

CONCORDIA COLLEGE
C. B. YLVISAKER LIB.
MOORHEAD, MN

TO EXP 12/8
56560

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC's AM freeze stuns broadcasters. p19
Special report: spectrum and allocations. p22
New retail dollars for spot radio, TV. p32
Radio networks show solid growth. p34

CARL B. YLVISAKER
LIBRARY
7/23

COMPLETE INDEX PAGE 7

Volume 13 Bandwagon... Rolling Coast-to-Coast!



Why WFAA-TV, Dallas/Ft. Worth
Bought Warner Bros.-Seven Arts'

VOLUME 13

30 Extraordinary Motion Pictures
(22 in Color)

All First Run Off-Network

With the phenomenal audience reaction to movies on television, it becomes increasingly important for the station operator to evaluate his movie product under contract and examine all new features available. In our considered opinion Warner Bros.-Seven Arts' Volume 13 will maintain the quality programming image built up by WFAA-TV over the years. This new Volume affords a "budgeting" in any time period, be it prime time or otherwise.



Mike Shapiro
General Manager
WFAA-TV

Why WBNS-TV, Columbus has bought
503 "Films of the 50's and 60's"
(281 in Color) including

VOLUMES 11, 12 & 13

WBNS-TV, Channel 10, has long been Central Ohio's biggest movie house and our fine bulls are treated to some

21 WEEKLY LOCAL MOVIES

Our film library of more than 2000 titles is key-stoned by Warner Bros.-Seven Arts' features including the station's latest, greatest buy, Volumes 11, 12 and 13. WBNS-TV made this purchase to add to its Volumes 1, 2, 3, 9 and 10 to insure for our advertisers continued top ratings for these local feature time slots.

SUNDAY THEATRE
ARMCHAIR THEATRE: CHILLER (Sun) 5:00 P.M.
BIG JO THEATRE (Mon-Fri.) 11:30 P.M.
THE EARLY SHOW (Mon-Fri.) 9:30 A.M.
ACTION, mystery, adventure
ARMCHAIR THEATRE (Mon-Thurs) 11:30 P.M.
WBNS-TV THURSDAY NIGHT MOVIE 9:00 P.M.
MOVIE MYSTERY OF THE WEEK (Fri.) 11:30 P.M.
FAMILY THEATRE (Sat) 9:00 A.M.
SATURDAY THEATRE 5:00 P.M.
CHANNEL 10 THEATRE (Sat) 11:30 P.M.



JUNE 20 AT 4:30 P.M.
JOHNNY DARK
(VOLUME 9)

Why KETV, Omaha has bought
12 "Films of the 50's and 60's"
50 in Color) including

VOLUMES 12 & 13

colorful KETV programs

18 WEEKLY LOCAL MOVIES

prime and fringe time:

THE EARLY SHOW (Mon-Fri.) 3:30 P.M.
MOVIE MASTERPIECE (Tue-Sun) 10:15 P.M.
THE LATE SHOW (Mon-Sat) 11:45 P.M.
THE WEDNESDAY NIGHT MOVIE 8:00 P.M.



William H. James
President and
General Manager KETV

Obviously, we obviously must maintain the high and quality of our feature film programming in this area. By adding these new volumes, we are able to add to our already outstanding Warner Bros.-Seven Arts' collection of Volume 13.

Why WAGA-TV, Atlanta **TV5 waga5**
has bought Warner Bros.-Seven Arts'

VOLUMES 12 & 13

Atlanta audiences have shown strong preferences for feature films since WAGA-TV began telecasting in 1949. And, especially during the past two years, the strength of features has become more apparent and more important in each of our 9 locally programmed movie time periods.

Obviously, we must have excellent product to program our Mon-Sat late movie at 11:30 P.M., two Sunday features at 4:30 and 11:45 P.M., and our Wednesday evening CINEMA '58 at 7:30 P.M. That's why we previously acquired Volume 9, and have just signed for Volumes 12 and 13 (a total of 297 Warner Bros.-Seven Arts' Films of the 50's and 60's).



M. J. Buddy Ray
General Manager WAGA-TV

Why KGMB-TV, Honolulu, has bought
760 "Films of the 50's and 60's"
(400 in color) including Volumes
1-A, 2-A, 1, 2, 3, 7, 8, 9, 10, 11, 12 &

VOLUME 13

KGMB-TV was a weak third in the Honolulu market in 1965. Today, we are a strong Number One and feature films must receive major credit for our success. Warner Bros.-Seven Arts' Films of the 50's and 60's have been indispensable in programming our

22 WEEKLY LOCAL MOVIES

highlighted Prime Time Double Features on Monday and Saturday.

And our "Lunchtime Movie" on Saturday evenings at 11:30 P.M. has become a great hit and a tremendous success.



Bill H. Mette
President and
General Manager KGMB-TV



WARNER BROS.-SEVEN ARTS

NEW YORK • CHICAGO • DALLAS • LOS ANGELES • HONOLULU

DEPENDABLE WORKER seeks radio/ty employment. Will start on time every time, 24 hours a day, 7 days a week. As little as \$50 a month. Easy to maintain; with proper handling will work for your station indefinitely. Call your Ampex distributor or our world headquarters: (415) 367-4400. I could be earning money for you next week. Ampex AG-440. Photo and credentials attached.

Front mounted electronics are easy to service Plug-in modules help you keep down-time to a minimum with instant replacement from the front. Maintenance is fast and simple. All setup adjustments are made from the front.

Possible transport components down-time The AG-440's time-
en, trouble-free transport is
% accessible for easy service—
whether rack mounted or in
ole. Components can be re-
ad and remounted with exact
iment for proper tracking. The
ision milled, rigid die-cast top-
maintains precise long term
iment of the tape path.

Quick-change heads align easily
AG-440 head assembly and
idual head stacks plug into
quickly. No struggle. No
lost. Registration dowel
bring heads into perfect
ment. And for cleaning, de-
singing, editing, the head gate
is wide.

Many features, extra versatility
AG-440 has more of the
ires engineers ask for than
recorder: Ferrite erase
ls, with their increased ef-
ncy; triple mumetal head
lding against hum from
y RF fields; three edit
es for fast, easy produc-
; low profile console de-
ed for convenient sit-down
ation; low impedance heads
let you separate transport
electronics without affect-
S/N or losing high frequen-
and a security cover on
electronics that discourages
authorized fiddling.

Expandable to grow with your needs
You can start with one channel, then
add a second, third or fourth for local
production of commercials and the
like, to make off-the-air time profit-
able. Modular electronics make it
simple.

Plug-in relays save time, trouble Down-
time for relay replacement is held to a
minimum because all relays are plug-in.
And, since only one type of relay is used
throughout, spares requirement is greatly
reduced.

Deep-gap heads keep signal bright longer Our advanced "deep-gap"
head design keeps delivering full
frequency response even as the
head wears—many times longer
than conventional heads.

Trouble-free operation comes from quality components The
AG-440 was designed and built
with the best components avail-
able. Because the broadcaster's
product depends on this re-
corder, every possible step is
taken to insure that the AG-440
is the most dependable record-
er made.

Your AG-440 can pay its own way Ampex offers a unique
choice of lease or extended
payment plans. Order your AG-
440 now; for as little as \$50 a
month you can put it to work
for you right away and pay for
it out of current earnings. Am-
pex AG-440 is the most popu-
lar professional recorder in
broadcasting . . . you can de-
pend on it!

Ampex Corporation, Profession-
al Audio Products Division, 401
Broadway, Redwood City, Cali-
fornia 94063

Ampex AG-440
...the dependable one

AMPEX

WTEV soaring to new heights in the greater Providence area

The new channel 6 WTEV tower, reaching 1,049 feet above sea level, has vastly increased the effectiveness of this station throughout the greater Providence area.

Increased efficiency in key areas, plus more powerful coverage of its entire market, is proved by a 53% increase in overall average audience.*

WTEV is on the move—soaring to new heights in service, programming, audience reach. This new WTEV is important in your sales picture.

*Based on Feb./March 1968 Nielsen estimates as compared with Feb./March 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

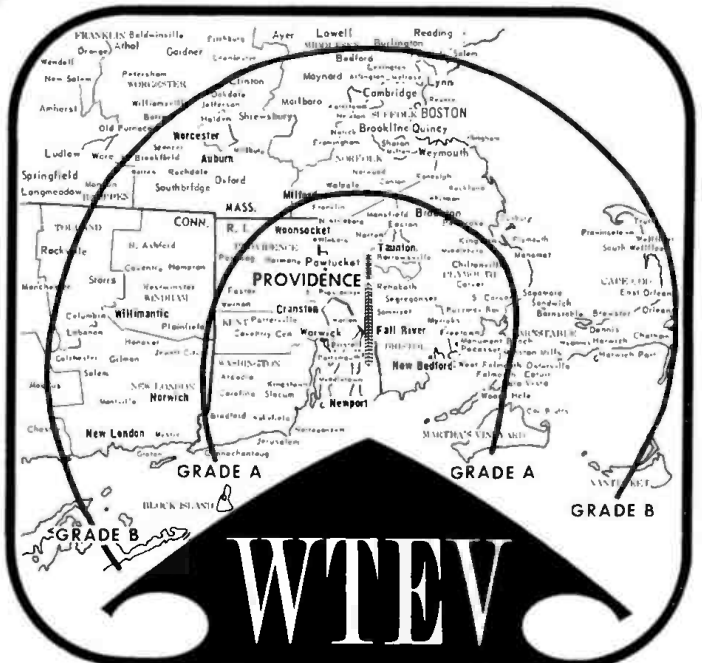
Represented by



WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area



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.

Minipiggyback

Latest in short-form, multmessage TV commercials is being offered by Lysol through Sullivan, Stauffer, Colwell & Bayles. It's 30-second spot containing two 15-second messages for two different products. Agency has tried to break into major Midwestern market by offering to pay minute rate for 30-second placement, but so far stations have rejected business. There's indication networks have turned down same approach.

Texas cleared

Despite automatic opposition of Commissioners Cox and Johnson, FCC this week is expected to approve several hundred renewal applications covering Texas broadcast stations. Entire roster of 418, however, won't be cleared because limited staff hasn't been able to process them.

One thing appears certain: There won't be sequel to Oklahoma renewal case provoked by FCC minority. Staff is being guided by majority views in processing for renewal all those cases that do not involve glaring infractions of rules.

Fraternal feeling

Television film distributors are reported to be serious again about forming trade association of leading and smaller program syndicators. Several informal meetings have been held and letters have been sent to sizable group of companies seeking their views and looking toward formal meeting in fall. There have been several other attempts at establishment of syndicator trade association in years past, but latest efforts seem to have evinced strong support for move.

Both ways

One of affiliation switches that prompted Leonard Goldenson last April to ask FCC to protect ABC-TV against erosion may not have been switch in conventional sense. Turns out WLWD(TV) Dayton, owned by Avco, wound up with first call on programs of both ABC-TV, with which it formerly had primary affiliation, and NBC-TV. And this week station officials will be in New York to tell networks which of their shows will be on WLWD next fall.

Meanwhile, there seems to be no rush among FCC commissioners to

CLOSED CIRCUIT*

vote out affiliation restraints protecting ABC that were proposed by Commissioners Kenneth Cox and Robert Lee in response to Mr. Goldenson's call for help (BROADCASTING, May 6). Indeed there are signs that most commissioners are cool to action.

Dull thud

FCC statement that broadcasters guilty of racial bias in employment practices face loss of license has hit industry with something less than awesome impact. Announcement of policy, on July 5 (BROADCASTING, July 8), received wide publicity. But thus far commission has received fewer than score of complaints traceable to announcement. And of these, only one appears to be kind commission had in mind. It involves program-production man who claims he was let go by network and has since been unable to find work with stations—all because of racial discrimination. Commission official said staff will make inquiries on that one.

Most of other complaints deal with programing and are rather vague. In some, commission is asking for more specifics. One complaint alleges Negro stations in certain city won't hire white DJ's. However, person making complaint doesn't say he was turned down for job at any of stations.

Too hot to touch

National Association of Broadcasters, which was only group to publicly oppose United Church of Christ petition last year regarding discriminatory broadcast employment practices, is not about to voice similar stand against FCC's new racial policy. NAB this week will advise membership it can't at this time oppose tenor of commission notice. ("We won't tolerate racial discrimination."), and explain impact proposed rules will have on stations.

Pay boost

FCC commissioners, who now draw \$28,750 (\$29,500 for chairman) probably will go up to \$35,000 annual pay next year, along with opposite numbers at other independent agencies. New pay proposals, which would become effective automatically 30 days

after transmission to next session of Congress, unless voted down, would also increase congressional salaries to about \$42,500 and boost judicial pay scales and cabinet stipends in approximately same ratio.

While report of presidentially-appointed commission, headed by Fred Kappel, former AT&T chairman, to bring government executive pay into closer proximity with private stipends, presumably won't be made until next January, recommendations already are known in congressional and executive circles. There's no known opposition.

Moving in

Filmways, Inc., which has been on buying spree in determined effort to diversify, is now actively seeking properties in broadcast area. TV and movie production firm is looking at several station operations, including KIMA-TV Yakima, Wash.

Price of entry

If Enterprise Co. of Beaumont, Tex., is determined to pursue bid to acquire KFDM-TV Beaumont it will have to undergo FCC hearing on transfer application. Commission informed principals last week that it could not approve sale without hearing on question of whether transfer would result in concentration of control. Enterprise owns both newspapers in Beaumont. Commission action was said to have been on unanimous vote.

Observers say Justice Department will be encouraged in further interventions (BROADCASTING, May 13, March 11) in station sales if Enterprise deal folds under threat of hearing—or if hearing is held and application is denied.

Money market

Sterling Communications Inc., New York, is reported to be in registration with SEC on \$6 million convertible debenture offering, expected to become effective this week. Sterling Communications, with Time-Life Broadcast and J. Elroy McCaw, owns Sterling Information Services, New York, parent company of Manhattan Cable Television. MCT recently borrowed \$10 million from Chase Manhattan Bank, to speed CATV connections in cable franchise area.

ABC Films is proud to announce the seventh anniversary of



"Girl Talk"

"Virginia Graham's Girl Talk" is syndication's most successful daytime women's program.

And for good reason.

Programmed in any time period, in markets of varying sizes, in all regions of the country, against all types of competition, "Girl Talk" has set the pace in ratings for the past six years.

And time has not diminished its im-

pact because "Girl Talk" doesn't stand still in a changing world. It leads. It leads in innovations, excitement, controversy. And new talent. Which is why Virginia and her guests have been capturing women for 1,095 half-hours while countless imitators have fallen by the wayside.

On June 7th Time Magazine referred to the show as "the brightest female

panel discussion in television."

If you've had our "Girl Talk" on your schedule, you've probably renewed for the seventh season. If you haven't been fortunate enough to have Virginia Graham working for your station yet, contact your ABC Films representative.



Color Half-Hours.

NEW YORK/LOS ANGELES/CHICAGO/ATLANTA/DALLAS/LIMA/LONDON/MADRID/MEXICO CITY/PARIS/RIO DE JANEIRO/ROME/SYDNEY/TOKYO/TORONTO

WEEK IN BRIEF

FCC's second AM freeze in this decade takes broadcasters by surprise. FCC's manpower shortage in processing applications, budget problems prompt move that may consider AM, FM as single aural service. See . . .

AM FREEZE . . . 19

President's Telecommunications Task Force is expected to take moderate tone in its advice on TV's future. NAB, JTAC send their studies to task force as FCC proposes to open-up to land mobile both ends of UHF band. See . . .

NO TV REVOLUTION . . . 22

LAND BLASTS WIRE . . . 23

UHF SHARING . . . 25

JTAC'S IDEA . . . 26

Station Representatives Association says manufacturers' co-op advertising practices are undergoing "a significant change" with spot radio-TV as beneficiaries. See . . .

NEW SPOT DOLLARS . . . 32

CBS Radio's annual study of all networks shows 1967 time-talent income well over \$60-million mark, overall modest but steady rise in advertisers, products using network radio. See . . .

RADIO HEALTH . . . 34

House subcommittee resumes probe into transfer of five UHF CP's from Overmyer interests to subsidiary of AVC Corp. Target now appears to be competence of FCC in even granting initial permits to Overmyer. See . . .

NO PROBE LET-UP . . . 40

Group broadcaster Park Broadcasting Inc. buys four Midwest stations (WNAX Yankton, S. D.; WEBC Duluth, and KRSI-AM-FM St. Louis Park, all Minnesota) for \$2.9 million from Gamble-Skogmo subsidiary. See . . .

PARK ADDS FOUR . . . 45

ABC is back in merger market after billionaire Howard Hughes abandons fight to gain control over network. Healthy second-quarter report enhances company attractiveness to other possible partners. See . . .

MERGER STILL ALIVE . . . 46

National Citizen's Committee for Public Broadcasting calls on Congress to act immediately on CPB appropriations, raise money levels to \$56 million annually for first four years to \$270 million annually by 1980. See . . .

CPB MONEY PRESSED . . . 48

Hordes of radio-TV newsmen will converge on Miami Beach in two weeks and maybe Chicago in five weeks for extensive coverage of Republican and Democratic national conventions. See . . .

RADIO-TV READY . . . 51

DEPARTMENTS

AT DEADLINE	9	SPECIAL REPORT	22
BROADCAST ADVERTISING	32	WEEK'S HEADLINERS	10
CHANGING HANDS	42	WEEK'S PROFILE	73
CLOSED CIRCUIT	5		
DATEBOOK	12		
EDITORIAL PAGE	74		
FATES & FORTUNES	56		
FINANCIAL REPORTS	55		
FOR THE RECORD	60		
LEAD STORY	19		
THE MEDIA	40		
MONDAY MEMO	16		
OPEN MIKE	13		
PROGRAMING	51		



Broadcasting

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.

*Do
one
for love,
not
money.*

*You might win an award.
WMAL-TV did.*

The photograph you see is what's happening. Now. In Vietnam. It could have been Korea. Normandy. Meuse-Argonne. The Delaware River two centuries ago. Because the American soldier has always defended freedom—and freedom has often stood where he fought or fell.

On Sunday, May 29 and again on Tuesday, May 31, 1967, WMAL-TV devoted prime time to the American citizen-soldier who is called to arms and the soldier-citizen who makes the Armed Services his career. "We Have Not Forgotten," filmed at Arlington National Cemetery, was a respectful gift from WMAL-TV to the American public for Memorial Day. It won the George Washington Honor Medal Award from the Freedoms Foundation at Valley Forge for promoting better understanding of the American way of life.

We are grateful to the Foundation, and to Major General Curtis J. Herrick, Commanding General, Military District of Washington; The United States Army Band; and The Third Infantry, Old Guard, whose cooperation made the program possible.

"We Have Not Forgotten" was produced by our News and Public Affairs Department, the same group of talented professionals who present the award-winning News 7. Weeknights at 5:30 and 11:00. Weekends at 6:30 and 11:00 p.m.

wmal-tv abc

The Evening Star Broadcasting Company
Washington, D.C.



Represented by Harrington, Righter & Parsons, Inc.



UPI Photo

NBC offers bonanza to candidates

CUTS TV MINUTE RATE ON NETWORK BY 50%

Prices of minutes will be cut in half for political advertising on NBC-TV, from Aug. 1 to election day. Ernest Lee Jahncke Jr., vice president in charge of NBC political broadcast unit, is announcing today (July 22).

To assure candidates access to prime time, network will create one extra commercial minute in 60-minute and 90-minute nighttime participating programs whose existing commercial positions—six minutes in hour shows, nine minutes in 90-minute programs—are sold out to regular advertisers. When programs are not sold out, unsold positions will be available for political messages at 50% of card rate and additional position will not be created.

Affiliates were assured they would receive 100% compensation for political minutes even though NBC is selling them at 50% rate. They also were assured extra minutes would not extend beyond election eve, Nov. 4, and should not be regarded as precedent for any other purpose.

Special steps were taken, he said, because without them there might not be adequate inventory of minute participations for political advertisers as campaign develops. It is not feasible to withhold availabilities from normal sale, he said, because nature, extent and timing of political requirements cannot be determined in advance.

Other NBC sources said possibility of NBC-owned TV stations developing some form of reduced rate for political advertising on local and national-spot basis was under consideration.

Agencies handling campaigns for principal presidential contenders welcomed NBC move but indicated its chief value would come after August conventions, since most of their pre-convention plans have been made. CBS-TV spokesman said it sells political minutes at lowest card rate but certainly not for 50% off. ABC-TV had no immediate comment.

Extra prime-time minutes in NBC-TV's plan will be created primarily by shortening or eliminating promos, trailers and similar material and will be presented with one political minute paired with regular commercial minute.

Extra political minutes will not be created in singly or alternately sponsored programs or in movies (which already carry seven commercial minutes per hour) or in half-hour programs (on

theory that four per half-hour would be too many), and political advertising will not be accepted in news and special-events programs (in belief these are not appropriate for political advertising).

Nor will extra minutes be created in daytime programming—area in which politicians thus far seem to have shown little interest (BROADCASTING, June 24)—but any unsold existing daytime minutes will be available for political messages at one-half card rate.

Sale of time periods five minutes or longer will be at regular card rates.

In all, it was estimated prime-time plan would create about 70 political minute availabilities between mid-September and election day.

Reduced political rates—for which politicians have long clamored and which were proposed by FCC Chairman Rosel H. Hyde at National Association of Broadcasters convention last spring (BROADCASTING, April 8)—will give candidates wide selection of price tags.

Minute prices always vary both seasonally and from program to program. Lowest rates of year are in effect now; highest will go into effect with start of new season in September. They can range widely.

Record revenues

Time Inc.'s six-month report, out Friday (July 19), showed record revenues, up 6% over 1967. Second quarter revenues went up 9% over last year's figure. Time said its broadcasting division contributed as well as other major

divisions to increases.

For six months ended June 30:

	1968	1967
Earned per share	\$2.45	\$2.21
Revenues	268,870,000	252,892,000
Net income	17,230,000	15,383,000
Shares outstanding	7,020,000	6,953,000

Committee pushes for FCC records; Hyde resisting

Dispute over subcommittee access to FCC information highlighted Friday (July 19) session of House Investigations Subcommittee into commission's approval of initial grants and subsequent transfer of Overmyer construction permits to AVC Corp. subsidiary (see page 40).

Representative John E. Moss (D-Calif.) demanded that FCC be directed to supply record of long-distance telephone calls. FCC Chairman Rosel H. Hyde protested request struck at independence of agency and his personal privacy. Chairman Harley O. Staggers (D-W. Va.) deferred ruling.

During questioning, committee counsel charged that FCC should have denied initial CP applications "on their face."

Subcommittee probed Atlanta, Pittsburgh and San Francisco grants, said financial liquidity wasn't shown and that resources didn't match requirements for putting stations on air.

Panel plans to proceed with inquiry on Houston and San Francisco CP's, probe renewal requests, then look at transfer of five CP's. Date for resumption of hearing was not set but could come this week.

Panel also quizzed Overmyer attorney Benito Gaugine on activities at FCC and in hearing room, stopped sales

Prime time for antismoking messages

NBC-TV is understood to be planning insertion of one-minute announcement in each of four prime-time shows next fall for anti-smoking health message. All programs are early-evening series with special youth appeal. Among shows definitely set to carry message, which reportedly would be carried on regular basis, are *I Dream of Jeannie* (Monday, 7:30-8 p.m., NYT) and *Jerry Lewis Show* (Tuesday, 7:30-8:30 p.m. NYT).

Anticigarette crusader John Banzhaf III has complaint before FCC

charging that WNBC-TV, NBC owned station in New York, has not carried enough anti-smoking messages to comply with FCC fairness doctrine that's been extended to cigarette advertising (BROADCASTING, June 17). He asked FCC to revoke station's license. NBC, as licensee, promptly denied charges.

NBC hasn't disclosed method by which it'll capture time for extra minute, but in past practice networks have developed procedures of shortening allotted time for such material as promos and credits.

more AT DEADLINE on page 10

WEEK'S HEADLINERS



Mr. Carpenter

recent acquisition of Metromedia Inc., as executive VP and general sales manager. Before joining Metro TV Sales two years ago, Mr. Carpenter was VP of H-R Representatives, in charge of its Corinthian sales division.

Joseph B. Somerset, VP for radio programming of Capital Cities Broadcasting and general manager of its WPAT-

William Carpenter, VP and Midwest sales manager. Metro TV Sales, Chicago, named VP and general manager. WNEW-TV New York. Mr. Carpenter succeeds **Leonard T. Giarraputo**, who moves to *Playbill*,

AM-FM Paterson, N. J., named senior VP as part of series of executive changes involving three Capital Cities stations. His corporate duties are being expanded to include "developing the broadcast potential" of newly acquired Fairchild Publications, presumably in area of TV and radio programming. **Louis Faust**, VP and general sales manager of KPOL Los Angeles, named to



Mr. Somerset



Mr. Faust



Mr. Weaver



Mr. Newell

succeed Mr. Somerset as general manager of WPAT-AM-FM. **Charles William (Bill) Weaver**, general manager of WKBW Buffalo, N. Y., moves to KPOL as VP and general manager, and **Peter C. Newell**, VP and station manager of WPAT-AM-FM, goes to WKBW as general manager. **Frederick Custer**, who has been general manager of KPOL, is expected to remain with Capital Cities in responsibilities to be announced.

For other personnel changes of this week see FATES & FORTUNES

of hearing transcripts upon learning that Mr. Gaugine had offered copies to commission staff.

Say AT&T program charges should be less, not more

AT&T, which has proposed increasing rates for radio and television program transmission, actually should be charging less, according to witnesses for ABC, CBS and NBC in FCC's inquiry into AT&T rate structure.

Witnesses are John J. Renner of Jansky & Bailey Division of Atlantic Research Corp., and William Vickrey, professor of economics at Columbia University. Their testimony is being filed with commission today (Monday).

Mr. Renner said that even within approach to cost analysis taken by AT&T expert witness, company "grossly overstates" equipment and facilities attributed to program transmission service—"resulting in an over-allocation of costs to those services adding up to many millions of dollars."

Mr. Vickrey said that reduction in costs of providing transmission service, plus increase in alternatives to AT&T "argue for a reduction in program transmission rates." He said that in 20 years AT&T has been providing program transmission service, coaxial cable and microwave techniques have been developed to point where costs have been "dramatically reduced."

Johnson to be featured at NATRA Miami meeting

FCC Commissioner Nicholas Johnson will be featured speaker at Aug. 14-18 Miami convention of National Association of TV-Radio Announcers, executive vice president Del Shields, WLIR New York personality, announced Friday (July 19). He said Mr. Johnson has accepted invitation to talk at Aug. 17 luncheon.

To be held at Sheraton-Four Ambassadors, NATRA meet will stress how Negro broadcasters can expand ghetto service and enlarge own professional responsibility roles under white ownership. Aim also is to find better ways to alert management to changing black community conditions.

Mr. Shields said Aug. 16 workshop, "Part Two: Urban Crisis in America," will bring together some principals from earlier New York session on subject (BROADCASTING, May 20). Jessie Jackson is speaker at Aug. 16 dinner. Representative John Conyers (D-Mich.) is to talk at Aug. 18 luncheon.

Elected to AP board

Election of four members to board of directors of Associated Press Radio and Television Association announced Friday (July 19).

Frank Balch, WJOY Burlington, Vt., re-elected to four-year term; Milton

Cook, KACE Riverside, Calif., named to three years remaining in term of Gene Shumate, KRXX Rexburg, Idaho, who is retiring; and Rex Davis, KMOX St. Louis, and Fred Hammond, WWL New Orleans, elected to four-year terms.

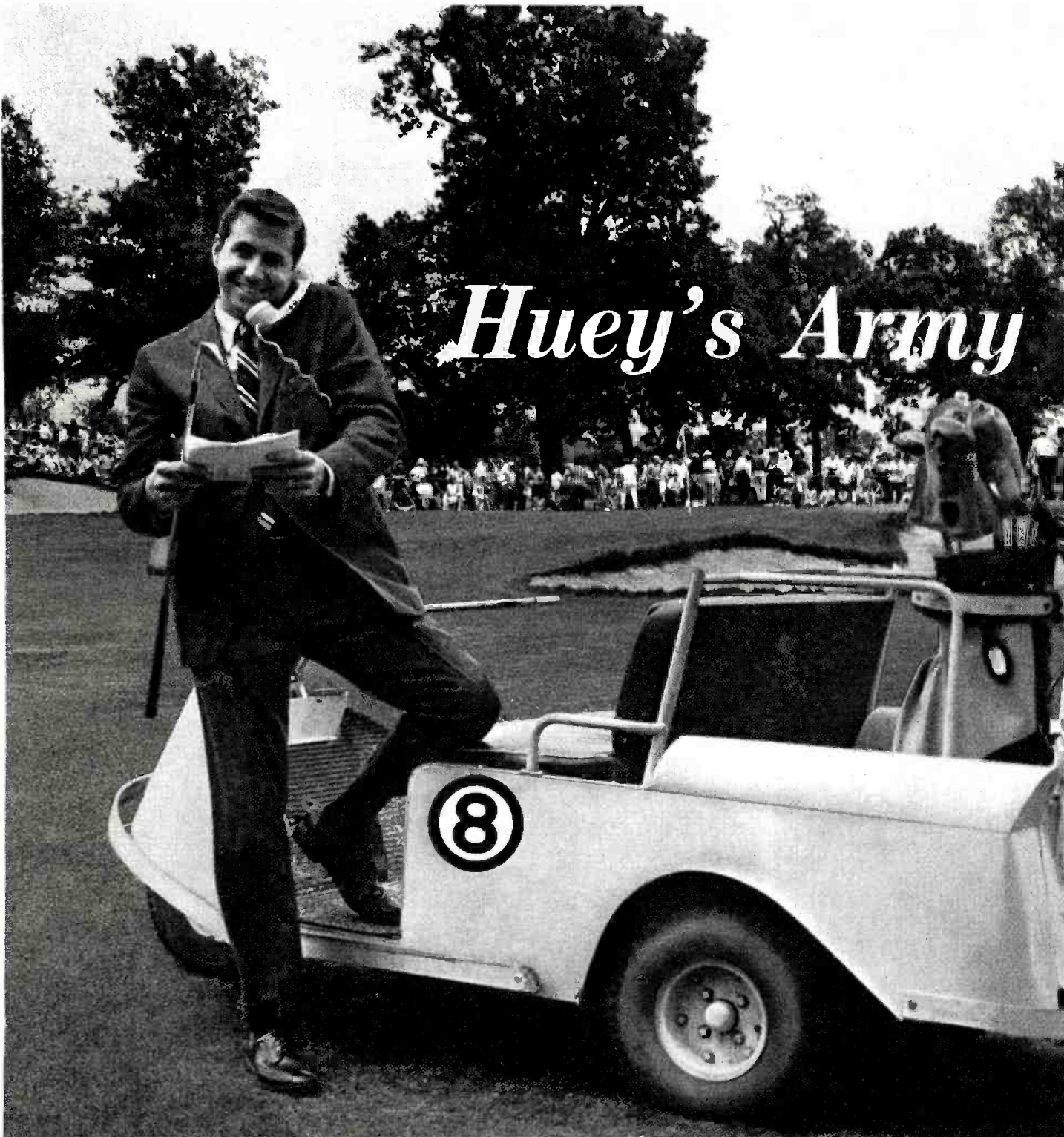
Terms of 12 other board members expire in subsequent years. Ted McDowell, WMAL Washington, is APRTA president.

Democratic convention site still cliff hanger

Illinois Bell Telephone Co. Friday (July 19) again affirmed it will not go to binding arbitration in strike with International Brotherhood of Electrical Workers despite mounting pressures from city, other labor unions and Friday statement by Democratic National Committee that convention site status might be in jeopardy (see page 52).

John B. Criswell, treasurer of Democratic party and convention executive director, warned "that a very few days remain in which an agreement could be reached, and thus the conduct of the convention could move ahead without serious harm."

Mr. Criswell's statement was made after talking with National Democratic Chairman John Bailey who denied Friday was deadline for decision on convention site move. Asked when deadline decision day might be, Mr. Criswell ducked question by saying "We re-examine the situation every day."



Huey's Army

Ward Huey's a weekend duffer and weekday pro. He's general sales manager for WFAA-TV, and weekdays his secret as a winner is follow-through. That's where his "army" comes in, the programming, traffic, operations, promotion, accounting and sales-staff people. They're behind Ward 100%. Like in golf, at WFAA-TV follow-through is fundamental. Ask Ward...or his army.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.

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. Tele-
 phone: (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 Ber-
 lyn (New York), Rocco Ramighetti (New
 York), Morris Gelman (Hollywood), Sherm
 Brodey, ASSOCIATE EDITORS: Joseph A. Esser,
 F. Martin Kuhn, Robert A. Malone, Martin
 Mitchell; STAFF WRITERS: C. Anthony Beagle,
 Bill Chancor, Steve Summers, Sue M.
 Tropin; EDITORIAL ASSISTANTS: Richard L.
 Arkin, Steve Millard, Marcia Sanford; SEC-
 RETARY 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; TRAF-
 FIC MANAGER: Harry Stevens; ASSISTANT PRO-
 Duction-TRAFFIC MANAGER: Bob Sandor; CLAS-
 SIFIED ADVERTISING: Margaret E. Montague;
 ADVERTISING ASSISTANTS: Carol Ann Cunning-
 ham, Dorothy Coll; SECRETARY TO THE GEN-
 ERAL MANAGER: Doris Kelly.
 COMPTROLLER: Irving C. Miller; ASSISTANT
 AUDITOR: Eunice Weston, Sheila Thacker.

Circulation

CIRCULATION DIRECTOR
 David N. Whitcombe

SUBSCRIPTION MANAGER
 Richard B. Kinsey

William Criger, Kwentin Keenan, Stanley
 Palczewski Jr., Jean Powers, Katherine
 Tucker.

Bureaus

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

EDITORIAL DIRECTOR: Rufus Crater; SENIOR
 EDITORS: David Berlyn, Rocco Ramighetti;
 ASSOCIATE EDITOR: Michael Hornberger; STAFF
 WRITERS: Hazel Hardy, Linda Miller; NA-
 TIONAL SALES MANAGER: Warren W. Middle-
 ton; INSTITUTIONAL SALES MANAGER: Eleanor
 R. Manning; EASTERN SALES MANAGER: Greg
 Masefield; ADVERTISING ASSISTANT: Laura D.
 Gereau.

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

SENIOR EDITOR: Lawrence Christopher; MM-
 WEST SALES MANAGER: David J. Bailey; AS-
 SISTANT: 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

Copyright 1968, Broadcasting Publications Inc.

DATEBOOK

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

■Indicates first or revised listing.

JULY

July 14-27—Sixth annual management de-
 velopment seminar sponsored by National
 Association of Broadcasters. Harvard Busi-
 ness School, Boston.

July 21-23 — Annual summer convention
 of Idaho State Broadcasters Association.
 Speakers include Al King, National Asso-
 ciation of Broadcasters director of station
 relations, and Jack Ackerman, director of
 sales, small market division, Radio Adver-
 tising Bureau. Ponderosa Inn, Burley.

July 22—Deadline for reply comments on
 FCC proposed rulemaking to explore pos-
 sibility of using actual field strength mea-
 surements to determine coverage of TV and
 FM stations, instead of present theoretical
 field strength charts.

July 23—National Association of FM Broad-
 casters seminar. Speakers include: Abe
 Voron, president NAFMB; Don Barrett, na-
 tional program director, McLendon stations,
 Dallas; Alex Smallens, program director,
 ABC FM Radio Network, New York. Fair-
 mont hotel, San Francisco.

July 26—Deadline for filing reply com-
 ments on FCC's proposed rulemaking that
 would permit type-acceptance and use of
 automated FM transmitters.

July 28-Aug. 9—Eleventh annual seminar in
 marketing management and advertising
 sponsored by the American Advertising
 Federation. Harvard Business School, Bos-
 ton.

July 29 — Deadline for filing comments
 on FCC's proposed rulemaking that would
 permit standard broadcast stations operat-
 ed by remote control to transmit telemetry
 signals by intermittent subsonic tones.

■July 29—Special meeting of stockholders
 to act upon proposed exchange offers with
 stockholders of Allis-Chalmers Manufac-
 turing Co., Associates Investment Co. and
 Brown Co. Meeting will also consider pro-
 posal to approve incentive plan for key
 personnel. Chase Manhattan Bank, New
 York.

July 30—Deadline for filing reply com-
 ments on FCC proposed rulemaking to per-
 mit type-approval of AM modulation moni-
 tors that do not incorporate indicating
 meters.

AUGUST

Aug. 5-7—Association of National Adver-
 tisers workshop on advanced administrative
 and planning techniques. Drake Oak Brook
 hotel, Chicago.

Aug. 5-9—Annual meeting, American Bar
 Association. Among principal speakers are
 Senator Philip A. Hart (D-Mich.); U. S. Cir-
 cuit Judge Otto E. Kerner, former chair-
 man of President's Commission on Civil
 Disorders; Betty Furness, President's ad-
 viser on consumer affairs; Commissioner
 James M. Nicholson, Federal Trade Com-
 mission. Civic Center, Philadelphia.

Aug. 8 — Deadline for filing reply com-
 ments on FCC's proposed rulemaking that
 would permit standard broadcast stations
 operated by remote control to transmit
 telemetry signals by intermittent subsonic
 tones.

■Aug. 8-11—Meeting of board of directors,
 American Women in Radio and Television.
 New York Hilton, New York.

Aug. 9-10—Rocky Mountain CATV Associa-
 tion meeting. Teton Village, Jackson Hole,
 Wyo.

■Aug. 16-18—Conference of the Educational
 Television and Radio Association of Canada.
 University of Calgary, Calgary, Alberta.

Aug. 22-23—Fall convention of the Arkan-

RAB MANAGEMENT CONFERENCE

Sept. 12-13—Atlanta Hilton, Atlanta.

Sept. 16-17—White Plains hotel, White
 Plains, N. Y.

Sept. 19-20—Carrousel Inn, Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott,
 Chicago.

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House,
 San Francisco.

sas Broadcasters Association. Arlington hotel,
 Hot Springs.

■August 27—Annual stockholders' meeting,
 Rollins Inc., Atlanta, to elect board of di-
 rectors and to act on proposed amendment
 to articles of incorporation.

Aug. 30-Sept. 1 — 1968 International Radio-
 TV-Press Exhibition, sponsored by Interna-
 tional Broadcasters Society, Hotel Het Hof
 Van Holland, Hilversum, The Netherlands.
 For information: The Secretariat, Interna-
 tional Broadcasters Society, Zwaluwaan 78,
 Bussum (NH) The Netherlands.

SEPTEMBER

Sept. 8-13—Acoustics and Noise Control
 Seminar sponsored by The Pennsylvania
 State University College of Engineering,
 University Park, Pa. Information: Howard
 F. Kingsbury, 101 Engineering A, University
 Park, 16802. (814) 865-7551.

■Sept. 9—Deadline for comments on FCC's
 proposed rulemaking that would require
 broadcast licensees to show nondiscrimina-
 tion in their employment practices.

■Sept. 9—Deadline for filing comments on
 FCC's proposed rulemaking that would
 amend present rules on requirements for
 identification of broadcast stations.

Sept. 9-11—Electronics and Aerospace Sys-
 tems Convention (EASCON), sponsored by
 Group on Aerospace and Electronic Systems.
 Institute of Electrical and Electronics Engi-
 neers. Sheraton-Park hotel, Washington.

Sept. 9-13—International Broadcasting Con-
 vention, sponsored by Electronic Engineer-
 ing Association; Institute of Electrical and
 Electronics Engineers; Institution of Elec-
 tronic and Radio Engineers; Royal Televi-
 sion Society, and Society of Motion Picture
 and Television Engineers. Registration forms:
 International Broadcasting Convention, 1968,
 Savoy Place, Victoria Embankment, London,
 W. C. 2. Grosvenor House, London.

Sept. 12-14—Meeting of Louisiana Associa-
 tion of Broadcasters. Down Townner Motor
 Inn, New Orleans.

Sept. 13-15—Meeting of the Maine Associa-
 tion of Broadcasters. Speakers include
 Douglas Anello, National Association of
 Broadcasters general counsel. Sebasco
 Estates, Bath.

■Sept. 15-17—International Alliance of The-
 atrical Stage Employes and Moving Picture
 Machine Operators (IATSE) of U.S. and
 Canada, convention. Kansas City, Mo.

Sept. 15-17—Meeting of the Nebraska
 Broadcasters Association. Cornhusker hotel,
 Lincoln.

■Sept. 16—New deadline for filing reply
 comments on FCC's proposed rulemaking
 to specify, in lieu of existing MEOV con-
 cept, a standard method for calculating ra-
 diation for use in evaluating interference,
 coverage and overlap of mutually prohibited
 contours in standard broadcast service. Pre-
 vious deadline was July 16.

Sept. 17-19—Eight annual conference of
 the Institute of Broadcasting Financial Man-
 agement. Doral Country Club and hotel,
 Miami.

Sept. 18-20—Meeting of the Tennessee

Association of Broadcasters. Ramada Inn, Nashville.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 20-22 — Southwest area conference, American Women in Radio and Television. Menger hotel, San Antonio, Tex.

Sept. 20-22—East Central area conference, American Women in Radio and Television. Christopher Inn, Columbus, Ohio.

Sept. 23 — Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

■Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques" workshop in video-tape production sponsored by Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA

and Reeves Sound Studios. Hotel Roosevelt, New York. Information: Grey Hodges, marketing director, Reeves Sound Studios.

Sept. 25-26—Annual CBS Radio Affiliates Association convention. New York Hilton, New York.

■Sept. 26-28—Annual fall meeting of New York State Cable Television Association. Castle Inn motel, Olean.

Sept. 26-27 — Fall conference, Minnesota Broadcasters Association. Hotel Leamington, Minneapolis.

Sept. 27-29 — Western area conference, American Women in Radio and Television. Sheraton-Portland, Portland, Ore.

Sept. 27-29—Meeting of the Hawaiian Association of Broadcasters. Surf hotel, Kauai.

Sept. 29-Oct. 2—Pacific Northwest CATV Association fall meeting. Sheraton-Portland, Portland, Ore.

OCTOBER

Oct. 4-6—Southern area conference, American Women in Radio and Television.

Oct. 5-6—Fall meeting Illinois News Broadcasters Association. Decatur.

NAB FALL CONFERENCES

Oct. 17-18—New York Hilton, New York.

Oct. 21-22 — Ambassador hotel, Los Angeles.

Oct. 24-25—Denver Hilton, Denver.

Nov. 11-12—Sheraton Gibson, Cincinnati.

Nov. 14-15—Dallas Hilton, Dallas.

Nov. 18-19—Atlanta Marriott, Atlanta.

Oct. 5-7—Fall convention of Texas Association of Broadcasters. Inn of Six Flags, Arlington.

Oct. 6-9—Michigan CATV Association convention. Boyne Highlands, Harbor Springs.

Oct. 7-8—Annual Fall convention, New Jersey Broadcasters Association. Howard Johnson Motor Lodge, Atlantic City.

■Indicates first or revised listing.

OPEN MIKE™

Bury the hatchet

EDITOR: Your editorial of July 8 ["Fantasy land"] regarding the rash of print-sponsored hatchet jobs is a commendable one. . . .

The journalistic license that is continually practiced by our Gutenberg brethren would be comic if it were not believed by some otherwise rational people. A prime example of what I mean is the ever present "implied monopoly" image that is presented. A close examination of this always shows that newspapers have monopolies in the newspaper business in most sections of the United States.

Perhaps newspaper editors should seriously consider whether the apparent decline on the part of the public to rely on and believe their paper might just be the result of unprincipled and in many cases completely misleading reporting about television. This kind of thing is first of all bad for the country and in the long run will not make television go away. It might cause them to go away and that is something that shouldn't come to pass.—*William J. Hart, general manager, Television Corp. of Michigan Inc. (WJCO Jackson and WILX-TV Lansing [Onondaga]).*

Another friendly service

EDITOR: Your local telephone company is now providing, free of charge, a new television rating service. The rating service is designated "numbers most frequently called" and is available in most metropolitan markets. All a time-buyer has to do is pick a town, get the "information operator" and ask her to

list the call letters and channel of the area TV stations. Each information operator has, at her board, an abbreviated list, for quick reference, of those TV stations that "someone" has predetermined are the "most frequently called." Unfortunately, a customer has to "ask" for the source before he finds out what list is being used. If you *know* there are other TV facilities in the market and *demand* that they look them up, of course, they will oblige, even giving you the telephone number.

I happened on this Bell rating service by accident while trying to get the telephone number of a new UHF in Sacramento, California, KTXL (TV). The Sacramento information operator told me that "there are only three TV's in town, KCRA-TV, channel 3, KXTV, channel 10 and KQVR, channel 13." The information supervisor, however, upon urging, located in the directory KVIE, education channel 6, and finally, KTXL, channel 40.

In checking to see if this Bell rating was properly available in *all* metro areas, I can report as follows: I tried New York City information to find that there were only five TV's; WNBC-TV, WABC-TV, WCBS-TV, WNEW-TV and WOR-TV. The *New York Daily News* station, WPIX (TV), failed to make the Bell Hit Parade, as did WNJU-TV. WNYC-TV WNYE-TV, WNDT (TV).

Although I only tried Los Angeles for a Bell rating on radio stations, I found there that *no* radio is listed under "numbers most frequently called." Although eminently fairer, it's not, I hope, a tocsin of things to come.

Might I suggest that *all* broadcasters check their Bell rating and if found "wanting" have all employees, daily, a

dozen or more times a day, ask information for their station's number in order to "qualify."—*John C. Gilmore, president, Community Club Awards, Westport, Conn.*

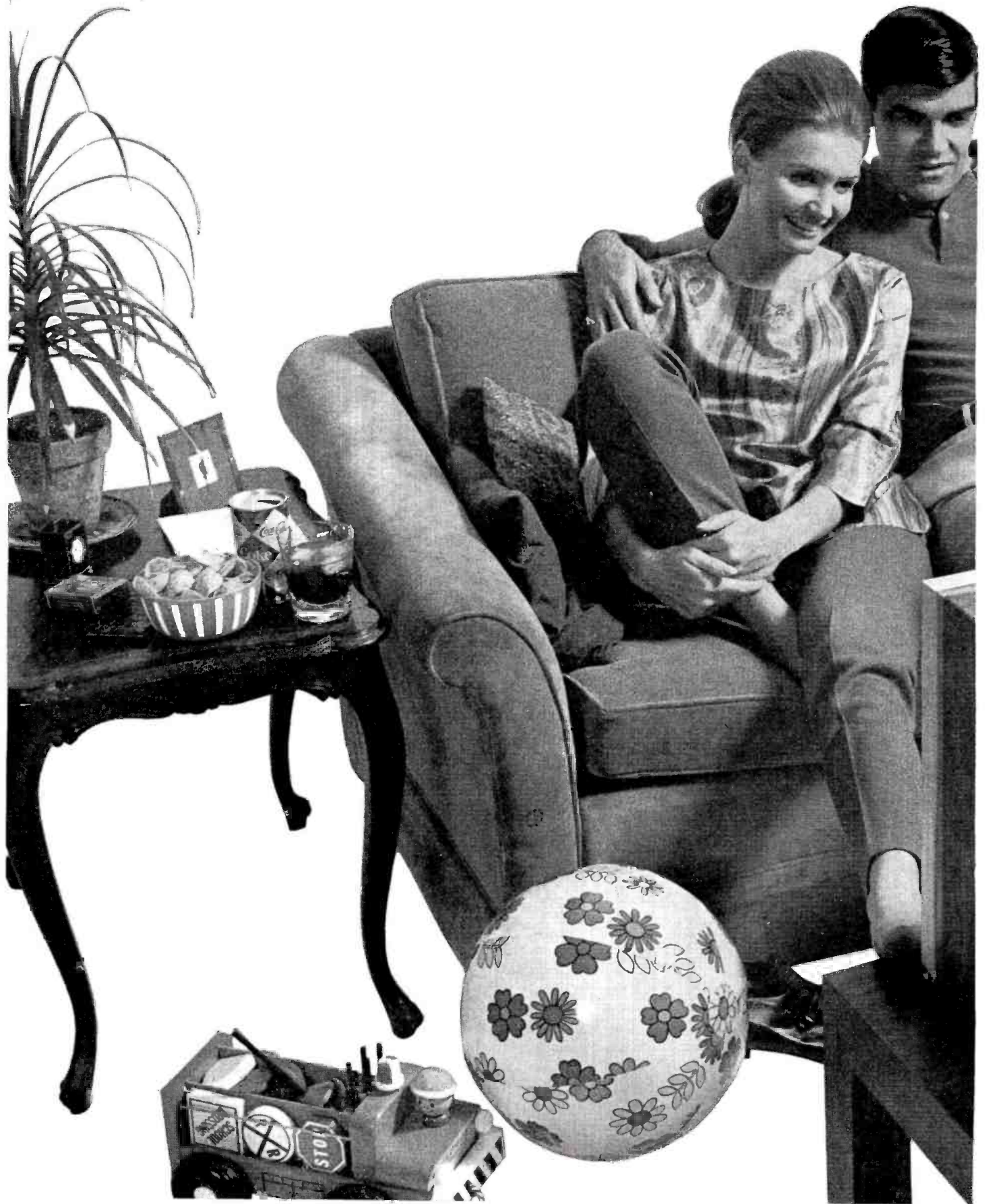
The help that hurts

EDITOR: The next time you write a story which says, in the words of the great Irving Kahn [president-chairman of Teleprompter Corp., New York], or Triangle [BROADCASTING, Sept. 18, 1967, et seq.], or one of the other CATV moguls, that "CATV helps UHF and doesn't hurt a UHF market," or "let's set up a test in some market," will you please put in some equal space for us?

The Wilkes-Barre-Scranton area has been the test market for 15 years; we have survived the five-channel age, and are slowly being strangled to death by the 12-channel noose. We have the results of the February American Research Bureau tabulation, which we got on a county-by-county basis, showing the listening done by the people in each county. ARB has given ADI [Area of Dominant Influence] status to several of our grade A counties . . . to Philadelphia, not Wilkes-Barre! These are counties totally within our grade A and outside of anyone else's grade A. They show conclusively that listening veers to the larger market by anything from 10% in a low-penetration CATV county to 95% in a high-penetration CATV county. The average loss of viewers in our grade A and priority-B area is 43%. Who says they help?

With friends like them we can't afford anything but a muffled cry for help.—*David M. Baltimore, general manager, WBRE Wilkes-Barre, Pa.*

How to hit 'em



where they live?

With spot TV.

No other medium lets you hit your prime prospects so hard so often. It's this flexibility plus efficiency of cost that makes spot TV such a dramatically effective buy. And we can prove it to you. With new information, new techniques that make 1967 media thinking old-hat. In fact, Blair has a dramatic new story on the use of spot TV that you really ought to see. Better call your Blair man. Before your competition does.



BLAIR TELEVISION

MONDAY MEMO

from JOHN E. O'TOOLE, Foote, Cone & Belding, Chicago

Tell it like it is to television's generation

The television generation of consumers, if you will permit a personal theory, has effected some fascinating changes in the way we create advertising today.

I think the basic change in the American consumer market is the tremendous increase in the number of young people. Few will quarrel with this point. But more important than their numbers is their influence on an older group that is unusually receptive to the attitudes, values and tastes of youth.

That receptivity is demonstrated when an old-established product, without changing its basic function, can dress up as a teeny-bopper and carve out a whole new market. The Kleenex "Boutique" commercial is an example.

Just Facts, Please ■ But the basic change in the consumer audience goes much deeper than mod clothes and psychedelic colors. Something significant has happened. The bumper crop of post-war babies has grown up. They've started families and become full-fledged consumers. These people are a little different as advertising prospects from the generation that preceded them.

They grew up disclaiming insincerity and phoniness—in religion, patriotism, moral codes, race relations—and in advertising. The tired clichés and formats that lazy writers had imposed on advertising for years became the source of satire for these people. The words, "Now, at last, an amazing new kind of . . ." will get a laugh out of them but not a sale.

While they were growing up they kept saying: "Tell it like it is." Copy that recognizes this plea, that talks like people talk, that doesn't try to con anyone, that has a ring of sincerity and logic to it, will be effective copy. As research and technology more and more erase the differences between competitive products and services, the personality of the product or service or company—as expressed by its copy—becomes the really important difference.

Seeing is Believing ■ The reality of the world we live in is perceived differently by these people than by those of us who formed our early impressions of it through Hollywood movies and pre-war magazines. This generation grew up with photo-journalism, European films and television news.

The beautiful, painted people who grinned at products in yesterday's advertising have no relationship to the life of a young consumer today. Effective

models are real people. Consider the people who inhabit the Dial soap "Car Pool" commercial or the Contac "Rainy Day" spot.

Twenty years of television have affected how a visual message can be communicated to viewers. Many consumers have been living with the tube since the day they were born. They have seen and grown accustomed to more new visual techniques than were dreamed of before television took over film.

So a commercial need no longer be only a second-by-second flow of time. If techniques help communicate a selling idea, we can slow time down to illustrate the exhilaration of a child's energy—as you may see in the Ralston Chex "Running Boy" commercial. Or we can stop time, cut backwards into it and tailor it to our needs as you will recall in the "Airplane" corporate commercial for Monsanto.

The population that is over 25 is different too. Yet the difference isn't all due to the influence of the youth revolution. Most of them were born in a depression and grew up in a period of unprecedented abundance.

Instant Market ■ They are moving around more, travelling farther, seeing different ways of life. One family in every five will pull up its roots and move next year. They live with instant mass communication. They are presently in the midst of a social revolution.

The status quo and tradition can no longer carry the importance they once did. People are more willing to entertain a new idea and listen to a new theory. As a minor part of this new attitude they are willing to consider new products, new product forms and new product ideas that would have been laughed at in a less open-minded era—

if they are presented in a way that catches their attention and relates the product to their lives. Watch the Sunbeam "Facemaker" and Pronto "Push-button World" spots.

Another characteristic of American consumers today—and one that may be related to the kind of dangers they are living with for the first time—is a real sense of humor. With so much around us that is deadly serious, a little humor in the less vital areas of our lives is welcome indeed.

A gentle smile at the human condition, some obvious and innocent exaggeration in situations or a little surprise ending will both please and sell. The Kleenex "Color Quake" and Chifon "Marcello" spots illustrate this type of person-to-person communication instead of company-to-customer selling.

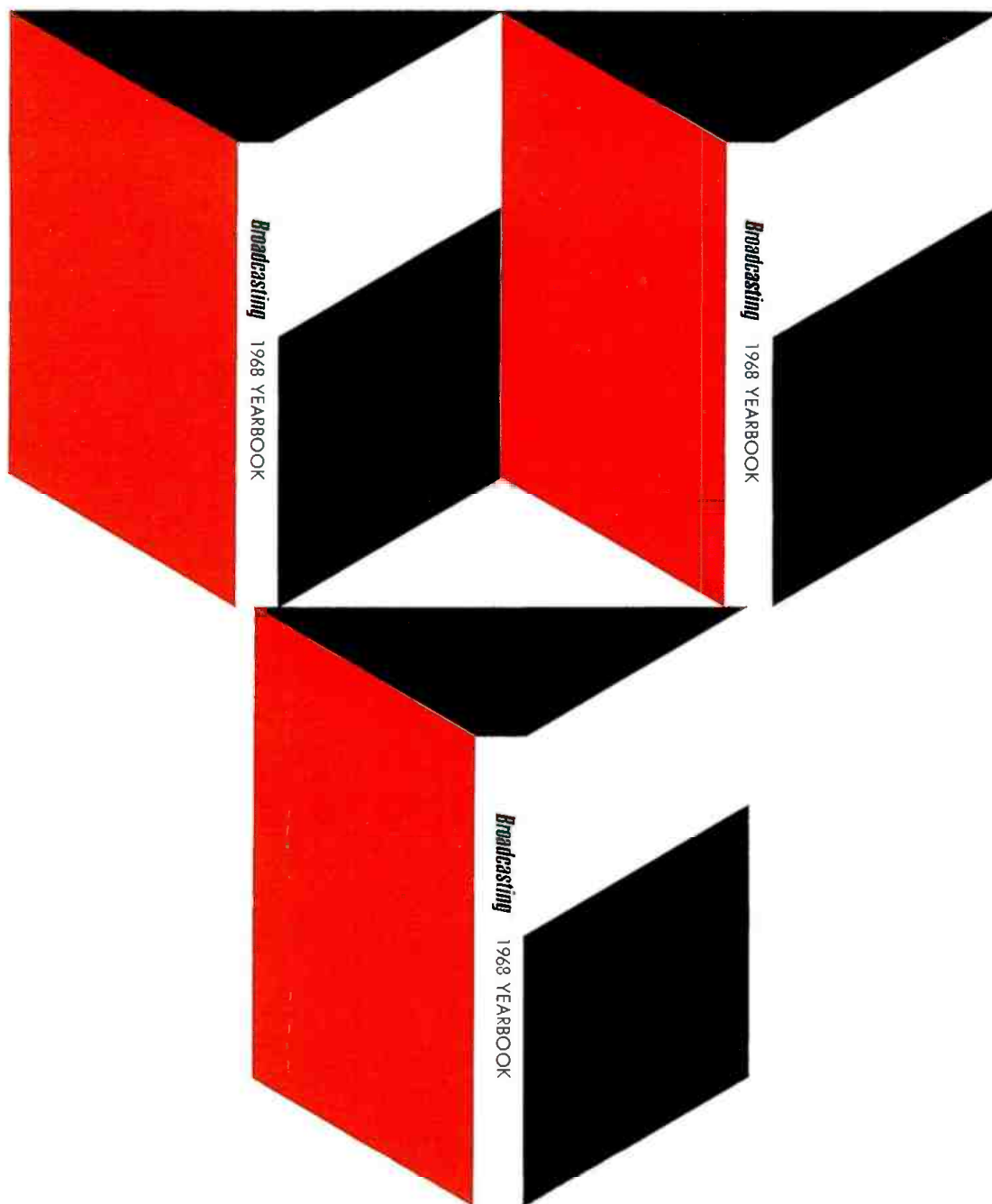
Commercials today also must communicate instantly. People are busier than ever before—in spite of or perhaps because of the new leisure. There is too much competition for their attention. On average, some 1,600 advertising messages are aimed at the consumer each day. What's more, he grew up surrounded by advertising. It is no longer fascinating as such.

Simplicity also has become more vital. How many of these 1,600 messages are going to stick in the prospect's memory? Only those that are pertinent to his or her life, that have one significant piece of information to convey and that communicate it clearly, dramatically, unusually and, above all, simply.

The old basic principles of advertising will always apply. But in the TV generation the changes are in the areas of execution, reflecting a deep, sympathetic and up-to-the-minute knowledge of the people we're talking to.



John O'Toole is vice president and creative director, Foote, Cone & Belding, Chicago. He also is member of the plans board. He joined FC&B in 1954 after working with BBDO and since then has served on virtually every account in the agency's Chicago office. He also served in FC&B's Hollywood office for two years as creative director prior to his present post. Mr. O'Toole is a native of Chicago, received his BA degree in journalism from Northwestern University in 1950.



Limited Quantity Still Available!

Order your *own* copy of the 1968 Broadcasting Yearbook now—while copies are still available. Just fill in the coupon and return it to us. Your copy of the 1968 Yearbook will be shipped promptly.

The 1968 Broadcasting Yearbook is a complete guide to television and radio facts and figures. You'll want to keep it at your fingertips for questions involving:

- Television Facts and Figures, 117 pages
- AM-FM Facts and Figures, 248 pages
- Product Guide and FCC Rules, 48 pages
- NAB Codes and Program Services, 30 pages
- Data on Agencies, Reps, Networks, 64 pages

... plus many pages of valuable data not available elsewhere ... including CATV report (p. A-16) ... radio and television audience report (p. A-22) ... radio set sales (p. B-250) ... stations programming foreign language, Negro, country and western (p. D-29) and much, much more.

Send me my own copy of **Broadcasting 1968 Yearbook**

Please send _____ copies at \$10 each to

Name: two initials and last name

1	2	3-16																	
---	---	------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Company Name
17-35

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

☐ Payment enclosed
☐ Bill me

Address
36-53

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Home? ☐ Yes ☐ No

City
54-66

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

State

--	--	--	--	--	--

Zip Code
67-71

--	--	--	--	--	--	--	--	--	--

Title/Position

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036

EQUATION FOR TIMEBUYERS

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

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



A CBS Affiliate

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



AM freeze startles broadcasters

Commission seems ready to curtail AM growth
in favor of new allocation system that would
consider AM and FM as a single aural service

For the second time in this decade, the FCC has stunned the broadcasting industry by imposing a freeze on applications for AM stations, and for major changes in existing ones, while it considers drastic revisions in AM allocations rules.

As in 1962, when the first freeze was imposed, the commission's concern is with the proliferation of AM stations. But this time, the commissioner appears determined to go beyond its goal of 1962 of slowing down the growth of AM and channeling its development into underserved markets—it is now considering a flat ban on new AM service except in underserved areas.

The commission order imposing the freeze—issued on Thursday without any advance warning—makes clear also that the commission will consider the question of whether a new allocation system should be adopted in which AM and FM would be considered a single aural service.

The commission action would appear to have contradictory implications for existing AM licensees. On the one hand, the commission is moving toward a decision that would protect many of them from new AM competition. But this same action could shunt would-be broadcasters into the role of competitors for existing operators' licenses; the number of competing AM applications filed on top of renewal applications has been on the rise since the present rules were adopted.

In addition, the commission's review could give further impetus to FM broadcasting, which is already providing increasing competition for AM stations; officials believe that barriers to AM broadcasting will divert would-be broadcasters into FM.

Length Uncertain ■ The commission's announcement of the freeze gave no indication of how long it would last. The previous one was in effect for two years—one year for the rules to be proposed, another for the proposals to be adopted. Commission sources said

they expect new proposals for revising the AM allocation rules to be issued in about a month.

The failure of the rules adopted in July 1964 (BROADCASTING, July 6, 1964) to accomplish all that the commission had in mind is part of the reason for the surprise action taken last week. Another is the commission's continuing manpower-shortage problem resulting from tight appropriations.

The commission had expected that tough engineering requirements provided for in the 1964 rules would slow down the number of AM applications. However, applicants for markets already being served by AM stations and their engineers proved more ingenious than the commission had expected. The rate of applications received and proc-

essed never diminished.

The commission noted last week that at the time the 1962 freeze was adopted, 3,871 AM stations were either licensed or under construction. By the end of July, the number will be 4,300. The number of FM stations jumped from 1,393 to 2,472. Combined with the applications on file or in hearing status, the commission said, the number of aural stations easily exceeds 7,000.

Furthermore, most of the new stations are going into areas already served by radio. And, sources said last week, the commission is now facing up to the question of whether, in view of the tight financial rein the Budget Bureau and Congress hold on the commission, the relatively slight amount that new AM stations add to the gross national product warrants the time the commission staff spends processing the applications involved.

The administration sought for the commission, in the fiscal year ending next June 30, \$21,271,000, an increase of \$1,521,000 over the agency's present appropriation. This would not permit the commission to do much more than stay even with its present responsibility, but the commission will do well to get an even \$20 million from Congress.

Priority Question ■ The question of whether the commission should further tighten its AM allocation rules came up first in connection with a discussion of the appropriation the agency should seek for the 1970 fiscal year. "It comes down to a question of priorities in determining assignments for available staff," one source said last week. "There may be better ways of using staff than in processing AM applications."

The questions the commission will consider during the freeze—begun as of July 19—indicate the commission is interested in restricting new AM service to underserved areas. The key question is whether "a significant national need for new AM stations or major

Earlier ice ages

How long will the FCC freeze on new AM stations last? A while, if history provides any guide.

On Oct. 4, 1948, when the late A. Wayne Coy, then FCC chairman, announced a freeze on television-station applications pending study of UHF allocations and color standards, he was asked how long it would go on. "Oh, about three months," said Mr. Coy.

He missed by three years and six months. It was not until July 1, 1952, that the commission issued its television-allocations report establishing the present TV system.

A later freeze on new AM applications was imposed on May 15, 1962. That was lifted on July 13, 1964, when the FCC adopted the AM standards that have been in use since then—or until last Friday.

AM FREEZE STARTLES BROADCASTERS *continued*

would not serve underserved areas still exists."

The commission will also consider whether presently available frequency space should be conserved for future use in areas that are developing and to eliminate what "white" areas remains, and whether AM assignments should continue to be made on a demand basis.

The commission indicated it might eliminate the present distinction between AM and FM by stating that it would consider whether the two services should be viewed as a single aural service. The commission made a tentative step in that direction in the adopted rules following the earlier freeze, when it prohibited FM stations from duplicating more than 50% of the service of a commonly owned AM in cities of more than 100,000 population.

Didn't Work ■ In specifying these areas for review, the commission conceded the rules it adopted in 1964 failed to accomplish their goal. They had been designed to encourage the development of service in underserved areas by providing for less stringent daytime standards for applicants proposing to build a first local station in a community or to bring a first primary service to 25% of the area. They had also been intended to foster elimination of nighttime "white" area by requiring new nighttime applicants to provide a first primary service to 25% of their proposed service areas. (This was later liberalized to permit the proposal to qualify if they would provide primary service to 25% of the population.)

Another principal objective of the rules was to prevent the continued erosion of existing service caused by increasing interference which had been growing rapidly under the previous ad hoc allocation method.

However, this last objective was the only one achieved to any degree. The commission noted last week that fewer than 10 waivers have been granted for proposals involving prohibited interference, and in each case the interference involved was "*de minimis*."

The commission said its rules met with "only limited success" in connection with the other objectives. Of 32 new stations authorized this year, only two proposed to serve any daytime "white" area, and in both cases the areas were relatively small. And since none of the new stations was authorized to operate on a fulltime basis, the commission added, no nighttime "white" area was eliminated.

Twenty-two of the new stations will bring a first local service to their respective communities. But the commission said the justification for the grants is "diminished by the fact that the me-

dian population of the towns is only 2,850." Further offsetting any gains the grants will bring in service, in the commission's view, is the fact that, as the AM band becomes more congested, daytime-only authorizations tend to bar the establishment "of more desirable fulltime stations on the same or adjacent channels."

Why the Halt ■ In imposing a freeze on new-station and major-changes applications, the commission said such action was necessary to prevent "a flood of new applications under the present

Station total grows

The bind in which the FCC finds itself in keeping up with its backlog of AM applications—a major reason for the commission's current review of its AM allocations policies—is indicated by the backlog and personnel figures the agency has submitted to Congress over the years.

The figures show that the number of AM stations has edged upward from 3,886 in 1962, when the present rules to slow the growth of AM were first proposed, to 4,300. The total of all broadcast stations jumped from 7,502 to 10,894 in the same period.

But there was an actual drop in the number of FCC personnel engaged in broadcast activities. There were 324 in 1962, 319 this year, according to estimates made in a presentation to the House Appropriations Subcommittee in February.

rules" which would "frustrate the very purposes of the forthcoming rulemaking proceeding."

However, there will be exceptions to the freeze. The commission said it will accept applications required because of circumstances beyond the control of existing station applicants—where, for instance, a transmitter site change is necessary because of storm damage to existing equipment. Applications that are mutually exclusive with renewal applications will also be accepted, as will applications for changes in existing allocations which may be required by international commitments.

Exceptions will also be made for Class IV stations along the Mexican border if they are permitted to increase their power to 1 kw under the U.S.-Mexican Standard Broadcast Agree-

ment, which is now being renegotiated. The existing treaty limits their power to 250 w.

The present freeze does not apply to some 400 applications for new stations and major changes now on file. The commission said it believes that, "in view of the public interest factors involved," it should continue to process the applications according to the rules under which they were tendered.

The commission made it clear that applicants seeking waivers of the freeze will have difficult assignments. "Basic policy considerations underlying the freeze are of the utmost importance," the commission said. "As such, they override the usual equities presented, and only the most extraordinary grounds will justify waiver of these policy considerations."

The order was adopted by five of the present six commissioners. The sixth, Commissioner James J. Wadsworth, abstained.

N.J. applicants get consolidated hearing

A dispute involving principals common to two separate groups of AM applications last week led the FCC to call for a consolidated hearing.

The first group includes a pair of mutually exclusive applications to operate on 1000 kc in New Jersey, one by Louis Vander Plate for Franklin with 250 w and the other by Radio New Jersey for Hackettstown with 1 kw and directional antenna. In the second group are five applications to operate on 1170 kc, of which these four for New Jersey are mutually exclusive: Mid-State Broadcasting Co. for Lakewood with 5 kw and directional antenna; Arthur S. Steloff for Toms River with 1 kw; Lake-River Broadcasting Corp. for Lakewood with 5 kw and directional antenna and Somerset Valley Broadcasting Co. for Somerville with 500 w and directional antenna. Also in this group is one for Orleans, Mass., by Seashore Broadcasting Co. Inc., which is mutually exclusive with the Steloff application for Toms River.

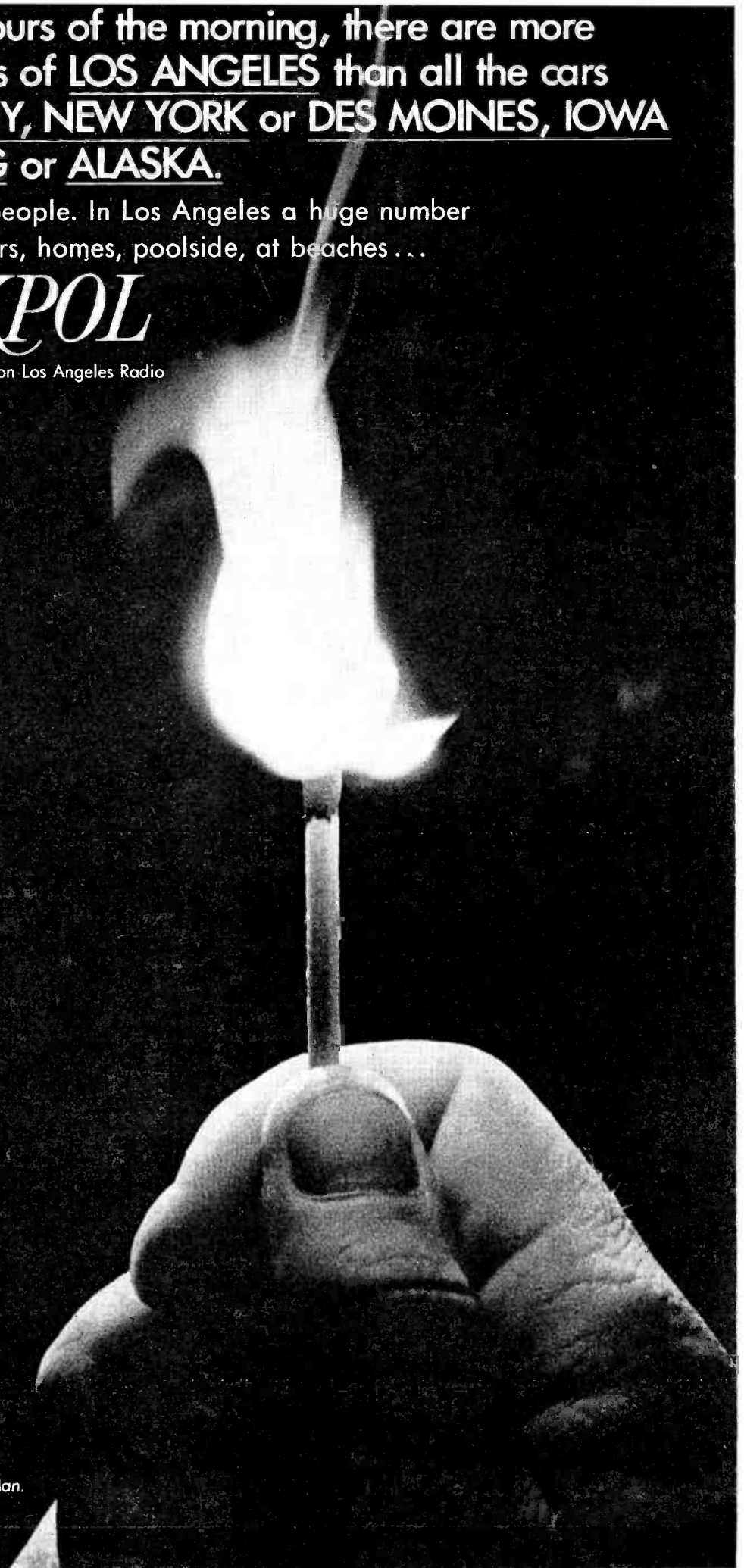
The factual dispute was raised by Mr. Vander Plate, who questioned statements about a transmitter site made by Radio New Jersey for Hackettstown and Lake-River Broadcasting Corp. for Lakewood. He alleged that neither firm had made arrangements to lease land for a transmitter when its application was tendered and that both had made false representations to the commission. The dispute involves principals common to both Radio New Jersey and Lake-River. They opposed the allegations in a reply.

In the Wee Small Hours of the morning, there are more cars on the freeways of LOS ANGELES than all the cars registered in ALBANY, NEW YORK or DES MOINES, IOWA or all of WYOMING or ALASKA.

In cars are radios... and people. In Los Angeles a huge number of adult people listen in cars, homes, poolside, at beaches... just about anywhere to

KPOL

A Musical Opmis on Los Angeles Radio



Check Pulse, KPOL or your Blair Radio Man.

Information courtesy of Southern California
Broadcasters Association and Depts. of Motor
Vehicles New York, Iowa, Wyoming, and Alaska.

No TV upheaval in the wind

President's Task Force on Telecommunications

is expected to take a moderate tone in its

advice on what should happen to future of TV

Broadcasting may be a minor element in the report of the President's Task Force on Telecommunications Policy, which is due, if the staff can make it, by the end of next month, or, more likely, after Labor Day.

The 12-man task-force staff, fired up for the home stretch, has shifted into shirt-sleeved drafting sessions on the report for submission to its bosses, the representatives of major government departments and agencies concerned with telecommunications. When the final, official report of this group will go to the President himself is beginning to be problematical in the light of summer vacations, the political conventions and the elections this fall.

It's more than a fair deduction, it's learned, that the section on broadcasting will avoid bold, new proposals. There will be, in fact, little that can be considered radical for television at the present time, according to the best available information, although there undoubtedly will be suggestions for amplifying TV service—principally for specialized audiences. And, as part of

this look to the future, references no doubt will be made to the wider use of cable TV as a means of supplying extra programs for those willing to pay for them. What intrigues the task-force staff, it's said, is that CATV uses no spectrum space.

Broadcasters' fears that the task force was leaning toward recommending an extreme shakeup of the present structure of television—that it was seemingly partial to a wired-city concept—are expected to prove unfounded. There's every indication, however, that the wired-city concept will be discussed and commented upon with some degree of favor.

The task-force staff, it's understood, is impressed with the ability of cable TV to act as a conduit for the transmission of extra TV programs, without requiring additional channels in the electromagnetic spectrum where many interests are clamoring for space. CATV in this view does offer a means of extending and supplementing present over-the-air broadcast TV.

Demand Issue ■ At the same time,

there is expected to be a favorable inclination toward wired communications for new and old services that are non-broadcast in nature in major, high-population density markets in the light of the ever-increasing demands for more spectrum space.

The report is also expected to refer to some of the anomalies at the present time in the administration of the spectrum, now divided among various government-sponsored agencies, the FCC and the White House's Office of Telecommunications. There has been talk that the staff may well suggest that one of the federal government departments—the Department of Commerce or the Department of Transportation—up-rank its telecommunications officials to increase their responsibilities in this field, particularly in the area of government usage of the radio spectrum. The Bureau of the Budget was specifically asked by the President to look into the administration and regulation of telecommunications by the national government.

In line with the priorities set forth

Station local activity stressed in Land report

"There is really no need, in this report, to belabor the obvious: that television is the primary medium through which Americans come to know the world and each other." But Land devotes nearly a third of its study to demonstrating how local stations function in their role as a "central communications institution."

What ensues is a compilation of local station activity based on the written reports, some in-depth interviews and telephone follow-ups of those stations responding to NAB President Vincent T. Wasilewski's letter (see page 26). Out of 329 stations responding, Land says "not all these reports were usable." Two hundred-fifty two of them were. And that information is further broken down into four categories of 63 station each. The categories (once again, arbitrary) are public affairs,

general education and information, community affairs, and local issues and politics.

But the chief hook on which Land places TV's community service hat is news. Land says it's "the major element in local programing," and has shown "enormous growth." And the report claims that "the sheer quantity of news available to the public on a combined network and local level bears full testimony to this growth."

Land reports that of 297 stations, 228 produce at least one half-hour daily newscast Monday through Friday; 127 produce at least two; 44 produce three, and 13 produce four such programs. In one-station markets 17 out of 20 stations produce one 30-minute daily news broadcast; 10 out of 20 small market stations produce two half-hour daily newscasts, and two stations provide four

such daily programs.

But such coverage is "expensive," according to Land. Of 110 stations supplying such information 21 report news costs of from \$50,000 to \$100,000; 32 stations report from \$100,000 to \$200,000, and 27 from \$200,000 to \$500,000. And the question of profitability from a news operation is a moot one, says Land.

Excellence Begets Profits ■ The report suggests that stations that do the best news job and spend the most money are "most likely" to show profit. "In a single city, for example, one station spends over \$100,000 a year on news and calls it a loss operation; a second spends over \$150,000 and breaks even; and a third spends over \$400,000 on news in the same market and makes a profit." Of 139 stations reporting profit-and-loss for news, 57 reported a profit

by the President when he appointed the task force last August (BROADCASTING, Aug. 21, 1967). and its own determination of what is most significant, the task force is expected to spend its principal efforts in the area of international telecommunications. This includes policy determinations regarding the future of the Communications Satellite Corp.; of Intelsat, the international satellite communications consortium; and of the international record carriers and their desire to merge to permit the U.S. to have a single, flag telecommunications carrier. Also to be determined is the matter of a domestic satellite communications system.

Speculation among informed sources in the telecommunications industry anticipates that the task force is inclined to be sympathetic to the establishment of a multi-use domestic satellite system to be operated by Comsat; these same sources indicate that the task force is expected to look with favor on a merger of record carriers for off-shore operations.

Staff to Members ■ The staff must submit its report first of all to the task force itself. This is a 16-man group of subcabinet level named last year by President Johnson. The task force proper is headed by Eugene V. Rostow, under secretary of state for political affairs, with James D. O'Connell, director of the Office of Telecommunications Management, as vice chairman. Also on the task force are Rosel H. Hyde, FCC chairman, as an ex officio member; Leonard H. Marks, director of the

U. S. Information Agency and onetime Washington communications lawyer; Dean W. Coston, deputy under secretary of health, education and welfare and onetime radio engineer; as well as representatives of the Commerce, Transportation, Labor, State, Defense, and Justice Departments, and the Bureau of the Budget, Council of Economic Advisers, National Aeronautics and Space Administration, and Office of Science and Technology.

Nonetheless, the report is expected to be largely written, under supervision obviously, by the small, permanent staff, composed principally of young lawyers and economists.

Executive director of the task force staff is Alan R. Novak, 34-year-old attorney who is a special assistant to Mr. Rostow.

Deputy executive director is Frank E. Loy, deputy assistant secretary of state for transportation and telecommunications.

Richard A. Posner, on leave from the Department of Justice, is general counsel of the staff. And Lee Johnson, on leave from the Rand Corp., is research director.

Other members: Walter Hinchman, OTM; Charles Osborne, Defense; Jan Deutsch, Yale University; Robert Starr, HEW; Oscar Gray, Transportation; Monroe Price, University of California (Los Angeles). Stephen Barnett, University of California (Berkeley), and James B. Sheridan, FCC. Aiding virtually full time are consultants Paul McAvoy, Massachusetts Institute of Technology, and Fred Morris, on leave from Radiation Inc.

Commission proposed for educational technology

To intensify a national effort for research and innovation in U.S. education the Committee for Economic Development has called for Congress to create an independent, nongovernmental commission similar in structure to the Corp. for Public Broadcasting.

The 75-page report of CED's research and policy committee, released last Friday (July 19), urged that the commission should be legally empowered to receive both governmental and private funds to stimulate new educational techniques. It cites estimates that public-school expenditures will jump 37% between 1966 and 1976, from \$28.5 billion to \$39 billion.

Among the new educational technology the report notes that television "holds considerable promise for improving the quality of instruction." Tel-

evision's flexibility allows it to be used on a decentralized basis, through the use of video tape, or on a large scale, through a central broadcast facility, it says. For a 100,000-student school system, the report says, annual software costs (lessons and programs) would range from \$1 million to \$3 million. It estimates the initial hardware cost at \$1,250 per classroom, plus \$100,000 for the system's central studio and transmission equipment. "If television were optionally installed in the 16,000 public-school systems that represent 75% to 80% of the national elementary and secondary school population, the annual cost would range from \$265 million to \$1.5 billion," the report estimates.

The Committee for Economic Development is composed of leading business executives and educators.

The CED headquarters are in New York City.

Wire-grid plan blasted by Land

NAB-financed study lists achievements of broadcasting system

Broadcasting's answer to a television "wired-city" concept is now in the hands of the President's Task Force on Telecommunications Policy.

It's a 368-page study of program diversity ("Television and the 'Wired City'") that ultimately involved over 300 TV stations, and was commissioned by the National Association of Broadcasters and conducted on a two-month crash basis by Herman W. Land Associates, New York.

The Land study challenges the most abhorrent proposal (to broadcast interests) now before the task force — a nationwide wire-grid system, its components operated as common carriers, its 20 or more channels leased to broadcasters and others on demand, from which viewers, to get the service, probably would have to pay installation and monthly charges.

Purpose of Force ■ The task force was appointed by President Johnson last August (BROADCASTING, Aug. 21, 1967) to take a hard long look at whether the spectrum is now being used to best advantage. And but one proposal before it (it's to look principally at international telecommunications [see

(41%), 57 a loss (41%) and 23 break-even (18%).

Whatever the costs and the ultimate benefits of local news operations, Land warns that "the wired system concept poses a serious threat of halting this progress, and even of reversing it," because "by and large, [60% of] news operation is not profitable. . . ."

Land claims that under wire audiences for local outlets would decrease as a result of "the inevitable swing of the system in a national direction toward a greater supply of nationally originated entertainment. . . . Economic pressures on entrepreneurs forced to exist solely on the ability to turn a profit must result in fewer news services."

Land foresees an actual decrease in diversity in a "most significant area in our society," and concludes: "The social loss would be considerable."

More channels don't diversify programs

A primary target of the Land study is what is claimed by proponents of the wire-grid system—an increase in program diversity. Diversity, it is said, would occur with an increase in channels, and would provide programing serving specialized cultural interests.

Land says it won't happen. A statistical computation called a diversity index devised by Dr. Frederick Stuart, Hofstra University professor, purportedly shows there is only a "very limited" increase in program variety (diversity) with the addition of broadcast channels in a given community. The implication is that diversity would be no better served by wire. What diversity does occur tends to be a proliferation of the most popular types of programs already aired. The sole exception to this finding is an educational station which provides a "substantially higher" diversity index in any given market.

The methodology Land employs is to sample programing offered in 59 TV markets by culling regional issues of *TV Guide* for a sample week, and to assign every program to one of 20 arbitrary categories. Programs are categorized, for example, as dramatic adventure (*Perry Mason*) with continuing characters in a continuing series; drama, an original TV script with noncontinuity of characters, and serial melo-

drama (*Peyton Place*) with continuing principal characters, "made expressly for television: any violence usually off-stage and genteel."

Diversity Index ■ All feature films and all variety shows are lumped together in their respective categories. And Land notes: "It is, of course, extremely difficult to classify programs by any categorical scheme." To measure program diversity Land "computes" a diversity index.

This is what the report concludes: There's no "statistical correlation observable" between diversity and the number of stations in a market; audience size per station is termed "more influential" in determining diversity.

But the most "significant increase" in diversity occurs when a second channel is added to a market; past the addition of a third channel, "the rate of increase in diversity begins to slow up and actually begins to go down past the sixth channel." Total increase in diversity from three to six channels is 1.51%.

A "more consistent" relationship between diversity and number of channels is found during prime time, but it is termed "slight" and "not significant"—a total increase of less than 10% from three to six channels.

What increase in diversity does occur is "more of the same" of the most popular entertainment types of

programs now on the air (situation comedies and off-network reruns). And this phenomenon occurs, according to Land, "when stations are added beyond three."

ETV Affects Index ■ But ETV's prove an exception to this rule. Land says for a given number of stations, the diversity index is "substantially higher" when one of those stations is an ETV. That finding is reached because, it's noted, ETV's ordinarily concentrate on the types of programing commercial TV's program least. For example, instructional programs rank first in frequency of broadcast time on ETV, 14th on commercial stations. Feature films are 10th on ETV and first on commercial TV's. In a three-station market, if all stations were commercial and broadcasting feature films, variety shows or dramatic adventure (the top-ranked programs), the diversity index would be lower than if one of those stations were ETV, and were broadcasting an instructional program.

Land concludes that if the special-interest audience is to be best served, it should be through the development of public television (Corp. for Public Broadcasting). And he notes of public TV: "In a very real sense, the diversity sought for by proponents of wire is already largely existent, in the sense of being available to the great majority of Americans."

page 22]), which the Land study was commissioned to dispute, is the wired-city concept.

NAB, which footed a bill for the study of "less than \$50,000," endorses it by saying: "Since the Land Associates were instructed to proceed with a maximum degree of independence and objectivity, their findings may not necessarily reflect in all aspects the official opinions of this association or its board of directors."

What the report attempts to put before the task force is why free, over-the-air local broadcasting service should not be supplanted by the wire-grid system. And nearly one-third of the report is devoted to a positive statement of broadcast achievements in local programing that merits preservation.

However nearly two-thirds of the report outlines commercial television's limitations in order to show why wire can't do a better job. And with its diversity index conclusions (see this page), Land would appear to bring into question the viability of some new television broad-

cast services.

Situation by 1980 ■ Based on certain revenue projections Land says that by 1980 advertising monies would support "just about" the number of stations as there are now total commercial channels allocated. And, as an alternative to the wire grid, Land claims that UHF may serve "substantial segments of the public with alternative programing" and make possible the creation of a fourth network. "Our projections over the next decade do indicate a greater opportunity for success than has existed until now. It is also not inconceivable that a decade from now may see even a fifth network attempt."

But Land's diversity index also shows that there isn't much diversity (variety) of programing under certain conditions with the addition of channels, and what diversity there is, is of the off-network rerun type of popular programs. Land suggests that "the question that naturally arises is whether this increase in the diversity of diversion with its concomitant replay feature is justification for the violent wrenching of institutions

which is inherent in the proposed shift to the technology of wire."

Paperback Planned ■ NAB is apparently eager to get the Land report in circulation among Washington, and public influentials. It has already distributed copies to major newspaper columnists, and some members of the FCC and Congress. And in about three weeks it expects to have published from 5,000 to 10,000 copies of a paperback edition.

The thrust of the Land report is that the wire-grid system carries "a very real threat . . . to the principle of localism . . . embodied in the Communications Act." It poses the question "whether the possible gain that may be achieved in quantity of diversion is worth the social cost—the attrition or virtual elimination of significant service now provided by the local stations on the community level."

Land says it isn't worth the cost, and his arguments are supported with 252 "usable" station responses which Land says "seriously underrepresent the field as a whole."

The stations responded to a request

from NAB President Vincent T. Wasilewski in a May letter in which he asked TV members of NAB to provide Land a report of their local programming activities for 1967. Stations were asked to report within the strictures of the FCC program categories (which Land now says are "hardly adequate for our purposes") as well as to indicate "any evidence of impact" their programming had on the community (BROADCASTING, May 20.)

What evolves out of those station responses is a compendium of local programming efforts that show TV's serve "significant social values" worth preserving "as a matter of national policy" (see page 22).

Land claims that the wire-grid system threatens local public service and details an elaborate cause-and-effect relationship if that system were imposed. Land foresees that nationally distributed programs will be sent directly into the home, bypassing local outlets.

Program entrepreneurs (networks, for example) will avoid local affiliations and the payments they make to the broadcaster as local distributor. Those networks that might maintain some form of affiliate relationship, Land suggests, would probably not be able to withstand competition from groups operating directly.

National spot advertising would be rechanneled back to the networks, he says, and the networks would add to their revenues a substantial portion of what is now national and regional spot revenue. What's in store for "the newly independent (formerly affiliated)" stations, Land says, is a smaller advertising pie, with smaller funds to invest in the programming to attract it.

More Syndication ■ To survive this chain of events local stations would have to maximize their reliance on syndicated material and minimize their expenditure on locally originated programming. In this situation, Land claims, "the prospects for vigorous local service are not sanguine."

And what does wire have to offer? Land suggests, with a nod toward current pay-TV experience (more feature films), that the scale of mass entertainment "can only grow in scope and dimension; productions will most likely become more lavish and costly as the competition for audience grows more intense."

News and public affairs programming under wire, Land speculates, might supplement and eventually supplant individual station efforts with a city-wide news service. "Conceivably," he says, "such a system might work because of its efficiency, but necessarily at the expense of the individuality, distinctiveness and competitive nature that are characteristic of the television broadcast structure today."

The major emphasis of the Land report, however, is on why wire won't work. And, to prove his point, Land resurrects some hoary truisms that TV critics have used as cudgels for years. One of them: "Existing studies confirm that the vast bulk of the viewing public appears satisfied with the present service; there is discontent voiced by a minority, though the exact size of this minority is still a matter of much conjecture." A "great majority" of those people who assert the need for more educational and "uplift" programming tend not to respond to its presence by actual viewing.

And the study demonstrably delineates TV's own problems in those areas

where it asks of wire-grid proponents: Where are the creative resources to sustain a multi-channel medium? Where is the special-interest audience? Where is the advertiser support for special-interest programming.

And Land thrusts the message of the report into the context of this "volatile election year, when cataclysmic events seem to follow one another with bewildering speed." As early as the third page he notes that "one need only consider the impact of an abandonment of the free, over-the-air system in the urban 'ghetto' areas . . . as to realize how major the scale of what would be involved in elimination of the free broadcast station system."

FCC reveals a UHF-sharing plan

Proposed rule would give land-mobile radio space in channels 14-20 and 70-83 on geographical basis

The FCC has proposed opening up both ends of the UHF portion of the spectrum to the use of land-mobile radio operators who have complained of increasing congestion in the frequencies assigned to them.

The commission, in a notice of proposed rulemaking, last week proposed sharing the use of the lowest seven UHF channels (14-20) with police, fire, and other users of land-mobile radio.

And, in a combined notice of rulemaking and inquiry, it proposed setting aside 115 megacycles between 806 and 960 mc for land-mobile use. Channels 70-83 lie between 806 and 890 mc, but are occupied by only two television stations and 600 translators. This lack of use weighed heavily in the commission's decision.

Both notices were adopted by votes of 5-to-1. The lone dissenter in each case was Commissioner Robert E. Lee. Commissioner Lee, long the commission's staunchest supporter of UHF broadcasting, is known to feel that the need for additional space for land mobile has not yet been established.

Campaign Worked ■ The commission action in seeking additional space for land mobile comes after an intensive campaign waged by users of that service, both directly in pleadings filed with the agency, and indirectly through members and committees of Congress. At present, land mobile occupies 42 megacycles in the 25-890 mc region.

An earlier step taken by the commission involved the splitting of channels in the 450-470 mc band. However, the commission says, the relief provided by that device will be exhausted in major metropolitan areas, where the need is greatest, in two or three years.

And the two steps taken last week, both of which are aimed at relieving congestion in the 25 major urban areas of the country, are viewed by the commission as complementary follow-ups to that channel-splitting action.

In proposing the sharing plan, the commission said the possibility that land-mobile operators could use "some of the lower UHF-TV channels in the 20-25 largest urban areas on a geographic allocation basis with appropriate protection to insure a minimum of impact on television reception appears to offer the best prospect for immediate relief for land-mobile users." It said that existing land-mobile equipment designs could be modified to permit use of the lowest UHF-TV channels within about six months and that new or redesigned equipment could be expected for the remaining channels within one or two years. Land-mobile radio operators now use frequencies just below the UHF band.

Incentive Provided ■ And, in reallocating the higher frequencies, commission sources say, the agency would be providing the necessary incentive for the development of equipment that could be used in those bands. Land-mobile radio operators have opposed the reallocation of upper UHF channels to their service on the ground that the necessary equipment is not available.

The commission said it recognizes that its proposed reallocation of frequencies in the upper bands "will not meet immediate needs" of the land-mobile services "and that several years of developmental work may be required to establish a viable service." However, it said it feels it is appropriate to examine the 806-960 mc band "with a

view to its possible reservation" for land-mobile use.

And it is "persuaded that the burgeoning needs of the land-mobile service can be met on a long-term basis only through the allocation of additional spectrum space to that service."

The commission proposed using 75 megacycles of the 115 involved in the proceeding for a high-capacity common carrier system—of a kind long urged by AT&T—and 40 megacycles for private systems. The suggested reallocation would use 26 mc of space in the 890-942 mc band made available for non-government use by the Office of Telecommunications Management last month (BROADCASTING, June 10).

Geographic Sharing ■ The commission's sharing proposal involves a reallocation of the seven lowest UHF channels on a geographic basis so as to avoid any conflict with TV station assignments contained in the commission's nationwide assignment plan. Land-mobile services would use the TV channels only in areas where they are not reserved for broadcasting.

The commission said that, in making land-mobile assignments under the sharing plan, it would not use the channel-separation standards it uses in making television station assignments. The "substantially lower power output levels of land-mobile stations and the much narrower bandwidth utilized" by land mobile would result in much lower levels of interference than would be caused by a television station, the commission noted. Accordingly, it said, land-mobile stations could operate with less restrictive mileage separations and still protect co-channel television stations.

The commission proposes standards for assuring co-channel and adjacent-channel protection, but said it disregarded all other assignment standards on the ground the "relatively low power" of land-mobile stations will cause little intermodulation or intermediate frequency (IF) beat problems.

The commission said the proposal is not concerned with the suballocation of frequency assignment structure, under which various land-mobile services may be given access to additional spectrum space. Present methods of apportioning such access have been criticized by broadcasters who say tighter regulation would yield more efficient use of available spectrum.

Suballocations Later ■ Eventual provision for suballocations will be made with due regard for "deficiencies in present procedures and the need for improved and more efficient ones," the commission said.

In proposing to reallocate the top 14 channels, plus space above the UHF band, to land mobile, the commission

referred to the lack of television activity in UHF as a reason for its action. It said that in the 17 years since the adoption of a commission order which dealt with allocation of 470-500 mc to television and which discussed AT&T's requests for spectrum space for the establishment of a domestic public land-mobile service, "UHF-TV has not been fully utilized and little or no relief has been found for the common carrier land-mobile problem.

"We must recognize," the commission added, that "the spectrum can be used more effectively than is presently the case in the frequency range 806-960 mc and re-examine the matter in that light."

AT&T has said that a total of 75 megacycles would be desirable for an efficient high-capacity domestic public land-mobile service. The company estimates that 50 kilocycles spacing would provide high quality service to as many as 8,000 customers within a given area.

AT&T has indicated informally that it is willing to consider development in the vicinity of 900 mc, although private land-mobile interests prefer the lower frequencies.

The commission indicated that the use now being made of the upper UHF channels would not be a deterrent to reallocation. It referred to studies which held that the two television stations in the 70-83 mc region could be accommodated without great difficulty on lower channels. The studies also noted that land-mobile needs occur close to the heart of metropolitan areas while translators, by their very nature, are well removed from such areas.

The New Arrangement ■ The proposal would reshape the table of frequency allocations as follows:

806-846 would be used for private land-mobile systems in the top 25 urbanized areas as projected for 1980. Translators would be permitted on the frequencies on a co-equal basis, channels 70-83 nationwide.

846-883.5 would be used for common-carrier mobile stations.

883.5-893 would be used for common-carrier base stations.

893-919 would be retained for government use. The frequency of 915 mc would continue to be designated for industrial, scientific and medical equipment, but emissions would be narrowed to plus or minus 4 megacycles from plus or minus 25 megacycles.

919-947 would be used for common carrier base stations.

947-952 would be used for broadcast auxiliary, as at present, but reduced from 942-952 mc.

952-960 would continue to be used by operational fixed stations; some 1,200 stations are assigned to the band.

The commission did not propose

suballocation of the bands for private land-mobile users. It said that 40 megacycles is "appreciably less" than the amount needed to meet the demand anticipated by 1980, but added that "there is no way of determining" how much that demand can be met through common-carrier facilities. Aspects of the problem are the subject of a study being made for the commission by the Stanford Research Institute.

Both the sharing and the reallocation plans grew out of a study conducted by the commission's Land Mobile Frequency Relief Committee. They were two of three ideas relieving land-mobile congestion that were studied. The third idea, not likely to be pursued, involved the outright reallocation of from four to seven low UHF television channels.

Comments in both proceedings are due Dec. 2, and reply comments by Jan. 31, 1969.

JTAC's idea on allocations

Urges over-all evaluations; one suggestion is for drop-ins on fallow TV space

The influential Joint Technical Advisory Committee has proposed the adoption of a new philosophy of spectrum allocations—the concept of spectrum engineering.

JTAC, sponsored by the Institute of Electrical and Electronics Engineers and the Electronic Industries Association, urges the application of this new philosophy to foster the fullest utilization of the electromagnetic spectrum on a planned basis, instead of waiting for applicants to ask for space and weighing the request against the block assignments authorized by the FCC to day. JTAC's recommendations were released last week under the title "Spectrum Engineering—the Key to Progress."

The two-inch thick tome the size of a telephone directory was circulated widely to government offices in Washington, including the FCC, the President's Task Force on Telecommunications Policy, and other agencies. It sells for \$15 a copy to members of IEEE or EIA.

The cost of initiating the proposals according to Richard P. Gifford, GE who is chairman of JTAC and was chairman of the subcommittee working on the project, would be \$3 million



A Safety Supervisor's job is to check and aid truck drivers



...but not exclusively.

Flat tires, empty gas tanks, breakdowns and directions are only a small part of a Safety Supervisor's day. These road patrolmen are employed by many truck fleets to improve their own operations in the areas of safety, service and cost. They check driving habits, equipment, road hazards, ICC logs—a bit of everything. . . . But they also take time to lend a helping hand to motorists in distress.

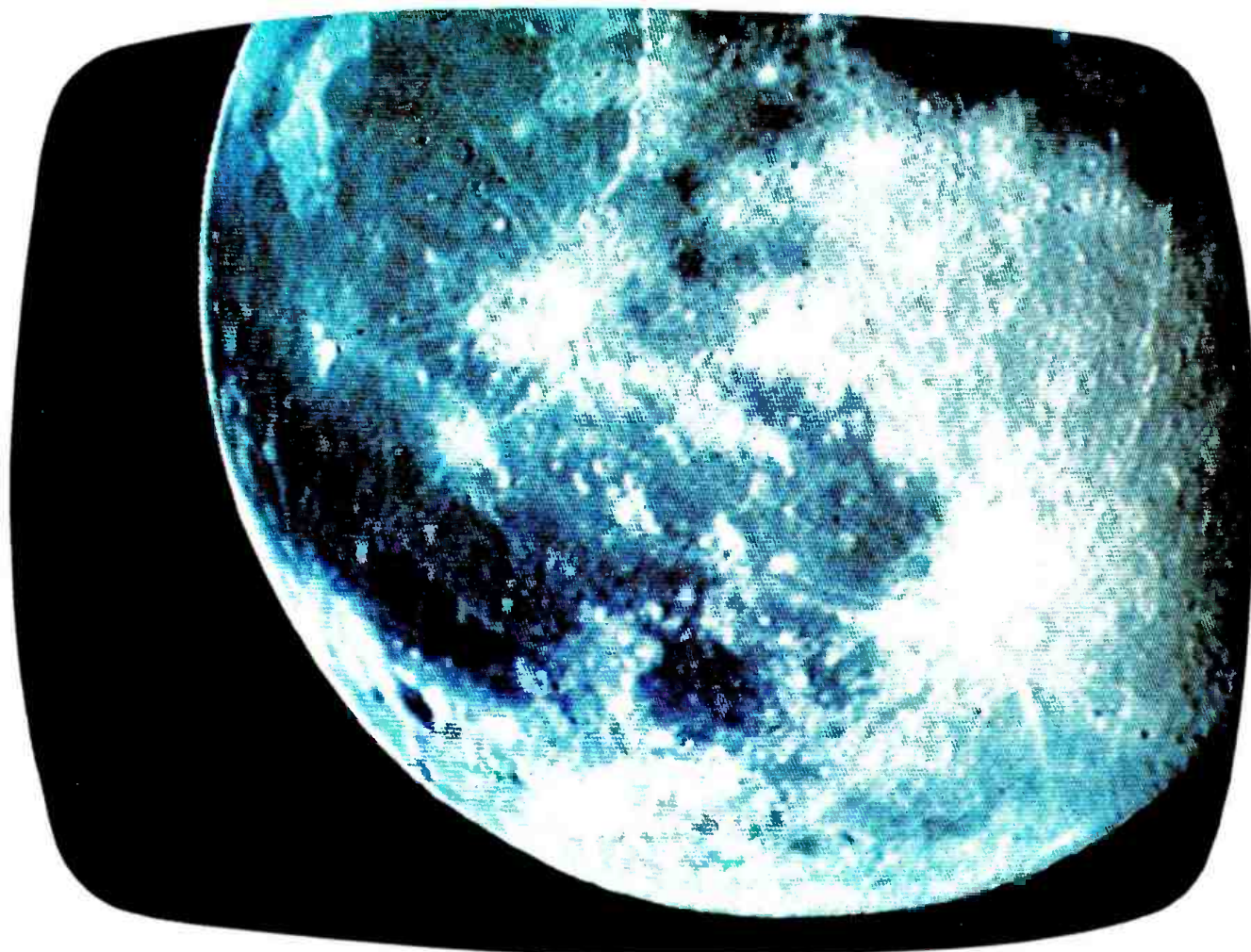
American Trucking Industry 

American Trucking Associations, Inc., Washington, D. C. 20036

Moon-Shot Proves TK-42 Performance

Unretouched Monitor Picture
Reveals Resolution, Sensitivity
and Dynamic Range of the
RCA Color Camera





Unretouched photograph taken directly from monitor on Ektachrome daylight film, ASA 160, 2 1/4 x 2 1/4" format. Color temperature of monitor 9000K; color temperature of film 5500K.

High resolution in a color camera gives pictures the extra detail that produces finest programs and commercials. What does it take to provide this resolution capability? It takes a big 4 1/2-inch image orthicon tube, which gives big picture sharpness. Add dynamic contrast range, to handle broad variations between high-light and shadow. And sensitivity, to cover wide ranges in lighting. In short it takes all three to produce the finest color pictures. We know RCA TK-42/43 cameras have all these capabilities—but we wanted to prove this kind of performance.

How could we prove it? We set up a camera with telescopic lens to shoot the moon. The proof is in the unretouched monitor photo above: Prominent features of lunar terrain are sharply distinguishable. The TK-42/43 provides resolution that captures the detail of craters on the moon; sensitivity to compensate for extreme loss of light with a telescopic lens; dynamic contrast range to faithfully reproduce the tremendous range of high-light-to-shadow areas. It shows that these cameras have got what it takes to turn on viewers. And you don't have to shoot the moon to prove it! Ask your RCA Field Man.

RCA Color Camera set up to test technical capabilities. A casagrain type telescope, focal length 125 inches, was installed on the Camera to produce the moon-shot shown here.



RCA Broadcast Equipment

“No business is an island”

A storm of protest, stirred by the marketing abuses of a small minority of companies, is sweeping the mainland of American business.

As the disturbance advances, it whips up waves of customer distrust and produces an outpouring of proposed consumer legislation.

Business is charged with insensitivity to the consumer's interests—with false and misleading advertising, selling, packaging and labeling. Even some of the most respected industries are accused of “victimizing consumers,” especially the poor.

It may seem that the tempest is focused only on certain types of enterprise, and that others, like distant islands, can carry on unperturbed—isolated from the turmoil.

One Business Mainland

But all commerce and industry in this country today are bound together into one inseparable community; and the winds of criticism that lash against some who sell in the consumer marketplace will be felt *throughout* the business world.

If mounting customer doubts and unduly burdensome legislation or regulation curtail sales or profits of any type of consumer goods, it will hurt not only those who manufacture and retail these products but also those who *supply* these compa-

nies, including firms that sell only to business and industry.

And the more accustomed that the American people grow to the regulation and control of one segment of business, the more natural it will seem that *all* industry should be equally regulated.

That is why the Better Business Bureaus say to every responsible businessman in America, even those in kinds of business never accused of abusing customers:

“Join with us in helping lift the ethical standards of all advertising and selling through self-regulation. Join in helping business improve its relations with consumers and government, in helping protect all buyers, all honest business and the enterprise system.”

Every Business Benefits

Every company, manufacturer as well as retailer, needs flourishing communities where fair dealing and customer confidence prevail. *BBBs help create such communities.*

Every company wants to safeguard employee buying power, and prevent the firm itself from dealing with dishonest merchants or fraudulent “charities.” *BBBs help provide such protection.*

And every responsible company

wants the public and government to know the truth about customer-business relations—such as the fact that nine out of ten customer calls to Better Business Bureaus today are inquiries, not complaints. *Increasingly, the BBB National Expansion program will communicate these facts.*

Already this program has activated the BBB Research and Education Foundation to conduct studies on subjects of consumer concern, and has opened an Office of National Affairs in Washington, D.C., to provide government as well as business with reliable data based on more than three million consumer contacts made each year by BBBs.

What You Can Do

Since it is indeed true that “no business is an island,” every company has reason to back the BBBs.

To see how you and your firm can help produce a new high tide of confidence in the entire business community, call the manager of your nearest BBB, or contact the Association of Better Business Bureaus International, Chrysler Building, New York, N.Y. 10017.



\$4 million. The cost would reach a level of about \$10 million a year thereafter, Mr. Gifford estimated, to maintain the program.

Cites Possible Return ■ The radio spectrum, Mr. Gifford observed at a news conference in Washington last week, supports a \$20-billion-a-year industry. For only 5% of this sum, Mr. Gifford noted, the electronics industry could increase its annual gross by several billions.

Mr. Gifford acknowledged that the operating cost of putting the suggested system into effect would have to come from the federal government, although, he observed, funds might be raised by increasing license fees or instituting rental fees. This point is not developed in the JTAC report.

Nor does JTAC recommend which agency of the government should handle the proposed new system of spectrum allocations and management. It's apparent, however, that a new organization would have to be established to coordinate the "list-keeping" of government and non-government users of the spectrum, an integral part of the JTAC recommendations.

A principal feature of the report is the strong case made for sharing of channels where feasible on a geographic or time basis. This could mean, for example, that services using narrow-band channels might be inserted into the TV bands in certain localities.

Guard-Band Use ■ This possibility is exemplified in the report's section on frequency coordination and monitoring, where it is indicated that a narrow-band service could probably be integrated successfully into the guard band of a TV channel that is not being used in a particular city. The section points out that the FCC's national TV allocations principle assigns alternate TV channels to the same locality in order to obviate interference between the two TV channels.

"Within this unassigned channel," the report states, "narrow-band systems of lower power can conceivably operate without causing interference to the TV receiver or receiving interference from the TV transmitter."

Mr. Gifford saw the use of the spectrum increasing at the rate of 7% annually over the next 20 years, resulting in spectrum usage four times that of today.

One-Region Test ■ The report recommends a pilot project to put the frequency selection concept into experimental operation. This would be done in one region of the country, it was noted. And, it added, new and improved spectrum engineering analytical capabilities should be developed quickly and put into effect on a national level.

The group also suggested that im-



Mr. Gifford, as he appeared last February before the House Small Business Subcommittee panel hearing on spectrum needs.

mediate attention be given to improvement of spectrum monitoring to measure usage and to identify and help prevent interference; standardizing record-keeping by various services so that the data is transferable onto a national, coordinated data collection record; improving existing receiver standards and those of other devices that emit unintended radiation.

And, JTAC added, there is a distinct need for increased information on man-made radio noises and its effects, as well as side effects affecting nature as well as humans and man-made products that are incidental to the intended effects.

Wiesner Proposal ■ The project was initiated in 1963 when Dr. Jerome B. Wiesner, then acting special assistant for telecommunications to President Kennedy, wrote to JTAC suggesting that the group undertake an initial study of needed technical programs and the formulation of objectives in a national policy for electromagnetic compatibility. Dr. Wiesner is now provost of the Massachusetts Institute of Technology.

Then JTAC Chairman James D. O'Connell, now director of the Office of Telecommunications Management, and special telecommunications adviser to President Johnson, organized the special JTAC subcommittee for this purpose with Mr. Gifford as chairman.

Others who were active on the special subcommittee: Stuart L. Bailey,

Jansky & Bailey; Stanley I. Cohn, ITT; Rexford Daniels, consulting engineer; Hugh H. Davids, GE; George W. Haydon, Department of Commerce; Jack W. Herbstreit, Department of Commerce (who resigned when he was named director of the International Radio Consultative Committee in Geneva); Alvin L. Hiebert, Rand Corp.; David R. Hull, Electronic Industries Association; Samuel A. Scharff, consulting engineer; Ralph M. Showers, University of Pennsylvania; Aaron H. Sullivan, consulting engineer (who resigned when he joined the Office of Telecommunications Management); Wilbur R. Vincent, GE, and H. Edward Weppler, AT&T.

FCC's plan to provide space for land mobile

The FCC would allocate up to six unassigned UHF channels to land-mobile radio in each of the major 25 markets in the country under the proposal to permit land-mobile radio to share the use of the lowest seven UHF channels (see page 25).

The areas and the channels that would be allocated to land mobile under the proposal follow:

New York-Northeastern New Jersey, channels 14, 15, 16 and 17; Los Angeles, 14, 15, 16 and 20; Chicago-Northwestern Indiana, 16, 17 and 18; Philadelphia-New Jersey, 14, 15, 19 and 20; Detroit, 15, 16, 17 and 18; San Francisco-Oakland, 17 and 18; Boston, 18, 19 and 20; Washington, D. C.-Maryland, Virginia, 16, 17 and 18; Pittsburgh, 18, 19 and 20; Cleveland, 14, 15 and 16; St. Louis-Illinois, 14, 15, 16 and 20; Baltimore, 16, 17 and 18; Minneapolis-St. Paul, 14, 15 and 20; Milwaukee, 14, 15, 16 and 20; Houston, 18; Buffalo, N. Y., 14, 15, 16 and 20; Cincinnati 17; Dallas, 14 through 19; Kansas City, Mo.-Kansas, 14 and 18; Seattle, 14 and 18; Miami, 19 and 20; New Orleans, 14 through 18; San Diego, 17, 18 and 19; Denver, 16, 17 and 18; Atlanta, 19 and 20.

The commission proposes to authorize only that combination of ERP and antenna height above average terrain that would produce a maximum radiated field that is at least 50 dB below 64 dBu at the grade-B contour of the nearest co-channel television station or assignment and that does not exceed 64 dBu at the grade-B contour of the nearest adjacent channel TV station.

The commission would establish the grade-B contour of television stations within the 470-512 mc band at 43 miles for Zone 1 and 55 miles for all other zones, and would measure the distance from the station.

New dollars for spot radio, TV

Major retail manufacturers are keeping control of co-op advertising and are placing spots through their agencies with store-tags tails

Manufacturers' co-op advertising practices are undergoing "a significant change," with spot radio and TV as the beneficiaries.

That word came last week from the Station Representatives Association, which is playing a big role in making the change take place.

Instead of turning co-op funds over to retailers for them to use in local advertising, manufacturers are spending more of the money on commercials produced and placed by their agencies, with "store tags" at the end showing or telling where the brands may be bought locally.

Nathan S. Lanning, assistant vice president and director of advertising for the hosiery division of Burlington Industries, moved to SRA in January as manager of a newly created Spot Development Division. Under SRA's managing director, M. S. Kellner, he has been concentrating on speeding the trend from conventional co-op—whose funds traditionally go into newspapers almost exclusively—to manufacturer-controlled advertising on spot TV and radio.

Although the trend has accelerated in the last few months and "is destined to alter the established retail co-op advertising situation," SRA officials said,

it is not entirely new.

Oldtimers ■ They noted, for example, that Dupont, through N. W. Ayer & Son, has for some time been using local-market TV spots with store tags for the benefit of carpet mills using its fibers, and that Celanese Corp. for the past two spring seasons has used store-tagged TV spots tied in with specific manufacturers of women's apparel, men's wear and home furnishings. The Celanese campaign was placed by Powell, Schoenbrod & Hall, Chicago.

In addition to these indirect suppliers of branded fibers, SRA reported, several manufacturers who sell their products directly to stores have successfully supported their customers with store-tagged spot schedules.

Kayser-Roth was said to have gradually increased its use of store-tagged spot radio and TV commercials to maintain the dominant market position for its Supp-hose—with a noticeable decline in regular co-op newspaper advertising for the hosiery.

The ladies hosiery division of Burlington Industries launched this type of radio and TV program last October and is now using it in 47 markets through Doyle Dane Bernbach, New York. It has discontinued co-op subsidies on its Cameo band except to promote sale

events.

Highlights ■ Among other recent developments reported by SRA:

■ American Enka this fall will use local radio spots extensively, tying them in with the carpet mills that Enka supplies as well as with the local retail outlets. Delehanty, Kernit & Geller, New York, is the agency.

■ Owens-Corning Fiberglas, which has been a heavy subsidizer of retail newspaper co-op advertising, plans tagged spot-TV schedules in more than 30 markets this fall to help retailers sell draperies made with its fiber. The agency is McCann-Erickson, New York.

■ An Owens-Corning competitor, Pittsburgh Plate Glass, is reported to have discontinued retail newspaper co-op advertising for its drapery glass fiber but has not yet taken the step to tagged spot commercials. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.

■ The Wool Bureau, which has spent large sums with retailers to advertise apparel made with wool, is said to be planning a heavy spot-TV campaign this fall through AC&R Advertising, New York, a subsidiary of Ted Bates & Co., to replace its newspaper co-op program.

■ Dupont, expanding its use of store-tagged spots, will promote its Cantrecre year with them in approximately 25 markets this fall, through BBDO, New York.

■ Among direct suppliers of branded items, Springs Mills, through Daniel & Charles, New York, is scheduling radio spots with store names in 200 markets for Spring Maid sheets and pillow cases, and another major brand in the same field is planning store-tagged TV spots in 20 to 25 markets.

■ Among other as yet anonymous brands moving into tagged-spot programs, a manufacturer of corduroy slacks is planning a back-to-school promotion using radio in 40 markets; a prestige cosmetic brand has completed plans for a Christmas promotion on TV in major markets, and a quality carpet brand will use its co-op funds in 21 markets for a spot-TV schedule.

Fat Pie ■ SRA officials could not estimate the total volume of billings

PREVIEW: When soft and hard aren't antonyms

Lees Carpets, Bridgeport, Pa., a division of Burlington Industries, is planning a campaign for its "Soft Hard Floors," a line of nine carpets designed to withstand unusual abuse, yet be soft like a carpet.

The campaign is to start in September on the fall premiere of the NBC-TV *Dean Martin Show* and gain momentum with heaviest emphasis on network and local television in October and November. National magazine coverage is set for October.

Commercials to be used will feature comedian Paul Lynde with his reactions before and after the in-



stallation of "Soft Hard Floor."

Doyle Dane Bernbach, New York, is handling the campaign.

these plans and campaigns represent but they made clear that the over-all target—co-op funds in general—is big. Most major department stores, they said, currently get as much as 50% of their total advertising funds from direct and indirect suppliers.

Although retailers' use of broadcast media, especially television, has increased substantially, stores historically have put the bulk of their co-op allowances—85% to 95%, according to SRA—into newspapers.

SRA officials said they had found no evidence that brand advertisers who have withdrawn co-op funds and put the money into store-tagged spot radio and TV have suffered or been penalized by the stores.

The presentation developed by Mr. Lanning describes the store-tagged spot-broadcast advertising plan as a "unique opportunity" for the supplier "to extricate himself from the quagmire of co-op" and improve his brand position at the same time.

"As the co-op practice developed," the presentation asserts, "it became questionable as to what amount, if any, the retailer spends on the advertisements. Because the effectiveness of many co-op ads, and their value to the manufacturer, have become questionable, the [co-op] subsidies in many cases are in reality merely inducements for the retailer to buy merchandise."

Moreover, the presentation continues, the current trend to broadcast advertising by many large stores can itself lead to "new and worse pitfalls" for the supplier, unless he takes steps "to change his local advertising policy."

Many Benefits ■ It is pointed out that store-tagged commercials produced, placed and controlled by the supplier and his agency enable the advertiser to maintain unity of them in local and national advertising, select target audiences, determine the timing and be assured of emphasis on his own brand.

The presentation reproduces newspaper pages on which three competing co-op advertisers get equal small-type mentions in the same ads, and a seven-column ad in which the supplier gets one mention, also in small type.

"Whether you use a 10-second ID or a minute commercial," the presentation tells suppliers, "nobody is on stage with you, and the consumer's attention is all yours."

"In addition," it continues, "newspaper circulation has not kept pace with branch-store additions [or] with the suburban population increase" and therefore cannot compete with radio and TV coverage.

"When you graduate from co-op contributions to your own store-tagged broadcast," the presentation advises, "you get more for your money. For

example, in Philadelphia \$1,000 buys you a 733-line ad (at Gimbels vendor rate) in the *Sunday Inquirer* and you are seen in 279,700 homes."

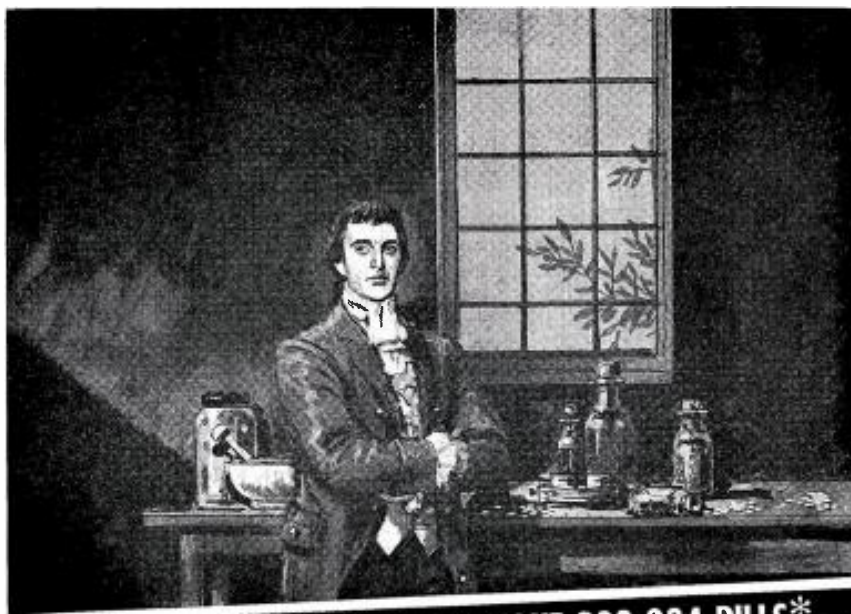
In contrast, SRA notes, the same amount of money in Philadelphia "buys you 14 60-second radio spots with store tags and you receive 1,158,000 home impressions," or just \$850 "buys you two 60-second TV spots in full color with store tags and you receive 672,000 home impressions."

The presentation also presents charts showing costs for TV spot campaigns in different day-parts in 12 different

markets, includes a state-by-state list of radio and TV stations represented by SRA member firms.

Interpublic agencies merge

Pritchard, Wood Inc. and ITSM Inc., advertising agencies, both New York, will be merged in the next few weeks, officials said last week. Both are components of the Interpublic Group of Co.'s, New York. The new agency will be called Pritchard Wood Associates Inc.



YOU MAY NEVER SEE ONE MAN TAKE 233,934 PILLS*—

BUT... WKZO Radio is the Right Medicine for Drug Sales in Greater Western Michigan

In Greater Western Michigan, WKZO has the competition bottled up when it comes to reach-

ing the drug product outlets and market.

There are over 600 drug stores in WKZO's primary area; more than twice those in Station B's and 5 times those in Station C's.

Your Avery-Knodel man has the prescription for bigger sales in Greater Western Michigan... WKZO.



WKZO's primary service area covers over 2½ times as many drug stores as the next-largest station.

* A 19th century Englishman did. He also consumed 40,000 bottles of medicine before his death at 65.



The Folger Stations

RADIO
WKZO KALAMAZOO BATTLE CREEK
WZZM GRAND RAPIDS
WYZZ GRAND RAPIDS KALAMAZOO
WYZZ-TV GRAND RAPIDS
TELEVISION
WKZO-TV GRAND RAPIDS KALAMAZOO
WZZM-TV GRAND RAPIDS
WYZZ-TV GRAND RAPIDS
WYZZ-TV GRAND RAPIDS
WYZZ-TV GRAND RAPIDS
WYZZ-TV GRAND RAPIDS

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Radio networks' health gets better and better

'67 time-talent income well over \$60-million mark
in CBS Radio's annual study of all networks

The number of advertisers and products represented on network radio continued to grow in 1967, contributing to a modest but steady rise in advertising on the medium.

The combined four-network advertising income in time and talent has risen steadily since the 1961 total of \$45.2 million, and reached an estimated \$60,757,000 in 1967. In 1966, the comparable figure was \$59,867,000.

These are among the highlights of a detailed study of advertisers using network radio during each of the past seven years, as prepared and being released today (July 22) by CBS Radio.

Underscores Gains ■ George J. Arkedis, vice president of the CBS Radio division and general manager of the CBS Radio network, noted that the detailed report was prepared with the cooperation of the other networks, and offered this comment:

"The four radio networks had 213 advertisers in 1967, compared with 197 the year before. They advertised 345 different brands and services last year, compared with 339 in 1966.

"While the radio networks experienced a modest sales gain, we view this increased advertiser activity as an index of network radio's vitality, showing

growing strength in a year marked by unsettled business conditions and by a decline in many sectors of the economy."

Mr. Arkedis cited two developments that he called "particularly exciting":

■ The completion of the initial RADAR (Radio's All-Dimension Audience Research) study, supported by the four radio networks. RADAR will be able to show advertisers the reach and frequency they can attain by using all four networks at favorable rates. With results of the Spring 1968 RADAR study due in August, multiple network buying patterns are expected to increase.

■ The emergence in 1967 of the Colgate-Palmolive Co. as the third-highest billing network radio advertiser. All four radio networks shared its schedule in 1967.

All four radio networks cooperated to develop the medium's list of 213 different corporate advertisers and 345 advertised brands or institutions. The 1967 total product and/or service count marks the second year that such a compilation was made.

The CBS Radio study showed that of the 213 different advertisers on the four radio networks, 113 were on CBS; 107

on NBC; 94 on ABC, and 70 on Mutual.

CBS Radio officials noted that the totals included three religious accounts on ABC, six on Mutual and five on NBC, but that CBS does not accept sponsorship of religious broadcasts. NBC officials, although not challenging this statement, said it should be pointed out that the CBS Radio accounts include three that appear to be "trade-outs," which are not accepted by NBC except for one in effect on a one-third cash, two-thirds trade basis.

Network Variations ■ CBS Radio's total of 113 advertisers in 1967 compares with 108 in 1966, it was stated. NBC had 107 sponsors last year and 97 in 1966; ABC had 94 in 1967, as against 80 in 1966 and Mutual had 70, down three from 1966.

Of the 345 advertised brands or institutions, 185 were on CBS; 166 on NBC; 140 on ABC and 92 on MBS.

The study showed that General Motors continued as the largest billing network radio advertiser in 1967, a distinction it also had in 1964, 1965 and 1966. P. Lorillard Co. was the second largest advertiser in this category, followed by Colgate-Palmolive and Bristol-Myers. Among advertising agencies, Needham, Harper & Steers emerged in first place in network radio billing, while second place was shared by Young & Rubicam and the Campbell-Ewald Co.

Combined advertising revenues for the four radio networks in 1967 were reported at 34.5% over 1961. The estimated dollar figure, it was said, grew from about \$45.2 million in 1961 to about \$60.8 million in 1967 (all figures through 1966 are from the FCC Broadcast Financial Data Reports, except for 1967, which was estimated by CBS Radio financial analysts).

Type of Clients ■ The study indicates that network radio continued to broaden its sources of revenues in 1967. The two leading product categories again were food, followed by cosmetics/toiletries/drugs/proprietarys, as they were in the preceding three years.

Radio set sales reflected the public's involvement with the medium, CBS observed, though total purchases in 1967 of 43.1 million receivers did not equal the 1966 record of 47.2 million radios sold. But CBS noted that radio set sales continued far ahead of TV receiver sales and of daily and Sunday newspaper circulation increases. On Jan. 1, 1968, the total number of radio sets in working order was estimated at 281.8 million, an increase of 19.1 million over the same time last year.

Radio continues to dominate other media in terms of reach. CBS pointed out. Radio's total of 281 million receivers approaches four times the 74.5 million TV sets in homes and is well

The pace was as hot as the weather

Third-quarter sales on the CBS Radio network reached a peak in late June, with receipt of three 52-week orders on *News on the Hour* and *Arthur Godfrey Time*.

Ordering 52-week campaigns were Campana Corp., Division of Purex Corp., through Foote, Cone & Belding on *Arthur Godfrey Time* for a July start; The Anderson Co. through Reincke, Meyer & Finn, on *News on the Hour* for an August start; and Plough, Inc. through Lake-Spiro-Shurman, on *News on the Hour* for a September start.

Other third-quarter advertisers signed in late June:

For August start—Better Homes

and Gardens Magazine (J. Walter Thompson Co.), Florists' Transworld Delivery Association (Post, Keyes-Gardner), Morton Salt Co. (Needham, Harper & Steers), Pillsbury Co. (Campbell-Mithun), all on *News on the Hour* and *Dimension*; Alemitte Division of Stewart-Warner Corp. (Earle Ludgin Co.) on *News on the Hour*.

For September start—Dow Corning Corp. (Campbell-Mithun) on *Dimension*; Holiday Inns of America (Cosmopolitan Agency) on *Arthur Godfrey Time*; Kellogg Co. (Leo Burnett Co.), Monsanto Co. (Foote, Cone & Belding) both on *News on the Hour* and *Dimension*.

Weekend daytime TV leads network over-all gain of 3.9%

Network television billings in the first half of 1968 rose to \$748,873,500, a 3.9% increase over the same period last year, it was reported last week by the Television Bureau of Advertising.

The largest gain was registered in the weekend daytime sector, which advanced 7.1% over the first six months of 1967. Nighttime increased by 3.9% and week-day daytime by 2.8%.

Network television net time and program billings by ray parts and by networks (add 000)

	1967	1968	% Change
Daytime	\$ 30,624.6	\$ 30,726.1	+0.3
Monday-Friday	23,688.1	23,351.5	-1.4
Saturday-Sunday	6,936.5	7,374.6	+6.3
Nighttime	59,877.7	62,700.6	+4.7
Total	\$ 90,502.3	\$ 93,426.7	+3.2
January-June			
Daytime	\$233,384.3	\$242,485.5	+3.9
Monday-Friday	172,812.4	177,598.4	+2.8

Saturday-Sunday	60,572.4	64,887.1	+7.1
Nighttime	487,389.6	506,388.0	+3.9
Total	\$720,774.4	\$748,873.5	+3.9

	ABC	CBS	NBC	Total
January	\$34,708.7	\$55,896.5	\$48,151.9	\$138,757.1
*February	41,976.5	49,901.3	47,051.6	138,929.4
*March	38,904.3	52,299.8	48,280.1	139,484.2
*April	33,371.5	45,797.6	43,707.2	122,876.3
*May	29,606.5	43,014.1	42,779.2	115,399.8
June	25,158.0	35,662.8	32,605.9	93,426.7

*Revised
Source: LNA/TVB

over four times the combined circulations of *Life*, *Look*, *The Saturday Evening Post*, *Reader's Digest*, *McCalls*, *Ladies Home Journal* and *Better Homes and Garden*.

The 1967 network radio advertisers, their agencies and the networks they used were listed by CBS Radio as follows:

A. P. Parts Corp.: see Dunhill International Inc.
A to Z Rental Inc.: see Nationwide Industries Inc.
Aetna Life Insurance Co.: Insurance, CBS, NBC (Chirung & Cairns).
Alcan Aluminum, Ltd.: Flexalum, ABC (J. Walter Thompson).
All State Insurance: see Sears, Roebuck & Co.
All Star Shows: Elvis Presley Christmas Album, ABC (Ken Clanton Adv.).
Amana Refrigeration Inc.: see Raytheon Co.
Amerace Corp.: Ace combs, CBS, NBC (Ringold/Kalish Walpert & Co.).
American Cyanamid Co.: Breck concentrate shampoo, NBC (Young & Rubicam; Sullivan, Stauffer, Colwell & Bayles).
American Dairy Association: Fluid milk, ABC, CBS (Compton Advertising).
American Express Co.: Travelers cheques, ABC, CBS, NBC; credit cards, CBS (Ogilvy & Mather).
American Federation of Labor & CIO: Institutional, ABC (Furman, Feiner & Co.).
American Home Products: (Whitehall Division) Anacin, ABC, CBS; Dristan, ABC, CBS; Preparation H, MBS; (Brach Division) Brach Candies, CBS, NBC (John F. Murray Adv.; Arthur Meyerhoff Assoc.).
American Motors Corp.: Rambler passenger cars, ABC, CBS, NBC, MBS (Benton & Bowles).
American Sportsman's Quarterly: see Ridge Press Co.
American Telephone & Telegraph Co.: Long distance telephone service, ABC, CBS, NBC, MBS; Western Electric Co., CBS (Cunningham & Walsh; N. W. Ayer & Son).
American Tobacco Co.: Pall Mall, ABC, CBS, MBS; Tareyton, ABC, CBS, NBC, MBS; Lucky Strike, MBS; Roi Tan cigars, CBS, MBS (Sullivan, Stauffer, Colwell & Bayles; Gardner Adv.).
America's Future: Publication, MBS; (Bertram J. Hauser).
Amway Corp.: Detergents, ABC (Stevens Inc.).
Anderson Co.: Windshield wipers, CBS, NBC (Reincke, Meyer & Finn).
Anheuser-Busch: Budweiser beer, CBS, NBC (D'Arcy Adv.).
Armstrong Cork Co.: Epic floor wax, ABC, CBS, NBC (BBDO).

Armstrong Rubber Co.: Armstrong tires, ABC, MBS (Prichard, Wood).
Assemblies of God: Institutional, ABC (Walter F. Bennett & Co.).
Associate Investments: Small loans, NBC (Campbell-Mithun).
Ball Brothers Co.: jars & lids for canning, ABC, CBS (Applegate Adv. Agency).
Bankers Life & Casualty Co.: White Cross Hospital Plan, ABC (Marshall John & Assoc.).
Bartell Media Corp. (Macfadden Pub.): Pageant, CBS; True Story, CBS; Paperback Books, CBS; Sports, CBS (Direct).
Bata Shoe Co. (Weinbrenner Shoe Corp.): Outdoor footwear, CBS; work shoes, CBS (The Marchalk Co.).
Beatrice Foods Co. (Shedd Bartush Foods): Shedd's peanut butter and jelly, CBS (Smith-Winchester Adv.).
Benrus Watch Co.: Watches, ABC, CBS, NBC MBS (de Garmo, McCaffery).
Block Drug Co.: Nytol, ABC, CBS; Polident denture cleanser, CBS; Poli-grip adhesive, CBS; Tegrin, ABC, CBS (Sullivan, Stauffer, Colwell & Bayles).
Borden Co.: Aunt Jane's pickles, CBS; Cremora, ABC, CBS; Instant potatoes, ABC; None-Such mincemeat, ABC, CBS; Realemon juice, CBS; Wyler & Company drink mixes, ABC, CBS; Wyler & Company soup mixes, ABC, CBS, NBC (Gayer, Oswald; Needham, Harper & Steers; Young & Rubicam; Lilienfeld & Co.; Compton Adv.).
Borg-Warner Corp.: Borg-Warner Tapes, ABC (Edward H. Weiss).
Bristol-Myers Co.: Ammens medicated powder, ABC, CBS, NBC; Excedrin, ABC, CBS, NBC, MBS; No Doz, ABC, CBS, NBC, MBS (Young & Rubicam).
Brunswick Corp.: Kiekhafer Corp., Mercury outboard motors, NBC, MBS; Zebco Co.—fishing equipment, NBC (Gardner Adv. Co.; Advertising Inc.).
Bryant Manufacturing Co.: see Carrier Corp.
California Federal Savings & Loan Association: Savings and loans, ABC (Melvin A. Jensen Adv.).
California Packing Corp.: see Del Monte Corp.
California Prune Advisory Board: Prunes, ABC (Botsford, Constantine & McCarty).
Campbell Soup Co.: Campbell Soups, ABC, CBS, NBC, MBS; V-8 vegetable juice, CBS; Pepperidge farm stuffing, CBS, NBC (BBDO; Needham, Harper & Steers; Ogilvy & Mather).
Canada Dry Corp.: Wink, ABC, NBC, MBS; Diet Drink, ABC, NBC (J. M. Mathes).
Canandaigua Industries Co.: Wild Irish Rose Wine, ABC (Hutchins Adv. Co.).
Carrier Corp.—Bryant Manufacturing Co. Div.:

Bryant air conditioners, NBC (Griswald-Eshleman).
Cessna Aircraft Co.: Private pilot lessons, CBS, MBS (Gardner Adv.).
Champale, Inc.: see Metropolis Brewery of N. J.
Champion Spark Plug Co.: Champion spark plugs, NBC (J. Walter Thompson).
Chanel Inc.: Channel perfume, NBC, MBS; (Norman, Craig & Kummel).
Christian Reformed Church: Religion, NBC, MBS (Griswald-Eshleman).
Chrysler Corp.: Certified car care, NBC; Chrysler general promotion, NBC; Dodge passenger cars, ABC, CBS, NBC; Marine engines, NBC; Plymouth passenger cars, ABC, CBS, NBC, MBS; Chrysler cars, NBC (Young & Rubicam; BBDO; Ross Roy).
Church & Dwight Co.: Arm & Hammer washing soda, ABC (Ross Roy).
CIBA Corp.: Binaca mouth wash, CBS (West, Weir & Bartel).
Cities Service Co.: Gasoline, ABC, CBS, NBC; oil, ABC, CBS, NBC (Grey Adv.).
Coffee Rich Co.: see Rich Products Corp.
Colgate-Palmolive Co.: Fab detergent, ABC, CBS, NBC, MBS; Cold Power detergent, ABC, CBS, NBC; Ajax cleanser, ABC, CBS, NBC, MBS; Ultrabrite toothpaste, ABC, CBS, NBC, MBS; Wash N Dri towelettes, ABC, MBS (Ted Bates Co.).
CBS: Television programs—fall season, CBS (BBDO).
C. G. Conn Ltd.: Conn organs, CBS (BBDO).
Continental Casualty Co.: Health insurance—Golden 65 Plan, CBS, NBC; Accident insurance, NBC (Post-Keyes-Gardner).
Coopers Inc.: Jockey underwear—men, NBC (Tatham-Laird).
Cooper Tire & Rubber Co.: Tires, MBS (Zimmer, Keller & Calvert).
Cowles Communications: Family Circle Magazine, CBS; Look, ABC, CBS (Direct; McCann-Erickson).
Craig Corp. (Craig-Panorama, Inc. Div.): Tape recorders, NBC; radios, NBC; car stereos, NBC (Boylhart, Lovett & Dean).
Curtis Publishing Co.: Holiday Magazine, MBS; Ladies Home Journal, CBS, MBS; Saturday Evening Post, CBS, MBS; American Home, MBS (BBDO).
Dawn Bible Students Association: Religion, MBS (Wm. Gleeson Co.).
Del Monte Corp.: Del Monte catsup, ABC, CBS, NBC, MBS (McCann-Erickson).
Deltona Corp. (Mackle Brothers): Real estate, ABC (Patrick Duffy Adv.).
Dow Corning Chemical Co.: Dow Corning adhesives, ABC; caulking compounds, ABC; tile

cleaner & protector, ABC (Church & Guisewite Adv.).

Dunhill International, Inc. (A. P. Parts Corp.): A. P. mufflers, ABC (Carr Liggett Adv.).

Dunn & McCarthy Inc.: Enna Jettick shoes, CBS (Altman, Stoller & Chalk Adv.).

E. I. duPont de Nemour & Company, Inc.: Zerex antifreeze, NBC, MBS; Botany, MBS; Remington Arms, MBS; Antron carpet fibers, NBC; DuPont Dacron, NBC; DuPont Orlon 33, NBC; DuPont Golden 7 motor oil, NBC; Stren spinning line, NBC (BBDO; N. W. Ayer & Son; Rumrill-Hoyt).

Eastman Dillon, Union Securities & Co.: Investments, NBC (Callo & Carroll).

Eastman Kodak Co.: Eastman Kodak cameras, ABC; movie equipment, ABC; film, ABC (J. Walter Thompson).

Eaton Paper Corp.: see Textron Inc.

Esquire Inc.: Esquire Magazine, ABC (Grey Adv.).

Evangelical Foundation Inc.: Religion, NBC (Don Battle Adv.).

Eversharp Inc. (Schick Safety Razor Co. Div.): Schick razors, ABC, MBS; Schick blades, ABC, NBC, MBS; shave cream, ABC, NBC, MBS (Compton Adv.).

F & F Labs Inc.: F & F cough drops, CBS, NBC; throat lozenges, CBS, NBC (Lilienfeld & Co.).

Faribault Woolen Mills Co.: Faribo blankets, CBS (Johnson Livingston Adv.).

Farmers Underwriters Association: Insurance, NBC (Honig-Cooper & Harrington).

Fawcett Publication Inc.: Woman's Day Magazine, ABC, MBS (Dancer-Fitzgerald-Sample).

Florida Citrus Commission: Frozen orange juice, ABC, CBS, NBC, MBS (Lennen & Newell).

Florists' Transworld Delivery Assoc.: Flowers-by-wire, ABC, CBS, NBC, MBS (Post-Keyes-Gardner).

Ford Motor Co.: Autolite Spark Plugs, CBS, NBC; Ford passenger cars, ABC, CBS, NBC; Mercury passenger cars, ABC, NBC; tractors, CBS; Philco color-TV sets, ABC, CBS, NBC, MBS; institutional, MBS (J. W. Thompson; Kenyon & Eckhardt; BBDO).

Formula 409 Inc.: see Harrell Corp.

Foster Milburn Co.: Doan's pills, NBC, MBS (Street & Finney).

Franchise International Inc.: Heap Big Beef restaurants, NBC (Impact Advertising Agency).

General Brewing Co.: Lucky Lager, MBS (BBDO).

General Conference of Seventh Day Adventists (Voice of Prophecy): Religion, NBC, MBS (Milton Carlson Co.).

General Electric Co.: Christmas tree lights, ABC (Foster & Davies).

General Foods Corp.: Maxwell House coffee, ABC, CBS, NBC, MBS; Sanka coffee, CBS, NBC, MBS; Log Cabin syrup, CBS, NBC, MBS (Young & Rubicam; Benton & Bowles).

General Mills Inc.: Total cereal, ABC, CBS, NBC, MBS (Dancer-Fitzgerald-Sample).

General Motors Corp.: Buick Div., ABC, NBC, MBS; Chevrolet Div., ABC, CBS, NBC, MBS; Fisher Body, CBS; Frigidaire, ABC, CBS, NBC, MBS; general promotion, ABC, CBS, NBC; Guardian Maintenance, ABC, CBS; Oldsmobile cars, ABC, CBS, NBC, MBS; United Motors Service, ABC; G. M. Genuine Parts, ABC, CBS, NBC, MBS; Opel cars, ABC, CBS (McCann-Erickson; Campbell-Ewald; D. P. Brother & Co.; Dancer-Fitzgerald-Sample; MacManus, John & Adams).

General Telephone & Electronics Corp. (Sylvania Electric Products): Sylvania light bulbs—home, CBS, NBC (Doyle, Dane, Bernbach).

Gillette Co.: Razor blades, CBS, NBC; razors, CBS, NBC; shave cream, CBS, NBC; Right Guard deodorant, CBS, NBC; Heads Up hair grooming, CBS, NBC; Paper Mate pens, NBC; Toni Home Permanents, CBS, NBC; Clyne-Maxon; BBDO; Doyle Dane Bernbach; North Adv.).

Golden Press: see Western Publishing Inc.

B. F. Goodrich Co.: Goodrich tires—car, ABC, CBS, NBC (BBDO).

Goodyear Tire & Rubber Co.: Goodyear tires—car, ABC, CBS (Young & Rubicam).

W. R. Grace & Co. (Miller Brewing Co.): Miller High Life beer, ABC, NBC, MBS (Mathisson & Assoc., Inc.).

Billy Graham Evangelical Association: Institutional, ABC, NBC, MBS (Walter F. Bennett Co.).

Great American Insurance Co.: Insurance, NBC (Doremus & Co.).

W. J. Hagerty & Sons Ltd. Inc.: Silver polish, ABC (Advertising & Sales Promotion Assoc.).

Harrell Corp. (Formula 409 Inc.): Formula 409, CBS (The Wilson Harrell Agency).

Hart, Schaffner & Marx (Jaymar-Ruby Inc.): Men's slacks, NBC (Harold Breitner & Co.).

Hartz Mountain Products Corp.: Pet foods, CBS (Gumbinner-North Co.).

Hastings Manufacturing Co.: Casite oil additives, ABC, CBS, NBC (Bozell & Jacobs).

Helmec Products Corp.: Helmec Lint Pic-Up, CBS (Burton, La Chiusa & Sohigan).

Highland Church of Christ: Religion, ABC, MBS (Fidelity Adv.).

Holiday Inns of America Inc.: Holiday Inns, CBS (Beard, Lawson & Potter).

Ingersoll-Rand Co.—Millers Falls Co.: Millers Falls tools, ABC (Chirurg & Cairns).

In-Sink-Erator Manufacturing Co.: Garbage disposal units, ABC, CBS (Peitscher, Janda/Assoc.).

International Harvester Co.: Cub Cadet tractors, NBC (Foote, Cone & Belding).

International Minerals & Chemical Corp.: Accent seasoning, ABC, NBC (Needham, Harper & Steers).

Jeffrey Martin Labs Inc.: Compoz, ABC, MBS (Wermen & Schorr).

Johnson & Johnson Co.: Arrestin, MBS (Sullivan, Stauffer, Colwell & Bayles).

Kaiser Jeep Corp.: Jeeps, MBS (Compton Advertising).

Keebler Company: Keebler cookies, ABC, CBS, MBS; Keebler crackers, ABC, CBS, MBS (Young & Rubicam).

Kellogg Co.: All Bran, CBS; Bran Buds, CBS; Special K cereal, CBS; Product 19 cereal, ABC, CBS, MBS (Leo Burnett Co.).

Kelly Services Inc.: General promotion, CBS (Ross Roy).

Kendall Refining Co.: see Witco Chemical Co. Inc.

Kentucky Fried Chicken Corp.: Kentucky Fried Chicken Food Service, CBS (Noble-Dury & Assoc.).

Kerr Glass Manufacturing Corp.: Kerr jars, caps, lids, CBS (Lowe Runkle Co.).

Kiplinger Washington Editors Inc.: Changing Times Magazine, NBC (Albert Frank-Guenther Law).

I. B. Kleinert Rubber Co.: Kleinert baby pants, ABC (Grey Advertising).

Knox Gelatine Inc.: Knox gelatine, ABC, CBS (D'Arcy Advertising).

Kohler Co.: Kohler plumbing fixtures, NBC (Clinton E. Frank).

Lehn & Fink: see Sterling Drug Inc.

Libby-McNeill & Libby: Pumpkin pie mix, CBS, NBC (J. Walter Thompson).

Liggett & Myers Tobacco Co.: Chesterfield cigarettes, ABC, CBS, MBS; Cream of Oats— instant & regular, NBC; Lark cigarettes, ABC, CBS, NBC (J. Walter Thompson).

Lindsay Ripe Olive Co.: Lindsay olives, CBS (Steedman, Cooper & Busse).

Longines Symphonette Society: Records, MBS (Kenilworth Adv. & Broadcasting Prod.).

P. Lorillard Co.: Kent cigarettes, ABC, CBS, NBC; True cigarettes, ABC, CBS, NBC; Newport cigarettes, ABC, CBS, NBC (Grey Advertising; Foote, Cone & Belding).

Luden's Inc.: Luden's cough drops, CBS, NBC (The Philadelphia Agency).

Lutheran Church-Missouri Synod (Lutheran Layman's League): Religion, NBC, MBS (Vladimir Adv.).

Macfadden-Bartell: see Bartell Corp.

Master Lock Co.: Master locks, NBC (Campbell-Mithun).

Mayflower Hotel: Hotel services, MBS (Lavenson Bureau of Adv.).

McGraw-Edison Co. (American Laundry Machinery Industries Div.): Arnold Palmer Cleaning Centers, ABC; Martinizing dry cleaning process, NBC (Northlich, Stolley; Ralph Jones Co.).

Menley & James Labs.: see Smith, Kline & French Labs.

Meredith Corp. (Better Homes & Gardens Div.): Better Homes & Gardens magazine, ABC, CBS, NBC (Creswell, Munsell, Schubert & Zirbel).

Metropolis Brewery of N. J. (Champale Inc. Div.): Champale malt liquors, NBC (Al Paul Lefton Co.).

Miami Tourism: Tours, MBS (Miller, Bacon, Adrutis & Simmons).

Miller Brewing Co.: see W. R. Grace & Co.

Minnesota, State of: Minnesota resort promotion, CBS (White, Herzog & Neel).

Mobil Oil Corp.: Mobil gas, CBS; Mobil oil, CBS; Mobil travel guide, ABC, CBS, NBC; Mobil credit card, ABC, CBS, NBC (Doyle Dane Bernbach).

Monroe Auto Equipment Co.: Monroe shock absorbers, CBS, NBC (The Aitkin Kynett Co.).

Benjamin Moore & Co.: Benjamin Moore paints, ABC, CBS (Dreher Adv.).

Morton International Inc.: Morton salt, ABC, CBS, MBS (Needham, Harper & Steers).

Mountain Valley Water Co.: Mountain Valley Spring Water, CBS (Martin Adv. Agency).

Mutual of Omaha Insurance Co.: Insurance, ABC, NBC (Bozell & Jacobs).

National Biscuit Co.: Nabisco 100% Bran cereal, ABC, CBS, NBC, MBS; Premium saltine crackers, CBS, NBC (Ted Bates & Co.; McCann-Erickson).

National Dairy Products Corp. (Kraft Foods Div.): Kraft Music Hall, MBS; Kraft cheese, ABC; Kraft Foods TV program, NBC; Parkay margarine, ABC, CBS, NBC (Needham, Harper & Steers).

National Homes Corp.: National Homes, NBC (Garfield-Linn).

National Plastics Products Co., Inc.: see Standard Oil of New Jersey.

Nationwide Corp.: Insurance, NBC, MBS (Ogilvy & Mather).

Nationwide Industries, Inc. (A to Z Rental Inc.): A to Z Rental Center, NBC (Garfield-Linn).

Nestle Co. Inc.: De-Caf Instant Coffee, CBS (Van Sant Dugdale & Co.).

Niagara Therapy Manufacturing Corp.: Niagara massage equipment, CBS (Franklin & Joseph).

Nicholson File Co.: Nicholson files, CBS; Nicholson saws, CBS (N. W. Ayer & Son).

North American Van Lines Inc.: Moving van service, CBS (Bonsib Inc.).

O'Brien Corp.: O'Brien paints, NBC (Clinton E. Frank Inc.).

Ocean Spray Cranberries Inc.: Ocean Spray cranberries, CBS (Doyle Dane Bernbach).

Olivetti Underwood Co.: Olivetti Underwood typewriters, NBC (Ketchum, MacLeod & Grove).

Osrow Products Co. Inc.: Car washer, NBC; Car vacuum, NBC (Gamut Inc.).

Outboard Marine Corp.: Lawn Boy power mowers, NBC (J. Walter Thompson).

Party-Tyme Products Inc.: Party-Tyme cocktail mixes, CBS (Frank B. Sawdon Inc.).

Parker Pen Co.: Parker Pens, MBS (Burnett).

Patio Foods Inc.: Patio Frozen Mexican dinners, CBS (Norsworthy-Mercer).

Penick & Ford Ltd.: see R. J. Reynolds.

Pennsylvania Grade Crude Oil Association: Pennsylvania crude oil, NBC (Meldrum & Fewsmith).

BAR network TV-billing report for week ended July 7

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 7, 1968 (net time and talent charges in thousands of dollars)

		ABC		CBS		NBC		Total minutes week ended July 7	Total dollars week ended July 7	1968 total minutes	1968 total dollars
Day parts	Week ended July 7	Cume Jan. 1- July 7	Week ended July 7	Cume Jan. 1- July 7	Week ended July 7	Cume Jan. 1- July 7	Week ended July 7				
Monday-Friday Sign-on-10 a.m.		\$ 145.8	\$ 44.2	\$ 1,991.0	\$ 285.6	\$ 8,896.7	56	\$ 329.8	1,864	\$ 11,033.5	
Monday-Friday 10 a.m.-6 p.m.	818.5	32,023.6	2,147.7	78,575.4	1,659.3	58,728.8	763	4,625.5	24,577	169,327.8	
Saturday-Sunday Sign-on-6 p.m.	571.7	27,020.1	561.4	23,640.4	320.6	12,143.0	220	1,453.7	6,355	62,803.5	
Monday-Saturday 6 p.m.-7:30 p.m.	200.8	8,135.5	384.6	15,321.2	469.5	16,127.4	85	1,054.9	2,370	39,584.1	
Sunday 6 p.m.-7:30 p.m.	48.0	2,918.0	89.6	5,514.4	73.0	5,220.4	17	210.6	557	13,652.4	
Monday-Sunday 7:30 p.m.-11 p.m.	3,514.9	128,887.9	4,122.4	162,995.1	4,315.2	158,742.0	446	11,952.5	11,606	450,625.0	
Monday-Sunday 11 p.m.-Sign-off	217.2	9,001.0	27.0	1,207.7	367.4	11,638.8	72	611.6	1,982	21,847.5	
Total	\$5,371.1	\$208,131.9	\$7,376.9	\$289,245.2	\$7,490.6	\$271,496.7	1,659	\$20,238.6	49,311	\$768,873.8	

Pennzoil Co.: Pennzoil motor oil, ABC, CBS; Pennzoil lubricants, ABC, CBS (Eisaman, Johns & Laws).

Pepsico Inc.: Pepsi-Cola, ABC, CBS, NBC, MBS (BBDO).

Pet, Inc. (S. F. Whitman Div.): Whitman's candies, ABC, CBS, NBC (Gardner Adv. Co.).

Petersen Manufacturing Co.: Vise-Grip tools, CBS, NBC (The Biddle Co.).

Charles Pfizer & Co. Inc. (Coty Div.): Coty fragrances, ABC, CBS, NBC, MBS (West, Weir & Bartel).

Philadelphia & Reading Corp. (Union Underwear Corp.): Men's & boy's underwear, ABC; Men's & boy's sport shirts, ABC (A. A. Grey Inc.).

Pillsbury Co.: Sweet-10 sweetener, CBS (Campbell-Mithun).

Plough Inc.: Musterole, NBC; Coppertone, NBC; Di-Gel, CBS, NBC; Solarcaine, NBC (Lake-Spiro-Shurman).

Popular Science Publishing Co.: see Times Mirror Co.

Purex Corp. Ltd. (Campana Div.): Ayds—reducing candy, CBS (Erwin Wasley).

Quaker State Oil Refining Corp.: Quaker State motor oils, NBC, MBS (Kenyon & Eckhardt).

Quality Courts Motels Inc.: Quality Courts motels, ABC, CBS, NBC, MBS (The Marschalk Co.).

RCA: RCA stereo cartridge tapes, NBC; color television sets, NBC; radios, NBC; tape recorders, NBC (J. Walter Thompson; McCann-Erickson).

Railway Express Agency Inc.: Air express freight, NBC (Ketchum, MacLeod & Grove).

Rayette-Faberge Inc.: Hair spray, MBS (Smith-Greenland).

Raytheon Co. (Amana Refrigeration Inc. Div.): Amana refrigerators, CBS; Amana freezers, CBS; room air conditioners, CBS; dehumidifiers, CBS (Post-Keyes-Gardner).

Reader's Digest Association Inc.: Reader's Digest, ABC, CBS, NBC, MBS (Schwab, Beatty & Porter).

Renfield Importers Ltd.: Martini & Rossi Vermouth, MBS (Reach, McClintock Co.).

Renuzit Home Products Co.: Renuzit air fresheners, CBS; Dependable upholstery cleaner, CBS; Spray wax, CBS; Spray starch, CBS (Ringold/Kalish Walpert).

Retail Clerks' International Association: Institutional, NBC (William Magnes Adv.).

Revlon Inc.: Tintex dyes, CBS, NBC (Grey Adv.).

Rexall Drug Co.: Drug products, ABC (BBDO).

R. J. Reynolds Tobacco Co.: Camel cigarettes,

ABC, CBS, NBC, MBS; Winston cigarettes, ABC, CBS, NBC, MBS; Salem cigarettes, NBC; My-T-Fine puddings, ABC; Vermont Maid Syrup, ABC (William Esty Co.).

Rich Products Corp. (Coffee Rich Div.): Coffee Rich, CBS, NBC (Rich Adv. Co.).

Ridge Press Co.: American Sportsman's Quarterly, ABC (Robinson, Donino & West).

Royal Crown Cola Co.: Royal Crown Cola, CBS, NBC (D'Arcy Adv.).

R. T. V. Sales, Inc.: Great Moments in Music, MBS (Malcom E. Smith, Jr. Adv.).

Sardeau Inc.: Sardo bath oil, MBS (R. D. R. Assoc.).

Schick Safety Razor Co. see Eversharp, Inc.; Sears, Roebuck Co. (All State Insurance): Insurance, NBC (Ogilvy & Mather).

Shakey's Inc.: Shakey's Pizza Parlors, ABC, CBS (Johnson-Plummer Assoc.).

Shelco Inc.: Jifoam oven cleaner, CBS (Donald A. Hodes Adv.).

Sinclair Oil Corp.: Sinclair gasoline, ABC, CBS, NBC (Geyer, Oswald).

Small Business U.S.A.: Public service, MBS (Direct).

Smith, Kline & French Labs (Menley & James Labs Div.): Contac, CBS; Contac nasal spray, CBS (Foote, Cone & Belding).

S. S. S. Co.: 20/20 eye medication, NBC (Tucker Wayne & Co.).

Standard Brands Inc.: Fleischman's margarine, CBS (Ted Bates & Co.).

Standard Oil of New Jersey (National Plastics Products Co., Inc.): Ozite rugs & carpets with Vectra fibers, CBS (W. B. Doner & Co.).

State Farm Insurance Companies: Insurance, ABC, CBS, NBC, MBS (Needham, Harper & Steers).

Sterling Drug Inc.: Bayer aspirin, ABC, NBC; Phillips milk of magnesia, NBC; ironized yeast, ABC, MBS; Lysol spray deodorant, ABC, CBS; Medi-Quik antiseptic, ABC (Benton & Bowles; N. W. Aver & Son; Richard K. Manoff).

J. P. Stevens & Co. Inc.: Wool press fabrics, MBS (McCann-Erickson).

Studebaker Corp.: S. T. P. oil additive, MBS (Arthur Meyerhoff Assoc.).

Su Crest Corp.: Grandma's molasses, ABC (Kastor, Foote, Hilton & Atherton).

Swift & Co.: Viozoro, NBC (Leo Burnett Co.).

Textron Inc. (Eaton Paper Co. Div.): Eaton's Stationery, CBS (Chirug & Cairns).

3-M Co.: Scotchgard, MBS; tapes, MBS; Tarnish Shield, MBS; games, MBS (BBDO; MacManus, John & Adams).

Time Inc.: Life Magazine, CBS, NBC; Time Mag-

azine, CBS, NBC; Sports Illustrated Magazine, NBC (Young & Rubicam).

Times Mirror Co.: Popular Science Magazine, ABC, MBS (Campbell-Downe).

Torginal of America: see Western Industries Inc.

Turtle Wax Inc.: Turtle Wax, ABC, CBS (Marvin H. Frank & Co.).

Union Carbide Corp.: 6-12 insect repellent, CBS; Prestone anti-freeze, CBS, MBS (William Esty Co.).

Union Central Life Insurance Co.: Union Central Life Insurance, ABC (Meldrum & Fewsmith).

United Van Lines Inc.: Moving service, CBS (Kelly, Zahndt & Kelly).

V-M Corp.: V-M phonographs, CBS, NBC; tape recorders, CBS, NBC; component parts, CBS; V-M radios, NBC; V-M multi-product advertising, ABC, MBS (Rink Wells & Assoc.).

Wallace & Tiernan, Inc. (WTS Pharmacraft): Desenex, ABC (Rumrill-Hoyt).

Warner-Lambert Pharmaceutical Co.: Corn Huskers hand lotion, CBS, NBC (Glenn Adv.).

Washington Post Co.: Newsweek Magazine, CBS, NBC (Joe Gans & Co.).

Washington, State of (Washington State Apple Commission): Washington State Apples, CBS (Dancer-Fitzgerald-Sample).

Watkins Products Inc.: Vanilla extract, MBS (Bozell & Jacobs).

Western Industries Inc. (Torginal of America): Torginal floors, ABC (M. B. Scott Inc.).

Western Publishing Co., Inc. (Golden Press Div.): Golden Magazine, CBS (E. A. Korchnoy Ltd.).

Witco Chemical Co. Inc. (Kendall Refining Co. Div.): Kendall motor oil, NBC (Barber & Drulard).

Wolverine World Wide Inc.: Shoes, ABC (MacManus, John & Adams).

William Wrigley Jr. Co.: Wrigley's chewing gum, ABC, CBS, NBC (Arthur Meyerhoff Assoc.).

Wynn Oil Co.: Wynn's friction-proofing products, ABC, NBC; Wynn's oil additives, CBS, MBS (Needham, Harper & Steers).

Zenith Radio Corp.: Zenith hearing aid, NBC (Earle Ludgin & Co.).

Total Brands & Institutions (345) ABC; 140, CBS; 185, NBC; 166, MBS; 92.

†Total Advertisers—213 ABC; 94, CBS; 113, NBC; 107, MBS; 70.

Source: LNA/BAR for ABC, CBS, NBC for 1967; Mutual Broadcasting System for MBS; Standard Directory of Advertisers. 1967; additional agency and brand data from ABC, CBS, MBS and NBC.

†These are corporate advertisers. Divisions of corporations are not counted separately.

CBS rep firm splits sales division in N.Y.

CBS Television Stations National Sales has separated its New York sales force into two groups "in order to improve our service to the owned television stations and their advertisers," according to Theodore W. O'Connell Jr., vice president, general manager of the division. The station list will not be split between the two groups, CBS's rep firm noted.

Steven R. Orr, New York account executive, and Robert H. Perez, director of sales, Midwest, Chicago, will head



Mr. Orr



Mr. Perez

the groups as director of sales. George E. Pious, national sales manager at WBBM-TV Chicago, succeeds Mr. Perez as director of sales, Midwest.

Mr. Orr, an account executive in New York since January 1967, was previously with CBS-owned WBBM-TV and National Sales in Chicago. Mr. Perez became director of sales, Midwest, in 1964, after serving as West Coast director of National Sales and account executive in New York, Los Angeles and Chicago.

Banking group signs for network specials

The Foundation for Full Service Banks will invest about \$1.8 million in network-TV advertising during the 1968-69 season to promote its new name and symbol.

The more than 6,000 members of the former Foundation for Commercial Banks voted on the name change, and a simplified emblem designed by Sandgren and Murtha Co., New York, was authorized by the board of trustees. A blue circle with the words "A full service bank" replaces an octagon with a circle of seven stars surrounding the motto "full service bank."

The emblem will be introduced on a network special in November; the bank foundation is now negotiating with NBC-TV for the program. The foundation will also sponsor two repeat spe-

cials, *How the Grinch Stole Christmas* on CBS-TV in December and a Fred Astaire special on NBC-TV in February, and has half-sponsorship of a Julie Andrews special on NBC-TV in April.

The Grinch program first appeared under foundation sponsorship in 1966 and was repeated in 1967. The Fred Astaire special was broadcast in February 1968. The foundation's schedule last year also included an Andy Williams special on NBC-TV in November.

Ford puts \$18 million in ABC-TV's season

Ford Motor Co. is investing over \$18 million in ABC-TV sports and entertainment programming for the coming television season, with a significant part placed in 1968's fourth quarter.

For the third year in a row, Ford will fully sponsor ABC's *The FBI*, starring Efram Zimbalist Jr. In addition, the Lincoln-Mercury and Truck Divisions of Ford will be major sponsors of ABC's *Wide World of Sports*. Lincoln-Mercury is also a contributing sponsor of *The Professional Bowlers Tour* on the network.

Ford, which had a quarter sponsorship of ABC's coverage of the winter Olympic Games from Grenoble in February, will be a quarter sponsor of the network's coverage of the summer Olympic games from Mexico City, Oct. 12-27.

The advertising agencies for the Ford Motor Co. and its divisions are J. Walter Thompson, Gray Advertising and Kenyon & Eckhart, all New York.

S.O.S. sale to Miles awaits FTC approval

The sale of the S. O. S. soap pad division to Miles Laboratories Inc. at a reported price of \$56 million cash has been announced by General Foods Corp. The sale is subject to the approval of the Federal Trade Commission.

The move brings to a close the lengthy legal battle that began when the FTC ordered General Foods to divest itself of S. O. S., which it had bought several years before, under the federal Clayton antitrust law. The FTC charged that General Foods' huge advertising budget, with special emphasis on the leverage it exerted through large expenditures in TV advertising, made the S. O. S. acquisition an anticompetitive act. The trade commission's view was upheld by a federal appeals court and became legally binding when the U. S. Supreme Court last May declined to

review the case.

During 1967, advertising for S. O. S. scouring pads totaled \$746,500 in network TV and \$976,500 in spot TV.

Gilbert makes its ties with McCarthy official

Gilbert Advertising, New York, after working unofficially on Senator Eugene McCarthy's campaign for the past month, was named the official agency last week by the McCarthy for President Committee.

Gilbert's first buy for the Minnesota Democrat, a half-hour on NBC-TV, was scheduled for Friday (July 19) at 9:30 p.m. EDT. Another half-hour is planned on CBS-TV July 26 at 8:30 p.m. EDT. No definite commitments have been made for other times, but the agency plans to use five-minute segments rather than short spot announcements.

The July 19 program was to include an introduction by actor Paul Newman and films of Senator McCarthy on the campaign trail.

Bishop reassigns its \$2-million billings

Bishop Industries, Union, N. J., and its New York agency, Spade and Archer, ended their almost two-year association last week.

Bishop announced its products will be split between Heller & Silvas and Howards Marks Advertising, a subsidiary of Norman, Craig & Kummel. Heller & Silvas will handle Plus White Plus toothpaste, R'D hairdressing, Begone' deodorant and Algamarin Seafoam bath, with Marks slated to receive Hazel Bishop cosmetics, Lanolin Plus and Plus White toothpaste.

Billings are estimated at a little over \$2 million, with the bulk in TV.

Rep appointments . . .

■ KTVK(TV) Phoenix: Edward Petry & Co., New York.

■ WMBR Jacksonville, Fla.: Mort Bassett & Co., New York.

Agency appointments . . .

■ Ralston Purina Co., St. Louis, has moved its Ry-Krisp account from Foote, Cone & Belding, Chicago, to D'Arcy Advertising, St. Louis. FC&B will continue to handle all Ralston cereals. Ralston Purina has been using spot TV for Ry-Krisp.

■ Clougherty Packing Co., Los Angeles, has moved its Farmer John line of bacon, ham and pork products from

Dancer-Fitzgerald-Sample to MacManus, John & Adams, Beverly Hills, Calif. Farmer John's estimated \$700,000 in annual billings is allocated almost entirely to radio and television.

■ Carl Ally Inc., New York, has been appointed agency for Royal Crown Cola Co.'s new Gatorade soft drink. The trademark-owner, Stokely - Van Camp, will begin test marketing the beverage. D'Arcy Advertising Inc., New York, continues as agency for RC brands previously assigned.

Business briefly . . .

Meredith Corp., for *Better Homes and Gardens*, Des Moines, Iowa, through J. Walter Thompson Co., Chicago, has signed for sponsorship on the American Information radio network for a campaign to run Aug. 16-22.

Eastman Kodak Co., Rochester, New York, through J. Walter Thompson Co., N. Y., purchased sponsorship in eight prime-time NBC-TV shows for the 1968-69 season: *The Beautiful Phyllis Diller Show*, *Monday Night at the Movies*, *The Outsider*, *Daniel Boone*, *The High Chaparral*, *Name of the Game*, *Star Trek*, and *Adam-12*.

Robert Mazaltov & Son Inc., through Kingen Feleppa O'Dell, both New York, will begin a spot radio campaign this fall in New York and San Francisco to promote its custom needlework and rugs.

Fisher Body Division of General Motors Corp., Warren, Mich., through D. P. Brother & Co., Detroit, has bought time on CBS Radio tonight (July 22, 9:05 -9:15 p.m.) for highlights of its 38th annual Craftsman Guild Awards banquet, honoring the creative abilities of boys in building and designing cars.

Gulf Oil Corp., Pittsburgh, through Young & Rubicam, New York, bought half-sponsorship of *Walt Disney's Wonderful World of Color* for the 1968-69 season. **RCA**, through J. Walter Thompson, both New York, and **Miracle White Co.**, division of **Beatrice Foods**, through Spot Radio Advertising Agency, both Chicago, each purchased a quarter sponsorship.

International Playtex Corp., through Ted Bates & Co., both New York; **Noxell Corp.**, Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York; **Colgate-Palmolive Co.**, through William Esty Co., both New York, and **American Cyanamid**, Wayne, N. J., through Young & Rubicam, New York, will sponsor *The Model of the Year Pageant* on CBS-TV Sept. 14, 10-11 p.m. EDT. The color special, live from New York, will feature John Davidson as host and special guest, and Art Link-

letter as master of ceremonies.

ABC-TV new comedy, *The Don Rickles Show*, has been sold out to **R. J. Reynolds Tobacco Co.**, Winston-Salem, N. C., (William Esty, New York), **American Home Products Co.**, New York (John F. Murray, New York) and **Gold Seal Vineyards Inc.**, New York (Gilbert Advertising Agency, New York).

Oscar Mayer & Co., Chicago, through J. Walter Thompson Co., last week confirmed co-sponsorship of *The Flying Nun* series on ABC-TV. It marked the meat packing firm's first major sponsorship of an ABC-TV series.

VPI adds eight

In preparation for an extensive expansion in all phases of TV commercial productions operations, VPI, a division of Electrograph Inc., announced the addition of eight directors to its staff in New York. Newly-appointed directors and their previous affiliations are Mark Shaw, Mark Shaw Productions; Ormond Gigli, MPO Videotronics; James Walsh, CPI Productions Inc.; Bill Cassidy, D'Arcy Advertising; Christopher Eaton, Pelican Films; Don Stewart, Filmex; George Nakana, Herb Skoble Associates; and Bob Wolf, Group Productions.

Emmy Comes to Daytime TV!

WCIU-TV of Chicago has earned an Area Emmy for its unique daytime **STOCK MARKET OBSERVER** program!



"...a pioneer program...a new concept to television...especially designed for those millions interested in the world of business."

Broadcasters of the **STOCK MARKET OBSERVER** program have found a dynamic, profitable solution to daytime programming. They subscribe to a comprehensive, computer-generated financial news package. Available in segments up to six full hours...augmented by narrative business reports compiled by the staffs of *The Wall Street Journal* and the *Dow Jones News Service*...ready to broadcast.

Research studies show that the characteristics of **STOCK MARKET OBSERVER** audiences are exceptional. Average annual income...over \$17,000. Average viewing span...more than one hour. Buying interests? Advertisers will attest to the successful sale of products from expensive encyclopedias to prestige automobiles.

Here's daytime television that's broad-based, reaching businessmen in their offices, housewives and retired persons of substantial means. It's programming that's winning new audiences, new revenues and new acclaim. Join the **OBSERVERS!**

Full details are available from:

**STOCK
MARKET
OBSERVER**

SCANTLIN ELECTRONICS, INC., 2231 BARRINGTON AVENUE
LOS ANGELES, CALIFORNIA 90064 • (213) 478-8251

No let-up in Overmyer probe

NOW FCC UNDER FIRE FOR GRANTING CP'S IN FIRST PLACE

The House Investigations Subcommittee last week resumed its on-the-record investigation into last year's transfer of five UHF construction permits from Daniel H. Overmyer interests to a subsidiary of the AVC Corp. In the process the subcommittee broadened the issues to include a hard-hitting examination of the competence of the FCC in even granting initial permits to Mr. Overmyer.

Yet to come, if the subcommittee can find sufficient time to schedule further sessions, are case-by-case examinations of the commission's role in approving extensions of the Overmyer CP's and the subsequent FCC approval of the transfer of control of the CP's from the Overmyer interests to U. S. Communications Corp., the AVC Corp. subsidiary.

The subcommittee, after a long morning session with the FCC on Wednesday (July 17), called the commission and staff members back for more on Friday, but there was no indication that the Friday session would get beyond the initial CP grants. The Wednesday testimony barely completed subcommittee staff questioning on the Overmyer Cincinnati CP, the first of the five at issue.

A day earlier (July 16) the subcommittee had resumed its long-interrupted examination of the Overmyer transfer that it began last year with a surprise hearing called shortly after the FCC had approved the transfers to U. S. Communications Corp. At the time, after hearing from FCC Chairman Rosel H. Hyde, who defended the

transfer, and dissenting Commissioner Kenneth Cox, who had objected to the financial complexity of the Overmyer-AVC Corp. transaction, Harley O. Staggers (D-W.Va.), the subcommittee chairman, said the principals to the deal would be later called to testify (BROADCASTING, Dec. 18, 1967).

At Issue ■ The Cox dissent, which was joined by Commissioners Robert T. Bartley and Nicholas Johnson, staked out the initial areas of the subcommittee's concern: erosion of the commission's interim policy then in full force against concentration of control of stations in the top-50 markets and "trafficking" in CP's—obtaining more than reimbursement for out-of-pocket expenses, or even, as Chairman Staggers and Representative John E. Moss (D-Calif.) indicated they would define the term, purchase of a permit without regard for the condition of the actual assets that ostensibly were being compensated for.

From the beginning it was clear that the prime subcommittee target was the FCC, and last week the emphasis placed on the FCC's performance in approving the original grants overshadowed points made during examination of the Overmyer and AVC interests.

Part of the House panel's criticism of the FCC was rooted in dealings between the subcommittee and the commission. More than once, subcommittee members and staff complained about not having been supplied with all pertinent FCC documents in the case. The

alleged omissions were stoutly denied by FCC Chairman Hyde, but Subcommittee Chairman Staggers said Mr. Hyde would later hear a full account of his staff's difficulties in getting information from the commission.

Cold Trail ■ Much of the interrogation revolved around the lack of written information. Where, subcommittee counsel wanted to know, was any indication that Mr. Overmyer's financial information filed on the Cincinnati CP had been examined? Indeed, there seemed to be no written record of such an examination. Memos had not been supplied to the subcommittee, FCC staff members testified, because none were written.

Not all of the Overmyer financial filings passed unchallenged, the FCC testified, but in many cases questions were resolved informally by telephone. The explanation did not satisfy Mr. Moss, who felt that a trail of memos should have resulted and ordered that the missing memos be supplied for the record "promptly."

The thrust of the subcommittee questioning was that a careful examination of the initial Overmyer application for the Cincinnati CP should have raised sufficient question of the company's financial capability to require, at least, a further showing. It was brought out in testimony that:

■ The commission accepted unverified and unaudited balance sheets despite a requirement on the form that the information be verified. The com-



FCC Chairman Rosel H. Hyde (l) and Commissioner Kenneth Cox as they awaited their turn Wednesday.



Daniel H. Overmyer (l) confers with Thomas J. Byrnes, Overmyer executive vice president.

mission responded that the requirement for verification had been changed by law to one of "certification"—and all items on an application were certified as true and correct by the filer when submitted. The form, however, had not been changed to reflect the change in law. That opened the commission to criticism for not updating its form during the six years that had passed since the law change.

- A request on the application for the principal's income after federal taxes was left blank, although such information is usually required where a principal is to back a station's financing with his personal assets. Mr. Hyde agreed that the information should always be requested, if omitted, "where it is material," but added that the applicant's financial qualifications could be "so obvious" that the requirement could be waived.

- The commission accepted copies of letters from banks saying that the banks were ready to talk business about loans to partially support station construction budgets as reported in the applications, although the subcommittee later found by writing to the banks that the letters weren't intended as commitments. Chairman Hyde said the commission did not accept them as evidence of commitments but as partial evidence that Mr. Overmyer showed financial capability.

- Responsibility for judging balance sheets (that were, according to Mr. Moss, "not very impressive") resided in a branch chief who, when asked by Representative Hastings Keith (R-Mass.) if he knew how to read a balance sheet, replied, "I know very little" about them. It was his practice, said Robert H. Alford, chief, transfer branch, to refer financial data to staff accountants whenever there was any question. But if Mr. Alford "can't read

a balance sheet," Mr. Moss wondered, did he routinely refer all balance sheets to staff accountants for analysis? Not every one, Mr. Alford answered.

"But you don't know anything about it," Congressman Moss charged. Mr. Alford said nine out of 10 were simple enough to pass without referring to staff, and, although he could not remember if he referred the document at issue, he added he was sure he must have, and that the staff advice was that it was all right.

- The commission accepted a letter from Robert F. Adams, former executive vice president of the Overmyer permittees, as committing the resources of Mr. Overmyer and his warehouse companies when, in fact, the subcommittee maintains, Mr. Adams did not have that authority. Mr. Adams' letter could only report that the resources, as he understood it, were pledged, subcommittee counsel noted, and the commission was in error in taking that report as evidence of a commitment.

The trafficking issue received most attention at the Tuesday appearance of the principals, and it's expected that trafficking will be further explored in depth when the subcommittee can get around to examining the commission on details of the transfer approval. But Subcommittee Chairman Staggers indicated he was convinced of the trafficking charge on Wednesday, when he recapitulated the issues as he saw them.

"One, that the licenses were even granted in the first place indicates something peculiar." Two, he said, grant of five CP's in the top-50 markets violated the commission's concentration rules. (The initial grants were made before the policy was in force, Mr. Hyde explained. When the subsequent transfers were made the policy was being abandoned.

And as a third point, Mr. Staggers

charged Frank H. Reichel Jr., president of AVC Corp., with "trafficking in licenses." The chairman referred to testimony brought out late the previous day when Dr. Reichel admitted that neither he nor any one on his staff had inspected the Overmyer TV properties before consummating the sale and loan agreements that led to the CP transfers.

What Was Bought? ■ In that questioning, Congressman Moss made a similar charge. Upon learning that the deal had been put through, so to speak, site unseen, he asked Dr. Reichel directly: "Then you bought the construction permits?" After a long pause while the witness consulted with counsel, the colloquy resumed, but the charge, while not directly affirmed, was responded to only indirectly with a comment that "there had been considerable development."

The technical charge of trafficking in construction permits—recouping more than out-of-pocket expenses — was probed at length on the first day's session. Much time was spent by subcommittee counsel on an analysis on charges claimed by the Overmyer firm for CP development.

The subcommittee staff used Overmyer percentage allocations of time spent by various departments on TV projects to construct a dollar-amount schedule for the departments. Several of these—advertising and public relations, insurance and taxes, finance and development, and general treasury—were queried with the clear subcommittee implications that the amounts claimed were excessive. Mr. Overmyer and Thomas J. Byrnes, currently executive vice president of the Overmyer organizations and formerly controller of the TV companies, defended the budgetary allocations.

Later Mr. Overmyer said his true out-of-pocket expenses were more on-



Attorney Thomas N. Dowd (l), with Frank Reichel Jr., president of AVC Corp.



Robert F. Adams (l), former executive of Overmyer TV companies, with Attorney Michael Finklestein.

the order of \$2 million but "for some reason," probably, he suggested, in an effort to put in a conservative claim, he agreed to a deal involving only \$1,331,900. (AVC Corp. paid \$1 million, slightly less than 80%. Mr. Overmyer withheld a 20% interest in the planned stations, while concurrently negotiating a complex loan agreement from AVC for \$3 million, which also attracted subcommittee fire.)

Close Look ■ Criticisms were implied in additional questioning about financial statements filed with the commission, which didn't jibe with Internal Revenue Service filings that the subcommittee obtained, and the bank letters.

Messrs. Overmyer, Byrnes and Arthur M. Dorfner, who was financial vice president, then executive vice president of the Overmyer TV companies, and currently heads the Overmyer Toledo, Ohio, station, WDHO-TV (ch. 24), said the FCC received the companies' public statement, while the IRS filing was for a different set of warehouse companies—just those in operation. Consolidated statements filed with the commission included assets of warehouses under construction.

As for the bank letters, the Overmyer executives said they knew they weren't firm commitments, but they did repre-

sent the banks' willingness to negotiate loans when the time was right. Banks couldn't commit themselves over such long lead times as commission processes require, they said, so such letters were tendered, under advice of counsel, as good-faith efforts at arranging financing.

Bearing on underlying trafficking charges was testimony by Mr. Adams, who was executive vice president of the TV companies during their earlier development in 1964 and 1965. First to testify last week, he told the subcommittee that not much progress was made under his tenure toward getting the five stations on the air.

Slow Progress ■ The subcommittee staff was plainly seeking testimony from Mr. Adams that Overmyer was stalling about getting the projects underway. Finally asked directly if he thought Mr. Overmyer was stalling, he said "I was under the impression directly that that was so."

No construction work was undertaken during the period, he testified, and one site acquisition was derailed when Mr. Overmyer instructed Mr. Adams to offer \$30,000 for a site that had been negotiated for \$100,000. Mr. Adams said that Mr. Overmyer's own warehouse-property appraisers reported the property worth \$80,000 to \$100,-

000.

Subsequent testimony, however, showed that the property was ultimately purchased by Mr. Overmyer for a sum in the vicinity of \$55,000.

The loan agreement with AVC Corp., with complex options, it was charged, was so constructed that Mr. Overmyer could not get less than \$3 million for his retained 20% interest in the TV properties. Mr. Overmyer replied that it wasn't his understanding of the deal he made that it offered him a guaranteed \$3 million.

Under terms of the stock-purchase and loan agreements, AVC Corp. can elect to buy out the remaining Overmyer 20% under a formula that depends on whether or not the stations are on the air (programming 112 hours a week for the preceding 18 months). If not, a fixed percentage of broadcast revenues as reported by the FCC in the appropriate markets is to be used. Either way, subcommittee counsel charges, Mr. Overmyer is bound to collect \$3 million (the ceiling set in the agreements).

If AVC does not exercise its option to buy out the remaining Overmyer 20%, it is felt in the subcommittee, Mr. Overmyer still stands to profit by his investment, at least to the extent of 20% of what AVC has invested in developing the properties. AVC, it's noted, has considerably expanded the Overmyer budgets originally set for development of the stations.

What is that broadcast property really worth?

Blackburn's appraisals command respect. They are based on accurate market surveys and analysis, potential and projected as well as actual earnings, knowledge of the ever-changing market, and many other factors. Buying or selling, can you afford to chance the market without guidance from a reliable broker with a *proven* record?

68-11

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
1725 K St. N.W.
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1625 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Changing hands . . .

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

■ WNAX Yankton, S. D.; WEBC Duluth and KRSI-AM-FM St. Louis Park (Minneapolis), both Minnesota: Sold by Gamble-Skogmo Inc. to Park Broadcasting Inc. for \$2.9 million (see page 45).

■ WRAN Dover, N. J.: 86.25% interest sold by A. L. Blinder and associates to Kenneth Cowan and Bertran Harnett for \$350,000. Buyers have interest in WGNV Newburgh, N. Y., and have an application pending before FCC for acquisition of KMEQ Phoenix. Mr. Blinder is president of Esquire Publications (*Esquire Magazine*). Sam Kravetz, executive vice president and general manager of WRAN will retain his 13.75% interest and continue to manage the station. WRAN is a full-time station on 1510 kc with 1 kw days and 500 watts nights. Broker: Blackburn and Co.

■ WBRY Waterbury, Conn.: Sold by Danny Stiles and associates to Lowell W. Paxson for \$250,000. Mr. Paxson also owns WKSX-AM-FM and WNYP(TV) Jamestown, N. Y. WBRY is fulltime on

1590 kc with 5 kw. Broker: Chapman Associates.

■ **KGA** Spokane, Wash.: Sold by William J. Liddle and Edward B. Brownstein to Grady A. Sanders for \$225,000. Mr. Sanders, president of a record company and a firm that sells musical concepts to radio stations, is also president and general manager of **WHEL** New Albany, Ind. **KGA**, founded in 1926, is a full-time, clear channel, class 1-B station on 1510 kc with 50 kw.

■ **KRUS-AM-FM** Ruston, La.: Sold by Clarence E. Faulk to R. E. Hook and wife and Dan Hollingsworth for \$125,000. Mr. Hook is 55% owner of **WRUS-AM-FM** Russellville, Ky., 44% owner of **WRAG** Carrolton, Ala., 58% owner of **WKIZ-AM-FM** Key West, Fla., 50% owner of **WELZ** Belzoni, Miss. and 55% owner of **WMAG** and **WQST(FM)**, both Forest, Miss. Mr. Hook is also a 57% partner in a CP for a new FM at Carrolton, Ala. and sole owner of a CP for a new AM in Donaldsonville, La. He has controlling interest in CATV systems in Bastrop and Ruston, both Louisiana and in Kosciusko, Miss. Mr. Hollingsworth is chief engineer of **WRBC** and **WJMI(FM)**, both Jackson, Miss. **KRUS** is a full-time station on 1490 kc with 1 kw days and 250 watts nights. **KRUS-FM** is on 107.1 mc with 3 kw.

■ **KSUN** Bisbee, Ariz.: Sold by Arlo Woolery to Howard Waterhouse for \$66,000. Mr. Waterhouse is a Huntington, Ind., businessman. **KSUN**, founded in 1933, is a full-time station on 1230 kc with 250 w. Broker: Chapman Associates.

APPROVED ■ *The following transfer of station interests was approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 60).*

■ **KKIS** Pittsburg, Calif.: Sold by H. Duane Wadsworth to Donald C. Johnston for \$350,000. Seller is owner of **KPTL** Carson City, Nev. Mr. Johnston is used car lot owner and has an interest in an electronics distributing firm. **KKIS**, founded in 1949, is a full-time station on 990 kc with 5 kw.

American Finance buys two CATV systems

American Finance Co., a Washington-based, small-loan company whose offices blanket the Maryland and Virginia suburbs, has taken a further step into the CATV industry with the purchase of systems serving the Alexandria-Pineville area of Louisiana and Martinsville, Va.

The Alexandria-Pineville system, op-

erating under the name of Al-Pine Cable TV Inc., was purchased from Bruce Merrill, a multiple CATV owner, for an undisclosed price. The system serves about 6,000 subscribers out of a potential 30,000 and has 240 miles of plant. Installation and monthly service charges run \$12.50 and \$5, respectively.

Beginning operations in August 1967, the CATV system has a 12-channel capacity and imports the signals from Baton Rouge, Alexandria, Lake Charles and Lafayette, all Louisiana.

Second Buy ■ Also purchased by AFC was the Clear-View Cable TV Co., Martinsville, Va., from C. Harry Anglin, a multiple CATV owner, and again, price was not disclosed. The system, which also began in 1967, serves about 700 subscribers out of a potential 7700 and has a 12-channel capacity. Installation and monthly service charges run \$20 and \$5, respectively. The system has about 100 miles of plant.

L. J. Holroyd, AFC president, said that the company has also begun construction on a CATV system in Shelby, N. C., for which it had been granted a franchise last September.

AFC, operating under the name of Jefferson Cable Corp., already owns CATV systems in Charlottesville and Waynesboro, both Virginia, which serve approximately 5,000 and 2,000 subscribers, respectively.

ETV groups evaluate interconnection need

Representatives of educational television groups are preparing a presentation of their interim and long-range interconnection needs for submission to AT&T. The presentation will include data on the degree to which ETV stations can use AT&T off-peak facilities, as well as specifications of their prime-time requirements.

The ETV groups agreed to reduce their needs to writing after a meeting with AT&T representatives at the FCC on July 12. The participants were members of a working group appointed by commission Chairman Rosel H. Hyde to help in the implementation of the provision in the Public Broadcasting Act of 1967 providing for free or reduced-rate interconnection service.

During the meeting, AT&T representatives reported on the number of channel miles available for off-peak service—6,000 miles in the hours between 11 p.m. and 9 a.m. and 3,900 miles between 9 a.m. and 4 p.m. Information on mileage available between 4 p.m. and 11 p.m. was promised within a few weeks.

AT&T has offered to provide service

OWNER-MANAGER OPPORTUNITIES!

MIDWEST—Daytimer in Midwestern single station market, retail sales a healthy \$23,000,000. Current billings over \$100,000; operation profitable. Perfect property for owner-operator. Price \$160,000 on terms to qualified buyer.

Contact Richard A. Shaheen in our Chicago office.

TEXAS—Fulltimer in single station market close to major city. Personal circumstances have prevented present owner from taking advantage of possibilities. Economy is excellent and growth is constant. Price \$100,000, \$29,000 down, balance ten years, 7 per cent—but should payout in six years with modest increase in billings.

Contact George W. Moore in our Dallas office.

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.
1100 Connecticut Ave., N.W.
20036 202/393-3456

CHICAGO
1507 Tribune Tower 60611
312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

in off-peak hours at a lower, though unspecified rate, than the 50 cents per mile now charged during the hours between 2 a.m. and 12 noon.

However, ETV representatives say they need daily prime-time service, from 3 p.m. to 11 p.m.

AT&T representatives said additional construction—which would mean additional costs—would be needed to meet those prime-time needs. But they said the company would be in a better position to determine what those costs would be after getting the presentation promised by the ETV groups. AT&T spokesmen also said the company would look into the possibility of using channels now set aside for occasional use, such as sports and special events.

Radio interconnection will be taken up by the working group when the TV problems are resolved.

Groups represented at the meeting included the National Association of Educational Broadcasters, National Educational Television and Eastern Educational Network; National Association of Broadcasters, Corporation for Public Broadcasting, AT&T, United States Independent Telephone Association, Department of Health, Education and Welfare, Ford Foundation, and the commission's common carrier bureau, Broadcast Bureau and office of general counsel.

Sharp dialogue on ghetto life

New York broadcasters exchange views to open better understanding

A challenge was thrust upon a group of broadcasters meeting in Coopers-town, N. Y. on related problems of violence, riot coverage, civil rights and ghetto life, and the broadcasters accepted by extending an invitation of their own.

While participants at the New York State Broadcasters Association's seventh annual executive conference last week all voiced concern over the need to better communicate with minority groups in their communities, several executives, led by ABC officials Walter A. Schwartz, president of ABC Radio and also of NYSBA, and Don Curran and Richard L. Beesmyer, vice president-general managers respectively of WABC and WABC-TV New York, offered to make facilities available at New York



Mr. Schwartz takes over the microphone to introduce Mayor Lindsay.

studios for a continuation of the "dialogue" between broadcasters and minority-group spokesmen.

The ABC executives said the conference in New York City would best be geared to problems closely affecting large metropolitan stations. They proposed that such a regional conference, under auspices of NYSBA, be held as a showcase that could be expanded in other such regionals held elsewhere in the state.

The challenge and proposal followed a first day's session of the executive conference on July 15 during which experts on civil rights from the New Jersey Community Action Training Institute and the Justice Department led detailed discussions.

Main Points ■ Among points developed by the broadcasters in these discussions: There's a need to continue the dialogue; unions should be solicited to aid junior-college training for skilled jobs in broadcasting, and union rules could be relaxed to permit part-time and weekend on-job training at stations. Several broadcasters said they would be willing to give time to provide supplementary help in a statewide junior-college training program.

Other direct attacks on the problems, delegates agreed, would be to urge more air time for minority groups in such specific formats as editorials, talk and interview shows, talent employment and documentaries. The consensus agreed that stations probably should favor "discrimination in favor of minority groups" by practicing a "double standard" in training programs.

Gregory Simms, deputy director of the New Jersey Community Action Training Institute, told the delegates the concept of racism, black or white, was a "sickness," and said a program of "aggressive humanism" can combat what he termed a "growing civil war."

He said he was much more concerned with the on-air product than with the personal attitudes of individual broadcasters.

Ronnie Moore, training director, Scholarship Education and Defense Fund for Racial Equality, urged that radio and TV newsmen stop donning blue jeans in an attempt to become "part of the community quickly." By being himself, the broadcaster will be trusted more by the minority neighborhood. Another leader, Ronald Van der Schaft, also of the training institute, suggested specifically that broadcasters drop the idea of having Negro talent conform to existing announcer styles in performing technique—"how will your listener know you've hired Negro talent if he never hears a Negro voice on your air?" he asked.

Joining Together ■ A suggestion that broadcast newsmen for competing stations pool their forces for proper riot coverage was voiced by Dr. Ralph W. Conant, Brandeis University professor and associate director of the Lemberg Center for the Study of Violence. He said broadcasters must waive business-as-usual and "wholesome competition" in riot coverage and combine their reporting in order to obtain necessary critical information quickly and accurately.

In the July 16 meeting, New York Mayor John V. Lindsay urged broadcasters to involve themselves and their stations more in the ghettos of their communities, noting that the "key to much of our violence is an absence of communication, especially with the young blacks." He said for many teenage dropouts, the radio and TV receivers function as their schools.

Mayor Lindsay urged broadcasters to hold on-air interviews and discussions with congressmen and state assemblymen on the President's Commission on Civil Disorders report so as to disseminate its views. Mayor Lindsay served as the commission's vice chairman.

New Laws ■ In other work sessions, imminent passage of New York state legislation guaranteeing privileged communication to broadcasters and other media was predicted, and a review was given of NYSBA attempts to obtain clarification of FCC rules forbidding news of lotteries. New York broadcasters have requested a declaratory ruling from the commission that would strike down the prohibition and, the broadcasters hope, would permit them to promote the state's legalized lottery system which is designed to provide funds for the public-school system.

A call for radio to banish its apathetic approach by turning to creative selling was voiced by Robert E. Close, WNBC Binghamton, N. Y., a conference co-chairman. Maurice Webster, vice president, development, CBS Radio, said

"the creative man is superseding the media man at advertising agencies, so we must kill the image of radio as that square, dull medium." The low cost of producing radio commercials makes it feasible to change messages frequently, Mr. Webster said, but in TV advertising we must risk "tiresome repetition to amortize high costs."

A TV seminar, headed by Leslie G. Arries Jr., vice president, WBEN-TV Buffalo, protested the singling out of radio and TV in proposed banning of cigarette advertising; discussed the trend of five-minute programs by political aspirants, and increasing problems imposed upon broadcasters by the prospect of more origination of programming by cable-TV operators.

Park adds 3 radio outlets

Gamble-Skogmo subsidiary
to sell Midwest holdings
for reported \$2.9 million

Park Broadcasting Inc., a group broadcaster with stations in the mid-South, branched into the Midwest last week when it agreed to buy three radio properties for a reported \$2.9 million. The acquisitions are subject to the usual FCC approval.

The stations are WNAX Yankton, S. D.; WEBC Duluth and KRIS-AM-FM St. Louis Park (a suburb of Minneapolis), both in Minnesota. Seller is Areawide Communications, a subsidiary of Red Owl Stores Inc., recently purchased by Gamble-Skogmo Inc.

Elmer Smith, general manager of WNAX, will coordinate the operations of the three stations, it was announced. Staffs will be retained at each station, it was also declared.

Park Midwest Holdings • Park Broadcasting, which has headquarters in Ithaca, N. Y., is principally owned by Roy H. Park, who noted that he is familiar with the Midwest territory since he is a director of Nebraska Consolidated Mills, Omaha, which owns Nixon Feed Co. with plants in Nebraska, Iowa and Minnesota. Park stations are WNCT-AM-FM-TV Greenville, N. C.; WDEF-AM-FM-TV Chattanooga, and WJHL-TV Johnson City, both Tennessee, and WTVR-AM-FM-TV Richmond, Va. All four television stations, it was noted, are VHF and are affiliated with CBS.

The sale by Gamble-Skogmo was directed by the FCC which earlier this year charged that an unauthorized

transfer of ownership occurred when Gamble-Skogmo became the owner of Red Owl Stores. The commission approved the transfer of control applications last April, but on condition that Gamble-Skogmo sell the stations within six months (BROADCASTING, April 1).

The Midwest stations are all full time, with WNAX, founded in 1922, on 570 kc with 5 kw, WEBC on 560 kc with 5 kw, KRIS on 950 kc with 1 kw and KRIS-FM on 104.1 mc with 30 kw. WNAX is affiliated with CBS; the other two stations with ABC.

Examiner would deny both Calhoun applicants

FCC Hearing Examiner Millard F. French last week proposed the denial of license renewal for WCGA Calhoun, Ga., and in the same action proposed denial of an application by John C. Roach for the same facilities.

During the consolidated hearing on both applications, Examiner French concluded that Gordon County Broadcasting Co., licensee of WCGA, "does not possess the requisite qualifications to be a licensee of the commission." The conclusion was said to be based on commission findings that Gordon had

participated in the filing of a strike application "for purposes of preventing grant of a construction permit to an applicant for a station in Calhoun."

WCGA's participation in the alleged strike application came while the station was under a commission probationary period. The commission, at that time, had renewed WCGA's license for a period of only one year due to what it termed "willful failure to comply with the commission's rules" concerning financial report forms. The commission said that the station failed to file required financial report forms with the FCC for a period of three years (BROADCASTING, Sept. 11, 1967).

Examiner French, in proposing denial of the license renewal, charged that "irresponsible conduct displayed during the station's probationary period" and the station's tendency to "repeatedly engage in the same misconduct even though operating under a one-year renewal, demonstrates convincingly that Gordon County is unfit to be a licensee."

In the case of Mr. Roach's new station application, Examiner French said that Mr. Roach "had failed to ascertain the needs and interests of the area to be served, and had misrepresented facts regarding his program contacts."

Both applications involve 900 kc with 1-kw daytime operation only.

LOCAL FALL PROGRAMMING TIME

MEANS **LOCAL**
movies

MEANS **FIRST-RUN**
movies

MEANS **PRIME-TIME**
movies

MEANS **BLOCKBUSTER**
movies



"DARLING"
Academy Award
Winner—
is one of
**250 BIG
FEATURES
AVAILABLE
NOW!**

Call or write E. Jonny Graff, Vice-President for Television
AVCO EMBASSY PICTURES CORP.
1301 Avenue of the Americas, New York, N. Y. 10019 (212) 956-5528

Merger idea still alive at ABC

Victory over Hughes, healthy report
for second-quarter enhance company
attractiveness to other possible partners

ABC was back in the merger market last week after billionaire Howard Hughes suddenly abandoned his fight to gain control when he seemed to have it won—at least on the stock market front.

Negotiations for merger with CIT Financial Corp., which had reached the drafting of a preliminary agreement but were broken off by CIT when Mr. Hughes made his dramatic \$148.5-million overture, were expected to be resumed almost momentarily, if they had not already resumed.

But there was widespread speculation that ABC might also hold talks with other prospective merger partners. Its victory over Mr. Hughes, followed by a second-quarter report showing record earnings (see page 55), was generally viewed as enhancing the company's attractiveness.

Quiet Everywhere ■ ABC officials would say no more than "no comment" to queries about merger prospects, in line with Securities and Exchange Commission requirements. A source normally close to the company, however, said Thursday (July 18) that "they're drawing their breaths [after the Hughes battle] and deciding what to do next." CIT was similarly quiet, though a spokesman had been quoted earlier in the week as saying negotiations had not then been resumed.

Among potential merger partners reported in the recent past have been Ford Motor Co. and Monogram Industries. That doesn't count International Telephone and Telegraph, which canceled a merger with ABC last Jan. 1 after protracted opposition by the Justice Department.

Speculation that ABC might explore union with companies other than CIT was fed by testimony by ABC President Leonard H. Goldenson, during one of several court proceedings that ABC invoked during its short but unrelenting fight against the Hughes take-over attempt, that after the Hughes move was made public he received telephone calls broaching deals that excelled that of Mr. Hughes. The presiding judge would not let him identify the callers.

The Hughes battle coincided with ABC's offering of a \$50-million convertible subordinated debenture issue and, in Wall Street opinion, contributed to its almost total success. A spokes-

man for Lehman Brothers, the underwriter, said the offer was "99.9% subscribed," which he said was "an almost unheard-of figure." At one point, \$100 debentures were trading as high as \$110 or more.

Goldenson's Remarks ■ President Goldenson, in his second-quarter report, noted the success of the debenture offering and said that "we have now completed our short- and long-term financing arrangements which will give our company the needed financial stability for the foreseeable future." This was regarded by observers both as increasing ABC's merger potential and as giving management leverage to delay if it wished to make a more leisurely reconnaissance of merger possibilities.

ABC's victory over the Hughes interests appeared to have been won almost by default. Through his wholly owned Hughes Tool Co., the billionaire industrialist on July 1 had made a tender offer for 2 million shares, or

about 43%, of ABC stock at \$74.25 a share. When the offer expired at 3 p.m. last Monday, just two weeks later, a total of 1.6-million shares, about 34%, had been tendered, according to a subsequent Hughes announcement. There seemed no question that 34% would represent effective control, and under the terms of the offer Hughes Tool could have acquired it if it wished.

But Hughes turned it down, attributing its decision to Mr. Goldenson's "inordinate opposition" in the form of "public announcements," "full-page newspaper advertisements," "unwarranted litigation" and representations "that a tentative deal between ABC and the CIT Financial Corp. constitutes a more favorable arrangement for the company and its stockholders."

Whether that was the whole reason, however, was a matter of considerable speculation.

In broadcasting and financial circles there was evident belief that other factors were also at work, including apprehension on the part of the reclusive Mr. Hughes that he might have to make a public appearance when the FCC held hearings on the control transfer; a possible conclusion by the Hughes interests that FCC would never approve the deal anyway, and perhaps a decision by Mr. Hughes that he was making a mistake in getting involved with a publicly regulated company after his experience with Trans World Airlines—a company he gave up rather than make a personal appearance in court.

ABC Happy ■ Whatever the full reason for the decision, it left ABC officials jubilant. Said President Goldenson:

"Because of their confidence and faith in the future of our company, a substantial majority of our stockholders elected to reject the Hughes tender offer. The management and directors of the American Broadcasting Cos. deeply appreciate their support and shall do our utmost to justify their confidence in us."

In announcing last Tuesday (July 16) that it "will not pursue its efforts to acquire the stock interests" in ABC, Hughes Tool said after reviewing the opposition put up by Mr. Goldenson:

"While Hughes Tool Co. has prevailed in the litigation precipitated by

Affiliates total 891 on ABC Radio networks

ABC Radio affiliates have reached 891, with announcement of 10 new ones signed among its four network-radio services.

The lineup of the American Entertainment Radio Network was said to have reached 233 with the addition of KFOX Long Beach-Los Angeles, and KBYG Big Spring, Tex.; the American Contemporary Radio Network total was put at 177 with the signing of WBIL Biloxi, Miss.; American Information Radio's list reached 314 with the signing of KTON Belton, Tex.; WPNO Auburn, Me.; WDC Decatur, Ill., and WINE Brookfield-Danbury, Conn., and the American FM Radio Network numbered 167 with the joining of WLRW(FM) Champaign Ill.; WJRS-FM Jamestown, Ky., and WBMI(FM) Hartford-Meriden, Conn.

ABC officials also said the addition of KFOX means that all four ABC radio networks are now represented in the Los Angeles market.

the ABC management, it has no desire to continue its offering if, as Mr. Goldenson contends, it is not in the best interest of ABC or its stockholders. We most certainly have no desire to prejudice either ABC or its stockholders.

"Hughes Tool Co. believes that its offer was a fair one and that the contemplated infusion of capital and assistance would have strengthened the company competitively in better serving the American public as one of the three major broadcasting networks of the nation.

"Hughes Tool Co. reluctantly makes this announcement. The company had contemplated that by bolstering the structure of ABC, it would have contributed to the programing of the network to the end of its becoming a more effective and meaningful force in American life, particularly at a time when crime, violence and disunity are of increasing concern to our national leaders and the public as a whole."

Prologue to Withdrawal ■ The decision put an end to a hectic two weeks. In three court sessions, ABC suffered three setbacks. On July 10 and again on July 13, Judge Dudley B. Bonsal of the U. S. Southern District Court in New York denied ABC applications for temporary and permanent injunctions to stop the tender offer. Last Monday a three-judge panel in the U. S. Court of Appeals in New York refused to overrule Judge Bonsal's decisions.

Judge Bonsal had noted in his denial of the ABC application that any ABC shares acquired by Hughes "shall not be sold or transferred or voted and shall remain in custody of the transfer agent, The First National City Bank, subject to the order of the court." Judge Bonsal also pointed out that ABC could turn to the FCC, which could order Hughes to divest itself of the stock if it found the acquisition violated antitrust policies or the communications law. The Saturday hearing was considered unusual but was held because of last Monday's deadline on the tender offer.

In the U. S. Court of Appeals, the three-judge panel's opinion, delivered by Judge Henry J. Friendly, pointed to ABC's request before the FCC and added:

"We assume that the commission will act and act promptly on that request, and, if it should act favorably to ABC, we can see no reason why ABC cannot then renew its application for an injunction and indeed seek divestiture of any shares that have been acquired. Perhaps it will have other remedies also if the commission should rule unfavorably.

FCC Ready ■ The commission was reported to be ready to act promptly

on ABC's request for a declaratory ruling, filed on July 8. This plea asked the FCC to rule that the acquisition by Hughes of two million shares of ABC stock without prior commission approval constituted a prima facie violation of the Communications Act, even if Hughes Tool did not vote the stock.

As an alternative, ABC asked the commission to direct Hughes Tool to place any stock it acquired through the tender offer in a trust, with the trustee instructed to vote the shares in accordance with recommendations of the ABC management proxy committee.

Before Hughes called off his tender offer at noon last Tuesday, the commission staff had been in contact with counsel for ABC and Hughes. That morning various members of the FCC staff held a meeting with the commissioners and it was decided to hold oral argument on Thursday (July 18) on ABC's request for declaratory ruling.

It could not be ascertained whether the commission would have insisted on Howard Hughes' appearance. One source said that it might not be necessary for Mr. Hughes to appear if the shares of stock acquired were placed into a foundation from which he would be insulated. On the other hand, the source added, Mr. Hughes probably would have been ordered to testify at the commission's full hearing if the stock were held by one of the corporations he owned.

Issue Evaporates ■ The issue of Mr. Hughes's appearance became a moot point when the commission received word later Tuesday that Hughes Tool Co. was withdrawing its tender offer.

ABC stock meanwhile fluctuated with the flow of events. It was trading at about 58½ on the New York Stock Exchange when the Hughes offer of 74¼ came, climbed to a closing of 69½ the same day, and passed 72 the following week. Last Tuesday, after the Hughes withdrawal, it closed at 67¼, and last Thursday it closed at 65½.

Pulse to issue report to supplement studies

The radio and advertising industries will no longer have to suffer a "seven-year itch" between Pulse Inc. circulation studies according to the ratings firm. The company has announced plans to publish a supplement, *CP/Update*, to be issued as often as there is a call for it.

The new publication will fill in the gaps between editions of *Circulation Pulse*, now being mailed seven years after the last one appeared. *CP* subscribers will get a 20% discount on the supplement, which will appear in the form of individual county reports to be issued when a subscriber asks for one and to be sent automatically to every other agency on the supplement's mailing list.

Circulation Pulse is a two-volume study subscribed to by over 500 broadcast stations and 70 advertising agencies. It is a state-by-state, county-to-county study of radio circulation in the U. S. Data given includes weekly homes reached and percentage saturation, weekly persons reached, audience shares, weekly homes reached and daily homes reached.

FCC appropriation passed

The Senate late Thursday (July 18) passed and sent to conference the Independent Offices Appropriations bill, which includes funds for the FCC. The Senate accepted the appropriations committee's recommendation for the commission, which provides an increase of \$250,000 over the House-approved appropriation (*BROADCASTING*, July 15). The increase, to stand, will need agreement by House conferees. The total appropriation for the commission, as voted by the Senate, is \$20 million.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

Congress pressed on CPB money

Hoving group sends report to all congressmen
recommending immediate release of CPB funds

The National Citizens Committee for Public Broadcasting, in a "state of the industry" report released last week, called on Congress to act immediately on appropriations under the Public Broadcasting Act of 1967.

Speaking for the committee of 120 educators, businessmen, authors and artists at a news conference in New York Monday (July 15), Chairman Thomas P. F. Hoving, director of the Metropolitan Museum of Art, stressed the urgency for action on authorizations of \$9 million for the Corporation for Public Broadcasting and \$12.5 million for public broadcasting facilities.

"Such inactivity when it concerns one of the greatest powers to calm, settle and balance an uncalm, unsettled and unbalanced society is a fact of incredible arrogance directed at the people," he said. Government and industry regulation cannot change the



Mr. Hoving

quality in broadcasting, he noted; "What can change programming is competition: the kind of competition public broadcasting can provide if it has the resources. . . ."

The report also recommended that money levels be raised to those recommended by the Carnegie Commission: \$56 million annually for the first four years, leading to \$270 million annually by 1980.

Also Sought ■ Other proposals included free or reduced interconnection rates, long-range financing using a combination of methods, a large-scale advertising campaign, programing for minorities and young people, training programs for talent and an enlargement of the committee.

A supplement to the report outlined individual stations' current and desirable budgets and programing information. The average annual budgets for the eight largest community stations (Boston, Chicago, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco and Washington) are \$1-875,000, and their estimated desirable budgets exceed \$3,250,000. A median budget for 137 other stations surveyed is \$150,000-\$300,000, with a desired

estimate at \$500,000-\$600,000. The stations reported a local-production average of 4.5-7 hours per week with an increase to 12-14 hours weekly considered desirable.

Mr. Hoving sent the report to all congressmen with a letter urging approval of the authorizations. Although Congress acted with great speed in passing the act, he said, it now needs a push in the waning days of the session. "Nations all over the world consider public television high priority—the U. S. could learn a lesson from them," he added.

"The State of Public Broadcasting—A Report to the American People, July 1968" is the result of a mandate of the committee's first full membership meeting in New Orleans in February.

Telephone groups appeal commission CATV order

An appeal to a federal appeals court in Washington has been filed by a group of telephone companies against the FCC's June 26 order requiring those providing CATV circuits to first secure a certificate of convenience and necessity from the FCC (BROADCASTING, July 1).

The appeals were filed last week by Associated Bell System Companies, General Telephone Co. of California, General Telephone System and United Utilities Inc. They claim the FCC ruling is in error in imposing the requirements of Section 214 of the Communication Act into the CATV field. All are engaged in various areas in providing CATV circuits for lease to cable TV franchise holders.

Earlier the companies had received a 10-day stay of the order from the commission itself pending their appeal to the federal court. During this time, the FCC said, no new construction may be begun and current construction is to be discontinued (BROADCASTING, July 8).

Banner year for complaints

A year-end tabulation of complaints on broadcast matters received by the Complaints and Compliance Division of the FCC Broadcast Bureau shows 32,526 for the year ending June 30, 1968. The previous year's total was 21,515. Subjects covered were advertising, alleged violations of law or FCC rules, programing and miscellaneous criticism. Total communications—complaints, comments and inquiries—received in fiscal 1968 amounted to 67,710, compared with 58,902 the preceding year.

Loyola announces Paul Segal memorial scholarship

A four-year scholarship has been established by Loyola University of New Orleans in memory of pioneer

communications lawyer Paul Segal, who died May 24 (BROADCASTING, May 27). The Paul Segal Scholarship in the department of communications will be presented annually to the



Mr. Segal

winner of a nationwide competition in television writing.

The scholarship was announced by Loyola's president, the Very Rev. Homer R. Jolley, S.J., who praised Mr. Segal for his work in behalf of the university and said that he was a man "whose life . . . was directed

toward the service of communications." Loyola, licensee of WWL-TV New Orleans, gave Mr. Segal an honorary LL.D. in 1957.

Mr. Segal, served as assistant general counsel of the former Federal Radio Commission and as general counsel to the ham radio American Relay League. He entered private practice in 1930, and in 1942, formed the law firm of Segal, Smith & Hennessey. Prior to his FRC appointment, Mr. Segal was assistant district attorney in Denver, and during World War II he served as a Navy commander.

Mr. Segal was a senior member of the Institute of Radio Engineers, and had served as counsel to many "pre-freeze" television stations. He also served as general counsel to Broadcasting Publications Inc., from its formation in 1931 until he retired 30 years later.

One more CATV wants NY-Philadelphia signal

In response to petitions by Philadelphia TV stations, the FCC has consolidated still another CATV firm into its pending hearing on CATV carriage of New York signals into Philadelphia.

The latest issue concerns a proposal by Lower Bucks County (Pa.) Cablevision Inc. to add three New York signals to its operative systems in Levittown and Bristol, as well as a proposed system in Pennel Borough, all Pennsylvania. Lower Bucks already carries New York independents WNEW-TV, WOR-TV, WPIX-TV and WNDT-TV in Levittown and Bristol. On April 24, the firm announced its intention to add New York network affiliates WCBS-TV, WNBC-TV and WABC-TV to existing coverage; this proposal in turn drew a series of opposing petitions from Philadelphia stations. Their chief request—granted by the FCC—was that Lower Bucks be prohibited from carriage of New York network stations until the matter could be examined in the already pending consolidated hearing.

The larger hearing was called March 13 to deal with 24 requests by CATV's for permission to bring New York stations into the Philadelphia market

(BROADCASTING, March 18 et seq.). FCC rules state that if the Grade B contours of two major markets overlap, consideration must be given to the possibility that CATV carriage of signals from one market to the other could adversely affect independent UHF stations. New York and Philadelphia are ranked first and fourth, respectively, among national markets.

Industry groups back TV's in Colo. case

Four broadcast groups have rallied to the side of two Colorado television stations battling the introduction of CATV into their areas.

The organizations filing a joint brief last week in the U. S. Court of Appeals for the District of Columbia are the National Association of Broadcasters, the All-Channel Television Society, the National TV Association and the Colorado Translator Association. They filed in behalf of the litigation instituted last month by KRDO-TV Colorado Springs and KOAA-TV Pueblo.

At issue is the FCC's authorization last April of CATV service in Colorado Springs over the objections of the two TV stations (BROADCASTING, April 15). The stations claim that the commission

should have ordered a hearing on their protests that claimed they would suffer adverse economic impact if the CATV system was permitted to operate.

Earlier this month the federal appeals court in Washington stayed the FCC's order pending a decision on the merits of the stations' appeals.

WAKR gives big boost to U. of Akron ETV

The Summit Radio Corp., licensee of WAKR-AM-TV Akron, Ohio, has donated its transmitting equipment and tower to the University of Akron.

With the FCC reallocation of channel 49 as an educational channel, WAKR-TV changed to channel 23. The University of Akron is now the sole applicant for the reallocated channel.

The equipment and tower together are valued at \$250,000, the university reported.

Dr. Norman P. Auburn, president of the university, said that at the outset, evening telecasts featuring adult education programs dealing primarily in the fine arts would be shown and that "other educational programs during the day and evening would follow in due course."

RESERVE SPACE TODAY!

Broadcasting 1969 Yearbook

IF IT CONCERNS TELEVISION OR RADIO YOU'LL FIND IT HERE!

Designed for your specialized "must know" references, the 1969 BROADCASTING Yearbook is the most complete encyclopedia-type book ever published for the business of TV/radio broadcasting and the associated arts and services. It includes 51 separate directories of basic economic, technical and business facts, indispensable to all working in or contacting the business of broadcasting.

Five Reference Works in One Handy, Thumb-Indexed Volume:

Facilities of Television: Station profiles; call letters; channels; allocations; applications pending; group and newspaper/magazine ownership, station sales, plus CATV listings and data.

Facilities of AM/FM Radio: Station directory includes executive personnel, specialty programs, call letters,

frequencies; campus-limited stations; Canada, Mexico-Caribbean stations.

Program Services/NAB Codes: TV and radio codes; program producers, distributors, production services; news services; talent agents; foreign language, C&W, Negro programming by call letters; broadcast audience data

Broadcast Equipment/FCC Rules: Product Guide; manufacturers and services — who makes it, where to buy it. Station/set figures.

Representatives, Networks, Top Advertisers/Agencies: directories including national, regional and state associations; government; books and reference works; schools; subject matter index to leading news events reported in weekly issues of BROADCASTING.

20,000 CIRCULATION • REGULAR RATES • DEADLINE, OCT. 1

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

LIN shifts its diversified holdings

COMPLEX SELLS CATV SYSTEM, BUYS ADONIS RADIO

In a three-pronged move, LIN Broadcasting Corp. has announced plans to sell its CATV operations, to buy a New York-based broker of radio and TV advertising time and to have its stock listed on the American Stock Exchange.

Sale of the company's 10 CATV systems to Broadcast Industries Corp., one of LIN's major stockholders, for \$4 million is in final stages of negotiations. LIN reported last week. The cable TV systems, under the name of Gregg Cablevision Inc., serve about 9,500 subscribers in Daleville, Ala.; Crestview and Niceville, both Florida; Berea and Danville, both Kentucky; Hobbs, N. M., and Huntington, Martin and McKenzie, all Tennessee. Gregg Cablevision also holds franchises for other communities in those states and a number in Illinois.

Broadcast Industries is composed of principals of the now defunct Medallion Pictures Corp. which merged with LIN in 1966 when the company went public. It is now a 5.3% shareholder of LIN.

N. Y. Broker ■ The acquisition of Adonis Radio Corp., New York, will involve an exchange of an undisclosed amount of LIN's common stock, the company announced. Adonis stockholders must first approve the transaction, it was noted.

Adonis, called a leading specialist in advertising and media buying in LIN's announcement, has good sales volume and an attractive profit potential, according to Frederic Gregg Jr. president and chairman of LIN. Mr. Gregg said that the company would complement LIN's other activities in broadcasting and in the distribution of television programming. Adonis chief executives are Sy Rosen, president and Jerry Shapiro, executive vice president. It is said to be expecting to buy \$5 million worth of TV and radio time this year and is one of a new breed of buying agents that have entered the "negotiated" media buying arena (BROADCASTING, July 15).

Stock Listing ■ Mr. Gregg also said that LIN would move immediately to have its shares listed on Amex. LIN common has been sold over the counter since the company made its first public offering in 1966. Last Thursday LIN common was quoted 28 bid, 29 asked.

The Nashville-based complex owns two television, six AM and five FM stations, a national chain of art galleries, a telephone answering service, a variety of direct marketing companies, the Miss Teen-Age America pageant, and LIN/Medallion Pictures, feature and series

films for TV.

LIN's broadcast stations are WAVY-TV Norfolk-Portsmouth, Va.; WAND-TV Decatur, Ill.; WAKY Louisville, Ky.; KEEL Shreveport, La.; KAAV Little Rock, Ark.; WBBF-AM-FM Rochester, N. Y.; WIL-AM-FM St. Louis, KILT and KOST (FM) Houston. Pending FCC approval is its application to buy WJRZ Hackensack, N. J., for \$5.5 million (BROADCASTING, April 1).

ACTS lacks permanent secretary-treasurer

A search is on for a new secretary-treasurer of All-Channel Television Society (ACTS), a selection that spokesmen said last week may take several months. Robert F. Adams, who has been in the posts for the past 18 months, has agreed to continue in them until his replacement is found.

Mr. Adams said the pressure of his own business, particularly the creation of a media brokerage division of his management consultancy company, Adams Broadcast Services Inc., New York, made it necessary for him to withdraw from an administrative role at ACTS and said he probably would continue with the organization as an officer.

Also released was a verification of election of other corporate officers of ACTS. William L. Putnam, president of Springfield Television Broadcasting Corp. is president; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa., is vice chairman and Leonard B. Stevens, U.S. Communications Corp., Philadelphia, is vice president.

KPIK rating claims earn wrath of FCC

KPIK-AM-FM Colorado Springs has received short-term license renewals of one year from the FCC.

The commission action comes as a result of the stations' response to inquiries concerning station claims on their rating in the Colorado Springs area. According to the commission, the stations had told advertisers and potential advertisers that they were "rated number two in Colorado Springs with the bulk of the voting public" and that they "pull at least 65% of the military audience."

The commission asked the stations to comment on the basis for these claims

and said the replies stated that the contention that KPIK had the second largest listening audience was based on "an outdated 1962 Pulse Survey." The commission said that the reference to "the bulk of the voting public" stemmed from indications that a country and western format is most popular with middle class adults. The estimate of the military audience, according to the commission, was based on a "survey made by a sergeant in the Public Information Office at ENT Air Force Base."

The commission had told the stations earlier this year that "its coverage claims were inconsistent with the guidelines set by the Federal Trade Commission and endorsed by the FCC." In issuing the short-term renewals last week, the commission indicated that stations have often been warned on improper use of broadcast ratings. KPIK's responses to FCC inquiries showed that the stations "failed to meet responsibilities in this area."

Hearing ordered on Yakima UHF grant

The FCC has designated the application of Apple Valley Broadcasting Inc. for channel 35 at Yakima, Wash., for hearing on a trafficking charge against Morgan Murphy, the applicant's principal stockholder.

The order follows a remand by the U.S. Court of Appeals for Washington, D.C., of a case in which the commission's grant of the facility to Apple Valley had been appealed by KIMA-TV Yakima. The commission had requested the remand (BROADCASTING, July 1).

The issue had originally been raised by KIMA-TV in a petition to deny Apple Valley's application. KIMA-TV alleged that Morgan Murphy between 1958 and 1965 had sold seven AM, two FM and three TV stations.

Earlier Approval ■ The commission denied the issue in setting Apple Valley's application for a consolidated hearing along with two other applicants. That hearing was terminated on approval of a merger agreement among the competing applicants and the construction permit was granted to Apple Valley by the review board.

The commission has now vacated its order denying KIMA-TV's application for review of that review board action. It has also stayed the effectiveness of the board's order approving the agreement among the three applicants and making the grant to Apple Valley.

The commission's change of mind on exploring the trafficking issue followed several decisions by the commission and the court indicating concern over that question.

Radio, TV news ready for conventions

OVER 2,000 FROM NETWORKS, NEWS SERVICES TO COVER EVENTS

Hordes of radio and television newsmen will converge on Miami Beach in two weeks and presumably on Chicago—or wherever the event is held—in five weeks for extensive coverage of the Republican and Democratic national conventions.

Following are breakdowns of what networks and news services will be doing:

ABC

ABC will use nearly 400 people in Miami Aug. 5-8 for its nightly 90-minute television roundups, short reports on all four radio networks, and standbys for live coverage when warranted. Each television wrapup, starting at 9:30 p.m. EDT, will include a report on the important theme of the day; a roundtable discussion with correspondents covering the candidates, moderated by Bill Lawrence, ABC News' political editor; a filmed "insiders" report covering some topic that "might otherwise be left out in gavel-to-gavel coverage," with Frank Reynolds as managing editor; commentaries by William F. Buckley Jr. and Gore Vidal, anchored by Howard K. Smith; An update on the day's events and predictions by Bill Lawrence about the coming day's happenings.

Time magazine and B. F. Goodrich have signed as television sponsors of ABC coverage.

ABC-TV will expand its half-hour *Issues and Answers* programs Sunday, Aug. 4, and Sunday, Aug. 25, to one-hour preconvention specials at 1-2 p.m. EDT. Key convention figures will be guests on the programs. Senate Minority Leader Everett McKinley Dirksen (R-Ill.), Republican chairman of the platform committee, and Gov. Daniel J. Evans of Washington, the Republican convention keynoter, will appear Aug. 4. One of the guests Aug. 25 will be Representative Hale Boggs (D-La.) Democratic chairman of the platform committee.

The preconvention specials will also be fed to the American Information Radio Network.

During the conventions, the Information Network will carry three-and-a-half-to-five-minute reports and features 14 times throughout the evening. Steve Bell and Roger Sharp will be the anchormen. The Entertainment Network will feature four-minute reports three or four times a night with Bob Wilson and Tom Schell. The FM Network's reports by Harold Steele will be four-

and-a-half minutes long, three or four times a night. Don Gardiner and Bruce Brown will broadcast the three-and-a-half-minute reports on the Contemporary Network three or four times during the evening.

An ABC spokesman said the same basic schedule will be kept for the Democratic convention Aug. 26-29.

CBS

CBS will field around 800 for full coverage of the evening sessions of both conventions. CBS-TV's live broadcasts of the Republican convention will begin at 7:30 p.m. EDT and run to conclusion. The formal opening of the Republican meeting Aug. 5 will be televised from 10 a.m. to 1 p.m. EDT. Preliminary activities the week of July 28 will be covered on CBS's morning and evening news, with pre-emption of regular programing if warranted.

Walter Cronkite will be CBS-TV's anchorman, aided by analysts Eric Sevareid, Roger Mudd and Harry Reasoner, correspondents Mike Wallace,

Joseph Benti, John Hart, Ike Pappas, Dan Rather, and Bill Stout, and reporters Bill Plante, Bruce Morton, Morton Dean, Marya McLaughlin, Terry Drinkwater, Martin Agronsky, Nelson Benton, George Herman, Bert Quint, Hughes Rudd, Robert Schakne, Daniel Schorr and David Schoumacher.

CBS Radio will summarize convention activities in 10-minute reports every half-hour during all sessions, in addition to selective live coverage. Robert Trout and Dallas Townsend are the radio anchormen, and Alexander Kendrick will serve as analyst. The television personnel will also be heard on radio.

CBS News is responsible for pool coverage at the Democratic convention.

CBS-TV has over 30 fractional sponsors and expects to have more by convention time.

Mutual

Mutual's staff of 90 will cover each night session in full and will send about 40 five-minute inserts for each con-

LOCAL FALL PROGRAMMING TIME

MEANS **LOCAL**
movies

MEANS **FIRST-RUN**
movies

MEANS **PRIME-TIME**
movies

MEANS **BLOCKBUSTER**
movies



**"YESTERDAY,
TODAY AND
TOMORROW"**
Academy Award
Winner—
**is one of 250
BIG FEATURES
AVAILABLE
NOW!**

Call or write E. Jonny Graff, Vice-President for Television
AVCO EMBASSY PICTURES CORP.
1301 Avenue of the Americas, New York, N.Y. 10019 (212) 956-5528

vention to its affiliates.

Anchormen for the radio network are Steve McCormick and Charles King; Walter Winchell and author Victor Lasky will provide sidebars. Other reporters on the scene will be George Hamilton Combs, Phil Clarke, Dick Rosse, Charles Batchelder, Forrest Boyd, Joe Campbell, Whitney Bolton and Frank Singiser.

Mutual said it is responsible for the audio pool for all radio and television networks and any individual stations that want to subscribe.

NBC

Nearly 800 people from NBC will be on hand for the two conventions.

One-hour previews on the evenings before each convention have been added to NBC News' coverage on NBC-TV and radio.

Gulf Oil Corp., through Young & Rubicam Inc., will be the sole sponsor for both the previews and the conventions.

Participants in both the Republican telecast on Aug. 4 (6:30-7:30 p.m. EDT) and the Democratic special on Aug. 25 (6:30-7:30 p.m. EDT) will be correspondents Chet Huntley and David Brinkley, anchormen for the conventions; floor reporters Frank McGee, John Chancellor, Sander Vanocur and Edwin Newman; and state delegation reporters. The telecasts will include scenes at party headquarters, candidates' headquarters and other significant locations.

The two radio previews will be broadcast Aug. 4 (9-10 p.m. EDT) and Aug. 25 (9-10 p.m. EDT).

Handling the radio specials will be Russ Ward and Peter Hackes, convention anchormen; Bill Ryan, analyst; and floor reporters Wilson Hall, Ron Nessen, Paul Friedman and Lem Tucker.

Regular convention coverage on NBC begins Monday, Aug. 5, on NBC-TV's *Today* show (7-9:30 a.m. EDT).

The Republicans will be covered on both radio and television in two morning sessions Aug. 5 and Aug. 9 and in five all-evening sessions. Four all-evening sessions have been scheduled for the Democratic convention starting Monday, Aug. 26.

Platform committee meetings during the week preceding each convention will be summarized in half-hour broadcasts, 4:30-5 p.m., by anchorman Frank McGee.

NBC News will handle pool coverage at the Republican convention, and, as pool producer for satellite transmission in August, will feed foreign broadcasters with convention material.

UPI Audio

UPI will send a staff of nearly 150 to the conventions. Its audio network reports will be anchored by Wally Bruner and Don Fulsom, assisted by John Chambers, Scott Peters, Bill Greenwood, Ed Kerins, Bill Reilly, John Burnett and Jim Brodsky. Commentaries by George Marder and reports "on the lighter side" by Lowry Bowman will be included.

UPI will carry each session live, with special morning and evening wrapups and daily analysis at 4:50 p.m. EDT.

UPI's television newsfilm coverage will be handled by a staff of 19, directed by Burt Reinhardt, Reese Schonfeld and Paul Sisco.

The combined total of some 2,000 newsmen will be operating with a vast amount of equipment for the first color telecasts of political conventions. ABC will house its technical apparatus in 13 trailers and three mobile units, as well as constructing a central control room and anchor rooms. CBS has sent a fleet of 22 technical vans, 18 mobile units and 20 trailers, and will build a newsroom, studios and anchor booth. Mutual will construct its own studio at the convention site, but will also have available the facilities of its new

Caribbean news bureau at the Sheraton-Four Ambassadors hotel. NBC plans to send eight trailers, seven equipment vans and three mobile units, but will use the floor space with a broadcast center including newsrooms, anchor rooms, video-tape facilities, and film-editing equipment. UPI Audio is installing a trailer complex near the main convention floor in cooperation with RKO General and Westinghouse Broadcasting.

The impasse in Chicago

A tragic-comic opera.

That is about the way the Illinois Bell Telephone Co. strike appeared late last week in Chicago. There still was a stalemate in efforts to settle the strike and to get communications gear installed for the Democratic National Convention there next month.

The dispute between the phone company and a local of the International Brotherhood of Electrical Workers has been underway for more than two months. A recent effort by a top mediator failed (BROADCASTING, July 15).

Democratic National Committee officials still were confident the convention will be held in Chicago as planned and the phone strike will somehow be settled or bypassed. Convention coordinator John Meek spent much of Thursday (July 18) at the International Amphitheatre for on-site planning with CBS-TV representatives who are handling the network pool facilities.

On Thursday Chicago Mayor Richard J. Daley met privately with Illinois Bell President James Cook and then with various officials of the Chicago Federation of Labor who asked the mayor to be heard. Mr. Cook had no comments but the labor leaders did, especially the teamsters.

Labor's Sentiments ■ The labor leaders told newsmen they had become very "disturbed" over the impasse and said they now are studying and considering their next moves. This was interpreted by observers as suggesting possible new pressures to force Illinois Bell into binding arbitration as proposed earlier in the week by IBEW. The phone company claims the IBEW officials cannot go to arbitration without first obtaining membership approval.

Meanwhile the IBEW local has filed an unfair practices complaint with the National Labor Relations Board and said it also will petition the U. S. district court there for an injunction to require Illinois Bell to arbitrate. Illinois Bell contends it cannot be forced to settlement on wage terms far in excess of those made with a number of other

Please send

7-22-68

Broadcasting
THE BUSINESS SWEENEY OF TELEVISION AND RADIO

SUBSCRIBER SERVICE

Name _____ Position _____

Company _____

☐ Business Address
☐ Home Address

- ☐ 1 year \$10
☐ 2 years \$17
☐ 3 years \$25
Canada Add \$2 Per Year
Foreign Add \$4 Per Year
☐ 1968 Yearbook \$10.
January Publication

City _____ State _____ Zip _____

- ☐ Payment enclosed
☐ Bill me

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

☐ **Address change:** Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

Nixon and TV: changing a '60 weak suit into a '68 trump

The Nixon for President Committee apparently is not waiting for the formality of the Republican Convention. It has started this month a powerful, slickly produced television campaign for the Presidency. The campaign is taking what the Nixon camp calls "a new political approach." It's using a program "that has the touch of the old town hall," on which Mr. Nixon answers the unprompted and unrehearsed questions of a citizens' panel.

The Nixon Answer, as the program is called, already has run in a half-hour version in eight markets in Ohio and six markets each in Illinois and Michigan. Last week and over last weekend it ran in an hour version in nine markets in California. No official figures were given out for the television expenditures in the campaign but one reliable industry source estimated that time on the stations in California, including charges for pre-empting an hour on network outlets, would amount to \$15,000.

Another Approach ■ Also in preparation as part of the assault on the Presidency is another hour show that may run in California late this week. Tentatively called *The Nixon Coffee Klatch*, this program reportedly also will take the homely, person-to-person approach of the program that already has played.

Format for *The Nixon Answer* is a panel consisting of what's claimed to be a cross-section of citizens from each state. They are said to be chosen at random and told there "are no questions that should be asked and no questions that shouldn't be asked." They also are instructed "to ask every question they can come up with."

The programs—there is a different one with different citizen panels for each state—are taped in color. In the program seen in California, Mr. Nixon appeared relaxed, cheerful and without a trace of the five



o'clock shadow that plagued him in his 1960 run for the Presidency. Asked on the program by a panelist why he was taking this route to communicate with people, Mr. Nixon pointed out that Americans today "want to participate, they want a part of the action." He went on to explain that person-to-person contact is essential because "I get a pretty good idea of what's on your mind, what the people are thinking, and then I am required to think myself about these issues that people are concerned about."

There were six panelists on the California program, three registered Democrats and three registered Republicans. One of the panelists was a Mexican-American lawyer from Los Angeles and another was a Negro bank executive from San Francisco. All of the panelists were highly attractive, personable and articulate. Some of the panelists acknowledged to the press that they

were acquainted with Herb Klein, top press and communications aide to Mr. Nixon. Other members of the panel indicated they knew people who either work for Fuller & Smith & Ross Inc., the New York-based advertising agency that's buying television time for the campaign, or are aides in the Nixon camp.

Shakespeare Handling ■ *The Nixon Answer* television concept and the actual programs apparently were conceived and produced by Frank J. Shakespeare Jr., president, CBS Television Services Division. Last month Mr. Shakespeare took a leave of absence to participate in the presidential campaign of Mr. Nixon (BROADCASTING, June 24).

The programs were taped at Tele-Tape Productions Inc. in New York. Panelists were given airplane transportation to the city and housed for a night at the expense of the Nixon for President Committee. The California panelists arrived in New York on July 8, stayed overnight at the New York Hilton hotel, and participated in the program the next morning.

Prior to this taping, Mr. Nixon engaged in a lengthy conversation, on camera, with professional basketball star Wilt Chamberlain, a member of the former Vice President's campaign staff. Some five minutes of this conversation was inserted at the end of the *Nixon Answer* program shown in California. The portion telecast had Mr. Nixon doing most of the questioning and Mr. Chamberlain supplying the answers.

The programs taped for Ohio, Illinois and Michigan were each a half-hour in length. They were shown in prime time in a total of 20 markets in the three states during a week period that began July 10. A total of 10 stations are being and have been used in California, each for an hour in prime time, ranging from 7:30-8:30 to 10-11 p.m.

unions earlier.

Illinois Bell officials said they will accept any plan that city and union officials might work out to have the convention installation work separated from the contract negotiation battle. Democratic spokesmen continued hopeful some such compromise will be reached so installation on an obvious crash basis could begin this week. But union sources repeatedly quashed such suggestions that city workers or other "neutrals" might begin the amphitheatre work prior to settlement.

This week some network contracts go into effect for construction of special studio and other facilities at the amphitheatre, the contractors having already bought supplies for their jobs. Whether there will be any lines or coaxial cables to hook up in these expensive facilities still awaits the final act of the multi-million-dollar labor melodrama now being played in Chicago.

The actors are real. So are the emotions.

So is the money.

House sends along copyright extension

The House passed and sent to the President last week a bill to extend for one year all copyright renewals set to expire during 1969. The bill, which continues protection until Dec. 31, 1969, also covers copyright renewals extended as the result of previous legislation until the end of 1968.

The action protects approximately 69,000 copyright holders who would

House panel toys with 315 suspension

The House Commerce Committee held an action-packed session last week on a Section 315 suspension that would permit TV debates between major presidential candidates, but recessed until Tuesday (July 23) without taking official action on the matter.

Some reports two weekends ago that the suspension was dead proved to be exaggerated, but committee discussion—as pieced together after the closed-doors of the committee session were opened and the embattled congressmen emerged—showed that a suspension, although technically alive, was still very much in peril.

The resolution before the committee (S. J. Res. 175), as passed by the Senate, would exempt broadcasters from presidential splinter-party equal-time demands, from after the conventions until the November election. Committee Chairman Harley O. Staggers (D-W.Va.) reportedly wants to continue committee consideration until the matter is voted up or down. Last week's discussion complicated the agenda considerably, as the following reconstructed play-by-play of significant motions indi-

cates:

Kill Editorials ■ Congressman John E. Moss (D-Calif.) opened with a substitute resolution that would ban all broadcast editorials for or against candidates. The Moss substitute made no mention whatsoever of a 315 suspension for debates.

Representative Brock Adams (D-Wash.) moved to amend the Moss substitute by reattaching the Senate-passed suspension language.

Congressman Albert W. Watson (R-S.C.) moved to substitute the original 315-suspension resolution, but was ruled out of order on the grounds that a substitute could not substitute for identical language.

Representative Clarence (Bud) Brown Jr. (R-Ohio) moved to amend the amended Moss substitute to change the word "editorialize" to "express a preference for." Congressman Samuel N. Friedel (D-Md.), presiding in the absence of Chairman Staggers, who had to leave, ruled the Brown amendment out of order. Mr. Brown appealed the ruling, presumably for Mr. Staggers to rule on as a first order of business Tuesday.

And while the appeal was pend-

ing, Congressman William Springer (R-Ill.) said he thought maybe Mr. Moss's "editorialize" and Mr. Brown's "express preference for" should both be used.

Procedures ■ Unless there are further improvisations Tuesday, the normal course of events would be to pass on the successive amendments and substitutions in reverse order of their proposal. An editorializing ban or any other change would have to be accepted by the Senate in a subsequent conference committee.

In one formal action last week, a procedural matter, the committee voted not to table the suspension resolution. Both friends and foes of suspension agreed the vote did not reflect committee sentiment for or against a suspension.

A pay-TV resolution, which is to be offered by Representative James Harvey (R-Mich.), was not discussed. It would request another years delay by the FCC in consideration of its subscription-television docket. The committee pay-TV resolution faces opposition within the panel, but reportedly has the support of Chairman Staggers.

have been covered under the benefits of the life-plus-50-year term provided for in a proposed general copyright revision. A general copyright revision died in the Senate this year, after House passage in April, mainly as the result of disagreement over provisions affecting CATV's (BROADCASTING, June 3). Rep. Richard Poff (R-Va.), speaking in support of the extension, said that he had been "assured" that action on the revision would be taken by the Senate early in the next session of Congress.

FCC asks stations for political fill-in

The FCC has sent questionnaires to all station licensees in an effort to obtain information on the broadcast of political activities during the primary and general election campaigns this year.

The questionnaire, required to be answered by Dec. 10, asks for a listing of program time and announcements paid for by candidates or supporters,

time given free to candidates or supporters and total program time.

Also requested is information on network political broadcasting, plus amounts spent with the stations in connection with presidential, vice-presidential, senatorial and gubernatorial elections.

Ethnic groups seek aid of Congress, FCC

The Americans of Italian Descent Inc. (AID) and the Polish Guardian Society (PAGS) have planned steps to eliminate "defamatory portrayals of nationality, racial or religious groups" on television.

At a joint meeting in New York July 14, the groups decided to ask Congress to pass laws giving the FCC authority to enforce protective measures of the National Association of Broadcasters' television code, and to ask the FCC to enlarge its power of license suspension to include a provision for ethnic, racial or religious defamatory remarks.

Leonard Jarzab, president of PAGS, said Polish-Americans are particularly resentful of Polish jokes on NBC-TV's *Rowan and Martin's Laugh-In*, and that PAGS is considering legal action against

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Alex Howard, James L. Brown, James J. Espy
5th/3rd Bank Building, phone (513) 381-7775

GALLIPOLIS, OHIO—

Paul E. Wagner
POB 448, phone (614) 446-3543

TUCSON—

Edwin G. Richter, Jr.
POB 5131, phone (602) 622-3336

the network. NBC officials had no comment last week.

AID's complaint, according to program coordinator Joseph Jordan, is about the stereotyped Italian criminal appearing generally in television, radio and movies.

Another for ABC-TV movies

The ABC-TV programming department, which already has designated 20th Century-Fox TV as the major supplier for its projected *Movie of The Week*, last week named Thomas-Spelling Productions, Hollywood, as another significant contributor to the upcoming series. Thomas-Spelling, which currently is turning out *The Guns of Will Sonnett* and *Mod Squad* for the network, has been signed to produce six of the at least 26 feature film-type shows (each 90-minutes), that ABC-TV plans to present each week during the 1969-70 season. 20th Century-Fox will

supply as many as 13 of the TV features. Other production companies also will contribute to the movie series but the base for production will be at 20th Century-Fox (BROADCASTING, June 3).

WGA earnings up 27%

Members of the Writers Guild of America earned a record \$2,833,698 for the first six months of this year from domestic and foreign residuals, for royalties and from revenue for feature films sold to television. These earnings amount to a 27% increase over the \$2,234,785 earned by the writers for the first six months of 1967, which proved to be a record year for the WGA. For the six months ended June 30, 1968, writers earned \$1,336,199 from domestic residuals; \$294,882 from foreign residuals; \$687,995 in royalties; and \$514,621 from movies sold to television.

WBC's man in Havana

Merwin Sigale, Miami reporter and expert on Cuban affairs, will broadcast four or five programs a week from Cuba for the Westinghouse Broadcasting's radio stations: WBZ Boston, WINS New York, KYW Philadelphia, KDKA Pittsburgh, wowo Ft. Wayne, Ind., WIND Chicago and KFWB Los Angeles.

Mr. Sigale's reports will cover food rationing, "liberty and the pursuit of happiness in Cuba," as well as the celebration of the anniversary of the revolutionary 26th of July movement. On his return from Cuba in early August, Mr. Sigale will in addition prepare a four-to-six part series on Cuba for WBC stations.

FINANCIAL REPORTS

ABC rings up record quarter

Broadcast, theater divisions lead 10% earnings rise; capital, nonrecurring gains push first half up 24%

ABC's second-quarter earnings from operations were "the highest for any such period in the history of the company" despite the federal-income-tax increase and heavy costs related to TV and radio coverage of the assassinations of the Rev. Martin Luther King Jr. and Senator Robert F. Kennedy. President Leonard H. Goldenson announced Thursday (July 18).

Operating earnings for the second quarter were up about 10% from the same period last year. For the first six months they were down about 19%, but capital and nonrecurring gains lifted six-month net earnings 24% above last year's levels.

The 10% federal-income-tax surcharge was said to have reduced earn-

ings for the second quarter by 10 cents a share and for the first six months by 14 cents a share. Effects of coverage of the assassinations were not estimated.

Mr. Goldenson said the ABC Broadcast Division's second-quarter earnings were at a record high for that period, and the Theater Division's were the highest for any second quarter since 1950. Comparable quarterly results in the phonograph-record business were lower, "reflecting general conditions in the record industry and initial costs relating to the company's entry in motion-picture film production," he asserted.

He noted that ABC had successfully concluded its \$50-million convertible subordinated debenture issue (see page 46) and said that "we have now com-

pleted our short- and long-term financing arrangements which will give our company the needed financial stability for the foreseeable future."

Mr. Goldenson also called attention to ABC's completion last Monday (July 15) of its acquisition of KXYZ-AM-FM Houston; the premiere on Wednesday (July 17) of ABC's first major motion-picture production, "For Love of Ivy" (two others are scheduled for release in mid-October), official opening Thursday (July 18) of the ABC Marine World recreation, educational and research complex at Redwood City, near San Francisco, and opening of six new ABC motion-picture theaters since the first of the year.

National General alters offer to Great American

National General Corp., Beverly Hills-based diversified entertainment company with TV production interests, last week revised its previously announced offer to acquire any or all of the outstanding stock of Great American Holding Corp.

National General said the revised offer for each share of Great American, a New York-based insurance holding company, consists of \$50 principal amount of a new National General 4% sinking fund convertible debenture and a new 10-year warrant to purchase one share of National General common at \$45 a share. The original offer was for \$45 principal amount of the same new National General debenture and 0.4

For the second quarter and first six months:

	Second Quarter		Six Months	
	1968	1967	1968*	1967
Earnings per share	\$0.93	\$0.83	\$2.04	\$1.66
Earnings from operations				
before federal income tax	9,225,000	7,480,000	13,625,000	15,055,000
Provisions for federal income tax	4,850,000	3,500,000	7,150,000	7,050,000
Earnings from operations				
before extraordinary items	4,375,000	3,980,000	6,475,000	8,005,000
Capital & nonrecurring gains, net,				
after applicable income tax	50,000	(85,000)	3,150,000	(225,000)
Net earnings	4,425,000	3,895,000	9,625,000	7,780,000
Earnings per share from operations				
before extraordinary items	0.92	0.85	1.37	1.71

*Includes earnings for the first three months ended March 30, 1968, as adjusted for the retroactive 10% federal-income-tax surcharge.

of a share of National General common which was then selling for about \$60 a share.

Great American is currently considering a merger proposal from AMK Corp.

Company reports . . .

Metromedia Inc., group broadcaster, TV program producer and syndicator with other diversified interests, reported record revenues and net income for the quarter and six-month periods for the period ended June 30. Metromedia's board declared a regular quarterly dividend of 12½ cents per common share payable on Sept. 15 to holders of record Aug. 23.

	1968	1967
Earnings per share	\$0.95	\$0.63
Gross revenues	89,655,721	75,209,179
Net income	4,666,713	2,759,168
Average number of shares outstanding*	4,930,520	4,352,186

*Shares adjusted for two-for-one stock split distributed June 14, 1968.

Papert, Koenig, Lois Inc., New York advertising agency, reported a drop in net income and earnings per share as well as in gross billings for the six months ended May 31.

	1968	1967
Earnings per share	\$0.165	\$0.241
Gross billings	19,499,484	20,007,832
Commission and service fee income	3,099,888	3,041,397
Net income after taxes and other income deductions	119,218	195,376
Number of shares outstanding	721,937	810,787

Scripps-Howard Broadcasting Co., Cincinnati, a group owner, reported increases in income and earnings for the 12-week period ended June 15:

	1968	1967
Earned per share	\$0.48	\$0.44
Revenues	5,208,045	4,640,908
Net income	1,257,682	1,126,255

Gannett Co., Rochester, N. Y., publisher of some 30 daily and 13 weekly newspapers and a group broadcaster, last week reported an 11.8% increase in revenues and a 21.1% increase in net income for six months ended June 30:

	1968	1967
Earned per share	\$0.82	\$0.75
Revenues	59,159,866	52,908,298
Net income	3,860,883	3,189,118
Average number of shares outstanding	4,735,700	4,237,280

Visual Electronics Inc., New York, manufacturer of radio and television broadcast equipment, reported an increase in sales and income, but a drop in earnings per share for the year ended March 31:

	1968	1967*
Earned per share	\$0.92	\$0.99
Sales	20,221,417	20,017,987
Net income	1,069,855	1,020,583
Average number of shares outstanding	1,166,000	1,021,000

*Restated on pooling-of-interest basis.

The Grass Valley Group Inc., Grass Valley, Calif., manufacturers of solid-state television equipment, reported a healthy increase in both sales and earnings for six months ended June 30.

	1968	1967
Earned per share	\$0.16	\$0.12
Sales	901,000	534,000
Net income	235,000*	139,000
Number of shares outstanding	1,472,000	1,130,000

*Reflects 10% surtax.

Financial notes . . .

■ **Doyle Dane Bernbach**, New York, has announced a dividend of 22 cents per share payable July 15 to stockholders of record June 28.

■ **Crowell Collier and MacMillan Inc.**, New York, reports it has acquired for cash **Association Films Inc.**, New York, a distributor of industrial and education-

al films to television and nontheatrical outlets. No personnel changes are contemplated. Robert D. Mitchell will continue as president of Association Films.

■ **Board of directors of Ogilvy & Mather International Inc.**, New York advertising agency, declared a regular quarterly dividend of twelve and one-half cents per share payable Aug. 30 to stockholders of record Aug. 9.

■ **Storer Broadcasting Co.**, group broadcaster, last week declared a quarterly dividend of 25 cents per share, payable Sept. 10 to stockholders of record August 23.

■ **Scantlin Electronics Inc.**, Los Angeles, reports that net income for the first half of 1968 amounted to \$273,000 on sales of \$4,388,000. This compares with net income of \$89,032 on sales of \$3,887,315 for the comparable period of 1967.

MGM earnings drop in 40-week period

Metro-Goldwyn-Mayer Inc. showed a decline in net earnings for the 40 weeks ended June 6 as a result of a loss of \$485,000 in the third fiscal quarter.

Robert H. O'Brien, president, said the deficit in the third quarter was attributable largely to a slump in the record division and also to declines in rentals from feature films to theaters and some mid-season cancellation of MGM TV series.

For 40 weeks ended June 6:

	1968	1967
Income per share	\$1.52	\$1.76
Gross revenue	168,441,000	168,738,000
Net profit	8,742,000	9,728,000

FATES & FORTUNES

BROADCAST ADVERTISING

Edward T. Baczewski, account group supervisor, and **Lowell K. Cohn**, assistant director, creative services, Cunningham & Walsh, New York, elected senior VP's.

William Drutt, VP, account service, Wermen & Schorr Inc., Philadelphia, joins The Philadelphia Agency Inc. there as executive VP, client services.

Sampson P. Bowers and **James Elers**, management supervisors; **Sol Katz**, director of research and marketing; **John H. Lamberi**, senior creative officer, all Warwick & Legler, New York, named senior VP's.

Robert L. Garrison, senior VP and manager, McCann-Erickson Inc. Los Angeles, resigns to become VP, marketing, Hertz Corp., New York. **Russ**

Johnston, with M-E, New York, succeeds Mr. Garrison.

Dwight Bohmbach, creative director, Knox Reeves Advertising, Minneapolis, named senior VP.



Mr. Agovino

ates Inc., New York, named group VP's.

Dr. Max A. Ferm, VP and account supervisor, Shaller-Rubin Co., New York, named senior VP and elected to board.

Sal J. Agovino, general sales manager, Katz Radio, New York, elected VP.

John F. Budd Jr., VP and account supervisor, and **G. Thomas Lyon**, VP and account executive, both Carl Byoir & Associ-

Larry Gershman, account executive, NBC Television Spot Sales, appointed manager, eastern office, New York.

Ralph Widman, formerly with Caldwell-Van Riper Inc. and WFAA, both Dallas, joins Busby, Finch and Woods Inc. as manager of rep's Dallas office.

John J. Cosgrove, with CBS Television Stations National Sales, joins CBS-owned WCAU-TV Philadelphia as sales manager.

James A. Gustafson, sales manager, WTTG(TV) Washington, appointed retail sales manager, newly created position.

Richard K. Schops, supervisor, Ogilvy & Mather, New York, joins Television Advertising Representatives Inc., that city, as manager, special projects, succeeding Arma E. Andon, who has

been named VP, marketing and research.

Tom Battista, account executive for KNXT(TV) Los Angeles, appointed retail sales manager of newly established station retail sales department.

Horace Parks appointed sales manager, WNOV Milwaukee.

George L. Sansbury, assistant sales manager, WBTW(TV) Florence, S. C., appointed sales manager.

Bill McRae, eastern sales manager, H-R Radio, New York, appointed national sales manager, succeeded by **Jack Canning**, assistant eastern sales manager.

Robert M. Williams, national sales manager, WLS Chicago, appointed general sales manager.

Sherman H. Brown, general manager, WVIC-AM-FM East Lansing, Mich., joins WKTR-TV Kettering, Ohio, as general sales manager.

Bernie Goodman, account executive, WBBM Chicago, appointed general sales manager, XERB Tijuana, Mexico.

Cal Rockefeller account executive, Winus-Brandon Co., Houston, joins Bozell & Jacobs Inc., that city, as director, radio and television.

Donald G. Carr and **Edmond P. Zalewski**, account executives. Campbell-Ewald Co., Detroit, appointed account supervisors.

Russ Alben, creative supervisor, Grey Advertising Inc., New York, joins Carson/Roberts/Inc., Los Angeles, as copy group head.

Dick Schaller, account executive. KHVH-TV Honolulu, appointed to newly created position of local sales manager.

Richard G. Maynard, account executive, WQAD-TV Moline, Ill., joins XYZ-TV Inc., licensee of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado, as

general sales manager.

Gary B. Smart, account executive, WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed local sales manager.

MEDIA



Mr. Sack

Ronald L. Sack, director of promotion and program development, ABC owned radio stations. New York, appointed VP and general manager, KXYZ-AM-FM Houston, newly acquired by ABC.

Joseph J. Madden named to newly created position of controller, Sonderling Broadcasting Corp. (group owner), New York.

J. T. Ricketson, VP, *The Ledger*, Lakeland, and *Gainesville Sun*, also elected VP, WESH-TV Daytona Beach-Orlando, all Florida, all affiliated with Cowles Communications Inc., New York.

Joseph B. Foster, station manager, WBTW(TV) Florence, S. C. named assistant VP.



Mr. Paulsen



Mr. Dalton

Varner Paulsen, VP and general manager of Metromedia KNEW Oakland, Calif., given additional assignment as general manager of company's KSAN(FM) San Francisco, and **William Lee Dalton** designated VP and general manager of newly acquired WASH(FM) Washington (BROADCASTING, June 24), whose operations were to be taken over by Metromedia last Friday (July 19). In adding KSAN responsibilities, Mr. Paulsen succeeds **Reid Leath**, who has taken leave of absence. Mr. Dalton, new WASH head, formerly was executive VP and general manager of WEEZ Chester, Pa., and before that was with Metromedia's WHK Cleveland and WIP Philadelphia.

Robert L. Maynard, general manager, WMTW-TV Poland Spring, Me. (Portland), joins KOA-TV Denver in same capacity, succeeding **Dick Harris**, who joins KHVH-TV Honolulu as general manager. **Richard B. Belkin**, program director, WRGB-AM-TV Schenectady, N. Y., joins KOA-AM-FM as general manager.

Steve Schoen, formerly with KDN Eureka, Calif., KUDI, Great Falls and

KOPR Butte, both Montana, joins KYLT Missoula, Mont. as general manager.

Roy Danish, director of Television Information Office, elected VP and **Douglas L. Smith**, senior VP, Lennen & Newell, New York, elected treasurer of International Radio and Television Foundation, New York.

Alvin L. Smith, sales manager of LIN Broadcasting Corp.'s WAKY Louisville, Ky., appointed general manager succeeding **Donald W. Meyers**, who joins LIN's headquarters in Nashville.

Lee Marts, sales manager, KCMO-TV Kansas City, Mo., appointed station manager. Mr. Marts is succeeded by **Bill McReynolds**, administrative assistant to VP and general manager.

Donald A. Thurston, WMNB North Adams, Mass., and **Harold Essex**, WSJS-TV Winston-Salem, N. C., named co-chairmen, National Association of Broadcasters 1969 convention planning committee. Other members are **Joseph E. Baudino**, Westinghouse Broadcasting Co., Washington; **James M. Caldwell**, WAVE Louisville, Ky.; **Donald P. Campbell**, WMAR-TV Baltimore; **Eldon Campbell**, WFBM-TV Indianapolis; **Charles E. Gates**, WGN Chicago; **Ben A. Laird**, WDUZ Green Bay, Wis.; **Carl E. Lee**, WKZO-TV Kalamazoo, Mich.; **Roy E. Morgan**, WILK Wilkes-

Advertisement

"You took the words right out of my mouth"

In the communications industry, this quote doesn't necessarily mean agreement. Quite the contrary, some crackpot could haul you into court for piracy or plagiarism based on just such a charge. And, if it isn't that, it could be a charge of libel, slander, invasion of privacy or a copyright violation. What can you do about it? Consider an Employers Special Excess Insurance Policy. Just decide on the amount you can afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. B. EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

SPOTMASTER

RS-25



Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

Barre, Pa.; **Allan Page**, KOWA Enid, Okla., and **Alfred F. Sorenson**, WKRS Waukegan, Ill.

Ralph D. Pittman, **Lee G. Lovett**, **Joseph F. Hennessey** and **John N. Papajohn** form Washington law firm under name of Pittman, Lovett and Hennessey.

Leon T. Knauer of Washington law firm of Wilkinson, Cragun and Barker, becomes partner. **R. Richards Rolapp**, 1967 Harvard Law School graduate, has become associate of firm.

Philip J. Hennessey III, associated with Washington law firm of Robb, Porter, Kistler and Parkinson, becomes partner.

Robert M. Booth Jr. and **Julian P. Freret** form Washington law practice of Booth and Freret.

Curran Wade, operations manager, WNYT(TV) Jamestown, N. Y., also appointed operations manager, WKSX-AM-FM, that city. Both are Trend Broadcasting Inc. stations.

Jerry Jacob appointed station manager in reorganization of WNOV Milwaukee. **Bill Kenner** appointed assistant station manager, and **Cecil Hale** appointed operations manager.

PROGRAMING

Don Van Atta, director of live nighttime programs, NBC-TV, Burbank,

Calif., resigns to form **Greg Garrison-Don Van Atta Productions**, Hollywood, for production of TV specials, series and pilots.

Edward J. DeGray, former VP with ABC Radio and Trans-Tel Corp., both New York, joins WXTV(TV) Paterson, N. J., as VP and director.

Cy Chermak, producer, Universal Television, named executive producer of NBC-TV's *Ironside* series.

Fred Tatashore joins Westinghouse Broadcasting Co.'s *Mike Douglas Show* as associate producer.

Zev Putterman, creator and producer of Metromedia Television's *Les Crane Show*, appointed executive director in charge of program development for KTTV(TV) Los Angeles, Metromedia station.

Douglas D. Shull, executive director, *Country* magazine, resigns to begin his own musical commercial production firm, **Supersound Inc.**, Nashville. Address of new firm is 805 18th Street South.

Cahn Avis Gerard Advertising, Baltimore has acquired interest in **Azrael Productions**, that city. Officers of new corporation are: **Claude Gerard**, president; **Maurice Azrael**, VP; **George B. Avis**, treasurer; **Stanley L. Cahn**, secretary. New offices located at 1123 North Eutaw Street, Baltimore 21201.

Jon Ross, executive producer, KTTV-TV Los Angeles, appointed program director, succeeding **James S. Gates**, who becomes president of VTP Enterprises.

Gus Lewis, with WYLD New Orleans, appointed program director.

Jim Frazier appointed program director, WNOV Milwaukee.



Mr. Lunenfeld

Norman A. Lunenfeld, manager, merchandising, NBC, New York, also named VP, NBC Films.

Gil Friesen, general manager, A&M Records (Herb Alpert and Jerry Moss), Hollywood, named VP,

with assignments in TV production. **Bob Fead**, national sales manager, succeeds Mr. Friesen as general manager.

Ben Combs, with KATV(TV) Little Rock, Ark., appointed director of public affairs and special projects.

Charles Price, newsman, WFGA-TV Jacksonville, Fla., joins WJCT(TV), that city, as director of special projects.

Paul Reece, announcer, WBTW(TV) Florence, S. C. appointed production manager. **Jack Phipps**, assistant program-production manager, appointed program manager.

Thom Sherwood, with WIOU Kokomo, Ind., joins WBNF Binghamton, N.Y. as program director.

Ed Whatley joins WSFA-TV Montgomery, Ala. as production manager.

NEWS

Bill Beutel, newsman, ABC-TV, appointed chief of network's London bureau, succeeding **Louis Rukeyser**, who returns to U. S. on home leave and reassignment. **John Sandifer**, newsman, KREM-TV Spokane, Wash., joins ABC News, New York, as news assignment editor and field producer.

Jack Bausman, news editor, AP, Frankfurt, Germany, bureau, appointed bureau chief, Moscow, succeeding **Henry Bradsher**, who takes leave of absence to accept Nieman Fellowship. **George McArthur** appointed Saigon correspondent in charge of AP operations in Vietnam, succeeding **Bob Tuckman**, who retires after 28 years with AP.

Sherman Bazell, news director, WBZ-TV Boston, joins KBBK-TV San Francisco as news manager.

Ted Kavanau, producer, *10 O'Clock News*, WNEW-TV New York, appointed to newly created position of executive producer, Metromedia television news, New York, concentrating on 10

PGW shifts assignments in New York

Structural changes and reassignments in New York headquarters office of Peters, Griffin, Woodward Inc., were announced last week.

Robert D. Brady, assistant treasurer and controller, named treasurer and chief financial officer, assuming duties formerly handled by **Jones Scovern**.



Mr. Brady



Mr. Scovern

Mr. Scovern, who has been with PGW since 1943, continues as corporate VP-secretary, working with company's profit share trust.

Rollin P. Collins Jr., named to newly created post of business manager, and will work in direct liaison with Mr. Brady.

Theodore D. Van Erk, VP, named



Mr. Collins



Mr. Van Erk

sales director, coordinating activities of three sales managers in New York as well as those at other locations. **Dennis K. Gillespie**, VP—services, shifts to sales manager of PGW's east team. **Lon A. King** with PGW for 17 years and VP, becomes director of creative services, coordinating company's research and promotion staffs.



Mr. Gillespie



Mr. King

Hickox retires from NBC

Sheldon B. Hickox Jr., director of station relations, NBC West Coast, is retiring Sept. 1 after 39 years with NBC. Mr. Hickox joined the network in 1929 as assistant to the manager of sales traffic. He was named supervisor of commercial traffic four years later and in 1935 was appointed assistant manager of station relations. In 1939, he was named manager, station relations, and in 1949, director. He was named director of station relations NBC West Coast, in 1954.



Mr. Hickox



Mr. Kelley

Succeeding Mr. Hickox is **William M. Kelly**, regional manager, station relations, NBC New York. Mr. Kelly joined the network in 1947 as a page on the guest relations staff and moved to television network operations in 1948. He was assistant on co-op sales, station relations department, and later became supervisor of radio and television contracts for the department. He has been a regional manager in NBC's station relations department since 1953.

o'clock newscasts and projected news specials for division's stations in New York, Los Angeles, San Francisco, Washington and Kansas City, Mo.

Ron Harrison, with WONE Dayton, Ohio, joins WCKY Cincinnati as news director.

Ashby Ward, newscaster, WBTW(TV) Florence, S. C., appointed news director.

Alva Smith, newsman, KABC-TV Los Angeles, appointed news assignment editor, KTTV(TV), that city.

Bert LeGrand, formerly with WERE and WABQ, both Cleveland, joins WKBF-TV, that city, as news editor.

Orland Dodson, news editor, KSLA-TV Shreveport, La., joins KTBS-TV, that city, in same capacity.

FANFARE

Tony Habeeb, head of publicity and advertising for syndication division of Paramount Television, Hollywood, ap-

pointed director of publicity, promotion and advertising.

Robert M. Adams, director of promotion, WTOP-TV Washington, joins WNBC-TV New York as advertising and promotion manager.

Rev. Leroy B. Cloyd appointed PR director at WIGO Atlanta.

EQUIPMENT & ENGINEERING

Dr. Stafford L. Hopwood Jr., with CBS Laboratories, Stamford, Conn., named VP, business development and professional products.



Dr. Hopwood

Tucker P. Madawick, manager, industrial design, home instruments, RCA Sales Corp., Indianapolis, elected VP.

George C. Kanen, VP and associate with Jack A. Rickel Associates Inc., Washington, appointed director of engineering for all Foote, Cone & Belding majority-held community antenna television systems.

Leo E. Rymarz, engineering supervisor, WWJ-TV Detroit, appointed chief engineer, WWJ-AM-FM.

George W. Watson, assistant chief engineer, WDRC-AM-FM Hartford, Conn., appointed chief engineer.

G. L. Bidwell, manager ETV planning, GPL division, General Precision Systems, Pleasantville, N. Y., appointed manager, eastern region TV distribution.

INTERNATIONAL

Elmer F. Jaspan, general manager, WMIL Milwaukee, joins CKLW-TV Windsor, Ont.-Detroit as director of operations.

Thomas E. Kuelbs, with American Forces Network, Europe, appointed program director, Stuttgart. Germany studio station, succeeding **Vincent B. Miller**, who transfers to network headquarters Frankfurt, as chief of network production.

DEATHS



Mr. Wilkey

Gene Wilkey, 51, retired VP, CBS Television Stations, and former general manager, KMOX-TV St. Louis, died July 15 following long illness, at Barnes hospital, that city. Mr. Wilkey was associated with CBS for 24 years. After his retirement, he continued working under special assignment. He began his career in

broadcasting in 1944 as program director, WCCO Minneapolis. He is survived by his wife, Emelee, and son.

Stephen Boyd (Bud) Hayward, 43, VP of broadcasting division of Canadian Marconi Co., Montreal, died July 13 at his home in Pointe Claire, Que. He was director of all broadcasting activities of Canadian Marconi, including CFCF-AM-FM-TV Montreal.

Westbrook Van Voorhis, 64, narrator of *The March of Time*, radio and motion picture documentaries in 1930's and 1940's, died July 13 in New Milford (Conn.) hospital. Death was attributed to cancer. Mr. Van Voorhis also had been news broadcaster for Mutual, CBS and WOR New York and had voiced television and film documentaries and commercials. He began as announcer in late 1920's. In recent years, Mr. Van Voorhis was free-lance announcer and narrator.

Fernando Perez Menendez, 51, sports editor, Spanish language branch, Voice of America, Washington, died July 12, of heart attack at his home in Alexandria, Va. He is survived by his wife, Helen, son and two daughters.

Paul C. O'Harra, 69, who retired in 1963 after 38 years with CBS engineering department in Los Angeles, died July 6 in San Diego. He is survived

Radio's Newest Weekly National Sports Show!



Produced in association with
THE NATIONAL PRO FOOTBALL
HALL OF FAME.

21 weeks—guests—actualities
One hour—predictions—opinions
Every Pro game covered with direct
on the spot reports.

For further details on this exciting radio program watch your mail or contact:

Sid Friedman
Pro Football Reports
512 Hippodrome Bldg.
Cleveland, Ohio 44113

Phone: SU 1-2215

by his wife and daughter.

C. Brooks Middleton, 69, senior director, The Middleton Co., San Diego agency, died July 7 at his home. He is survived by his wife, Virginia, and two sons.

Frank S. Lane, 63, executive secretary, Oklahoma Broadcasters Association and former manager, KRMG Tulsa, died July 11 after long illness. Mr. Lane entered broadcasting in 1925 as

first announcer on KRFU Bristow (now KVOO Tulsa).

James S. McMurry, 51, director of sales, WLMD Laurel, Md., died July 17 of cancer at Veterans hospital, Baltimore. He is survived by his wife, Monterey, and son.

William E. MacDonald, 63, farm service director, KFOR Lincoln, Neb., died July 11 in Lincoln. He is survived by his wife, Thelma, son and daughter.

Allyn Edwards, 53, radio and television announcer on New York area stations since 1945, died July 9 of heart attack at his home in New York. He is survived by his wife, Margaret and four daughters.

William F. Budde, 69, former controller and auditor of KWK St. Louis, died May 27 at his home in suburban St. Louis. He started with KWK in 1941 and left station in 1957.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 10 through July 17 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. PSA—presunrise service authority. 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

OTHER ACTIONS

■ Review board on July 12 in San Francisco, TV broadcast proceeding, Docs. 16678-16831, granted joint petition under Sec. 1.525, filed June 4 by Bay Broadcasting Co. and Reporter Broadcasting Co.; agreement submitted therewith approved; application of Reporter Broadcasting Co. dismissed; application of Bay Broadcasting Co. granted; proceeding terminated.

■ Review board in Largo, Fla., TV broadcast proceeding, Doc. 17051, granted motion to correct transcript filed May 27 by WLCY-TV Inc. Action July 12.

■ Review board in Aurora, Ill., TV broadcast proceeding, Docs. 17407-08, granted joint request for approval of agreement filed May 20 by Aljir Broadcasting Co. and South Kane-Kendall Broadcasting Corp.; agreement approved; application of South Kane-Kendall Broadcasting Corp. granted; application of Aljir Broadcasting Co. is dismissed with prejudice; proceeding is terminated. Action July 17.

■ Review board on July 17 in Boston, TV broadcast proceeding, Docs. 17742-43, granted joint request for approval of agreement filed June 12 by Patriot State Television Inc. and Boston Heritage Broadcasting Inc.; agreement approved; application of Patriot

State Television Inc. dismissed with prejudice; and application of Boston Heritage Broadcasting Inc. is retained in hearing status.

■ Review board in Patchogue, N. Y., TV broadcast proceeding, Docs. 17889-90, granted petition for extension of time filed July 9 by Broadcast Bureau, extended to July 19 time within which to file responsive pleadings to the joint petition for approval of agreement and grant of remaining application without further hearing. Action July 11.

■ Review board in Medford Ore., TV broadcast proceeding, Docs. 17681-82, granted petition to enlarge issues filed June 7 by Broadcast Bureau. Action July 16.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on July 11 in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co., and Birmingham Television Corp. (WBMG) TV proceeding, by separate actions, granted petitions by Broadcast Bureau for leave to accept late filed proposed findings of fact and conclusions and all applicants may respond to late-filed proposed findings of Broadcast Bureau by July 22; and granted petition by Birmingham Broadcasting Co. and extended to July 22 time in which to file reply briefs and denied motion by Birmingham Broadcasting Co. requesting certain portions of proposed findings of fact and conclusions of Birmingham Television Corp. be stricken for alleged failure to comply with rule 1.264 (Docs. 15461, 16760-1, 16758).

■ Hearing Examiner Forest L. McClenning on July 9 in Jacksonville and Miami (both Florida) and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., The New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc., and Wometco Skyway Broadcasting Co.) TV proceeding, granted request by Antwin Theatres Inc. and continued prehearing conference from July 16 to July 17 (Docs. 10834, 17582-4, 18185-6).

Existing TV stations

CALL LETTER APPLICATIONS

■ Anderson TV Corp., Anderson, Ind. Re-

quests WAIV-TV.

CALL LETTER ACTIONS

■ *Nebraska Educational Television Commission, Hastings, Neb. Granted *KHNE-TV.

■ Community Telecasters of Cleveland, Cleveland. Granted WCTF(TV).

■ The McLendon Corp., Dallas. Granted KLIF-TV.

New AM stations

APPLICATION

Plattsmouth, Neb.—Platt Broadcasting Co. Seeks 1,000 kc, 0.25 kw, P.O. address: 625 First Avenue, Plattsmouth 68048. Estimated construction cost \$56,741.70; first-year operating cost \$34,000. Revenue \$60,000. Principals: Michael F. Starr and Charles J. Warga (each 50%). Mr. Starr, attorney, is vice president of Star Broadcasting Group Inc., licensee of KOZN and KOWH-FM Omaha, KISD Sioux Falls, S. D., KUDL and KCJC-FM both Kansas City, Mo. Mr. Farga is owner of appliance store and real estate brokerage firm. Ann. July 17.

OTHER ACTIONS

■ Review board on July 11 in Springfield, Mo., AM broadcast proceeding, Docs. 17921-23, granted petition for extension of time filed July 9 by Upshur Broadcasting Co., extended to July 22 time within which to file response to Broadcast Bureau's opposition to joint request for approval of agreement and petition for leave to amend.

■ Review board in St. Louis, AM broadcast proceeding, Docs. 17210-15, 17 and 19, denied appeal from adverse ruling of hearing examiner filed June 17 by Victory Broadcasting Co. Action July 16.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on July 10 in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.) AM proceeding, continued evidentiary hearing from July 22 to Sept. 11 (Docs. 18198-9).

■ Chief Hearing Examiner James D. Cunningham on July 11 in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.) AM proceeding, designated Hearing Examiner H. Gifford Irion to serve as presiding officer, scheduled prehearing conference for September 9 and hearing for October 2 (Docs. 18235-6).

■ Hearing Examiner Jay A. Kyle on July 10 in Statesboro, Ga. (Farnell O'Quinn) AM proceeding, granted petition by Farnell O'Quinn for leave to amend application to show "a 50% interest in Jekyll Island TV which holds CATV franchise for Jekyll Island, Georgia." Sec. II, Table II (Doc. 17722).

■ Hearing Examiner Herbert Sharfman on July 11 in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace) FM and AM proceeding, upon unopposed oral request of counsel for Lee Mace, scheduled further prehearing conference for July 16 to discuss procedure in light of review board's recent enlargement of issues (Docs. 17899, 18043-4).

■ Office of opinions and review on July 5 in Lorain, Ohio (Lorain Community Broadcasting Co., Allied Broadcasting Inc., and Midwest Broadcasting Co.) AM proceeding, granted petition by Midwest Broadcasting Co. and extended time to and including July 15 to file application for review of re-

EDWIN TORNBURG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



view board's decision released June 4 (Docs. 16876-8).

Existing AM stations

FINAL ACTIONS

KZNG Hot Springs, Ark.—Broadcast Bureau granted CP to increase daytime power to 1 kw and change name to George T. Herreich tr/as KZNG Broadcasting Co.; conditions. Action July 11.

KOY Phoenix—Broadcast Bureau granted CP to change trans. location to 36th Street, between Vineyard Road and Southern Avenue, Phoenix. Action July 15.

WDJZ Bridgeport, Conn.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 24. Action July 2.

WLOH Chiefland, Fla.—Broadcast Bureau granted license for new station, specify studio location same as trans. Action July 10.

WMEG Eau Gallie, Fla.—Broadcast Bureau granted license covering installation of new auxiliary trans. Action July 10.

■ Broadcast Bureau granted licenses covering changes in following stations: WFLA-FM Tampa, Fla. and WSJC (main), Magee, Miss. Action July 10.

INITIAL DECISION

■ Denial of applications by Gordon County Broadcasting Co. for renewal of license for WCGA and John C. Roach for new AM station, both at Calhoun, Ga., has been proposed in an initial decision issued by Hearing Examiner Millard F. French. Ann. July 17.

ACTIONS ON MOTIONS

■ Office of opinions and review on July 10 in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. and Impact Radio Inc.) renewal of licenses for WCFV and WPXI, granted petition by Broadcast Bureau and extended time to and including July 26 in which to file responsive pleadings to petition for reconsideration of designation order filed by Impact Radio Inc. (Docs. 17945-6).

Hearing Examiner Herbert Sharfman on July 8 in Milton, Fla., (Milton Broadcasting Co.) proceeding on renewal of license of WEBY, because of commission denial of Mapoles' petition for reconsideration, scheduled further prehearing conference for Aug. 1 (Doc. 17613).

Hearing Examiner Herbert Sharfman on July 8 in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. [WCFV], and Impact Radio Inc. [WPXI]) for renewal of AM licenses, granted petition by Image Radio Inc. and extended time for certain procedural dates and extended hearing to be held in Roanoke, Va. from July 29 to Aug. 29 (Docs. 17945-6).

FINE

■ FCC ordered WATW Inc., licensee of station WATW Ashland, Wis., to pay forfeiture for repeated violation of rules in amount of \$250. Action July 10.

CALL LETTER APPLICATIONS

■ Wade B. Sullivan, Ozark, Ala. Requests WAYD.

■ WCQS Queen City Broadcasting System Inc., Alma, Ga. Requests WULF.

CALL LETTER ACTION

■ Santiam Broadcasters Inc., Sweet Home, Ore. Granted KFIR.

New FM stations

APPLICATIONS

Miami, Fla.—Miami Bible College. Seeks 89.7 mc. ch. 209, 90.8 kw. Ant height above average terrain 629 ft. P.O. address: 2300 NW 135th Street, Miami 33167. Estimated construction cost \$105,869; first-year operating cost \$18,240; revenue none. Principals: L. W. Poland, is president of college, non profit corporation. Ann. July 16.

Blacksburg, Va.—Virginia Polytechnic Institute. Seeks 90.7 mc. ch. 214, .010 kw. Ant. height above average terrain 86 ft. P.O. address: Virginia Polytechnic Institute, Blacksburg, Va. 24061. Estimated construction cost \$3,150; first-year operating cost \$300; revenue none. Principals: Applicant is controlled by general assembly of state of Virginia. Ann. July 11.

Norton, Va.—Radio Wise Inc. Seeks 106.3 mc. ch. 292, .70 kw. Ant height above average terrain 560 ft. P.O. address: Progress Building, Norton 24273. Estimated construction cost \$8,034; first-year operating cost \$8,000; revenue \$10,000. Principals: R. B. Helms, president (66.23%) et al. Mr. Helms is 32% owner of WCLE Cleveland, Tenn. Applicant is also licensee of WNVA Norton, Va. Ann. July 16.

FINAL ACTIONS

Benton, Ark.—Saline Broadcasting Co. Broadcast Bureau granted 107.1 mc. ch. 296, 3 kw. Ant. height above average terrain 151 ft. P. O. address: Box 369, Benton 72015. Estimated construction cost \$9,950; first-year operating cost \$6,000; revenue \$6,600. Principals: Samuel Preston Bridges, president, David O. Demuth, secretary and Jimmy Turnage, vice president (each 33⅓). Mr. Bridges is sole owner of KGKO Benton. Mr. Demuth is 100% owner of hardware and furniture store. Mr. Turnage is manager and 40% owner of retail furniture and home and auto supply firm. Ann. July 15.

Springdale, Ark.—Autus Johnson. Broadcast Bureau granted 104.9 mc. ch. 285, 3 kw. Ant. height above average terrain 130 ft. P. O. address: Route 2, Box 350. Estimated construction cost \$11,582; first-year operating cost \$6,000; revenue \$7,300. Principal: Autus Johnson, sole owner. Mr. Johnson is also sole owner of KSPR Springdale, Ark. Action July 10.

Roseville, Calif.—Donnelly C. Reeves. Broadcast Bureau granted 93.5 mc. ch. 228, 3 kw. Ant. height above average terrain 136.75 ft. P. O. address: 5482 Haussner Drive, Concord, Calif. 94521. Estimated construction cost \$4,532; first-year operating cost \$4,000; revenue \$4,800. Principals: Donnelly C. Reeves, sole owner. Mr. Reeves is owner of KAHJ-AM-FM Auburn and KPOP Roseville, both California and is western manager of Hamilton Landis & Associates, media brokers. Action July 10.

OTHER ACTIONS

■ Review board in Hannibal, Mo., FM broadcast proceeding, Docs. 18017-18, granted request for additional time filed July 15 by Great River Communications Inc., extended to July 31 time within which to file reply to Broadcast Bureau's pleading. Action July 17.

■ Review board on July 16 in Lebanon, Mo., FM broadcast proceeding, Docs. 17899, 18043-44, denied petition to enlarge issues filed June 4 by Lee Mace. Action July 16.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 10 in Fort Smith and Van Buren, both Arkansas (KFPW Broadcasting Co. and George Domeresse) FM proceeding, designated Hearing Examiner Basil P.

Cooper to serve as presiding officer, scheduled prehearing conference for Sept. 10, and hearing for Oct. 7 (Docs. 18241-2).

■ Hearing Examiner Millard F. French on July 8 in Wellsboro and Mansfield, both Pennsylvania (Farm and Home Broadcasting Co. and Tioga Broadcasting Co.) FM proceeding, upon oral request by Farm and Home Broadcasting Co., continued hearing from July 9 to Sept. 4 (Docs. 17995-6).

Existing FM stations

FINAL ACTIONS

KKFM(FM) Colorado Springs—Broadcast Bureau granted mod. of license covering change in studio location to 3200 North Nevada Avenue, Colorado Springs; condition. Action July 15.

WKLS(FM) Atlanta—Broadcast Bureau granted CP to install new horizontal type ant. Action July 15.

KRPM(FM) San Jose, Calif.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action June 25.

WFOY-FM St. Augustine, Fla.—Broadcast Bureau granted CP to install new type trans., ERP 2.55 kw. Action July 8.

WPBA-FM Palm Bay, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 10, 1969. Action July 8.

WAEZ(FM) Miami Beach, Fla.—Broadcast Bureau granted mod. of license covering relocation of main studio to 801 South Bayshore Drive, Miami. Action July 11.

WOPA-FM Oak Park, Ill.—Broadcast Bureau granted CP to install circular polarized type ant., make change in transmitting equipment. Action July 15.

WATZ-FM Alpena, Mich.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action July 15.

■ **KSJN-FM New Brighton, Minn.**—Broadcast Bureau granted CP to change ant.-trans. location to 9 miles northeast of Minneapolis, Shoreview Site #2, install new type trans., type ant., make change in ant. system, ERP 6.7 kw, ant. height 890 ft. Action July 11.

■ **WHRW(FM) Binghamton, N. Y.**—Broadcast Bureau granted license covering change in ant.-trans. location. Action July 11.

■ **WIFM-FM Elkin, N. C.**—Broadcast Bureau granted CP to install new type trans., type ant., ERP 3 kw, ant. height 60 ft.; condition.

Get Impartial Facts About CCA AM & FM Transmitters.

Ask Your Fellow Broadcaster.

You'll find that the cost is "right", the equipment is reliable, the quality is tops and the service is unexcelled. CCA engineers are experts in broadcast transmitters — and we can back it up by providing you with a list of all CCA customers for your questioning. So get the facts: — All of them. Just write and request technical details and the list of CCA users.

CCA Electronics Corporation
716 Jersey Avenue
Gloucester City, New Jersey 08030
Telephone: (609) 456-1716



SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 16, 1968

	ON AIR Licensed	CP's	TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
Commercial AM	4,188 ¹	23	4,211 ¹	79	4,290 ²
Commercial FM	1,817	41	1,858	235	2,093
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	33	150 ²	164	315 ²
Educational FM	336	12	348	30	378
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	27	82	29	111

STATION BOXSCORE

Compiled by FCC, July 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,185 ¹	1,812	614 ²	335	123
CP's on air (new stations)	18	38	42	13	33
Total on air	4,203 ¹	1,850	655 ²	348	156
CP's not on air (new stations)	86	244	180	30	32
Total authorized stations	4,289 ²	2,094	835 ²	378	188
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

Action July 8.

WAGY-FM Forest City, N. C.—Broadcast Bureau granted request for SCA on subcarrier frequency of 87 kc. Action July 11.

WAEF(FM) Cincinnati—Broadcast Bureau granted CP to install new horizontal polarized type ant. Action July 15.

*KCSC(FM) Edmond, Okla.—Broadcast Bureau granted license covering changes, specify type ant. Action July 10.

KCCE(FM) Weatherford, Okla.—Broadcast Bureau granted license covering new station, specify studio location as 219 West Main Street, Weatherford, specify type trans. Action July 10.

WGCB-FM Red Lion, Pa.—Broadcast Bureau granted CP to make change in transmitting equipment, ant. system. Action July 15.

WNOK-FM Columbia, S. C.—Broadcast Bureau granted CP to install new type trans. type ant., make change in ant. system. ERP 100 kw, ant. height 460 ft., conditions. Action July 11.

WJOY-FM Burlington, Vt.—Broadcast Bureau granted mod. of CP to change ERP to 3.3 kw. Action July 15.

KERI(FM) Bellingham, Wash.—Broadcast Bureau granted CP to install new type trans., type ant., ERP 60 kw, ant. height 2310 ft. condition. Action July 15.

Broadcast Bureau granted licenses covering following new stations: KKRA-FM Alexandria, Minn.; KDHL-FM Faribault, Minn.; WOBM(FM) Toms River, N. J.; WTNS-FM Coshocton, Ohio and WKMG Newberry, S. C. Action July 10.

Broadcast Bureau granted licenses covering changes in following stations: WFSM(FM), Birmingham, Ala.; KDIG(FM) San Diego, Calif. and KSMA Santa Maria, Calif. Action July 10.

Broadcast Bureau granted licenses covering changes in the following stations: WQIK-FM Jacksonville, Fla.; WORX-FM Madison, Ind.; WDAF-FM Kansas City, Mo.; WHIO-FM Dayton, Ohio; WGHQ-FM Kingston, N. Y.; WRSJ-FM Bayamon, P. R.; WLOM(FM) Chattanooga and *WSUW(FM) Whitewater, Wis. Action July 11.

Broadcast Bureau granted licenses covering following new stations: *WVUM(FM) Coral Gables, Fla.; WQNF(FM) Pensacola, Fla.; KLFM(FM) Ames, Iowa; KDLO-FM Watertown, S. D. and KCFA-FM Spokane, Wash. Action July 11.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on July 10 in San Antonio, Tex. (AVCO Broadcasting Corp., Bexar Broadcasting Co., and Turner Broadcasting Corp. [KBUC-FM] FM proceeding, designated

Hearing Examiner Forest L. McClenning to serve as presiding officer, scheduled prehearing conference for Sept. 26, and hearing for Oct. 31 (Docs. 18237-9).

Hearing Examiner Thomas H. Donahue on July 3 in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMO Inc. [KFMQ-FM]) FM proceeding, by motion of KFMO Inc., extended date for filing reply to oppositions to KFMO petition for leave to amend to July 15 (Docs. 17410, 18174).

CALL LETTER APPLICATIONS

KDFM(FM), Hendrickson and Knapp Broadcasting Co., Walnut Creek, Calif. Requests KEZE(FM).

WLAV-FM, Shepard Broadcasting Co., Grand Rapids, Mich. Requests WMAX(FM). WAGR-FM, Southeastern Broadcasting Corp., Lumberton, N. C. Requests WJSK(FM).

CALL LETTER ACTIONS

Del Ray Broadcasting Co., Indio, Calif. Granted KINI(FM).

KDBS Inc., Alexandria, La. Granted KDBS-FM.

KLOH Inc., Pipestone, Minn. Granted KKLP(FM).

KWAD Broadcasting Co., Wadena, Minn. Granted KKWS(FM).

WVMI-FM, New South Communications, Biloxi, Miss. Granted WBIL(FM).

WKIP-FM, Star Broadcasting Corp., Poughkeepsie, N. Y. Granted WSPK(FM).

WBNO-FM, Williams City Broadcasting System, Bryan, Ohio. Granted WWMS-FM.

Tuscarawas Broadcasting Co., New Philadelphia, Ohio. Granted WNPQ(FM).

RENEWAL OF LICENSES, ALL STATIONS

Broadcast Bureau granted renewal of licenses for following stations and co-permitting auxiliaries: KDMI(FM) Des Moines, Iowa; KLEO Wichita, Kan. and WKLK Cloquet, Minn. Action July 11.

Broadcast Bureau granted renewal of licenses for the following stations and co-permitting auxiliaries: KCES(FM) Eufrata, Okla.; KCKN-AM-FM Kansas City, Kan.; KYSN Colorado Springs, and WPOK Pontiac, Ill. Action July 10.

Broadcast Bureau granted renewal of licenses for following stations and co-permitting auxiliaries: KGEZ Kallispell, Mont.; WAKE Valparaiso, Ind. and WTHM Lapeer, Mich. Action July 15.

Translators

ACTIONS

K77CB, Stanislaus County Department of Education, Modesto, Calif.—Broadcast Bu-

reau granted license covering new UHF TV translator station. Action July 10.

K40ES, Southern Oregon Broadcasting Co., Klamath Falls, Ore.—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator station. Action July 8.

Broadcast Bureau granted renewal of licenses for the following VHF TV translator stations: K03CC Cortez, K09DM Cortez (Madden Peak), and K11DT Red Mesa rural area, all Colorado. Action July 11.

CATV

FINAL ACTIONS

FCC ordered Tele-Caption of Winchester Inc., owner and operator of Winchester, Ky. CATV system, to cease and desist from violating Sec. 74.1103 of rules on its Winchester system, by failing to provide program exclusivity protection to Lexington, Ky., UHF TV stations WLEX-TV and WKYT-TV (Doc. 17980). Action July 10.

CATV Task Force granted request by Connecticut Television Inc., licensee of WHNB-TV New Britain, Conn., for extension of time for filing oppositions and responsive pleadings to 15 petitions for waiver of the top-100 market rules in the Hartford-New Haven television market. Action July 12.

Commission has confined carriage of New York and other signals on Lower Bucks County (Pa.) Cablevision Inc. systems at Levittown and Bristol, both Pennsylvania, to areas where main trunk line cable is now located. Hearings on these operations and one proposed by Lower Bucks for Penedel Borough, Pa., have been consolidated into hearing on effect of New York signals on Philadelphia TV market. Action June 26.

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on July 8 in Santa Cruz, Calif. (Teleprompter Corp.) cease and desist order in CATV proceeding, having under consideration letters by Standard Radio and Television Co. (KNTV(TV)), Central California Communications Corporation (KSBW-TV), and by the Broadcast Bureau which indicate that Teleprompter Corp. was giving stations KNTV(TV) and KSBW-TV nonduplication protection required by Sec. 74.1103 of rules; and request by KNTV(TV) for continuance of hearing scheduled for July 9, examiner finding good cause shown for granting of continuance, continued to Aug. 19 hearing scheduled for July 9. In event no appropriate pleading alleging noncompliance by Teleprompter Corp., of nonduplication requirements is brought to attention of examiner on or before close of business August 9, Examiner will entertain motion to terminate proceeding without evidentiary hearing (Doc. 18129).

Chief Hearing Examiner James D. Cunningham on July 10 in Longview, Tex. (Lone Star Television Service, Inc., Telecom Cable Co., Cypress Valley Cable Television Service Inc. and Kilgore Video Inc.) CATV proceeding in Shreveport, La. TV market et al., designated Hearing Examiner Jay A. Kyle to serve as presiding officer, scheduled prehearing conference for July 31 and hearing for Sept. 25 (Docs. 18229-33).

Ownership Changes

APPLICATIONS

WAGC Centre, Ala.—Seeks assignment of license from Fleeman H. Boney to Radio Centre Inc. for purpose of incorporation. No monetary consideration or change of ownership involved. Ann. July 11.

KIFM(FM) Bakersfield, Calif.—Seeks assignment of license from Stereo Broadcasting Co. to Kern International Communications for \$90,000. Principals of Stereo Broadcasting Co.: Harold J. Brown, president (51%) and James W. Summers, vice president (49%). Principals of Kern International Communications: Joel John Greenberg, president, Norman D. Louis, vice president (each 35%), Guy Henry Saleme, vice president and general manager (20%) et al. Mr. Greenberg owns dress shop chain. Mr. Louis is more than 25% owner of hardware manufacturing company. Mr. Saleme is general manager of KKOP Redondo Beach, Calif. and is sole owner of advertising agency. Ann. July 10.

WGSP-TV Washington—Seeks assignment of CP from Theodore Granik to WGSP-TV Inc. for purpose of incorporation. No monetary consideration or ownership change involved. Ann. July 10.

WPEH Louisville, Ga.—Seeks transfer of control from B. L. Williamson, Henry Edward Braselton, Stephen D. Frankum, John

(Continued on page 72)

PROFESSIONAL CARDS

JANSKY & BAILEY

Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFCEE

JAMES C. McNARY

Consulting Engineer
National Press Bldg.
Wash., D. C. 20004
Telephone District 7-1205
Member AFCEE

—Established 1926—

PAUL GODLEY CO.

CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

GEORGE C. DAVIS

CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member AFCEE

COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D. C. 20005
Member AFCEE

A. D. Ring & Associates

42 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON, D. C. 20006
Member AFCEE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D. C. 20004
Member AFCEE

Lohnes & Culver

Munsey Building District 7-8215
Washington, D. C. 20005
Member AFCEE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C. 20006
Member AFCEE

A. EARL CULLUM, JR.

CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

GUY C. HUTCHESON

817 CRestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

GEO. P. ADAIR ENG. CO.

CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
2029 K St., N.W., 4th Floor
Washington, D. C. 20006
Telephone: (202) 223-4664
Member AFCEE

KEAN, SKLOM & STEPHENS

CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFCEE

HAMMETT & EDISON

CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH

CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES

CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
TWX 910-931-0514
DENVER, COLORADO
Member AFCEE

A. E. Towne Assoc., Inc.

TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 592-1394

PETE JOHNSON & Associates

CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-925-6281
Charleston, West Virginia

MERL SAXON

CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

WILLIAM B. CARR

CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCEE

RAYMOND E. ROHRER

Consulting Radio Engineers
317 Wyatt Bldg.
Washington, D. C. 20005
Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR.

BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

JOHN H. MULLANEY and ASSOCIATES

Suite 71,
1150 Connecticut Ave., N.W.
Washington, D. C. 20036
Phone 202-223-1180
Member AFCEE

ROSNER TELEVISION SYSTEMS

ENGINEERS | CONTRACTORS
120 E. 56 St. | 29 South Mall
New York | Plainview
N. Y. 10022 | N. Y. 11803

Serving The SOUTHEAST FREDERICK A. SMITH, P.E.

Consulting Engineer
5 Exchange St.
Charleston, S. C. 29401
A/C 803 723-4775

Service Directory

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

FRANK A. ZOELLER

TELEVISION SYSTEMS
CONSULTANT
20 Years Experience
Box 366 • San Carlos, Cal. 94070
(415) 593-1751

TERRELL W. KIRKSEY

Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

PAUL DEAN FORD

Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
(812) 533-1661

SPOT YOUR FIRM'S NAME HERE

To Be Seen by 100,000* Readers
—among them, the decision-mak-
ing station owners and manag-
ers, chief engineers and techni-
cians—applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study

Payable in advance. Checks & Money Order only.

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum.
- **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.

DEADLINE: Monday Preceding Publication Date

- **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

Mass.—become one of the top creative salesmen in the radio industry with an "idea" company that has changed management less than 3 mos. ago and increased sales volume over 200% since that time. Excellent salary, prove yourself in AM and take over as sales manager in FM with raise in pay. Top level company with training program. This is a rare opportunity and one that could completely change your life. Send resume and full info. Box G-121, BROADCASTING.

Unusual opportunity—learn managership—sales experience necessary. Group owner, N.Y. single. Box G-180, BROADCASTING.

Sales manager who will be top producer personally. Opportunity of lifetime—we're not kidding! You increase sales—we'll pay handsomely; also share profits. Virginia daytimer, soon FM. Write Box G-328, BROADCASTING.

Help Wanted

Sales

If you like money . . . and security, you'll like our medium market North Carolina station. The salesman picked will be trained to earn over \$15,000 next year and a real go-getter could become manager. Box G-217, BROADCASTING.

Capitalize on your sales experience—become manager. New acquisition, single, 200 miles N.Y.C. Box G-221, BROADCASTING.

Top rated west coast Florida C&W is expanding its sales staff. Great opportunity for a hustler who wants to live in sunny Florida. All replies confidential. Box G-283, BROADCASTING.

Salesman-announcer-live and work in central Minnesota's year around beautiful vacationland. A MOR station with network and adult audience. List of active accounts and good commission. Small amount of announcing. Box G-291, BROADCASTING.

Sales manager . . . must be good, and able to prove it. Capable of motivating sales force with leadership and performance. Must be strong on long-term contracts and promotional ideas. Leading AM-FM contemporary music station in medium-sized Indiana city will talk \$15,000.00 or more to start. Could lead to general manager position within year. Send resume to Box G-295, BROADCASTING.

Experienced radio salesman for east coast MOR FM stereo, growing rapidly, small market, Box G-320, BROADCASTING.

Grand Rapids newest AM station, WAFT, is looking for two aggressive young experienced radio salesmen who want to make money. Guarantee and commission, plus benefits. Send resume to Gar Meadowcroft, 355 Covell Road, N.W., Grand Rapids, Michigan 49504.

WNJR needs creative, ambitious, additional salesmen to take intensive training program. Big effort will produce big dollars. Guaranteed draw. Ethical, but hardnosed supervision. Selling letter, resume to H. Haslett, P.O. Box 1258, Newark, New Jersey.

Negro personality announcer or announcer/salesman. Right man can become station manager. Opportunity to advance with Air-media chain. Send audition tape and complete information including salary requirements to Don French, WOVV, Box 3192, Ft. Pierce, Florida, 33450.

Sales—(cont'd)

Grow with Buck Owens All American Broadcasting stations in Phoenix, Arizona and Bakersfield, California. Aggressive sales producers wanted now . . . for modern C&W stations. Send resume to Dorothy Owens, Director Buck Owens Enterprises, 403 Chester Avenue, Bakersfield, California 93307.

Chicago area sell radio by telephone; age or experience no factor; will teach hard worker, free to travel midwest! No car necessary; expenses paid; home weekends; salesman and management positions open. Call ROBERTS—312-743-5056; write 2705 West Howard Street, Chicago, Illinois 60645.

Salesmen—good salary and commissions, fine account lists. Contact Fred Davis—P. O. Box 745, Athens, Tenn.

IMITATION IS THE SINCEREST FORM

... and are we being flattered!

Would you believe our classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING'S expanding readership is paying off and making BROADCASTING THE marketplace for everything and everybody in broadcasting.

When you have something to buy or sell, fill a vacancy, or want a better job let BROADCASTING's classified section help you.

Announcers

Number one 5kw station in northeastern North Dakota looking for a 1st Phone announcer. All details and requirements in 1st letter. If you're our man, you can look forward to a happy and profitable relationship with a growing company. Box F-193, BROADCASTING.

Wanted first phone bright morning man, who can provide a cheerful tight production, MOR setting for total information by farm director, sports director and newsmen. This is a regional station in small market with professional hard-working staff. Send tape, photo, and complete resume to Box G-4, BROADCASTING.

Announcer needed August 18, 1968; must have 3rd license, 1 year experience, and transportation. Send tape, references and starting salary. Station is middle of the road and segmented C&W. If you are not looking for permanency, don't reply. Box G-112, BROADCASTING.

All-night dj with first phone. Top 40, East. Send tape, resume and references as soon as possible. Box G-129, BROADCASTING.

Announcers—(Cont'd)

Changing format from MOR to contemporary. Need young-thinking operations director and dj's. Send tape, picture and complete details with references, first letter. Top pay for top man. Box G-171, BROADCASTING.

Announcer, professional sound, tight board. Settled, looking for permanent job with a future. Excellent working conditions. Top salary. Southwest. Send tape, resume. Box G-176, BROADCASTING.

Baltimore-metro station has immediate opening for first phone nighttime dj. Send tape, resume. Box G-215, BROADCASTING.

Selling is like driving a car . . . it's easy if you know how. Let us train you in sales at our medium market North Carolina Station. Box G-218, BROADCASTING.

Announcer for single market station near Dallas. Excellent pay for experienced, dependable, mature radio man. Box G-244, BROADCASTING.

Growing middle Atlantic state daytime top 40 station needs announcer with first phone. Send resume and tape with first letter. Box G-252, BROADCASTING.

Announcer wanted for commercial radio station . . . must have experience or very mature voice . . . join a growing station in northeast Texas. Box G-254, BROADCASTING.

No ticket necessary. We want first-class talent. Full time 5 kw contemporary station in key eastern market. Personality radio, full time news department, peace. Send your resume air mail. No "Boss" or "More music machines," need apply. Box G-273, BROADCASTING.

Announcer salesman-live and work in central Minnesota's year around beautiful vacationland. A MOR station with network and adult audience. Announcing and selling with list of active accounts. Good income and good living. Box G-292, BROADCASTING.

Announcers with first phone needed at once. MOR. Local news/sports. Send tape, resume, photo. Ron Knight, KEXS, Excelsior Springs, Mo. 64024.

Announcer—sales . . . here's your opportunity to grow. Morning-air, production, sales. We'd like young master of all, KFMD, Dubuque, Iowa.

Immediate opening for announcer and play-by-play combination. Baseball, basketball and football high school schedule involved. Additional capabilities will be taken into consideration on salary talks. Send full particulars, including tape, snapshot and salary expected. Mason Dixon, KFTM, Fort Morgan, Colorado.

Immediate opening for announcer with third phone to work into part time sales. Salary plus commission. Good small market operation. Rush details, tape, photo to G. D. Warland, Manager, KJFJ, Webster City, Iowa.

KLIF is looking for a morning drive man. The time slot which has been occupied by heavyweight like Bruce Hayes, Ken Dowe, Irving Harrigan, Ken Knox and Jack Woods. Do you belong on the list? Contact Don Barrett, Natl. PD, McLendon Corporation, 2008 Jackson Street, Dallas, Texas.

Kansas opportunity, announcer with 3rd class license. Can also do sports or sales, but not essential. Stable staff, good town, top station, KOFO, Ottawa, Kans.

Help Wanted

Announcers—(Cont'd)

Station will do 70 college and high school football and basketball games. Need sports-caster of ability; sales ability important. Send tape, resume and picture to KOLT, Scottsbluff, Nebraska.

Have opening Sept. 1 for MOR announcer, who has mature music judgement, and good voice. Some sports. Year round vacation land . . . hunting, fishing. Next to Mexico. Pay scale above average for area. Send tapes and resume to Joe Young, KVOZ, Laredo, Texas.

First phone—morning man—modern MOR \$125-\$150 per week. Call 216-998-3700 or send tape to WAQI, Ashtabula, Ohio.

Morning man needed, send tape and resume to WBME, Belfast, Maine 04915 or contact Scott Standiford 207-338-2277.

Immediate opening for evening MOR personality. Must be experienced and able to produce a tight and bright sound. First opening in two years. Professional staff. Florida resort area. Send resume to WCOA Radio, (NBC), P. O. Box 1669, Pensacola, Fla.

Negro announcer—minimum 2 years experience, capable of fast paced r&b and gospel. In return salary commensurate with experience, health and life insurance program, paid vacation, company paid retirement program, pleasant working conditions and surroundings. Send immediately: Resume, photo, tape to Bob Todd, Operations Director, Radio Station WGEE, Indianapolis, Indiana 46203. No phone calls. Personal interview mandatory.

WJLS, fulltime, 5 kw, 560 kc, CBS, established 1939, Beckley, West Virginia, will have openings September 1 for airmen. Looking for first phone, news, play by play, MOR personalities and abilities. Excellent opportunities for advancement. Tape, resume, salary requirements to Manager, Box 1452, Beckley, W. Va. 25801.

Announcer/salesman. Minimum one year commercial or AFRS-type experience. Need excellent, accent-free reader who likes radio and enjoys working in small market. Salary reasonable, commensurate with ability. Write Arch Harrison, WJMA, Orange, Virginia 22960.

Experienced announcer for prestige station. Resort town. WLDR, Traverse City, Michigan 49684.

Low pressure middle of road announcer for late afternoon and evening shift 5 days third class license . . . permanent position. Good position. Send tape resume and references. WLRW, Box 3065, Champaign, Illinois.

Immediate opening for experienced announcer. Previous selling helpful. Send complete resume, salary requirements and air check with news. Above average opportunity here or at sister station. Tapes returned. Write Bob Hyle, WMBT, Shenandoah, Pa., 17976 now.

Wanted-announcer-salesman or announcer-newsman for healthy, medium market M.O.R. Contact Spence Allen, WRTA, Altoona, Pennsylvania.

Country music dj—morning shift, tight modern format—PD material—top rated metro market! Rush dj audition, resume, references, salary requirements to Don Kern, WSHO, New Orleans, La. 70130.

Wanted morning man and play-by-play high school football, basketball, baseball and Mississippi State University baseball. Joe Phillips, WSSO, Starkville, Miss., 601-323-1230.

Immediate opening . . . sports play by play, MOR board shift, plus daily TV sports program. Send complete resume, including audition tape and photo to: Bob Lee, WSAV-TV, AM-FM Harrisonburg, Va.

Need first ticket dj. Experience preferred chance to learn and move into management. Send tape and resume to WTHD, Milford, Del. 19983.

Announcers—(Cont'd)

Immediate opening for a 1st phone all night dj at leading central New York top 40 operation. Rush tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York.

Need a real swinger with personality for MOR format. Must have minimum of 2 yrs. experience. Affiliated with TV. Salary and talent. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

No. 1 rated modern country music station in Tucson wants first phone dj for 6 p.m. to midnight shift. Send complete resume, photo, salary requirements, references and aircheck of board work, production and news to Jim Slone, Box 5945, Tucson, Arizona 85703.

Wanted announcer with first phone ticket emphasis on announcing—no maintenance, C&W station in Virginia. Good opportunity and good pay. Immediate opening. Call 703-629-2509 day, 703-647-8493 nights.

Technical

Chief engineer. Baltimore-Washington area. Good directional experience necessary. Up to \$225 weekly to start. Box F-173, BROADCASTING.

Chief engineer needed at once for Ohio daytimer. Must know installation and construction of AM and FM equipment. Good salary plus travel allowance. Box F-245, BROADCASTING.

Chief engineer needed. Man who believes in maintenance to prevent trouble, but who can handle any that does come along. 1 kw non-directional. Station is sound, stable, low pressure with most equipment fairly new. An adult operation run by pros, not kids. No announcing, no board work. Send complete resume to Box G-135, BROADCASTING.

Immediate opening for board operator steady and permanent—Chicago station 3rd license required. Box G-199, BROADCASTING.

Qualified chief engineer needed by Pennsylvania fulltime non-directional AM-only station. Must excel in maintenance and construction for complete "take over." Well equipped station: Good working conditions. Details in confidence first letter. Box G-216, BROADCASTING.

Chief engineer for AM-FM stereo. Plan to expand IGM automation system soon. Extra income possible from announcing and or sales. Contact Stephen T. Lindberg, WBEU, Beaufort, South Carolina 29903.

Chief engineer, good maintenance. Opening at 1 of 3 station group. Send resume to WEBO, Owego, N. Y.

Engineer — WGH, Newport News-Norfolk, Virginia. #1 radio operation has an opening for one fulltime and one parttime engineer. Must have FCC first class license. Contact Chief Engineer, WGH, Phone 703-826-1310.

Chief engineer for 24 hour FM and background music operation. Full time permanent . . . late model equipment and new studios. Contact: Frank Stewart, WLRW, Champaign, Illinois. 217-352-4141.

Nassau Broadcasting Company, WHWH in Princeton and WTOA in Trenton, N.J. need 2 or 3 1st ticket engineers. 2 for transmitter and 1 for maintenance duties covering AM, FM stereo, SCA, audio, automation, remote control, microwave etc. Please apply to Art Silver, Director of Engineering, Box 1350, Princeton, N.J. or call 609-924-3600.

Immediate opening for qualified technician, first phone required, transmitter experience desirable. Excellent working conditions. Write or call Leo Rymarz, Ch. Eng. WWJ-AM-FM, 662 Lafayette, Blvd., Detroit, Mich. 48231 Tel: 313-222-2131.

Studio engineer—immediate opening, large multi-channel CCTV operation. 4 studios, image orthicon cameras, mobile unit, 8 quadruplex VTR's. Complete knowledge of studio equipment and video tape. Fred Henderson, Chief Engineer, CCTV, Michigan State University. Call collect 517/353-8800.

Help Wanted

Technical—(Cont'd)

Chief engineer—maintenance for three tower directional. WAYE, Baltimore. Call Mr. Snowberger (301) 739-8016.

NEWS

Upstate New York affil has news opening in premier operation, 5 years minimum experience, journalism major preferred. Gather, write, read good copy, send tape, resume, references, work samples and photo. Box G-103, BROADCASTING.

Pennsylvania station . . . looking for a morning personality with news and production abilities. Must be experienced and community minded. Send resume and tape to Box G-173, BROADCASTING.

Negro newsman for tight format, top-rated ethnic station. Must be aggressive and experienced in news writing, delivery. Union scale, Pacific coast. Immediate. Box G-236, BROADCASTING.

Equal opportunity contemporary station looking for experienced or inexperienced young newsman. Must be devoted to news, not music. Box G-239, BROADCASTING.

News director—ex-urban NYC daytimer. Salary open. Box G-306, BROADCASTING.

Northeast fulltimer looking for aggressive young newsman with one years experience, typing and digging ability. Great chance for a worker. Send tape, pix and resume to Box G-307, BROADCASTING.

WHWH Princeton, N. J. 500 watt full time #1 Trenton metro needs morning newsman to replace Army-bound staffer. Good voice, aggressive reporter. Prefer two-three years experience. Will consider journalism grad or newspaper experience. Call Dave Moss 609-924-3600 or Box 1350, Princeton, N.J. resume and tape.

Advancement guaranteed . . . our last three news directors went to 50,000 watt stations. While others have found comfortable jobs within our six station family. Not a large department, but one that offers tremendous flexibility and growth, if you're chosen to carry on the tradition. Send photo and resume to Manager, WITL, Lansing, Michigan.

Michigan regional has fine opportunity for good newsman ready to advance from small to medium market. WPAG, Ann Arbor.

News director for small market midwest station. Great opportunity for beginner willing to work. Write M. O. Simundson, WPOK Radio, Box 212-A, Pontiac, Ill. 61764.

Top flight newsman needed exciting new two-man morning show WTOA Trenton, N.J., New Jersey's most powerful station with 50,000 watts over Philadelphia. Manager, former top news man, has gotten show off and running, now ready for first rate man to take over. Call Herb Hobler 609-896-0975, or Box 9750, Trenton, N.J. resume and tape.

Programing—Production, Others

. . . experienced top 40 major market Rocky Mtn. area, who believes imagination more important than budget. Details first letter. Box G-264, BROADCASTING.

Production assistant for radio-television department in journalism school at university in intermountain west. Work with students in radio-TV labs and supervise student-operated FM station. Assist with CCTV production. Opportunity to work toward MA in broadcast journalism B.A. required plus some practical experience. Equal opportunity employer. Box G-309, BROADCASTING.

Announcer-producer-copywriter, man we want will be particularly strong in production and able to do some voicing and some copywriting. New York city location. Box G-318, BROADCASTING.

Help Wanted

Prog.—Production, Others—(Cont'd)

Production director—announcer. Creative production ability and good air sound are necessary to fill opening at leading adult station in important Florida market. CBS affiliate. Send resume and tape to Carl Hallberg, Manager, WDBO, Orlando, Florida.

Program Director. Adult, self starting detail man. Assume full department head status with accompanying authority and responsibility. Preference given to man with talk show and/or play by play experience. Must believe in talk/MOR music format and community participation. 1 wk in city of 100,000. Call Manager, 617-674-3535.

Situations Wanted

Management

General manager—thoroughly experienced manager. Successful background. Currently major market. Box G-201, BROADCASTING.

West coast operations manager seeks medium market management in California, Oregon, or Washington. Strong administrator with creative sales approach. Family, college, highest references. Box G-268, BROADCASTING.

Family man late 30's qualified for small, medium market general management, or major market sales management, seeks opportunity. Degree, several years' experience sales and programming. Current broadcast employment does not offer necessary responsibility, income or future. Consider sales leading to management with responsible organization. Genuine opportunity more important than area, but prefer southwest, west or midwest. Box G-303, BROADCASTING.

Manager. Currently compatibly employed. Successful, professional, creative. Oriented in sales, programing, promotion, control. Sober, family man, active in community. Box G-310, BROADCASTING.

Aggressive young man with local and national sales experience seeks position as radio station manager. Box G-322, BROADCASTING.

Announcers

Good voice plus something to say. Non-screaming. Hot 100 or Progressive rock, experience, 3rd endorsed. Want to hear more? Box F-316, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box G-83, BROADCASTING.

Experienced rock jock, third, production, tight board, gazing southwesterly, for afternoon drive time. Box G-96, BROADCASTING.

Experienced, responsible, listenable MOR personality. 1st phone, good record, family. \$165 minimum. Box G-198, BROADCASTING.

Rock, blues and top forty contemporary disc jockey authoritative newscaster. Draft free. Box G-207, BROADCASTING.

Hip personable jock; experienced announcer/newsman; college; versatile. Box G-241, BROADCASTING.

New York City metropolitan area prestige minded, ambitious announcer interested in a major market. In broadcasting field since 1960. Can write and broadcast news. Box G-258, BROADCASTING.

DJ-announcer-broadcast grad—draft exempt—work hard for experience. Box G-259, BROADCASTING.

Modern country announcer, personality, experienced professional, no cornball. Have first ticket but ticket costs more. Only works days. Presently working major market, but all considered. Box G-271, BROADCASTING.

Experienced top 40 announcer (personality) looking for permanent position in larger market. (Major). Good production. Have worked every air slot. (Good ratings). Experienced in programing and sales. Write Box G-272, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

To progressive management: If your coverage area is all or part of the eight county New York, New Jersey metro area, or extended, I have a s-a-l-e-a-b-l-e idea that spells increased tune in, rating shake-up, that means sales, sales. Providing you are progressive. I am an announcer who's sales minded, market conscious, with a format and air personality geared to this area. With a 1968 "idea." A young—28, broadcast graduate, 3rd endorsed, married. Vet. I have the real facts on this area. Where the now and future sales are waiting for us. Box G-276, BROADCASTING.

Top sports man, contemporary jock 1st phone, metro experience, prefer west coast or southwest, consider all. Box G-278, BROADCASTING.

Negro beginner. Broadcasting graduate. Flexible, veteran. Will relocate anywhere. Box G-286, BROADCASTING.

Want steady radio, TV position. Versatile free-lance performer, 3rd endorsed, college grad, 28, former teacher, draft exempt. Immediate. Relocate. Box G-287, BROADCASTING.

Beginner, bright dj, announcer/sportscaster seeks career in broadcasting, will persevere, Broadcasting school professional training. Dependable family man, prefer Georgia or Florida. Box G-293, BROADCASTING.

Experienced dj, news, third endorsed. Tight board, dependable, relocate. Box G-294, BROADCASTING.

Two years experience, some college, third, good voice. Box G-296, BROADCASTING.

Professional for MOR large market. Versatile, creative, sincere. Can do talk. Box G-298, BROADCASTING.

DJ-announcer newscaster, 3rd endorsed, tight board, any format, married, northeast. Box G-301, BROADCASTING.

Experienced top 40 dj presently in central NY desires spot with top 40 operation in Florida. Great ratings. Reply Box G-302, BROADCASTING.

Anncr., 25 yrs. experience—news, news rewriting, narration, good music dj, control board. TV booth for independent and network. Resume and tape available. State starting salary. Box G-304, BROADCASTING.

Experienced, mature announcer, radio and/or TV. Strong play-by-play, adlib, commercials. Knows music, but not rock. \$140 average minimum. Available immediately. Box G-305, BROADCASTING.

Contemporary announcer seeks medium market. Veteran. Good board, news. Box G-312, BROADCASTING.

Nationally known personality jock with top ratings at 50,000 watt giant of the east, seeks position as PM jock. Mature, experienced pro with successful ratings as radio and TV personality and as pd. Fast rating climber. Tape, references, ratings, and resume. Write Box G-316, BROADCASTING.

First phone combo, mature family man. Little experience. Box G-323, BROADCASTING.

Negro dj, Good voice, 3rd phone. Incessant soul." Seeks break. Box G-327, BROADCASTING.

Fun in the morning! MOR music-talk humorous wake-up professional available. Excellent, varied background. Northeast major markets preferred. Box G-329, BROADCASTING.

County—dj with 3rd ticket. Call 816-JE 1-2155.

Ordained minister, third endorsed. Experienced newscaster, play-by-play, dj, program director. Seeking MOR, no rock. Midwest-Missouri "Lee," 6842 California Ave., Hammond, Indiana 46323. 219-844-6976.

Detroit area stations. . . . An ambitious individual can only succeed or fail when confronted by a challenge. I ask to be allowed to present myself to you. My qualifications are respectable. Schooled in news, production, programing, sales, traffic, promotion, public service, community affairs, soon to be schooled in advance production. Third class, some college, sales background. If you are looking for an announcer or an air personality contact George Ellery Smale, 1-313-535-9200. Would travel if offer was lucrative.

Situations Wanted

Announcers—(Cont'd)

New York metropolitan area announcer interested in a major market. Can write and broadcast news. Bob Curley, 233 Thomas St., Woodbridge, New Jersey, 201-Mercury 4-5024.

Technical

Major market chief with 20 years directional experience, RF and audio construction, maintenance engineering management. Can handle all FCC work. Desires chief's position with quality mid western station or group. Box G-172, BROADCASTING.

Chief engineer—experienced AM/FM, construction, maintenance, directionals. Prefer Florida, southeast. Box G-256, BROADCASTING.

NEWS

Left a top ten market news reader/writer slot to become a NYC network editor. Want to return to what I do best. Ten years experience on-the-air. Former news director. Legwork a specialty. East and southwest preferred. Box G-238, BROADCASTING.

Attention: Sports oriented stations in small markets; beginner, 24 years old, draft exempt, recent broadcast graduate, 3rd endorsed. Seeking announcing position with opportunity to do play by play. Box G-263, BROADCASTING.

Young, experienced radio newsman-announcer seeks position in radio-television. Opportunity to work with top news and public affairs station more important than market area. References, tape, Box G-285, BROADCASTING.

Gal reporter-newscaster needs competent challenge. Top-notch experience. Personable, enthusiastic, accomplished. Box G-313, BROADCASTING.

Official Republican convention contact; free lance, daily feature beeper phone; or help your (local/net) crew, emphasis California or Massachusetts preferred. Cable John Robert, 775 Mandana Blvd., Oakland, California; will return your call collect.

Programing,—Production, Others

Experienced female copy-writer, with background in traffic. Can type 70 wpm and take 120 wpm in shorthand. Will consider nationwide replies. Currently in midwest. Box G-242, BROADCASTING.

My dream—program beautiful music station. 50 kw AM, VHF-TV announcer wants to make dream . . . reality! Work air shift, \$155.00 wkly. Box G-246, BROADCASTING.

Colleges, universities: Midwestern university graduate, 18 years broadcasting experience, seeking broadcasting or publicity position. Family man. Box G-270, BROADCASTING.

Look, this is what I can do for you, be your music dir., dj, production, gather & read news wire copy, & traffic too. Can we get together? Box G-274, BROADCASTING.

General manager: Rating troubles? Top rating getter, with experience in major markets as jock and pd, seeks permanent, challenging program directorship. I have put major stations on top and can do the same for you. Mature, married, pro will send you resume, actual ratings, and top references. Write: Box G-317, BROADCASTING.

Attention Station Managers and/or ad agencies! The most talented and creative copy and production man I've had the pleasure of working with is ready to graduate from my station. A poor man's Stan Freberg (excuse me, Stan), but very versatile. Also announces. Contact Frank Bignell, WHMI, Howell, Michigan. PS: If you know of a neophyte in search of training to replace above, please refer him to me.

Program and operations manager in LA market will relocate on coast or northwest. 15 years broadcasting plus degree. Excellent airman, production and copy, administrator, and music programmer. 213-249-8139 or 4314 Oceanview Blvd., Montrose, Calif. 91020.

TELEVISION—Help Wanted

Sales

Lin Broadcasting's WAVY-TV has immediate opening for account executive due to promotion within company. Radio or TV sales background desired but not required. Prior sales experience essential. All replies held confidential. Send photo and resume to P.O. Box 1600, Norfolk, Virginia 23501.

TV account executive—fastest growing exciting station, has immediate opening in local sales for experienced media salesmen. Send resume to: Sales, WDCA-TV, Channel 20, Wash. D. C. 20016.

Announcers

Immediate opening . . . sports play by play, MOR board shift, plus daily TV sports program. Send complete resume, including audition tape and photo to: Bob Lee, WWSA-TV-AM-FM, Harrisonburg, Va.

Technical

TV engineer with good technical qualifications for maintenance and operation of a full-power, full-color VHF. The best of working and living conditions. Send resume and telephone number. Box G-240, BROADCASTING.

First class engineer for TV transmitter operation in medium North central market. Will train new man. Good salary and fringe benefits. Send resume, photo and phone number. Box G-243, BROADCASTING.

Position open for engineer with FCC first—for TV and radio studio operation—no announcing—will train new man. Latest RCA equipment, good salary and fringe benefits—send resume, photo and telephone number. Box G-250, BROADCASTING.

Transmitter supervisor—midwest VHF needs transmitter supervisor, experienced in GE preferred. Must be able to take complete charge of maximum power transmitting facility. Good pay for qualified man. Reply Box G-257, BROADCASTING.

Chief engineer with 1st class license for midwest university OCTV facility. Will install and maintain new television equipment and assist in designing efficient studios and control room. We are looking for a technically competent and professionally motivated individual who organizes and works well with others. A long-term commitment is desired. Salary dependent upon experience and ability. Box G-266, BROADCASTING.

Television engineers. Large midwest VHF station expanding operations has immediate openings for technicians with 1st class licenses. Prefer color oriented technicians with over two years color video and/or video tape experience. All inquiries held in strictest confidence. Box G-267, BROADCASTING.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. 607-772-1122.

Attention Radio and TV technicians. Move up to excellent position in the Educational Television field. Immediate opening for transmitter operator/technician at South Carolina ETV station near Barnwell & Alendale, S. C. First Class FCC license required. Apply in writing to Transmitter Supervisor, WEBB-TV, Ch. 14, Rt. 1, Box 47, Barnwell, S. C. 29812.

TV engineer—Complete knowledge of video and RF system design. TV studio and CCTV systems. To manage our proposal writing dept. Good opportunity for individual to grow with organization, meet people, challenging and diversified position. Salary commensurate with experience. Address replies to Video Engineering Co., Inc., Riggs Rd. & 1st Place, N. E., Washington, D. C.

Full color station needs engineers with experience and knowledge of RCA tape machine—RCA color camera—also need experienced microwave maintenance engineer first phone requirement—send details to J. W. Robertson, Vice President—Engineering, P. O. Box 1457, Lexington, Kentucky.

Florida, beaches, fishing and money for two engineers. Color experience necessary. Positions are permanent. Call Chief Engineer—305-965-5500.

NEWS

Assistant sports director for major midwest independent. Interested in top caliber play-by-play, sports news and commercial man. Send resume and VTR tape to Program Director, Box G-158, BROADCASTING.

Highly regarded Ohio station seeks newsmen who is both an experienced reporter, and capable of delivering a professional on-the-air newscast. Send resume, taped sample of newscast, writing samples and picture. Box G-177, BROADCASTING.

One of the nation's most respected news operations in a major midwestern market need three experienced professionals: A newsfilm cameraman, a news film editor, and a reporter. Send resume, picture, and examples of your work to Box G-249, BROADCASTING.

New director for progressive midwest station. Our man has ambition, talent and dedication. He can get the news, write it and present it with equal facility. Our man thinks visually and takes full advantage of TV's unique ability to show the news. Tell us why you're our man in your first letter. We'd also like to see a five-minute videotaped newscast, which we'll return. Box G-260, BROADCASTING.

Sports director for radio-TV in big 10 city. Experience in sports writing and covering local sports for daily TV and radio shows a must. Send resume, photo, football play-by-play tape to Box G-299, BROADCASTING.

Newsmen: Continued expansion of our news operations has created openings in some of our midwest television stations for newsmen. Duties include writing, reporting and news photography. Good starting pay and a comprehensive fringe benefits program are available to the people selected for these jobs. Send a complete resume of education, experience and salary requirements to Employment Manager, AVCO Broadcasting Corp., 140 W. Ninth Street, Cincinnati, Ohio, 45202. An Equal Opportunity Employer (M/F).

Programing,—Production, Others

Producer with special aptitude for children's programs. TV directing experience desirable, but not essential. ETV station in north east. Box G-253, BROADCASTING.

Commercial specialist. If you can create, shoot and edit a top notch color film commercial on a limited budget as well as direct television commercials you're my man. Send samples of work and resume. Box G-281, BROADCASTING.

Producer-director, 1 to 2 years experience to join non-commercial community supported Florida station. Expanding in local and in school programing. Send resume, salary requirements and audition VTR, if possible. Box G-288, BROADCASTING.

Independent station on east coast need production personnel: air switchers, cameramen, film editors. Send resume and salary requirements with first letter. Box G-289, BROADCASTING.

Production assistant for radio-television department in journalism school at university in intermountain west. Work with students in radio-TV labs and supervise student-operated FM station. Assist with CCTV production. Opportunity to work toward MA in broadcast journalism. B.A. required plus some practical experience. Equal opportunity employer. Box G-308, BROADCASTING.

Experienced production manager for southeastern VHF station. Full color ABC affiliate. Salary commensurate with experience and potential. Please send detailed resume and photo upon inquiry. Box G-319, BROADCASTING.

Midwestern VHF, full color station has opening for production floor crew. Send resume, references, and salary requirements, first letter. Operations Manager, WJRT-TV, 2302 Lapeer Road, Flint, Mich.

Wanted: Program director for new commercial UHF in Boston. Forward complete resume with references and salary requirements to Gen'l Mgr., Station WREP-TV, 1168 Commonwealth Ave., Boston, Mass. 02134.

Prog.—Production, Others—(Cont'd)

Excellent opportunity for man with basic experience to advance quickly. Duties to include operating color camera, setting and lighting. Directing and other responsibilities to follow for right individual. Rush resume, including salary requirements to Program Director, WSJV, Box 28, South Bend, Indiana.

TELEVISION—Situations Wanted

Management

Assistant manager: Right-hand TV administrator for aggressive top man. Married, experienced, adaptable. Box G-183, BROADCASTING.

Sales

Account executive excellent track record major market desires sales management with future. Mature family man eighteen years experience all departments. Box G-255, BROADCASTING.

Sales/sales-management. Excellent record, best references. TVB-trained, professional, creative selling, handling of accounts. Sober, family man. Active in community. Prefer medium to large market. Box G-311, BROADCASTING.

Announcers

Experienced interview host, news and sportscaster, announcer, P.D. seeking large market. Employed, married. Box G-237, BROADCASTING.

Technical

Chief engineer desires affiliation with station interested in good engineering practices and quality operation. Box G-77, BROADCASTING.

TV engineer available to design, make FCC application, organize and operate your color station. Years experience in all technical phases of installation and operation. Box G-186, BROADCASTING.

Need a cost and quality conscious chief engineer to build your new TV station or debug your established operation? Box G-290, BROADCASTING.

TV engineer, 1st phone, 6 yrs. experience, UHF GE and RCA transmitter, microwave, studio. Box G-300, BROADCASTING.

#1 position in your TV station. I bring 12 years of trouble shooting, construction and supervision experience in TV, FM and AM. Box G-315, BROADCASTING.

NEWS

Sportscaster, 15 years experience. TV sports, news background. Box G-297, BROADCASTING.

Newswoman wants desirable TV spot. Experienced in major markets. Need advanced opportunity. Box G-314, BROADCASTING.

Programing,—Production, Others

Graduate producer-director or assistant commercial—ETV—or advertising—excellent training and experience—strong dramatic and musical background—33 years old—widow—mother of 3 desires position with opportunity for advancement in a community suitable for a permanent home for children. Box G-275, BROADCASTING.

Need help? A director, or production manager. TV director with no chance for advancement wishes change. Over 7 years experience with broad knowledge of all aspects of TV production. Have worked for all 3 network sports. Does all news packages and prime time switching. Wide experience on remotes. Box G-277, BROADCASTING.

Four years TV seeking permanent position with quality station as film director. Midwest or mid-south. Box G-284, BROADCASTING.

Director, 5 years in medium market. Experienced in all phases of broadcasting. College graduate and graduate work. Presently employed with full color VHF in news and commercial directing capacities. Prefer mid-Atlantic or southeast. Box G-326, BROADCASTING.

TELEVISION—Situations Wanted

Prog.—Production, Others—(Cont'd)

College graduate with degree in broadcasting, journalism minor and writing experience desires work, preferably in production or news. Contact: F. J. Liggett, 221 N. Sixth St., Niles, Michigan.

College graduate who wants to move up in TV production. Two years of ITV and commercial TV experience. Draft exempt. 25. Engaged. Will relocate. Resume on request. Paul W. Vogel, 130 Rosewood Dr., Dayton, Ohio 45415.

20 yrs. exp. mjr. mkt; sales and production; top dir, studio and film; strong spec events, all sports; phone (213) 980-4521.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used UHF-TV and FM equipment needed immediately. For UHF—60 twenty foot sections six and one eighth inch rigid transmission line universal 75 ohm plus single expansion hangers and mounting hardware. For FM—one hundred single expansion hangers for three and one eighth inch rigid transmission line, mounting hardware, 5 kw transmitter, 8 bay horizontal antenna, 100.7 mcs. modulation and frequency monitor, 400 ft. or over tower, also need used microwave 2000 mcs. If you have all or any part call John R. Kreiger, 512-GR 8-8521, KVET, 113 West 8th Street, Austin, Texas 78701.

Field intensity meter, Nems-Clarke model 120 or equivalent. Send details, last calibration date to Sam Schmid, WSHO, 637 Common St., New Orleans, La.

Collins 20-V, 180' tower, inexpensive audio console, tape recorder. Box G-251, BROADCASTING.

Channel 60 Filterplexer and klystrons. Box G-261, BROADCASTING.

Broadcast consoles, need all makes and models. Contact: The Maze Corporation, Box 6636, Birmingham, Alabama 35210.

Used 108-C Rust remote control studio unit in operating condition. Contact Charles Delperdang, KOLY, Molbridge, S. D. 57601.

UHF Station Equipment, Color and B.W. for small market studios. Box G-262, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter, 2 Cartrite II solid state record-playback units, 4 playback. Excellent condition. Dick Hardin, WBUD, Trenton.

New equipment: Spotmaster, Scully, Crown, Audimax, Volumax, QRK, Russo, Gray, Rek-O-Kut, Finance, trade. Audiovox, Box 7067-55, Miami, Florida 33155.

Ampex Cuematics—not needed by automated station. Testmats, blanks, degausser, cartage free if you buy all three. KTBT, Garden Grove, California.

One Transmitter, General Electric, TT24A, 100 watts, channel 18 w/tubes, one Antenna, Alford, 1044, 5-bay, Film Chain, Bell and Howell Projectors, 16 MM, Mod 614, CDTV, w/ Pedestal Slide Projector, Spindler-Sauppe, Mod. 322A, w/pedestal Multiplexer, w/pedestal, Sync Generator, Riker, 520-2A timer, etc. New, add color module. Complete inventory, mikes, racks, props, film, and art. Transmitter has 400 hours, equipment on the air one month. Can be turned on for inspection. \$35,000.00. P. O. Box 10194, Industrial Station, Dallas, Texas.

FOR SALE—Equipment—(Cont'd)

Ampex AG-350 rack mounted tape recorder, 7½ & 15 IPS, mono, two years old, few hours and excellent condition—\$1,400.00. Contact Milt Nicholas, chief engineer, WKEL, Kewanee, Illinois.

For Sale: 340 feet of 1-½" HJ-7-50A Andrew Heliac Coaxial Transmission line, like new, used 12 months, on reel, ready for shipment. No connectors—ends sealed—\$1250.00. Also One Lapp 9012 Base Insulator—capable of supporting 500' tower—\$400.00. J. C. Stallings, KEE Radio, Box 1111, Nacogdoches, Texas (713-564-4444).

For sales . . . portable Ampex VR-660 B VTR—black and white broadcast specs, new heads, less than one year old. Will take a loss on purchase price. Call or write Curran Wade, Trend Broadcasting, Box 1199, Jamestown, N. Y. 14701.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Anyone knowing the whereabouts of Donald F. Lewis or Don Tucker please contact Jim Kimbrell at 601-442-1941.

Like fishing? World's best! Duebills offered. Bimini! Free literature. American Advertising Company, 270 North-Crest Road, Chattanooga, Tennessee.

\$50.00 reward for information to the present whereabouts of an announcer by the name of Keith E. Lamonica, also may be known as Bobby Noonan or Bobby Keith. Replies will be held confidential. Box G-175, BROADCASTING.

Big Jon and Sparkl available fifteen minutes daily or one hour weekly. New Productions. Details and auditions, Jon Arthur Programs, 4532 Fulton St., San Francisco 94121.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

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.

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. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS—(Cont'd)

No: Tuition, rent. Memorize Command's: "1968 Tests-Answers" for FCC First Class license. Proven. \$5.00. Command Productions, Box 1591, Portland, Oregon.

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. Several months ahead advisable. Enrolling now for Sept. 25, Jan. 8, April 2. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin July 29, Sept. 3, Oct. 7. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisening". They gotta R.E.I. school in Fredericksburg, Virginia, F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$18 per week. Call Old Joe at 373-1441. Classes begin July 29, Sept. 3, Oct. 7—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin July 29, Sept. 3, Oct. 7. Call The Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 8-9245. Training for Technicians, Combo-men, and Announcers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class August 5. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Help Wanted

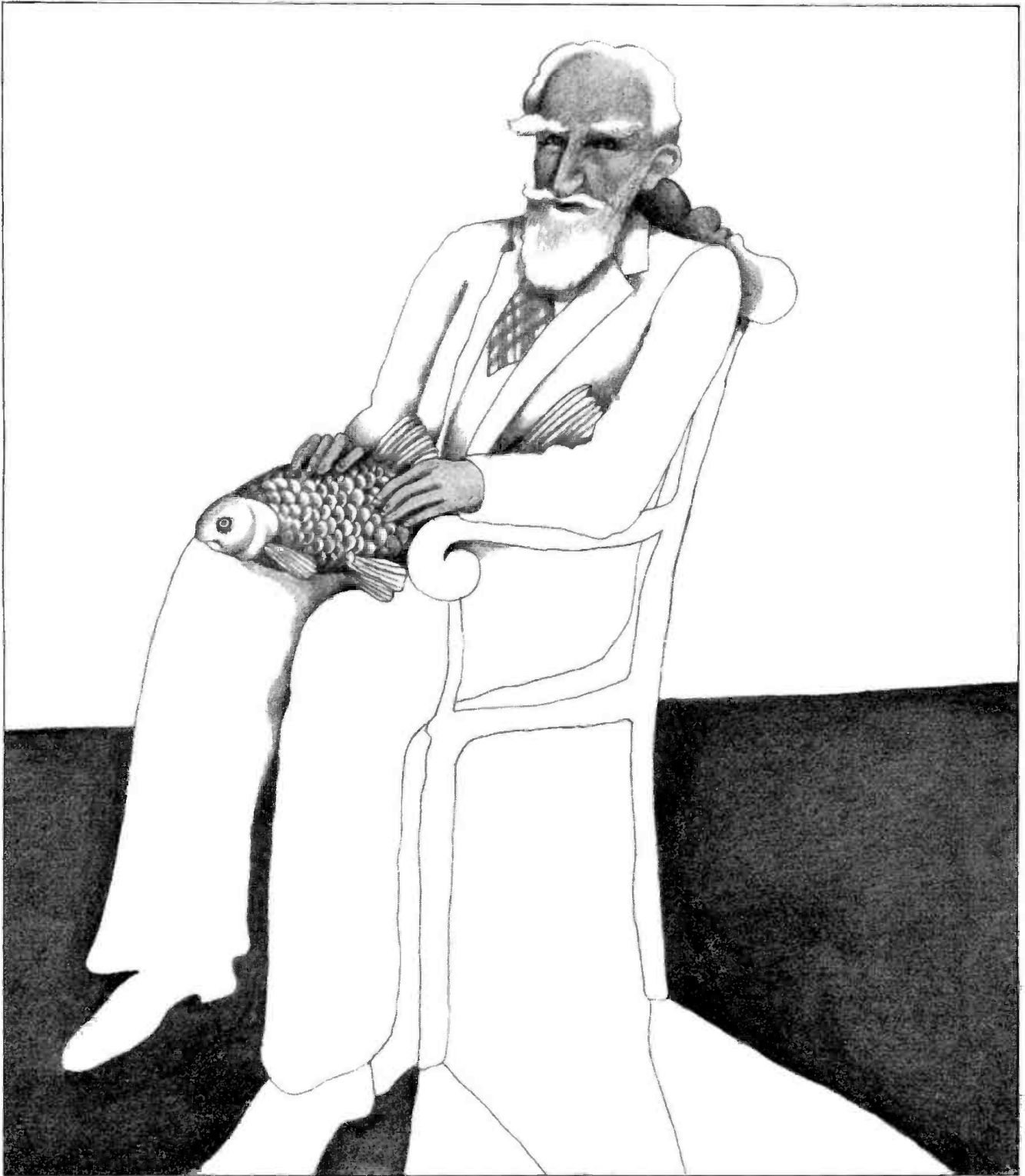
★ **WJOY and WJOY-FM** ★
★ **BURLINGTON, VERMONT** ★
★ Looking for: ★
★ ★Newsman★ ★
★ ★Salesman★ ★
★ ★Program Director★ ★
★ ★Play by Play man★ ★
★ or combinations thereof ★
★ Apply to: Frank Balch ★
★ General Manager ★
★ WJOY, Joy Drive ★
★ South Burlington, Vt. ★
★ ***** ★

NEED HELP?

Place Your AD in

Broadcasting

where it receives
nationwide display.



GHOTI? George Bernard Shaw developed that word to display the difficulty in English communication. According to him, the *gh* is pronounced as an *f* like in cough, the *o* like an *i* in women, and the *ti* like *sh* as in nation. So the word, ghoti, is pronounced quite simply, fish.



YOUR FUTURE STARTS HERE

A solid career opportunity in sales with a well-established, growing firm that likes to see people move ahead fast. We're based in New York and work with radio and TV management throughout the country.

You may be a station manager or sales manager or the top salesman in your operation. Maybe you're that promotion manager who really should be selling. Here's where it all pays off—a chance to grow in responsibilities and high earnings. Limited travel. Most important, your ability will be quickly recognized and rewarded. Don't miss this opportunity. Reply:

Box G-325, Broadcasting.

Local Sales Manager

Do you; want to live near New York City, Philadelphia and Jersey coast . . . want to earn more money . . . talk retailer language . . . like to be on a winning team . . . YES . . . then send complete resume to:

Box G-245, Broadcasting.

Technical

ENGINEERS

Major Washington Consulting Engineer Firm has positions available for two engineers interested in AM-FM-TV all locations and all other engineering factors related to broadcasting and allied fields. Compensation proportional to ability and experience. Many fringe benefits. All replies confidential.

Box G-36, Broadcasting

NEWS

NEWSMAN

Solid air-man, reporter, writer. At least 5 years experience. Journalism graduate preferred. Send resume, writing samples, air-check to:

Lincoln Harner
WTOP Radio
Washington, D.C. 20016

Help Wanted—Announcers

PROS ONLY

Top jock/personalities. We offer what you are worth—up to 15,000, for openers. Top Radio Market—join the pros. Send tape and resume to:

Box G-111, Broadcasting

RADIO-TV ANNOUNCER

RADIO: MOR with good production & news announcing.
TV: Sportscasting & on-camera commercial work.
Beautiful mid-west community under 100,000. Send VTR, SOF, or tape and photo plus complete resume to:

Box G-279, Broadcasting.
All material will be returned.

Programing,—Production, Others

AUDIO PRODUCTS MANAGER

Custom audio equipment manufacturer has immediate opening for Audio Products Manager with thorough technical knowledge of complex audio systems and is familiar with transistorized equipment. Responsibility includes sales administration, customer communication, bids and proposals, and product management.

Located in progressive medium-size midwest city. Salary commensurate with experience and complete company benefits.

Call or send resume to Robert T. Fluent, Employment Manager, 217/222-8202.

GATES RADIO COMPANY
A DIVISION OF HARRIS-INTERTYPE CORPORATION
QUINCY, ILLINOIS 62301
AN EQUAL OPPORTUNITY EMPLOYER (M & F).

ART DIRECTOR

We are looking for a Graphic Artist with high style and administrative ability to head Art Department in major eastern market television station. Send complete resume of professional experience immediately. Salary negotiable.

Box G-269, Broadcasting.
An Equal Opportunity Employer

Situations Wanted—Management

IF YOU WANT a respectable 40 years-old executive with a College degree and 20 years experience, you are reading the wrong ad. BUT IF YOU WANT a young self-made man, a jet-age executive who will produce so much he'll soon own your company, read ahead.

AVAILABLE IN AUGUST 1968

Ambitious, creative, energetic, personable, cultured, fluent in three languages, reads two more. Thoroughly experienced in Planning, Management, National and Local Sales, Operations, Programing, Production, Talent; with R & TV stations, & Production Co.

ARE YOU.....

A National or Regional Network?
A National REP Company?
An Advertising or Public Relations Agency?
A Radio and/or TV Station Group?
A VHF or UHF Commercial Station?
A Motion Picture and/or VTR Productions Co.?

Able to pay \$20,000 or more?

IF SO.....

Send full details of your needs.

APPLY AT ONCE
BOX G-282, BROADCASTING

FREE to all qualified applicants:

ONE personalized, beautifully typewritten, autographed LETTER

ONE masterfully designed RESUME, for fast, comprehensive evaluation

ONE artistically produced B&W PHOTOGRAPH, for easy recognition

AN EQUAL OPPORTUNITY EMPLOYEE

Situations Wanted

Announcers

TALK PERSONALITY PRO

Literate, humorous (Giggles to Guffaws), amazing "mad-lib", phone shows, controversy, celeb-interviews audience partic. Over 20-yrs. every phase radio-TV, top ratings.

Brochure, bio, audio tapes on request. Employed fine med. mkt. "All talk" station, but reached earning potential.

Box G-247, Broadcasting.

Situations Wanted

Programing,—Production, Others

Radio Owners Would You Like To:

1. Dramatically increase your stations' billings and profits?
2. Be top rated with revitalized programming?
3. Make these improvements with no cash expenditures.

We represent a team of accepted top name professional broadcast experts who can accomplish these goals for you. For only a percentage of your increases and an option to buy your station at a later date, our management team can be working for you. We're limiting our activity to the top 50 markets and will accept only 7 stations. All inquiries will be kept absolutely confidential.

Box G-324, Broadcasting.

Prog.—Production, Others—(Cont'd)

**WANT A TAKE-CHARGE
PROGRAM DIRECTOR?**

Dynamic 12-year veteran. Proven record. Able to inspire staff, deliver ratings. Board shift ok. Now with 50 kw, Midwest. Prefer challenge. College grad, married. My last move so will wait.

Box G-265, Broadcasting.

TELEVISION—Help Wanted

Management

Immediate Opening

**TV Business
Manager/Controller**

Major New England market

Must be capable of evaluating present system and recommending changes for automated system to include budgets, disbursements, payroll, general ledger, traffic, billing, production, program and film costs. Send resume to include minimum salary requirements and earliest date available to

Box G-210, Broadcasting.

Announcers

TV-RADIO ANNOUNCER

TV: Sportscasting & on-camera commercial work.
RADIO: MOR with good production & news announcing.
Beautiful mid-west community under 100,000. Send VTR, SOF, or tape and photo plus complete resume to:

Box G-280, Broadcasting.

All material will be returned.

Programing,—Production, Others

ART DIRECTOR

We are looking for a graphic artist with high style and administrative ability to head art department in major eastern market television station. Send complete resume of professional experience immediately. Salary negotiable.

**Box G-208, Broadcasting.
An Equal Opportunity Employer.**

PROGRAM DIRECTOR

Due to a recent promotion, we have an immediate opening for a program director at WLWD in Dayton Ohio. Candidates should have substantial administrative and programing experience including management of local live programing employees selection and supervision, labor contract administration and budget administration. A top compensation package will be offered to the person selected for this job. Send a complete confidential resume of your experience education and current income to:

Mr. Donald L. Dahlman, Vice-President-General Manager, WLWD, 4595 Avco Dr., Dayton, Ohio 45401.

An Equal Opportunity Employer (M/F)

TELEVISION—Help Wanted

Prog.—Production, Others—(Cont'd)

TV WEATHER SPECIALIST

For expanding news operation, top ten market VHF. Must combine showmanship with know-how. Salary open. Send video tape to:

Box G-248, Broadcasting.

MISCELLANEOUS

**IT'S HOT!!!
WATCH FOR IT FROM
CHARLES EVENSON
PRODUCTIONS**

Waupun, Wisconsin

\$ RATINGS & MONEY \$

AMERICA'S MOST SUCCESSFUL NEW RADIO FEATURE gets ratings and MAKES MONEY for stations already on it from coast to coast. If you use CONTESTS, PLAY OLDIES, have NEWS, are ROCK, MOR or TALK, it'll GET RATINGS & MAKE MONEY for you.

"... AND AMERICA LISTENED".

The greatest new idea for radio in twenty years. CALL or WRITE for DEMO, DETAILS, REFERENCES from stations already MAKING MONEY & GETTING RATINGS.
**AUDIOFILE/DETROIT AC 313-535-9200
25710 Schoolcraft, Detroit, Michigan 48239**

BALONEY!

**No Station, Not Even
An FM In A Major
Market, Can Increase
It's Audience An
Average 82%
6 AM to 12 Midnight
In One Rating Period**

Get out the bread, mustard and pickles! That's what we did for WDVR (FM) in Philadelphia. Call or write for details:

**R. A. Weiner
Robert-Carole, Inc.
535 East Church Road
Philadelphia, Pa. 19117
215-635-1501**

MISCELLANEOUS—(Cont.)

MAKE BONUS BUCKS!!

A proven winner in the Northwest. Sell 1968 pocketsize (20 pages) FOOTBALL SCHEDULES to your clients. All the major college conferences, the pros, AND YOUR LOCAL HIGH SCHOOL TEAMS. Your station or client's name and message on front and back. "Pick-A-Winner" page too. For sample:

**WSM PRODUCTIONS
Box 123
Spokane, Wash. 99214**

BUSINESS OPPORTUNITY

Once in a lifetime Offer.

Combination broadcast school—electronics school. Licensed school franchise in New York City available. Not a correspondence school. This is a residence school. We will get you licensed and approved by state. \$15,000 required. Four territories in New York City available . . . Long Island, Staten Island, New Jersey and Westchester. Upstate New York available also. Contact Franchise Director:

**New York School of Announcing
& Speech, 165 West 46th Street,
New York, N. Y.**

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

**BROADCAST PERSONNEL AGENCY
Shirlee Barish, Director**

FOR SALE—Stations

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**

Tux Rue Media Brokers Inc.

**116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430**

(Continued from page 62)

O. Braselton (each 25% before, none after) to Ottis G. Stephens (none before, 100% after). Principal: Ottis G. Stephens, president (100%). Mr. Stephens is selling his 25% interest in WLOV Washington, Ga. Ann. July 11.

WHUT Anderson, Ind.—Seeks assignment of license from WHUT Broadcasting Co. to Eastern Broadcasting Corp. for \$650,000. Principal of WHUT Broadcasting Co.: J. W. O'Connor, sole owner. Mr. O'Connor has 72% interest in and is general manager of WCUI-TV Chicago. Principals of Eastern Broadcasting Corp.: Roger A. Neuhoft, president and treasurer (75% held jointly with wife) et al. Mr. Neuhoft is 50% owner of four merchandising companies. Mr. Neuhoft is owner of WHAP Hopewell, Va. Ann. July 11.

KRUS-AM-FM Ruston, La.—Seeks assignment of licenses from Clarence E. Faulk to Ruston Broadcasting Co. for \$125,000. Seller is sole owner. Principals of Ruston Broadcasting Co.: R. E. Hook, president and Lucille Hook, vice president, (each 25%) and Dan Hollingsworth, secretary-treasurer (50%). Mr. Hook is owner of theater chain and is 90% owner of Seemore TV Co., CATV system in Bastrop, La., 55% owner of Ruston Seemore TV Co., CATV system in Ruston, La. and 50% owner of Clear Vision TV Co. CATV system in Kosciusko, Miss. Mrs. Hook is 20% owner of Ruston, La. CATV system. Mr. Hollingsworth is salesman and chief engineer of WRBC and WJMI(FM), both Jackson, Miss. Mr. Hook is also 55% owner of WRUS-AM-FM Russellville, Ky., 44% owner of WRAG Carrollton, Ala., 58% owner of WKIZ-AM-FM Key West, Fla., 50% owner of WELZ Belzoni, Miss., 55% owner of WMAG and WQST(FM), both Forest, Miss., 57% partner in CP for new FM at Carrollton, Ala. and 100% owner of CP for AM in Donaldsonville, La. Mr. Hook is 5% owner of WMAG and WQST and 50% owner WELZ. Ann. July 11.

KEYD Oakes, N. D.—Seeks transfer of control from Q. P. and Nadine Coleman to Farm States Radio Co. (none before, 100% after). Principals of Farm States Radio Co.: Maynard Sands, president and David Sands, vice president (each 50%). David Sands has no other business interests indicated. Maynard Sands owns agricultural real estate in Alaska and is 50% owner of nursing home. Consideration: \$34,000. Ann. July 10.

KMCM McMinnville, Ore.—Seeks assignment of license from Ray Andrew Fields to Norjud Broadcasting Inc. for \$97,500. Principals of Norjud Broadcasting Inc.: Norman P. Aldred and Judith Irene Aldred (each 50%). Mr. Aldred is freelance performer for television shows and commercials and is also news director of KROC Rochester, Minn.

WNAR Norristown, Pa.—Seeks assignment of license from Norristown Broadcasting Co. to WNAR Inc. for \$800,000. Principals of Norristown Broadcasting Co.: N. Joe Rahall, president, Sam G. Rahall, vice president-treasurer, and Farris E. Rahall, secretary

(each 33⅓%). Sam, N. Joe and Farris Rahall own controlling interests in WNNR Beckley, W. Va., WKAP Allentown, Pa., WLCY St. Petersburg, Fla. and WLCY-TV Largo, Fla. They also have applications pending before FCC for new FM station at Tampa, Fla. and new UHF TV at Bethlehem, Pa. Principals of WNAR Inc.: Charles F. Wister, vice president (40%) and Victor Mauck Jr., president (60%). Mr. Wister is president and 60% owner of WPEO Peoria, Ill. Mr. Mauck is 66% owner of box manufacturing company, 35% owner of chemical products distribution company, 100% owner of toy manufacturing company. Ann. July 10.

KERB Kermit, Tex.—Seeks assignment of license from Kermit Broadcasting Co. to KERB Broadcasting Inc. for \$106,000. Principals of KERB Broadcasting Inc.: Floyd Shelton, president (81%) and M. F. (Ken) Welch, vice president (19%). Mr. Shelton is manager of KDLK-AM-FM Del Rio, Tex. and also manager of Abilene TV Cable Inc., CATV system in Abilene, Tex. Mr. Shelton also has several real estate holdings. Mr. Welch is manager of KEEB. Ann. July 17.

KGA Spokane, Wash.—Seeks transfer of control from William J. Liddle (50% before, none after) and Edward B. Brownstein (16.6% before, none after) to Grady A. Sanders (33.3% before, 100% after). Principals of Liddle Broadcasting Corp.: Grady A. Sanders, president (100%). Mr. Sanders is president of record company, president and general manager of WHEL New Albany, Ind., and is president of firm which sells musical concepts to radio stations. Consideration: \$225,000. Ann. July 11.

ACTIONS

KKIS Pittsburg, Calif.—Broadcast Bureau granted assignment of license from Coastal Communications Corp. to Norcal Broadcasting Corp. for \$350,000. Principals of Coastal Communications Corp.: H. Duane Wadsworth, president. Wadsworth Manufacturing Assoc., New York owns 99.92% of stock and stock is voted by Howard W. Wadsworth, father of H. Duane Wadsworth. Seller is

owner of KPTL Carson City, Nev. Principals of Norcal Broadcasting Corp.: Donald C. Johnston, president (70%) and others. Mr. Johnston is sole owner of used car lot, 50% owner of factoring company, and 40% owner of electronics distributing firm. Action July 15.

KHOE Truckee, Calif.—Broadcast Bureau granted assignment of license from Eastern California Broadcasting Corp. to Trans-Sierra Broadcasters for \$50,000. Principals: Melvin J. Querio (52%), Herbert G. Crenshaw (26%) and Frank Livermore (22%). Mr. Querio is 12% owner of KLOC-AM-TV Ceres and Modesto, respectively, both California. Mr. Crenshaw is 2% owner of KLCO-AM-TV. Mr. Livermore has no other business interests indicated. Ann. April 18.

WINI Murphysboro, Ill.—Broadcast Bureau granted assignment of license from Robert D. and Martha M. Rapp to Ralph A., James E. and Marion A. Dunn and Dale W. Adkins d/b as Radio Station WINI for \$123,000 and assumption of \$14,000 note. Principals: Robert D. and Martha M. Rapp (each 50%). Principals of Radio Station WINI: Ralph A., Marion A., James E. Dunn and Dale W. Adkins (each 25%). Ralph A. Dunn is 33.3% owner of auto dealership and concrete company and 33.3% owner of real estate and investment firm. Marion A. and James E. Dunn are also 33.3% owners with Ralph A. Dunn in above businesses. Mr. Adkins is salesman for WINI. Action July 15.

KHUZ Borger, Tex.—Broadcast Bureau granted assignment of license from North Plains Broadcasting Inc. to Communications Enterprises of Texas Inc. for \$20,000. Principals: Communications Enterprises Inc. (80%), Jerry L. Mash, president, Bill Anderson, executive vice president (after purchase 20%), et al. Communications Enterprises is engaged in radio broadcasting and owns 100% of KLOF-FM Ponca City, Okla. and is applicant for KLTR Blackwell, Okla. Mr. Anderson is sales and program director of KVVY Holdenville, Okla. and has farm. Mr. Mash is president and 59.3% stockholder in KLOF-FM Ponca City, Okla. Ann. July 10.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 17. 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.

Sunnyvale, Calif.—Nation Wide Cablevision Inc. and H & B Communications Corp., both Los Angeles (both multiple CATV owners), have each applied for a franchise.

Belle Glade, Fla.—Teleprompter Corp., New York (multiple CATV owner), has applied for a franchise for a 20-channel system. Installation and monthly fees will be \$9.95 and \$4.95 respectively.

Gary, Ind.—Teleprompter Corp., New York (multiple CATV owner) and Gary TV Cable Inc. have each applied for a franchise. Lake County Cable TV Inc. holds a franchise for the city.

Foxboro, Mass.—Foxboro Cablevision Co., a subsidiary of Cablevision Corp. of America (multiple CATV owner), has been granted a 25-year franchise. Installation and monthly charges for the 12-channel system will be \$15 and \$5 respectively. City will receive \$2,500 for license period and

\$500 for each 5-year renewal.

Woburn, Mass.—Puritain Cablevision Co. has applied for a franchise. Other applicants are Colonial Cablevision Corp., National Cablevision Inc. and Cablevision Corp. of America, all Boston (all multiple CATV owners).

Port Austin, Mich.—Huron Cable TV Co., Port Hope-Harbor Beach, Mich., has been granted a franchise.

Santa Fe, N. M.—Capital City Cablevision Inc., a subsidiary of Jack Kent Cooke Inc., Inglewood, Calif. (multiple CATV owner), has applied for a franchise for an 18-channel system. (Cooke Inc. interests have been acquired by H&B American Corp.) Santa Fe Cablevision Co. currently holds a franchise. Installation and monthly fees will be \$10 and \$5.20 respectively.

Alfred, N.Y.—Telihoras Corp., Alfred (multiple CATV owner), has sold its systems in Cortland, Wellsville and Penn Yan, all New York, to General Instrument Corp., Hicksville, N.Y., for an undisclosed sum. General Instrument owns multiple-CATV owner Jerrod Corp., Philadelphia.

Dunkirk, N. Y.—Garold Crayton and William Wells have applied for a franchise. Another applicant is Lake Shore Broadcasting, owned by group broadcaster Simon Goldman. Mr. Goldman also owns WDOE Dunkirk.

Huntington Bay, N. Y.—Huntington TV Cable Co. has been granted a 20-year franchise. Monthly fee will be approximately \$5.

Newkirk, Okla.—Fidelity Cable Inc., Blackwell, Okla. (multiple CATV owner), has been granted a franchise.

New Eagle, Pa.—Tex-Video Inc., McKeesport, Pa. (multiple CATV owner), has been granted a franchise.

Scranton, Pa.—Joseph Dobbs and International Telemeter, Los Angeles (multiple CATV owner), have each applied for a franchise. Monthly fees for International Telemeter's franchise would be \$4.25. City would receive 6½% of the first \$200,000, 8½% of the second \$200,000, and 12½% of all gross revenues thereafter, plus guaranteed annual minimums of \$10,000 the first year, \$15,000 the second year, and \$20,000 the third year and thereafter, with a \$50,000 lump sum guarantee. Mr. Dobbs owns WICK Scranton. Previous applicants are Semit Cable TV Co., Scranton Community Antenna Corp., Total Television Cable Inc., Northeastern Pennsylvania TV Cable Co. and Universal Television Cable Systems Inc. (multiple CATV owner).

FOR SALE

Stations (Cont'd)

NORTHERN MIDWEST

1 kw FULLTIME—Single station market. Well equipped single roof operation showing good profit. Perfect for owner operator. Priced at 1½ times gross plus real estate. Terms: \$95,000—29% down (less for cash). Only qualified purchasers need inquire.

Box G-321, Broadcasting.

Mich.	single	daytime	\$200M	\$65M
Ala.	small	daytime	50M	cash
Nebr.	medium	AM&FM	200M	70M
M.W.	major	FM	135M	50%
Col.	metro	daytime	110M	cash

N.Y.	single	daytime	\$160M	29%
Fla.	small	daytime	75M	29%
Wyo.	medium	fulltime	180M	29%
S.E.	metro	daytime	100M	29%
S.W.	major	daytime	350M	29%



CHAPMAN ASSOCIATES

media brokerage service*

2045 Peachtree Road

Atlanta, Ga. 30309

IN broadcasting, where the exception is commonplace and innovation most everybody's pastime, Joseph Dembo is, as one of his associates expresses it, "a rare bird."

If it's unusual—and perhaps unique—for a veteran (20-year) newsman to become a network vice president and general manager of its radio station in New York, then Mr. Dembo, CBS Radio vice president and general manager of WCBS New York, is indeed different.

Mr. Dembo's appointment was effective June 19, 1967, and now, a year later, it's still made its impression. "It took me three days to recover from shock," Mr. Dembo said the other day. Few people can recall a similar circumstance of a veteran newsman named manager of a CBS-owned station, and some say Mr. Dembo's appointment was a first.

Though shocking to Mr. Dembo, the new job was logical to CBS's management. WCBS, it had been decided, would become an all-news and information operation. Why not place a man at the helm with experience in news and an understanding of its place in broadcasting?

Radio Background ■ "I'm a radio baby," Mr. Dembo said, with no newspaper or wire-service background. "I don't subscribe to the theory that one must have a background in print to be a good radio broadcaster."

"There's a new breed emerging of radio newsmen without a print background," he continued. "We no longer raid other news media; students now go into radio news directly."

Mr. Dembo in true news style is elbow deep in whatever the assignment. Last June it was to convert to news. It fell to Mr. Dembo to draw up the format, hire the people and to implement his design.

For some, the events that followed—particularly one in which a private plane levelled the station's transmitting tower facility—were traumatic. Joe Dembo undoubtedly treated this as he's handled major events as newsman, editorial writer-announcer or show producer. At the time WCBS's tower was put out of commission and the station silenced (on Aug. 27, 1967, less than 24 hours before WCBS was to begin a first-phasing of conversion to news), Mr. Dembo was at home. He says he cannot remember any single moment during the period when he did not have the receivers of both his home telephones in his hands.

WCBS subsequently was loaned facilities until it could replace its damaged equipment. But in the meantime last-minute changes had to be made in the advertising of the debut of the new format (advertising-promotion, at a cost exceeding a budgeted \$400,000,

WCBS puts a newsman in the driver's seat

had already been prepared and much of it had been run). The station got through that first phase, and by December 1967 it was on schedule with the second-phase of full news and information with the exception of the weekday Arthur Godfrey show and *Music till Dawn*.

The building of WCBS's new news format was "a gigantic challenge," Mr. Dembo recalled, but on "a level every newsman dreams of." It took "sweat and tears but without capable professionals, we could not have done as well." Mr. Dembo noted the shortage of "capable professionals" in broadcast

WEEK'S PROFILE



Joseph Dembo—VP and general manager, WCBS New York; b. March 13, 1927, New Brunswick, N. J.; Bachelor of Letters in Journalism, Rutgers University, 1950; news staff, WCTC New Brunswick, N. J., 1947, director of news, 1950; news writer, NBC News, New York, various posts supervisor-producer on-air work, and including anchorman, "NBC News Round-up," feature reporter and producer, "Esso Reporter" on WNBC-TV New York, associate-producer, "Today" on NBC-TV; writer-announcer, editorials, WCBS New York, January 1960; executive producer, news shows, fall of 1960; director of news and public affairs, 1962; director of radio news, CBS News; returned to WCBS as general manager and elected VP, CBS Radio, June 19, 1967; m. Margot Bettauer, 1954; children—Wendy, 12, David, 10, and Robert, 9; home—New York City, owns farm in Columbia county, N. Y.; founder-past president, New York Radio News Directors Association, and member, Radio Television News Directors Association.

news—"we swept the country and now one year later, we still don't have everybody we need."

A dimension of Mr. Dembo's job that is now completed for the most part is the numbers involved: WCBS has 125 people working on news (including three news directors). "We have perhaps the largest news staff" of any radio outlet in the U. S.

While he must keep abreast of all administrative duties that go with a general managership (technical operation, sales, promotion, advertising), Mr. Dembo finds the time to keep his fingers on the station's news pulse by "maintaining strong departmental heads in all areas. It wouldn't make sense if I were limited to sales matters only at the expense of the news operation," he said.

The first year was "rough" (as much as 16 hours a day at the station), but now the going is smoother. He still does five broadcasts daily of three-minute editorials.

"We cover New York as it never has been before. WCBS has three helicopters, five suburban bureaus and the CBS network news facilities, a film-theater critic, travel editor, man who reports on restaurants, book and magazine reviewers, an on-air child psychologist and a college professor who reviews the press."

A Perennial Critic ■ Most of all, Mr. Dembo likes to keep in touch—whether it's a hot-breaking news story or a new play in town. "I've kept up my interest in what goes on in the theater. Occasionally I sub for our reviewer." (He estimates that over the years, he's reviewed "hundreds of plays by phone on opening night.")

Mr. Dembo has a farm in upstate New York in the foothills of the Berkshires where he raises cows, putters about in the outdoors, plays around with his short-wave radio or works on his stamp collection, he enjoys his family and he includes the Dembo's giant silver Royal poodle, Barcelona.

He speaks of two men as having given him inspiration in the radio news field: the late Edward R. Murrow in the more recent years, and, when he started in the business, Jim Howe, who owned WCTC New Brunswick, N. J.

He believes that WCTC was "ahead of its time" with a concept that "radio ought to be phonograph records put around the news, and not the other way around." He's proud of that association and his associates: Mr. Dembo was the station's news director; Don Meany, who is now vice president in charge of NBC News, was program director; Herb Kaplow, now NBC news correspondent, was staff announcer, and Ken Bernstein, NBC's Moscow correspondent, was a news writer.

EDITORIALS

Hard choice

IT takes no gift of insight to recognize that President Johnson is having trouble finding a suitable occupant for the vacant seat on the FCC.

The best intelligence emanating from the White House is that the President wants an appointee who will avoid the wild extremes of regulation, including program control, that the FCC's vocal minority advocates. But he also needs an appointee who will be invulnerable to political attack. For a President whose family fortune is largely based on broadcast properties, it is a particularly sensitive selection.

For all the difficulties that he faces, the President cannot indefinitely postpone a decision if the public or the FCC's licensees are to be properly served. The longer the seat stays open, the more unstable the FCC will become. Decisions on which the incumbents are evenly divided must be left for future resolution. The atmosphere of divisiveness will be accentuated by the activist maneuverings of Nicholas Johnson and Kenneth Cox.

If the President acts swiftly, there is time for an appointee to be confirmed by the Senate in this session, especially if the session is extended, as now seems probable, beyond the early-August adjournment date that had originally been pencilled in. He could wait until the Congress quits and make a recess appointment. That, however, might affect the choice of candidates available. A recess appointee may take office, but he has no assurance of confirmation when the Senate returns, especially if political conditions have been changed by the November election.

It is regrettable that John S. Hayes, now U. S. ambassador to Switzerland and former president of the Post-Newsweek Stations, opted against the FCC assignment to stay in the diplomatic corps (AT DEADLINE, July 15). Mr. Hayes is the kind of forceful but even-handed man who could contribute much wisdom and character to FCC regulation.

Hopefully the President will find another whose qualities match those of Mr. Hayes.

One is enough

IT would have avoided a lot of anguish and extra expense if the Democratic National Committee, in its first decision, had chosen Miami for its 1968 convention. The uncertainties and dislocations caused by the telephone strike in Chicago only pointed up the original mistake of the parties in choosing separate convention sites.

Television coverage has become the dominant element in the political mechanism, and that coverage is only complicated when Republicans and Democrats meet in different cities within the same month. In future election years it must be hoped that both parties will agree to meet in the same place so that the elaborate communications system required for modern reporting need not be duplicated.

Depends on who gets it

BLAMING television when anything goes wrong has become the national pastime, but Carroll Rosenbloom, owner of the Baltimore Colts football team, has carried the game beyond the point of the ridiculous. Mr. Rosenbloom says television was responsible for the strike of players in the National Football League.

How's that? Well, says, Mr. Rosenbloom, according to an AP dispatch, CBS-TV paid \$22 million to broadcast the National League games and "with this kind of dough

around, the demands of the players got out of line."

Funny, but we didn't hear any complaint from Mr. Rosenbloom when the network and the league signed the contract. There have, however, been some complaints from CBS-TV, which is having trouble recovering its investment, and from its affiliates, which take reduced compensation to help defray the huge payments to the league.

Bright side

ONE salutary result may flow from the abandoned attempt by Howard Hughes to gain working control of ABC. Mr. Hughes proved that capturing a publicly held broadcast licensee takes more than money. It also takes the approval of the FCC and almost certainly means a full FCC hearing.

The knowledge that they must prove their qualifications in an open proceeding before the FCC may deter future venturers from attempting raids on corporations that hold broadcast licenses. This is not to say that raids are by nature wrong. It is to say that raiders must be willing to disclose their ultimate intentions. And that in itself will be a deterrent to the purely speculative plungers who might want to enter broadcasting only for a financial killing.

Epithet

HOW not to win friends and influence people in broadcasting was demonstrated last week by the crusading National Citizens Committee for Public Broadcasting. In a news release accompanying an extensive report apparently sent to everybody in the *Congressional Directory* plus other "influentials," the committee called for swift congressional approval of a \$21.5-million appropriation to help finance public television and end "airwave pollution." The report itself was lower key than the news release, but it was the release that hit the headlines.

This comes in bad grace from a lobbying group that espouses subsidized television. Commercial broadcasters have not sought to thwart public television; indeed one entity—CBS—was quick to make the initial contribution of \$1 million to help the Corp. for Public Broadcasting get started, and commercial broadcasters all over the country have donated money and equipment to noncommercial broadcast enterprises.



Drawn for BROADCASTING by Sid Hix
"Better not let the boss hear you calling his second marriage a re-run!"

How long before YOU know it's a turkey?

A store turkey costs only a few dollars, but the television breed can cost thousands! How much can *you* save by staying in step with the likes and dislikes of viewers . . . through the fastest possible feedback on your programming?

NSI's New York Instantaneous Audimeter gives you reliable estimates for today's program audience—*today* by telephone. Or, the entire day's report *tomorrow* by teletype. Or every *Monday*, a printed report mailed, covering the week through Sunday. Call 212-956-2500 and choose the speed that best meets *your* need.



*The Inevitable Turkey . . .
busily reducing an audience
and wasting TV profits.*



INSTANTANEOUS AUDIMETER
FAST, RELIABLE, ACCREDITED SERVICE

NIELSEN STATION INDEX • a service of A. C. NIELSEN COMPANY
1290 Avenue of the Americas • New York, N.Y. 10019



Beeline Country...awfully big in Pharmaceuticals

and BEELINE RADIO KFBK is a proven way to reach an important part of this market.

The perfect prescription for high sales in the Sacramento Valley area is putting Beeline Radio KFBK on your media schedule. This market has over \$100 million spent on drug supplies alone. And this is just part of over \$2.36 billion in retail sales.

The total KFBK market has nearly one and a half million people in 21 Northern California counties with \$3.9 billion in effective buying income.

So, to keep your sales moving at a lively pace in a lively market, put your message on Beeline Radio KFBK. Remember, KFBK is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Sources: Sales Management's Survey of Buying Power — June 1967

McClatchy Broadcasting

KATZ RADIO — NATIONAL REPRESENTATIVE

