WKAN Kankakee, Ill.; WKBH LaCrosse, Wisc.; WKEI-AM-FM Kewanee, Ill.; WKID Urbana, Ill.; WKOW Madison, Wisc.; WLBK-AM-FM DeKalb, Ill.; WLBH Mattoon, Ill.; WLCX La Crosse, Wisc.; WLDS-AM-FM Jacksonville, Ill.; WLIP-AM-FM Kenosha, Wisc.; WLKE Waupun, Wisc.; WLPO-AM-FM LaSalle, Ill.; WLS Chicago; WLS-FM Chicago; WMAD Madison, Wisc.; *WMBI-AM-FM Chicago; WMIL-AM-FM Milwaukee; WMIR Lake Geneva, Wisc.; WMNE Menomonie, Wisc.; WMRO-AM-FM Aurora, Ill.; WNFL Green Bay, Wisc.; WNUS-AM-FM Chicago; WOCO Oconto, Wisc.; WOKZ-AM-FM Alton, Ill.; WOMT Manitowoc, Wisc.; WOPA-AM-FM Oak Park, Ill.; WOSH-AM-FM Oshkosh, Wisc.; WPDR-AM-FM Portage, Wisc.; WPEO Peoria, Ill.; WPFP Park Falls, Wisc.; WPMB Vandalia, Ill.; WPRS-AM-FM Paris, Ill.; WQUA Moline, Ill.; WRAJ-AM-FM Anna, Ill.; WRAM Monmouth, Ill.; WRCO-AM-FM Richland Center, Wisc.; WRDB Reedsburg, Wisc.; WRHL Rochelle, Ill.; WRIF-AM-FM Milwaukee; WRJC Mauston, Wisc.; WRJN-AM-FM Racine, Wisc.; WRMN-AM-FM Elgin, Ill.; WRMS Beardstown, Ill.; WROY-AM-FM Carmi, Ill.; WRRR Rockford, Ill.; WRTH Wood River, Ill.; WRTL Rantoul, Ill.; WSBC Chicago; WSDR Sterling, Ill.; WSIV-AM-FM Pekin, Ill.; WSOY-AM-FM Decatur, Ill.; WSWW-AM-FM Platteville, Wisc.; WTAD-AM-FM Quincy, Ill.; WTAQ La Grange, Ill.; WTAX-AM-FM Springfield, Ill.; WTCH Shawano, Wisc.; WTIM Taylorville, Ill.; WTKM Hartford, Wisc.; WTMB-AM-FM Tomah, Wisc.; WVLN Olney, Ill.; WWIS Black River Falls, Wisc.; WXMT Merrill, Wisc.; WXRT(FM) Chicago; WAJP(FM) Joliet, Ill.; WAUK-FM Waukesha, Wisc.; WAWA-FM Milwaukee; WBNQ-FM Bloomington, Ill.; WCBW (FM) Columbia, Ill.; WCRA-FM Effingham, Ill.; WEAU-FM Eau Claire, Wisc.; WEAW-FM Evanston, Ill.; WEBH(FM) Chicago; WEFM(FM) Chicago; WELL-FM Freeport, Ill.; WFAW-FM Fort Atkinson, Wisc.; WFIW-FM Fairfield, Ill.; WFMR(FM) Milwaukee; WFMT(FM) Chicago; WFNY(FM) Racine, Wisc.; WGFA-FM Watseka, Ill.; WHBF-FM Rock Island, Ill.; WISM-FM Madison, Wisc.; WISN-FM Milwaukee; WIVC(FM) Peoria, Ill.; WIZZ-FM Streator, Ill.; WJVM(FM) Sterling, Ill.; WKAK(FM) Kankakee, Ill.; WKUB(FM) Manitowoc, Wisc.; WLUV-FM Loves Park, Ill.; WMKC (FM) Oshkosh, Wisc.; WOBT-FM Rhinelander, Wisc.; WOLI(FM) Ottawa, Ill.; WRIG-FM Wausau, Wisc.; WRMI-FM Morris, Ill.; WROK-FM Rockford, Ill.; WSAB(FM) Mt. Carmel, Ill.; WSAU-FM Wausau, Wisc.; WSEI(FM) Olney, Ill.; WTAS(FM) Crete, Ill.; WVEM(FM) Springfield, Ill.; WAND(TV) Decatur, Ill.; WBAY-TV Green Bay, Wisc.; WCEE-TV Freeport, Ill.; WDSM-TV Superior, Wisc.; WEAU-TV Eau Claire, Wisc.; WEEK-TV Peoria, Ill.; WEEQ-TV LaSalle, Ill.; WFLD(TV) Chicago; WFRV-TV Green Bay, Wisc.; WGEM-TV Quincy, Ill.; WGN-TV Chicago; WHBF-TV Rock Island, Ill.; WICS(TV) Springfield, Ill.; WIRL-TV Peoria, Ill.; WISC-TV Madison, Wisc.; WKBT(TV) La Crosse, Wisc.; WMBD-TV Peoria, Ill.; WLUK-TV Green Bay, Wisc.; WMTV(TV) Madison, Wisc.; WREX-TV Rockford, Ill.; WSAU-TV Wausau, Wisc.; WSIL-TV Harrisburg, Ill.; *WHA-TV Madison, Wisc.; *WILL-TV Urbana, Ill.; *WMVS(TV) Milwaukee; *WMVT(TV) Milwaukee; *WSIU-TV Carbondale, Ill.; *WTTW(TV) Chicago; *WXXW(TV) Chicago; *WBCR-FM Beloit, Wisc.; *WEPS(FM) Elgin, Ill.; *WETN(FM) Wheaton, Ill.; *WGLT(FM) Normal, Ill.; *WHAD(FM) Delafield, Wisc.; *WHHI(FM) Highland, Wisc.; *WHKW(FM) Chilton, Wisc.; *WHLA(FM) Holmen, Wisc.; *WHMD (FM) Marinette, Wisc.; *WHRM(FM) Wausau, Wisc.; *WHSA(FM) Brule, Wisc.; *WHWC(FM) Colfax, Wisc.; *WILL-FM Urbana, Ill.; *WMHS(FM) Morrison, Ill.; *WMTH(FM) Park Ridge, Ill.; *WNIC(FM) De Kalb, Ill.; *WNTH(FM) Winnetka, Ill.; *WRST-FM Oshkosh, Wisc.; *WSIU(FM) Carbondale, Ill.; *WSSU(FM) Superior, Wisc.; *WSUP(FM) Platteville, Wisc.; *WVIK(FM) Rock Island, Ill.; *WVKC(FM) Galesburg, Ill., and *WWKS(FM) Macomb, Ill.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WEFA(FM) Waukegan, Ill.; WCOW Sparta, Wisc.; WMPP Chicago Heights, Ill.; *WSUW(FM) Whitewater, Wisc.; WVMC Mount Carmel, Ill.; WJIL Jacksonville, Ill.; K76CG, K72CR, K70DY, K74CW and K78CB all Bagdad; K70BY, K74BK, K77AD and K80AE, all Globe and Miami; K70AC Kingman; K72AV Big Sandy Valley; K73AJ Peach Springs; K74AN Chloride, and K75AI Big Sandy Valley, all Arizona; K76AQ Gas City, Bullhead City, Davis Dam, all Arizona, and Needles, Calif., K77AM Chloride, and K80AP Peach Springs, both Arizona; WJPW Rockford, and WLRC Whitehall, both Michigan; WSTV-AM-FM-TV Steubenville, and WRWR-FM Port Clinton, both Ohio; K06DZ Alpine; K02BW Casas Adobes; K06AP and K07CG, both Greer; K07DA Casas Adobes; K04AI, K06AE, K07AP and K03FY, all Prescott; K06BO, K07EV and K11CY, all St. Johns; K07BT and K06AQ, both Camp Verde, Verde Valley, Cornville and Rimrock, and K13FV Lower Verde Valley, Camp Verde Rimrock and Cornville, all Arizona. Action Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following UHF TV translators-K78AC, and K82AA, both Kingman, K72AE, and K80AQ, both Needles, California and Gas City, Davis Dam and Bullhead; K74BW Williams; K70BO and K72BI, both Williams, Grand Canyon and Ash Fork, and K72CK Globe and Miami, all Arizona. Action Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K08EY and K10FM, both Walden, Rand, Coalmont and Cowdrey, Colo., and K04AZ, K06AY and K10BW, all Santa Clara and Washington, Utah. Action Nov. 29.

Translators

ACTIONS

K70DF Running Springs, Redlands and Ontario, Calif.—Broadcast Bureau granted license covering changes in UHF TV translator. Action Nov. 30.

Broadus, Mont., Broadus TV Club—Broadcast Bureau granted CP for new VHF TV translator to serve Broadus, operating on ch. 3, by rebroadcasting programs of KHSD-TV, ch. 11, Lead, S. D. Action Nov. 29.

Butte Falls, Ore., Radio Medford Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Butte Falls, operating on ch. 12, by rebroadcasting programs of KMED-TV, ch. 10, Medford. Action Nov. 29.

W79AB Palmerton, Slatedale and Slatington, Pa.—Broadcast Bureau granted CP for UHF TV translator to change primary TV station to WDAU-TV, ch. 22, Scranton. Action Nov. 28.

ACTIONS ON MOTION

■ Hearing Examiner Isadore A. Honig on Nov. 30 in Cumberland, Md.-Wellersburg, Pa. (Tri-State Television Translators Inc. and Wellersburg TV Inc.) TV translator proceeding. Scheduled certain procedural dates and postponed hearing from Dec. 21 to Feb. 6, 1968 (Docs. 17654-5).

CATV

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Nov. 30 in Somerset-Punxsutawney-Brockport, Pa. (Laurel Cablevision Co., Punxsutawney TV Cable Inc.) CATV. On examiner's own motion, continued further prehearing conference from Nov. 30 to Dec. 7 (Docks. 17538-40).

■ Hearing Examiner Herbert Sharfman on Nov. 29 in Bluefield, W. Va. (Bluefield

(Continued on page 74)

Broadcasting THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CLASSIFIED ADVERTISING

DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. **Applicants:** If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—$2.00 minimum.
- **DISPLAY** ads $25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES,** and **BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- **All other classifications** 35¢ per word—$4.00 minimum.
- **No charge** for blind box number.
- **Address replies:** c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted—Management

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.

"Only for the energetic and creative: Expanding organization with public financing in significant figures. Adding radio stations to become major factor nationally as fast as possible. Critical need for capable, expert managers. Deal in confidence by sending complete resume and management track record. Include all details first letter, and if you look like top talent we'll contact you. Group now midwest oriented, moving from medium to major markets. Immediate openings two managers, soon to need three more. Reply Box M-133, BROADCASTING.

Manager to take over fulltime radio station. Small town. Salary & percent of gross. Write Warren G. Gilpin, P. O. Box 3, Monroe, Ga. No phone calls.

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 617-677-9477.

Wanted—Radio man with managerial experience who has $25,000 to invest in 1000 w station. CP approved and we will put station on air ready to operate. Write Box 528, Albuquerque, New Mexico or call Frank Quinn area 505-842-1000 collect.

Sales

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.

Top ten market suburban station needs three men to begin sales program for new station. These men will be aggressive salesmen, with a well-programed, progressive minded station to back up their efforts. These salesmen should have the desire to participate in management and earning big money. Reply in confidence. Box M-77, BROADCASTING.

First phone—Sales, announcing, helpful. KHIL, Willcox, Arizona.

Immediate opening for aggressive salesman who can do small amount of air work. Hard hitting 3 year old station with excellent listener acceptance. Located in vacationland with plenty of skiing, hunting and fishing. Send resume and photo. KVBR, Brainerd, Minnesota.

Grand Rapids, Michigan, MOR format, daytime, needs experienced local salesman. Draw against 15%. Good list, no house accounts. Send resume manager, WMAX.

Account executive, WMNI Radio, Columbus, Ohio. Exceptional opportunity for small or medium market manager to move into much higher earnings. Top ratings in a top market. Inquiries confidential.

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.

Announcers

Two experienced announcers. Straight board shift or combination announcer-newsman, announcer-salesman. Single station market northern Michigan lower peninsula resort area. Outstanding plant. Mobile equipment. Fulltime AM with FM automated. Resume and tape to Box L-75, 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.

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.

1st phone announcer for all night show at progressive, high power Maryland AM-FM station reaching the great Baltimore and Washington area. Contemporary/MOR. Network affiliate. Salary commensurate with ability. Opportunity unlimited. Send tape and resume to Box M-56, BROADCASTING.

Experienced announcer for Corpus Christi station. Box M-84, BROADCASTING.

Combo announcer-boardman with third endorsed for major market stereo FM station, needed by January 1st. Experienced only. No top forty, recent broadcast school grads or beginners. Strong news voices. Handle total segue format. No personality involved. Prefer those from NYC, Phila., area. Send audition tape and resume, 1st letter. Box M-103, BROADCASTING.

Top rated swinging middle of road. Big band, pop vocals (non-rock), 3 year minimum one station. Music image a must! Local news gathering helps. Network station located Southern Oregon. Photo, tape, resume. $450-500 depending on ability. Approx. 40 hours. Mature family man. Box M-117, BROADCASTING.

One of radio's fastest growing chains is in need of a good newsman to fill a vacancy at one of our stations. The man we want can write, gather, and report in an authoritative professional manner. Station 100 miles from N.Y.C. Box M-123, BROADCASTING.

Announcers—(Cont'd)

Give yourself a New Year's present. $7,500 annual starting salary with one of the nation's finest top 40 stations. Experienced professional dj's please. Box M-137, BROADCASTING.

Upstate New York announcer with third class ticket and endorsement. Afternoon shift with MOR station. Pleasant working conditions with other professionals. Salary and talent according to your ability. Please reply including your background, tape and salary history. Box M-141, BROADCASTING.

First phone-MOR announcer. Outstanding opportunity for capable man. Resume and tape.—Jack Chapman, KGAK, Gallup, New Mexico.

Experienced announcer with first class ticket for MOR station. Excellent pay and working conditions. Send complete resume with air check to: Manager KWBB, Box 486, Wichita, Kansas 67201

Top soul station in Houston needs soul jocks. Send tapes and resume to Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas.

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.

$130 for experienced, articulate afternoon drive-time DJ with first class ticket, talent, vocabulary and newscasting. No maintenance. Contemporary MOR adult programing. Modernly equipped and quartered WAZY-AM-FM in 100,000 Lafayette, Indiana, home of great Purdue University. Call PD Karl Anderson 474-1410.

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.

Immediate opening in top 50 market, northeastern Ohio morning man type with strong accent on personality. Serial possibilities. Salary open. Send tape to WCUE Radio. Inc., 424 Sackett Avenue, Akron, Ohio.

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.

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.

Leading Radio-TV operation has opening for topflight dj for radio, with some television if qualified. Send tape. WSAV Radio and Television, Savannah, Georgia.

Technical

Engineer for fulltime AM with automated FM. Short board shift. Excellent equipment. Midwest area. Resume and tape to Box L-76, BROADCASTING.

Chief Engineer. East of the Mississippi. Directional. $200 to start with scheduled increases. Box L-248, 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.

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.

1st ticket combination man. An opportunity for directional experience and run own music program. Beginning salary $135.00. Medium sized central Indiana town. Box M-127, BROADCASTING.

New south Texas FM station needs two engineers. Box M-130, BROADCASTING.

Well-qualified engineer needed by Corpus Christi station. M-131, BROADCASTING.

Looking for your first break as chief? Experienced first phone engineer needed to take charge of technical operation of 1 KW AM. No announcing. Contact Manager WALE, Fall River, Mass. 1-617-674-3535.

First phone engineer for transmitter. Willing to train beginner. WEAM, Arlington, Virginia.

Engineer for AM-FM operations with directional antenna experience. Liberal fringe benefits. Radio Station WEED, Rocky Mount, N. C.

NEWS

Major market opportunity for experienced deep voice, savvy newsman. Send tape, resume, salary. Box M-4, BROADCASTING.

Newsman-announcer needed by south Texas station. Box M-85, BROADCASTING.

Aggressive newsman MOR near New York City. First phone if possible, but not imperative. Box M-134, BROADCASTING.

Need one aggressive newsman and one jock for full time C&W station. Rush tape, resume and photo to: Don Register, KUSN, Howitt Bldg., St. Joseph, Missouri 64501.

Opportunity to work with award winning news department. Needed at once ambitious young man for fast paced news operation, experience in news gathering and writing helpful, but, not essential. Good future for right party. Send resume and photo to N. C. Milwee, WBHP Radio, P. O. Box 547, Huntsville, Alabama 35804. Phone 534-3521.

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

Wanted program director for fast-moving MOR format network station in Northeast Georgia college town. Must be able to assume music control, build smooth sound and develop active public service programing. Position open immediately. Box M-58, BROADCASTING.

Wanted—Program director for top Eastern market with provable first class track record. Must be familiar with every kind of radio from "talk" to top 40 and rhythm and blues. Excellent opportunity. Must be mature, be able to assume responsibility, and stand up under pressure in competitive market. Box M-70, BROADCASTING.

Traffic director, Los Angeles metropolitan station opportunity. Working and living conditions excellent. Forward resume to Box M-93, BROADCASTING.

Growing station needs full-time production man. New equipment to work with. Send sample of your production work, salary requirements and resume. Box M-122, BROADCASTING.

Major east coast market leader needs world's greatest production director. Must be creative, good-humored, serious, funny, sales-oriented, program-oriented, brilliant. No sopranos. Top dollar. Rush tape and resume to Box M-139, 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.

Production assistant wanted by midwest AM-FM educational stations. This is a beginning position for a young man with a B.A. level degree who has a sincere interest in educational radio production and announcing. Some background in classical music is necessary. Position is open now, but we'll wait for the right mid-year graduate. Starting salary is negotiable, but will be around $125 weekly. Send audition tape and resume. Donald Forsling, Associate Manager, WOI-AM-FM, Iowa State University, Ames, Iowa. An equal opportunity employer.

RADIO

Situations Wanted Management

Experienced general manager. 7 years radio. 1st phone. Available first of year. Box L-189, 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.

General management only—successful record as programer, proven as sales mgr. with a flair for creating new business. Now seeking first general mgr. position. The best of personal and professional references, N. C., S. C., or Va. only. $20,000 minimum. Will consider $15,000 with excellent potential. Box M-78, BROADCASTING.

Experienced, mature, general manager, air personality, two-way telephone show, equal experience in music show, news, copywriting. Box M-98, BROADCASTING.

Am presently with O&O in top ten market. Seek programing or management position in medium market. Stable, knowledgeable, mature. Box M-105, BROADCASTING.

Experienced successful general manager small to medium market in group operation desires medium market northeastern states. Thirteen years experience all phases broadcasting. College graduate, married, $20,000 minimum. Excellent references. Available Spring '68. Box M-106, BROADCASTING.

Attention Mr. Owner: Manager and program director team to run your station at a profit. Will consider any market. Thirty-four years combined experience. Box M-112, BROADCASTING.

Management—(Cont'd)

General manager—Broken all sales records, strong programing, promotions . . . top thirty markets only. . . Box M-113, BROADCASTING.

Wide experience as P. C., Newsman, D.J. Announcer, producer, etc. Now with net O&O. Interested in any management position with a future. Write Box M-150, BROADCASTING.

Sales

Salesman—Announcer—radio or television—seeks advancement. Salary and commission. Box M-121, BROADCASTING.

Announcers

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.

NFL and college football; college basketball, hockey and golf, 'AA' baseball. TV and radio studio and interview shows. College grad, family man, excellent references. Box L-233, BROADCASTING.

Strictly Top 40, less than year experience, want to learn "Good" production. 3rd, 24, veteran, Broadcast school grad. Box M-27, BROADCASTING.

Rock jock—afternoon drive time in 36th market—available contact Box M-36, 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.

Professional MOR and C&W personality first phone jock. Mature, presently employed. Available on 2 weeks notice. Box M-60, BROADCASTING.

Sportscaster, 5 years experience including NBA basketball. Desire baseball, football, or basketball play-by-play opportunity major market. Top references in business. Box M-62, BROADCASTING.

Salesman-announcer-first. Top Forty or country. Age: 40. Make offer. Box M-67, BROADCASTING.

Country disc jockey. First phone. Available with experience. Box M-68, BROADCASTING.

First phone experienced MOR announcer. No maintenance. Draft exempt. Prefer Florida. Box M-71, BROADCASTING.

Knowledgeable telephone-talker available for Los Angeles station. Box M-79, BROADCASTING.

First phone experienced chief engineer to repair, rebuild, and run proof on your equipment. Contract basis for maintenance, supplement for announcing, then you can go back to paper hangers. M-80, BROADCASTING.

Top 40 DJ, experience, bright, swinging sound. Third class license. Box M-91, BROADCASTING.

C&W DJ. Experienced in programing, production . . . copywriting and sales. Third endorsed, relocating for dry climate only. Box M-94, BROADCASTING.

Mature, experienced, top market air personality, long-time two-way telephone show, good interviewer, top voice. Will double in music show, news, copywriting. You name it, I've done it. Box M-99, BROADCASTING.

Experienced country DJ desires fulltime position. Willing to relocate. Box M-102, BROADCASTING.

Announcer-salesman. Experienced. Dependable. Available in January. Box M-108, BROADCASTING.

20 yrs. old Negro, college, experience, wants a start. Box M-109, BROADCASTING.

Announcers—(Cont'd)

Play-by-Play all sports—9 years radio—7 years TV. College graduate. Married, family. Looking for security. Box M-119, BROADCASTING.

Ready when you are! Bright, pleasant, 16 yrs. experience, all except play-by-play. Box M-125, BROADCASTING.

One year and half's experience. Some college. Third. Box M-128, BROADCASTING.

Authoritative newscaster DJ, announcer third class ticket, non-floater, family man. Jazz or popular music. Box M-143, BROADCASTING.

Good voice announcer, DJ, newscaster, athletic background, interested in play-by-play. Family man, no floater. Box M-144, BROADCASTING.

Negro DJ, good voice, 3rd phone, needs break. Willing worker. Box M-145, BROADCASTING.

Now staff announcer with Net O & O station. Desire to do challenging radio talk program. Experience as P. S. Write Box M-148, BROADCASTING.

First phone, married. Top 40, Straight five years experience. Medium, metro, market only. Excellent references. Bill. 218-722-8886. 741-2251.

Beginner announcer, Navy, retired—Available February. 3rd endorsed. Les Prough, 1316 4th Avenue South, Fort Dodge, Iowa. Call 515-573-4451.

Want Southern California. Experienced, first phone, BA. Chuck Dent, 1405 S. Main, Del Rio, Texas 78840.

Highly exp. anncr. with first phone. Also sharp production, crack copy, and programing experience. 312-491-1081.

High School boy looking for work in local Boston TV or Radio station. Willing worker. 3rd endorsed. Telephone anytime 617-289-4010.

Super worker: College graduate with some experience—MOR—Tom Coletto, 1578 Larchmont, Cleveland, Ohio 44110.

Technical

1st phone available January. Box L-191, BROADCASTING.

Experienced chief combo announcer/directional experience. Good airman. No junk stations. Box M-61, BROADCASTING.

Chief engineer—experienced construction-maintenance-AM/FM directionals. Proofs. Box M-107, BROADCASTING.

NEWS

News director in 100,000 market for four years. Looking for a move to larger city. Experienced in reporting, air work, administration. Journalism degree. Box M-101, BROADCASTING.

"Unhappy present major market. All phase newsman wants permanent relocation west/southwest. Married, college, Navy discharge. You get what you pay for. What type goods do you buy? Box M-110, BROADCASTING."

"News. Your station wants it: fast, factual, authoritative. Right? This goal needs direction. Right? This director, college graduate major market, seeks a challenge. You tell me how much I'm worth. Box M-111, BROADCASTING."

Newsman, DJ, 1st ticket, major market experience, married. 912-226-1240. Rick Randall.

Production—Programing, Others

Major market writer seeks to relocate on West Coast. You get creativity, imagination; I get artistic satisfaction. Ergo mutual benefits. Box M-74, BROADCASTING.

Sportscaster play-by-play, major college and or pro sports only . . . ten years. radio or TV . . . Box M-114, BROADCASTING.

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

One of the nation's first UHF-TV stations seeks sales manager. Unusual growth potential for experienced man. Mid-west location. Send resume, salary requirements to Box M-59, BROADCASTING.

Secretary. Take-charge girl needed to fill immediate opening in sales department of Washington, D. C. TV station. Excellent skills required and previous experience desirable. Salary commensurate to experience. Send resume to Box M-65, BROADCASTING.

Midwest TV. If you want outstanding local sales opportunity in UHF-TV, send resume to Box M-88, BROADCASTING.

We have opportunity in our local sales department for young man under 30. Will consider newspaper & radio experienced salesman. Excellent midwest all UHF market. Box M-116, BROADCASTING.

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.

One of the southwest's leading, group-owned VHF stations has opening for local Television time salesman. The right man will inherit large immediate billings and will have tremendous diversified future potential. Only aggressive, experienced sales person should apply. Send resume to TV Station, P. O. Box 612, Albuquerque, New Mexico 87103.

Announcers

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.

Midwest VHF, needs morning shift booth announcer. Will consider radio man looking for the chance to break into and learn all phases of TV, contact program director, KOMU-TV, Columbia, Mo., with full resume.

Technical

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.

Excellent opportunity for two TV transmitter engineers with Texas station. Box M-87, BROADCASTING.

First class engineer wanted for either TV studio or transmitter work in Iowa. Studio has all new RCA solid state color equipment. Transmitter is RCA TT50AH. This is a permanent position, and we desire someone with previous TV experience; however, we will consider applicant with radio experience who desires to break into TV. Contact Box M-97, BROADCASTING.

Maintenance chief with superior qualifications for Texas station. Box M-129, BROADCASTING.

First radio phone operator major midwest University Educational Radio Station. Box M-124, BROADCASTING.

Technical—(cont'd)

Assn't chief engineer needed for aggressive UHF station in Nation's Capital area. Must know all types of equipment and be able to take over supervision of engineering department functions. Good salary and opportunity for future advancement. Send resume and references to Box M-136. BROADCASTING.

Top maintenance engineer, installation experience necessary. UHF group has one operating, more building. Box M-140, BROADCASTING.

New England NBC affiliate. Chief engineer. Excellent salary. Call WATR-TV, 203-333-5551 collect.

Midwest—125 miles north of St. Louis; WGEM-TV & radio, NBC-ABC. Immediate opening 1st class engineer. Complete color, Union scale, paid vacation, profit sharing, retirement plan. Phone, write or wire: Jim Martens, Chief Engineer, AC 217-222-6840, Quincy, Ill.

Broadcast Technicians—Immediate openings at full color WOAI-Television, San Antonio, Texas, for an experienced TV control technician with a first class ticket. Good starting salary and excellent fringe benefits program. Send a complete confidential resume to Mr. Charles Jeffers, Director of Engineering, WOAI-TV, San Antonio, Texas. An Equal Opportunity Employer.

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.

Immediate opening for engineer with first class license to work at television transmitter. Call Glenn Bohlen, 319-234-4401. Waterloo, Iowa.

Permanent salaried position open for right man. Supervision and maintenance of transmitter plant including microwave system. Please send resume or call collect, Dave Chumley, Fargo, North Dakota, 701-237-5211.

Prestigious position available for experienced TV maintenance man for the new color facilities of the House of Representatives. Excellent salary. Send resume to W. W. Hartnett, Office of the Clerk, House of Representatives. Washington. D. C. 20515.

NEWS

Newsman with imagination to add to staff of news-oriented station. Assignments will include on-the-scene reporting in addition to writing and delivering newscasts. Station is also active in news features and public affairs programing. Familiarity with sports desired. Send photo, resume and salary requirements to Box M-64, BROADCASTING.

Anchorman spot now open in large midwest market. If you can film, write and deliver, send VTR and complete resume with first letter to Box M-95, BROADCASTING. Prompt answer, tapes returned.

TV newsman, experienced in writing, camera-operation & film editing. Capable of limited on-air work to join news operation in major market. Contact Luke Greene, WAII-TV, Atlanta, Georgia 30309.

Production—Programing, Others

Opportunity for alert, dependable Director, Texas resort city. Box M-86, BROADCASTING.

Audio man—Production and/or radio background for CBS fullcolor station in Illinois' second market. Should be familiar with simple audio board turntables, cart machines, music and mikes. Our production people run all phases of studio—cameras, lights, audio, switching and projection. Excellent chance for experienced audio and production man to advance to other areas of programing. Box M-118, BROADCASTING.

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.

TELEVISION—Situations Wanted

Management

Broadcast auditor for over three years seeks position in finance and/or sales. Age 35, single and willing to travel. Presently located in southern California. Box M-92, BROADCASTING.

Journ. Grad. 33, wide radio and TV experience in all areas but sales. Now net O & O announcer / weatherman. Desire position with chance for advancement. Write Box M-151, BROADCASTING.

Sales

Can be available Jan. 1. Seeking position as GSM or National SM. Best reputation and references. 10 years National rep, 6 years GSM top 50 market. Thorough knowledge all sales, station operation. Box M-69, BROADCASTING.

Are your TV sales down? Record-breaking local sales manager available February 1st. Looking for opportunity to grow in General Sales Manager position. 15 years in broadcasting, 10 with top national chain. Will relocate for opportunity. Box M-75, BROADCASTING.

Top salesman of ABC affiliate in the top 40 markets desires change with managerial chance. No managerial changes in present position in 11 years. Box M-115, BROADCASTING.

Announcer with Net O & O wants to move to sales. Wide experience. Write Box M-152, BROADCASTING.

Announcers

Young experienced television announcer wants to settle southern coastal USA or islands. Weather, booth, commercials, sports, news. Box M-66, BROADCASTING.

Now announcer/weatherman with net O & O in top five markets. Desire fulltime weather spots, host or news reporter. Work not booth boredom. Box M-149, BROADCASTING.

Technical

TV chief—20 years experience. Last 13 as chief of TV & AM operation. Will consider any interesting position in similar capacity, or equipment sales. Box M-73, BROADCASTING.

NEWS

Newsman. Thorough, experienced, professional. Presently editing two newscasts and airing one daily in sizable market. Want to join adequately staffed station in larger market. VTR, film. Box M-90, BROADCASTING.

Highly qualified TV newsman. General assignment and political reporting experience in major markets, includes Capitol Hill and White House. Phi Beta Kappa. Will consider U.S. or overseas location. Box M-138, BROADCASTING.

Weatherman/Announcer with net O & O want to move to news. Journ Grad. Box M-153, 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.

Trapped in major studio, Hollywood. Frustrated by union restrictions. Fed up with office politicians and nauseated by L.A. smog. Idea man for TV station with heavy schedule of locally produced film, live. tape shows. Ex-radio/TV news and sports director and salesman wants to return to Medium or Major Market where air is clean and people down-to-earth. Produce, write, direct, edit and sell. U.S. or Canada. Box M-76, BROADCASTING.

Creative CATV camera man.-Videotape operator available network color experience, draft deferred, R.C.A. grad. No small markets, please. Box M-142, 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.

New college in Palm Beach County needs complete black and white remote, including two video tape units—will give tax exemption and pay transportation—Thurl G. Campbell, 357 Marlborough Road, West Palm Beach, Florida, A/C 305, 833-0986.

TK 42 camera wanted in good condition. Box M-57, BROADCASTING.

DJ's and radio stations, top $$ paid, cash waiting, clean out your personal record library, LP's & 45's. Stereo King, 15 N. 13th St., Phila., Pa. Tel. Locust 7-6310.

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.**

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.

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.

Towers, new and used, erecting. Bill Angle —P. O. Box 55, Greenville, N. C. Telephone, 919-752-3040.

Available within 30 days, 4 Gates cartritape playback units and one Gates cartritape 11 record amplifier. 3 years old, complete package $1,000. Also Gates model M-6144 stereo limiter, 1½ years old, $700. All in new condition. WQIK, Jacksonville, Florida 32205, 904/354-4501.

10 KW FM transmitter—Westinghouse 3 KW and 10 KW units with Collins A 830-2 10 watt wide band exciter. Good for stereo. Extra tubes and parts. Available soon. Write to Box M-63, BROADCASTING.

For sale, a newly conditioned model SA 40 speech input console. This unit will meet factory specifications and is good for years of dependable service. The SA40 has eight service channels which can be used for either tape, turn tables or microphones. It's a bargain at $590.00.

Attention: TV & FM broadcasters. For sale —Blaw-Knox model #40 525 foot (40 pound), self-support tower with 72' mono pole. Write Min Com Co., 2625 Kennedy St., NE, Mpls. 55413. Call 336-5522. After 6 PM 473-5168.

Magencord model 1028 stereo tape machine with two plug-in output transformers. New July, 1967. Used six hours daily from July 17, 1967. Available January 20, 1968. WDMW/stereo, 321 Main, Menomonie, Wis., 54751.

FM Transmitters: Gates FM-10A (10-KW), includes SCA exciter and generator: excellent—$8,500. RCA BTF-5 (5-KW): excellent —$3,750. FM Antenna: RCA BTA-4A (4-Ring) broadband for SCA, 50-KW input rating. 96.3 MHz, can be retuned; excellent—$695. RCA 6166A transmitting tube, brand new, standard warranty—$695. Must move fast! John Ledbetter, Broadcast Engineering Services, Box 773, 10532 Stanford, Garden Grove, Calif. 92642. Phone: (714) 537-9502.

Equipment—(Cont'd)

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—Rust model 108D remote control unit and associated equipment, 24 metering positions. 1st cash offer over $1400, FOB, Dodge City, Kansas. Chuck Stark, Chief Engineer, KGNO, Dodge City.

Spotmaster portapak 1 cart players (10 of them), with batteries—$75.00 each. Sell new at $175. Fully guaranteed. Chicagoland Broadcasters, Inc., 2540 W. Peterson Avenue, Chicago 60645, 312-761-1800.

Towers-Towers-Towers: Two used 110' Windcharger — SS-AM guyed, self-supporting towers (installed in USA) for only $1,250.00 each. Nationwide Tower Construction, Inc., 948-5423, Jackson, Mississippi.

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.

Free sample of promotion idea for automobile dealer. John Kenworthy Enterprises, 920 Henley Place, Charlotte, North Carolina.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11299.

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.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! $3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

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.**

INSTRUCTIONS—(Cont'd)

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.

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 that 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.

Earnings up to $300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers-D.J.'s-newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

Workshop training in all phases of broadcasting: announcing and disc jockey techniques, writing, programing, production, news. Day or evening classes approved for veterans training. Instructors are real "pros" at nation's oldest broadcast school. Classes start Jan. 8; Feb. 5. National Academy of Broadcasting, 1404 New York Ave., N.W., Washington, D.C. 20005.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P.O. Box 7522, Milwaukee, Wisconsin 53222.

Six-week course for FCC first class license. Next class January 3rd. Guarantee and placement service provided. Signal Radio-TV Career School, 2314 Broadway, Denver 80205.

RADIO—Help Wanted

Production—Programing, Others

COPY GAL—CHICAGO

Unique broadcast time agency seeks the EXCEPTIONAL retail radio copywriter who can turn out a LARGE VOLUME of copy, while maintaining CREATIVITY. Must carry responsibilities well. Starting salary $8,000, plus benefits. Our rapid growth makes this a superb opportunity for the right career minded gal.

L. J. Gutter, Pres., Chicagoland Broadcasters, Inc., 2540 W. Peterson Ave., Chicago, Ill. 60645 (312)761-1800

RADIO—Help Wanted

You might be looking for a Sr. TV Producer . . . News Director . . . Station Mgr . . . Production/Programing Pro's . . . Sls/Mktg. Exec . . . For a full compliment of radio/TV Personnel . . .Kindly check with me for highly selective and discreet Listings.

BOB JORDAN
Archer East Associates
301 Madison Ave., N.Y. 17, N.Y.
(212) 986-7373

Management

MANAGER

for estab. station going Spanish in growing Northeast Spanish-speaking market. Heavy sales and promotion. Salary plus share of profits.

Box M-104, Broadcasting.

NEWS

NEWSMAN

Opportunity for young man with ambition and initiative in Florida situation. Send full resume to

Box M-135, Broadcasting.

Situations Wanted Management

SUCCESSFUL MANAGEMENT TEAM

Will undertake complete management for radio station with good potential. Willing to invest with right (option) to purchase either entirely or as partners. Principals only write:

"RADIO" SUITE 224
2940, N.E. 203 St., Miami 33160

TELEVISION—Help Wanted

NEWS

RADIO TO TELEVISION

Are you a radio News-announcer that wants to switch to television? Position requires handsome personality for live week-end news and some commercials. Air resume, tape and photo to

Box M-48, BROADCASTING.

Technical

FLORIDA BECKONS

TRANSMITTER AND STUDIO ENGINEERS NEEDED!

Wonderful Opportunity
Send Resume to:
Box L-255 BROADCASTING

Do you feel you're qualified to step up to a Chief Engineer's job?

Send qualifications to C. H. Balding, Manager KXII-TV, Box 1175, Sherman, Texas.

TELEVISION

Help Wanted—Technical

Continued

TV EQUIPMENT SALES ENGINEERS

Central Dynamics Corp. has openings on the West Coast and the Chicago area for two experienced TV equipment sales engineers. Liberal salary, expenses and incentive plan. Relocation if necessary.

Please send resume and salary requirements, or call collect, to:

James Landy
Central Dynamics Corp.
903 Main Street
Cambridge, Mass.
(617) 547-1600

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Announcers

EXCELLENT OPPORTUNITY FOR PROFESSIONAL TV ANNOUNCER READY TO MOVE UP

Nashville's oldest television station is expanding and looking for a young announcer (25-35). Position requires on-air work in news, weather and sports, along with staff booth work. Applicant must possess experience in all phases of on-air television broadcasting. For the right man this is a chance to grow with an outstanding major market in the Central South.

WSM-TV
Nashville Market
Send VTR and resume to
AL VOECKS, Box 100,
Nashville, Tennessee 37202

MISCELLANEOUS

SENIOR BOWL

RADIO COVERAGE AVAILABLE

January 6, 1968 . . . 1 p.m. C.S.T.

For details . . . write or wire:

Chuck Gilmore, P. O. Box 1669, Pensacola, Fla. 32503
Area Code 904-456-5751.

Management

STATION MANAGER

Metropolitan Southeastern market. Need strong number 2 man now ready for full management responsibility including budgeting, expense control, sales leadership. If you have the ability and experience to move up, here's the chance to show your stuff. All replies held confidential.

Box M-100, Broadcasting.

GENERAL MANAGER

International television consultant is seeking experienced broadcasters for projects overseas.

Minimum experience must include several years of television station management, including getting station on air.

Challenging opportunity with salary and allowances commensurate with positions.

Box M-154, Broadcasting

Employment Service

THE AMPS AGENCY

BY BROADCASTERS • FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programing, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

★ THE AMPS AGENCY ★
All Media Placement Service
3924 Wilshire Blvd. Los Angeles, Calif.
Telephone DU 8-3116

Employment Service

Continued

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

FOR SALE—Equipment

REMOTE TRAILER

18' radio remote trailer—picture windows on 3 sides, air-conditioned, gas heat, carpet, lighted signs front and back

Northern Michigan $795
Area Code 906 341-2024.

FOR SALE—Stations

FM STATION CLASS B

Good northeast market
$145,000—29% down
P. O. Box 72
Waban, Mass. 02168

SOUTHWEST OHIO

50 kw FM. Serving Cincinnati-Dayton metro area. Adult format, established facility. Will accept offers to purchase.

Box M-120, Broadcasting.

LOWER MICHIGAN

500 WATT DAYTIMER
with CATV FRANCHISE

Highly accepted station in rich county. Good staff, excellent future. $130,000 cash, or terms. Principals only.

Box M-132, Broadcasting

FOR SALE—Stations

Continued

COUNTRY & WESTERN STATION

No. 1 in area. Good potential. Good Gross at present. 1½ years old. Must sell due to health. 505-885-2179.

WHY BUY AN FM?

Build your own!

Dozens of unassigned frequencies, class A, B and C. Many states. Can operate for as little as $1,000 mo. with revenue potential $4,500. mo.

You show FCC your liquid strength of only $20,000. We do all the work for reasonable fee or share of equity.

TNI, Suite 202, 1616 Victory Blvd.,
Glendale, Calif. 91201
213-246-4874—eve.:213-767-9682.

N.W.	medium	daytime	$ 55M	terms
N.E.	medium	daytime	150M	nego.
M.W.	medium	daytime	200M	$70M
Gulf	metro	daytime	175M	terms
South	major	daytime	165M	29%

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Confidential Listings
RADIO—TV—CATV
N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

NEED HELP?

Your ad here . . .

gives you nationwide display

For Rates Contact:

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 67)
Television Cable and Bluefield Cable Corp.) CATV proceeding. Scheduled certain procedural dates with hearing to be held Dec. 19 (Doc. 17469). on Nov. 30 in Peoria-Peoria Heights and Bartonville, Ill. (General Electric Cablevision Corp.) CATV proceeding, granted petition by General Electric and modified certain procedural dates with hearing to be continued from Jan. 15, 1968 to Feb. 19, 1968 (Docs. 17144, 17155). On Dec. 5 in Bluefield, W. Va. (Bluefield Television Cable and Bluefield Cable Corp.) CATV proceeding, granted request by Bluefield and WCYB-TV and ordered that schedule directed in statement and order of Nov. 29, including hearing of Dec. 19, be cancelled; and scheduled further prehearing conference for Jan. 10, 1968 at 9:30 a.m. (Doc. 17469).

Ownership changes

APPLICATIONS

KGEE-AM-FM Bakersfield, Calif.—Seeks transfer of control from Carl E. Haymond (86.6% before, none after) to Carl E. Haymond, trustee (none before, 86.6% after). Ann. Nov. 30.

WEBY Milton, Fla.—Seeks assignment of license from Clayton W. Mapoles tr/as Milton Broadcasting Co., to Hazel Carolyn Mapoles. Principal: Mrs. Mapoles is 49% owner of ladies' ready-to-wear shop. Consideration $1. Ann. Nov. 30.

WJCM Sebring, Fla.—Seeks transfer of control from James O. Blackman, Howard C. Johnson and Robert D. Ortt to Cosmopolitan Communicators Group Inc. Principals: Bill D. Ross, president (54.8%) et al. Mr. Ross is assistant to vice president, public relations, International Paper Co. Cosmopolitan recently acquired WJBS Deland, Fla. Consideration $60,000. Ann. Nov. 30.

WPAS Zephyrhills, Fla.—Seeks assignment of license from Paul Lasobik to Robert A. Artabasy for $49,000. Principal: Mr. Artabasy is president of Art Advertising Co., Plymouth, Wisc. Ann. Nov. 29.

WEED-AM-FM Rocky Mount, N. C.—Seeks assignment of license from William Avera Wynne to Radio Station WEED Inc. Principals: Mr. Wynne (99.97%) and family. Ann. Nov. 30.

ACTIONS

KAIR Tucson, Ariz.—Broadcast Bureau granted assignment of license from KAIR Broadcasting Inc. to Number One Radio for $150,000. Principals: Edwin G. Richter Jr., president (28%), Frank Kalil, vice president (11%). H. Lee Druckman, secretary-treasurer (28%) et al. Mr. Richter is vice president of R. C. Crisler and Co., radio-TV brokers in Tucson; president, director and 25% stockholder of WYTV(TV) Youngstown, Ohio; president, director and 20% stockholder in WEHT Evansville, Ind., and president, director and 20% stockholder of KGUN-TV Tucson, Ariz. Mr. Kalil is radio announcer with KTKT Tucson, Ariz. Mr. Druckman is president of Trans-Video Corp., CATV and 40% owner of real estate investments. Action Nov. 29.

■ Commission has granted application by James H. Gray to give up, voluntarily, legal control of Gray Communications Systems Inc. in order to consolidate Mr. Gray's estate and to help finance purchases of KTVE(TV) El Dorado, Ark. Mr. Gray, who will continue to have actual control of Gray Communications Systems, proposes to sell corporation's stock to public. Sale will reduce his stock ownership in corporation from 81.5% to 42% interest. More than 50% will remain under control of present stockholders, and no member of public would hold over 1%. Gray Communications Systems, is licensee of WJHG-TV Panama City, Fla. and WALB-TV Albany, Ga., and operates *Albany Herald*, only daily newspaper in Albany, Ga. Also granted was application for transfer of control of KTVE Inc., licensee of KTVE(TV) El Dorado, Ark., from Fuqua National Inc. to Gray Communications Systems Inc. for $3,250,000. Action by commission Dec. 4. Commissioners Hyde (chairman), Lee, Cox, Loevinger and Johnson, with Commissioner Bartley dissenting.

WEDR(FM) Miami, Fla.—Broadcast Bureau granted voluntary transfer of control from E. D. Rivers Jr., executor of estate of E. D. Rivers Sr., deceased, to E. D. Rivers Jr and Marie Bie Rivers, guardians of their five minor children: E. D. Rivers III, Rex B., Marie Kells, Lucille L. and Georgia Rivers. Action Nov. 29.

WGGA Gainesville, Ga.—Broadcast Bureau granted transfer of 99.74% of outstanding voting stock from Charles Smithgall to Radio Station WGGA Inc. for $427,300. Principal: James L. Kirk II, president (100%). Mr. Kirk is majority stockholder in KVOL Lafayette, La., is certified public accountant, owns real estate and is majority stockholder in Southern Melody Inc., franchised Muzak operation. Action Nov. 30.

WJIL Jacksonville, Ill.—Broadcast Bureau granted transfer of control from E. G. and Mildred Wenrick, Harold and Lorita Fleck and M. E. Luehrs to B. D. Hunter. Consideration $100,000. Action Nov. 30.

■ **WAIV(FM)** Indianapolis—FCC granted transfer of control of Calojay Enterprises Inc. from Dr. Carl W. Godzeski, Dr. F. Bruce Peck Jr., Dr. Robert E. Shipley, Messrs. Stephen A. Free, Frank P. Thomas, Norbert Neuss and Kenneth J. Lawless Jr. (all stockholders) to Indianapolis Radio Corp. Indianapolis Radio Corp. plans to make complete change in present programing format. Where former ownership programed primarily classical music, Indianapolis plans to have rhythm and blues format and programing will be devoted to serving needs of Negro population. Station will be only one in Indianapolis devoting 100% of its program schedule to Negro population. Stock was transferred for $85,000. Individuals, officers and directors are Frank P. Lloyd, president (15.7%); Thomas Mathis, vice president (10.2%); Francis J. Feeney Jr., secretary-treasurer (1.5%); James W. Beatty (15.1%); John Chittenden (10.2%); John J. Dillon (7.3%); Patrick E. Chavis Jr. (7.3%); Paul F. Cantwell (14.6%); Anthony M. Maio (7.3%); John Hesseldenz (7.3%), and Patricia Welch (3.6%). Action by commission Dec. 6. Commissioners Hyde (chairman), Bartley, Lee, Loevinger and Wadsworth, with Commissioner Cox abstaining from voting, and Commissioner Johnson concurring and issuing statement.

KATC(TV) Lafayette, La.—Broadcast Bureau granted transfer of control from Mrs. Paul H. (Frances T.) Kurzweg Jr. et al., voting trustees to Mr. Paul H. (Frances T.) Kurzweg Jr. et al. stockholders. Transaction is transfer of voting rights from voting trustees back to stockholders. Voting rights involve 158,858 shares of 210,000 shares of issued and outstanding common. No monetary consideration. Action Nov. 29.

WHYZ Greenville, S. C.—Broadcast Bureau granted assignment of license from Maximum Power Radio Inc. to E. S. Lowe Media Inc. for $356,150. Principals: Edwin S. Lowe, president and treasurer (85%) and Beverly M. Middleton, executive vice president (15%). Mr. Lowe owns toy and games manufacturing company, import company, real estate management and advertising company, builders and hotel operation and brokerage, all in New York. Mr. Middleton is supervisor of public information for Department of Motor Vehicles in Washington and is former broadcaster. Applicant requests waiver of Sec. 1.597 of FCC rules. Action Nov. 29.

KLME Laramie, Wyo.—Broadcast Bureau granted transfer of control from Leslie P. Ware to Marlin T. Obie, John G. French and William W. Utton (each 33⅓%). Mr. Obie is 50.08% owner, president and director of KRAD East Grand Forks, and 50% owner of KRWB Roseau, both Minnesota. Mr. French is 49% owner, vice president and director of KRAD. Mr. Utton is sales manager of KRAD. Consideration $55,176. Action Nov. 29.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Dec. 6. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■Indicates franchise has been granted.

Marin county, Calif.—Tele-Vue Systems Inc. (multiple CATV owner) has requested permission to raise monthly rates from $5 to $6.50. The firm proposes to replace overhead lines with underground cable.

Palatka, Fla.—Entron Inc., Silver Spring, Md., CATV equipment manufacturer, has been awarded a $250,000 contract to install CATV system, which will carry 12 channels and serve a potential 5,000 subscribers. Initial stage of construction will include more than 49 miles of plant, which is expected to be completed by mid-February 1968.

Plymouth, Ind.—United Transmission Inc. (multiple CATV owner) has applied for a nonexclusive franchise.

Andover, Mass.—Greater Lawrence Community Antenna Inc. and Cablevision Corp. of America (multiple CATV owner), have each applied for a franchise.

Fall River, Mass.—The Outlet Co., Providence, R. I.; National Cablevision Inc., Boston (multiple CATV owner); Cablevision Corp. of America, Boston (multiple CATV owner) d/b as Fall River Cablevision Inc.; WGAL-TV Inc., group broadcaster and licensee of WTEV(TV) New Bedford and Full Channel TV Inc., Providence, have each applied for a franchise.

Haverhill, Mass.—Stan-Fran Corp., Haverhill, Cablevision Corp. of America, Boston (multiple CATV owner), National Cablevision, Boston (multiple CATV owner), and Yankee Cable TV Co. Inc. have each applied for a franchise.

Leominster, Mass.—Montachusett Cable TV has applied for a franchise. Installation fee and monthly service charge would run $10 and $4.95 respectively. Firm has system operating in Fitchburg.

North Andover, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), and Greater Lawrence Community Television Antenna Co. have each applied for a franchise.

■ **Newburyport, Mass.**—National Cablevision Inc., Boston (multiple CATV owner), has been granted a franchise.

■ **Breckenridge, Minn.** — Riedel Enterprises (multiple CATV owner) has been granted a franchise by a referendum vote of 527 to 320. System will carry six channels and serve 3,000 potential subscribers.

■ **Bloomingdale, N. J.**—Ringwood TV Cable Corp., Wanaque, has been granted an exclusive 25-year franchise. Installation fee and monthly service charge will be $15.00 and $5.00, respectively. The firm will allocate 4% of its gross revenues to the city and offer a 12-channel system.

Wanaque, N. J.—Associated Enterprises Inc., New Brunswick and Ringwood TV Cable Co., Ringwood, have each applied for a franchise. Associated Enterprises would charge $10 for installation and $4.95 for monthly service. Borough would receive 5% of annual gross revenue or $1,000 yearly, whichever is greater. Ringwood Cable TV Inc. would receive $15 for installation and $5 for monthly service. Borough would receive 4% of annual gross revenue. Ringwood holds franchise for Bloomingdale, N. J. (see above).

■ **Aztec, N. M.**—Televents of New Mexico (multiple CATV owner) has been granted a franchise.

Amherst, N. Y.—Frontier Television Inc., Dynamic Broadcasting Co., group broadcaster and licensee of WUFO Amherst, and Courier Cable Co. have each applied for a franchise.

Warren, N. Y.—Joseph W. Taylor, Ashtabula, Ohio, has applied for a franchise. Installation would be free and monthly service would run $5. Mr. Taylor has systems operating in Altoona, Ridgeway and Salamanca, all New York.

■ **Henderson, N. C.**—Henderson Community Antenna TV Inc. has been granted a nonexclusive franchise providing the town with a guaranteed percentage of gross receipts beginning at 5½% and increasing to 8% over a 10-year period.

Wadesboro, N. C.—Anson Cablevision Inc. has applied for a franchise. Town would receive 5% of annual gross revenue.

Winston-Salem, N. C.—Crescent Cablevision Co. has applied for a franchise.

Xenia, Ohio—Xenia Cable TV Inc. has bought franchises from Baker Broadcasters Inc. (WGIC and WBZI[FM] for Xenia and Xenia Twp. Price was undisclosed. Xenia Cable is principally owned by Herbert W. Hobler (WHWH Princeton, N. J.). Baker will operate the "local" service channel.

■ **Athens, Pa.**—Valley TV Cable Co. (multiple CATV owner) has been granted a 20-year franchise.

Waverly Village, Pa.—Valley TV Cable Co., Sayre (multiple CATV owner) has applied for a franchise. Installation and monthly rates would be $19.95 and $4.50, respectively. Firm offers a 12-channel system.

Galveston, Tex. — Galveston Cablevision Inc. has applied for a franchise. Maximum monthly service charge would run $5.95. Installation fee was not reported.

Morton, Wash.—Mike Fairhart has applied for a franchise.

Designer of distinction at Gardner

THE "distinctive difference" that Gardner Advertising has instilled into many successful broadcast campaigns for clients is the no-secret ingredient that has helped Gardner also grow.

It's no secret, least of all, to Charles E. Claggett, who for many years has stressed this creative quality at every level of Gardner, a discipline that has enabled the St. Louis-based agency to grow into the international advertising and marketing instrument it is today. But the muscles and minds that have been exercising this creative discipline are not the tensed Madison Avenue type—even in Gardner's New York office.

Worldwide in vision but grass-roots St. Louis in temperament—such are the qualities combined in Mr. Claggett, who since last March has been chairman of the agency's executive committee. For more than a dozen years before that Mr. Claggett had served successively as president, board chairman and chief executive officer, a period in which the agency's billings more than trebled and its thrust into international marketing developed.

Gardner today, apart from its three domestic offices (including Hollywood), through Intergard, its international division, operates in London; Brussels; Rome; Paris; Amsterdam, the Netherlands; Milan, Italy, and Dusseldorf, West Germany. Other offices will soon open in Barcelona, Spain, and the Scandinavian countries, Mr. Claggett says, adding that all are or will be as broadcast active as local conditions and the needs of the accounts permit.

Broadcast Accounts ▪ Presently Gardner puts nearly $125 million of its clients' money into television and radio, representing more than 40% of the agency's total billing. Among the broadcast accounts are Ralston Purina; Pet Inc.; American Tobacco (chiefly TV-active Roi-Tan); Alitalia Air Lines; Anheuser Busch (Busch Bavarian beer); Bissell Inc.; A & P; Sun Ray oil; Southwestern Bell Telephone, and Joe Lowe (popsicles).

Although no apologist for whatever is mediocre or in poor taste in advertising generally or in TV specifically, Mr. Claggett does have real sympathy for the creative problems of the business, especially as seen in television. His early experiences in developing, writing and producing the very successful *Tom Mix Show* for Ralston three decades ago, plus many other radio network programs, gave him an insight into the creative demands of production, be it the commercial or program vehicle.

In those early days, Mr. Claggett recalls, many advertisers were manufacturing oriented and expected their agencies to sell products because they were there to be sold, not because anybody may have wanted them. Gardner today though, he adds, is blessed with many marketing-oriented clients who first find out what people want and then proceed to make it and market it—with Gardner's help, of course.

Mr. Claggett is proud of Gardner's record as a "marketing agency," a role he describes as being much more than just an advertising agency. These expanded functions include conceiving new products and aiding clients to do so, market research, product testing, packaging and other sales-related elements. One well-known example in recent years was the heavily TV-supported introduction of Purina Dog Chow. Another: Pet's Sego, a belated but most successful competitive answer to Metrecal.

WEEK'S PROFILE

Charles Evans Claggett — chairman of the executive committee and director, Gardner Advertising Co., St. Louis; b. March 23, 1908, Jefferson City, Mo., and reared in St. Louis; A.B. degree, 1931, Princeton University; sports and feature correspondent during college years for "St. Louis Globe Democrat"; joined Gardner in 1931 as copywriter, forming agency's radio department in 1934; wrote scripts and commercials as well as creating many early radio network programs; switched to client service and administration after decade as broadcast director; elected VP, 1942, member of board, 1950, named president of Gardner, 1955, and added title of board chairman in 1959; elevated to chairman and chief executive officer in 1964; named executive-committee chairman in March 1967; director—The Advertising Council; 1966 chairman, central region, American Association of Advertising Agencies; director of many civic and local organizations including Better Business Bureau; m. Blanche Fischel of St. Louis Jan. 23, 1947; children—Charles E. Jr., 19; Thomas, 16, Dan, 15, and Blanche, 13; hobbies—watching TV, hunting.

Mr. Claggett has a keen interest in the latest technical advances that concern media or the functioning of an agency. Gardner began adapting to computer operations at an early stage, he relates, and recently studied community antenna television but decided not to acquire an interest at this time.

Long active in the American Association of Advertising Agencies, Mr. Claggett observes that criticism of advertising continues to be a concern. He recently had Gardner's research staff interview university students and found a resentment toward any advertising in which they thought any manipulation might be intended.

To stop government inroads he would like to see a top-level commission appointed by the President with the help of the AAAA to objectively explore the alleged weaknesses of advertising.

Mr. Claggett points out that the broad education and sophistication of the modern consumer serves to automatically short circuit any improper advertising, unintentional or otherwise.

Final Judge ▪ "It is the consumer who decides our success or failure," Mr. Claggett explains. "If he rejects our advertising, considers it false, misleading or insulting to his intelligence," he says, "we have failed not only in our obligation to him but in our principal duty to the advertiser who employs us."

For this reason Mr. Claggett considers that industry codes are fine but may not be enough. They must be supplemented by a set of personal philosophical and moral criteria to better guide ethical judgment in the creative function.

His basis for self-questioning in this respect rests on the premise that as individuals our reason for being is to serve others. Thus any campaign can be judged by asking: "Is what we are proposing serving others—or exploiting them?"

Creativity to Mr. Claggett doesn't depend on age, gender or locale. "It does depend on an inquiring mind, high energy and the desire to dig deep and think hard," he says, and "it takes lots of self-discipline, will power and the ability to penetrate to the depths of a problem and not be satisfied with an easy solution."

Mr. Claggett dislikes sounding preachy about it all. Perhaps it's his quiet enthusiasm and optimism that makes the "distinctive difference."

Fair play on fairness

THE Supreme Court's acceptance last week of the Red Lion attack on the constitutionality of the FCC's fairness doctrine could not have come at a more awkward moment. Red Lion has reached the highest court while other cases of more substance await hearing in a court below.

Red Lion involves a relatively narrow ruling on a single fairness matter. The other cases, initiated variously by the Radio Television News Directors Association, CBS and NBC, are attacks on a broader front against the FCC's recently adopted rules governing political editorializing and personal attacks. Court reviews of the broader appeals promise to make more definitive law than is likely to come in a Red Lion decision.

Tactically, the hard-line regulators at the FCC are probably pleased by the circumstances. If they can win the Red Lion case in the Supreme Court, their defense will be made easier in the larger cases that are now before the U. S. circuit court in Chicago.

But in the public interest the FCC ought to cooperate in a request to the Supreme Court to defer action on Red Lion until the appellate court acts on the other cases. If the FCC is so sure of its constitutional position, it ought to be willing to test it under optimum conditions.

The nitty-gritty

THE number-one problem now facing television broadcasters is no less than the problem of survival. The broadcasters are confronted by a powerful and growing array of forces who would take television (and FM) off the airwaves and put it on cable. And these forces have just enough logic on their side to make a strong case among politicians who have relatively little knowledge of communications.

If any broadcaster is still inclined to regard his position as invulnerable and his frequency assignment as permanent, he is foolishly underestimating the economic and political power of such organizations as AT&T and General Motors. Some of the biggest corporations in the country are now engaged in the pursuit of more frequencies for land-mobile radio services, and it makes no private difference to them whether television is delivered through the radio spectrum or through somebody's wire.

The lead story in this publication last week described the findings of the FCC-sponsored Advisory Committee for the Land Mobile Radio Services. That committee, with a membership encompassing government and huge private interests, concluded that there was an immediate need for more frequencies for mobile radio. The committee report also contained a recommendation that serious consideration be given to the reallocation of all television channels in the spectrum to land-mobile and other services and the creation of a television-distribution system by cable.

There are, of course, good answers to all the arguments advanced by the FCC's committee and the land-mobile propagandists, not the least of them being that the American public now receives television at no cost except that of its sets and would have to pay for the installation and maintenance of a cable-delivery system. Also there are serious imperfections in the case that the land-mobile interests are making for themselves, not the least of them being that the reallocation of spectrum from television to land mobile would be a diversion from a use that clearly benefits the general public to a use that would be only to the private benefit of companies wishing to maintain their own communications systems.

As to the latter, the land-mobile interests make much of the need of police and other public services for more land-mobile radio space, and indeed they have a point—up to a point. But the legitimate needs of police and fire departments could easily be met without a significant reallocation. What is crowding the land-mobile frequencies is all the private traffic of commercial enterprises that operate their own radio networks within plants, or plant to plant, or plant to vehicle.

So there is a strong case to be made for the retention of the spectrum space now occupied by television—which is providing a wider range of entertainment and information to the American public than any civilization has ever seen before. But who is to make the case?

This week the National Association of Broadcasters' Future of Television Committee meets in Miami. It will have plenty to talk about, and if it is to justify its name, it ought to emerge with specific recommendations for action by the association that created it.

Better dead than read

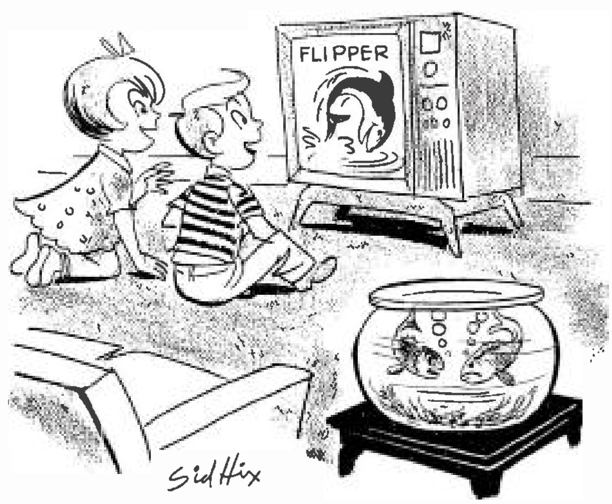
MOST research studies never see daylight. They are for internal use, to improve service, product or sales.

Two years ago the National Association of Broadcasters commissioned an over-all study by the National Opinion and Research Center of the University of Chicago for guidance of its then new president, Vincent Wasilewski. He has used parts of it as he intended—in public utterances and in recasting the NAB structure itself.

During the last fortnight there appeared in trade prints a story on that portion of the study related to audience reaction to commercials. Because of the manner in which it was used—or misused—it gave commercial TV a black eye and NAB a bloody nose. It played into the hands of the opposition at an inopportune time.

Questions can be raised whether it was appropriate for the NAB to have engaged in that kind of research at all. Having done so, should it have suppressed the survey when it was timely?

Two years later the study was leaked or purloined. In politics, last week's poll is outdated. In commercial broadcasting, a poll that reflects unfavorably on public attitudes becomes dateless.



Drawn for BROADCASTING by Sid Hix

"We won't get any attention around here until that show-off gets off the air!"

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

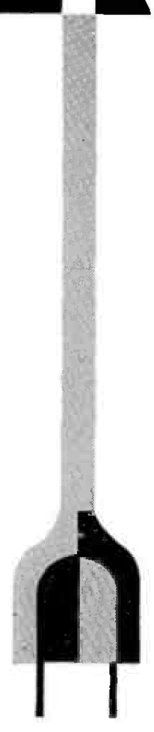
One thing certain about the better home of tomorrow is that it will be even more electric.

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

It's significant that today the U. S. A. is by far the most electric nation in the world—and the best place in the world to live.

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

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



The people at your
Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, New York, N. Y. 10020

An asphalt pavement under this wasteland could help free the world from the threat of famine.

(The steels are ready whenever you are)

Two feet below this useless land, a layer of ordinary asphalt one-eighth inch thin could help produce a greatly increased crop yield.

The underlying pavement of asphalt traps rainwater that would ordinarily drain away. This keeps the surface soil moist and much more productive.

Widespread use of asphalt-layered soil could, with a newly developed strain of stiff rice plants, double the acreage of Southeast Asia's paddy fields and boost output 2,600 percent! Experiments indicate that half-starved countries could be free of the threat of famine.

Worldwide application of this asphalt-barrier technique would require large-scale development of the special farm machinery needed to lift a two-foot-thick strip of earth, spray liquid asphalt underneath, and then let the soil settle back. With more acreage of formerly unusable land, production of the many types of highly efficient farm machinery would have to be increased beyond estimation.

The new asphalt-barrier technique will require tougher, more durable steels to do this precision job. Republic has anticipated the future needs for all kinds of improved farm equipment. Just as we have for a full line of tubular products with a new maximum dependability for the petroleum industry, refiners of asphalt. These rugged, new steels will be ready when needed.

At this moment, the long reach of steel from Republic is probing into areas wherever man's imagination needs it – from beneath the land to beyond the moon, from the heartbeat of man to the drumbeat of defense. Republic Steel Corporation, Cleveland, Ohio 44101.

Steel

You Can Take the Pulse of Progress at

REPUBLIC STEEL

CLEVELAND OHIO 44101