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Broadcasting.

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Worldwide, TV programs are a two-way street. p19

The last stands in cigarette advertising. p22

Can spot radio keep up its first-quarter pace? p25

TV coverage soars aloft with Apollo 11 mission. p38



VOLUME 14
corners the market
on today's top stars
50 Astronomical
Motion Pictures (31 in Color)

W **WARNER BROS.-**
SEVEN ARTS
NEW YORK • CHICAGO • DALLAS
LOS ANGELES • TORONTO

"... combines clarity and a to-the-point style with unfailing truth and accuracy."

CONGRESSMAN BRADFORD F. MORSE
"... each Member respects his judgment and his reverence for the finest traditions of reporting."

CONGRESSMAN HARLEY O. STAGGERS
"... gives out more news about what happens in the House and Senate than any other commentator ... If I want to find out on occasion what is happening ... I have to listen to Joe McCaffrey."

SENATOR MIKE MANSFIELD

"... thorough in his work ... has a deft touch when it comes to the newsy quality he imparts."

SENATOR EVERETT DIRKSEN
"... there are none in my experience to whom I can listen with so much confidence."

SENATOR NORRIS COTTON
"... exceptional ability ... dedication to a high standard of excellence ... eminent craftsman."

REPRESENTATIVE CLAUDE PEPPER
(Quotation: CONGRESSIONAL RECORD)
These distinguished gentlemen took time out last month to pay

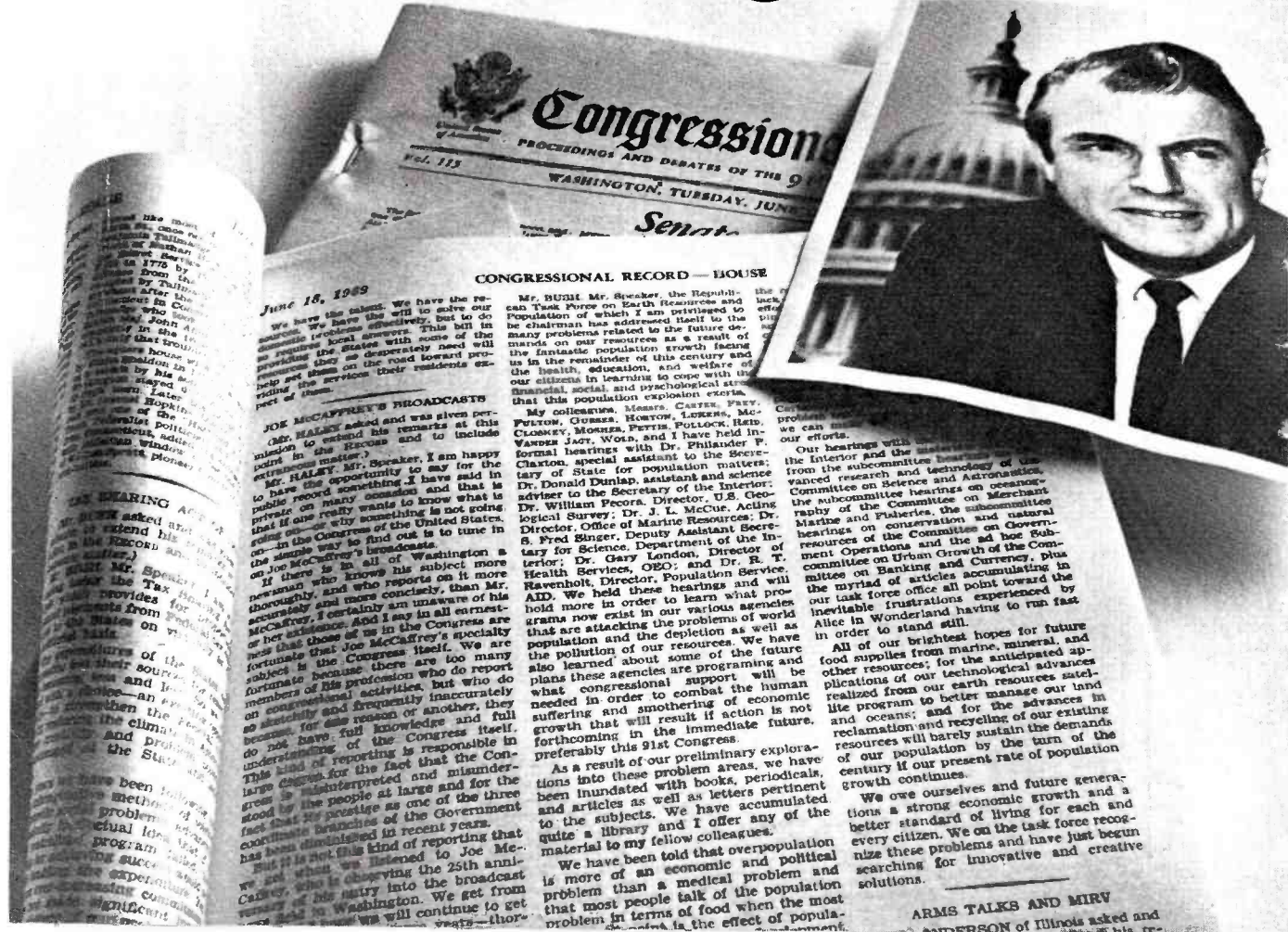
tribute to award-winning newsman Joseph McCaffrey. Many of their fellow Congressmen, and a good deal of Washington, also take time out to catch his Monday-Friday reports on what's happening on the hill.

Does that say something to you?

WMAL Radio and Television

The Evening Star Broadcasting Company
Washington, D.C.

What Congress had to say about our Joseph McCaffrey on his 25th year in broadcasting



June 18, 1969

We have the talent. We have the resources. We have the will to solve our domestic problems effectively. But to do so requires local answers. This bill in providing the States with some of the resources they so desperately need will provide them with the road toward providing the services their residents expect of them.

JOE McCAFFREY'S BROADCASTS

Mr. McCaffrey asked and was given permission to extend his remarks at this point in the Record and to include extraneous matter.

Mr. McCaffrey. Mr. Speaker, I am happy to have the opportunity to say for the public record something I have said in private on many occasions and that is that if one really wants to know what is going on in the Congress of the United States, the surest way to find out is to tune in on Joe McCaffrey's broadcasts.

If there is in all of Washington a newsman who knows his subject more thoroughly and more concisely, than Mr. McCaffrey, I certainly am unaware of his accuracy. And I say in all earnestness that those of us in the Congress are fortunate that Joe McCaffrey's specialty is that of reporting to the Congress itself.

We are fortunate because there are too many members of the Congress who do report on congressional activities, but who do so so inaccurately and frequently inaccurately, for one reason or another, and full because of full knowledge and full understanding of the Congress itself.

This kind of reporting is responsible in large measure for the fact that the Congress is misunderstood and misinterpreted by the people at large and for the fact that its prestige as one of the three coordinate branches of the Government has been diminished in recent years.

That it is not this kind of reporting that we are what we listened to Joe McCaffrey, who is observing the broadcast of his duty into the broadcast of his duty in Washington. We get from him what we will continue to get from him—truth—thoroughness—thor-

CONGRESSIONAL RECORD—HOUSE

Mr. BUNT. Mr. Speaker, the Republican Task Force on Earth Resources and Population of which I am privileged to be chairman has addressed itself to the many problems related to the future demands on our resources as a result of the fantastic population growth facing us in the remainder of this century and the health, education, and welfare of our citizens in learning to cope with the financial, social, and psychological strains that this population explosion entails.

My colleagues, Messrs. CARTER, FRY, FURMAN, GONZALES, HORTON, LUKERS, McCLOSKEY, MORROW, PATTIS, POLLOCK, REID, VANDER JURT, WOOD, and I have held informal hearings with Dr. Philander F. Clanton, special assistant to the Secretary of State for population matters; Dr. Donald Dunlap, assistant and science advisor to the Secretary of the Interior; Dr. William Pecora, Director, U.S. Geological Survey; Dr. J. L. McCue, Acting Director, Office of Marine Resources; Dr. S. Fred Singer, Deputy Assistant Secretary for Science, Department of the Interior; Dr. Gary London, Director of Health Services, OEO; and Dr. R. T. Ravenholt, Director, Population Service. We held these hearings and what programs now exist in our various agencies that are attacking the problems of world population and the depletion of resources. We have also learned about some of the future plans these agencies are programming and what congressional support will be needed in order to combat the economic suffering and unemployment of the future growth that will result if action is not forthcoming in the immediate future, preferably this 91st Congress.

As a result of our preliminary explorations into these problem areas, we have been inundated with books, periodicals, and articles as well as letters pertinent to the subjects. We have accumulated quite a library and I offer any of the material to my fellow colleagues.

We have been told that overpopulation is more of an economic problem and problem than a medical problem and that most people talk of the population problem in terms of food when the population problem is the effect of population growth on the economy.

Our hearings with the members of the Interior and the subcommittee hearings from the subcommittee on Science and Technology, Committee on Science and Astronautics, the subcommittee on Oceanography, the subcommittee on Merchant Marine and Fisheries, the subcommittee on Conservation and Natural Resources of the Committee on Government Operations and the ad hoc Subcommittee on Urban Growth of the Committee on Banking and Currency, plus the myriad of articles accumulating in our task force office all point toward the inevitable frustrations experienced by Alice in Wonderland having to run fast in order to stand still.

All of our brightest hopes for future food supplies from marine, mineral, and other resources; for the anticipated applications of our technological advances realized from our earth resources and life program to better manage our land and oceans; and for the advances in reclamation and recycling of our existing resources will barely sustain the demands of our population by the turn of the century if our present rate of population growth continues.

We owe ourselves and future generations a strong economic growth and a better standard of living for each and every citizen. We on the task force recognize these problems and have just begun searching for innovative and creative solutions.

ARMS TALKS AND MIRR
ANDERSON of Illinois asked and

Are you ready for the big time?

Everyone tells you they're Number 1, Top in Market, Big Time.
Until you check the facts. Your Blair man has the facts about WPRO in the
most complete survey of reach and frequency* in the Providence market. And it's
straight from the computer! If you're ready for the big time,
your Blair man's ready to put you there.

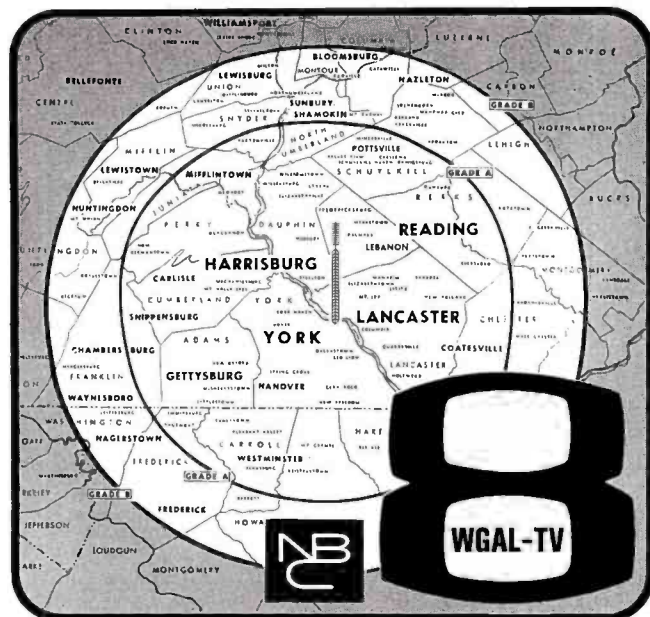
*Based on October 1968 ARB



A DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION. REPRESENTED BY BLAIR RADIC



WINNER BY A WIDE MARGIN



Alert and running, Channel 8 should be the first choice in this high-ranking market. It delivers more viewers than all other stations in the market combined*. Its out-front 40% color penetration* rounds out its splendid sales potential for your products.

WGAL-TV Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

*Based on Feb.-Mar. 1969 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Kicking it sooner?

There are signs tobacco industry may go broadcasters one better at Tuesday (July 22) Senate hearing on cigarettes. As inducement to keep government-imposed "death" warnings out of non-broadcast advertising, tobacco companies are believed ready to offer quicker phase-out of radio and television than four-year plan proposed by National Association of Broadcasters—something in neighborhood of one year. Such an offer would be certain to sit well with Senator Frank Moss (D-Utah), chairman of Senate Consumer Subcommittee, who has said he believes four-year phase-out is unnecessarily prolonged (see page 22).

Senate sources are quiet about exact substance of tobacco companies' offer, but they concede that such a proposal "has been talked about." Tobacco-industry spokesman strongly denied attempt to work out deal—but it's certain his industry isn't sitting idly by as Tuesday hearing draws near.

Mixed bag

FCC appears likely to split on question of whether to support or oppose Pastore bill that would afford broadcasters some protection against competing applications at license-renewal time. Majority of commissioners will probably oppose measure, which would prohibit commission from considering new applications for occupied frequency until it found existing licensee unqualified. Chairman Rosel H. Hyde, who had spoken out against such proposals earlier in year, appears to have softened his stand—although not to point where he is ready to endorse bill as drafted. Instead, Chairman Hyde is expected to develop alternative legislative proposal, possibly including longer license term.

Commission is scheduled to begin considering this week position it will take on bill in hearings before Senate Communications Subcommittee next month. General Counsel Henry Geller has prepared draft testimony that would oppose bill. Draft reportedly argues that WHDH-TV Boston case, which led to introduction of Pastore bill, was not typical, and would not necessarily provide precedent for hearings in future in which renewal applicants are challenged by new applicants.

Rummaging in attic

House Investigations Subcommittee has quietly resurrected three-year-old case in which CBS News acknowledged

payment of "slightly more than \$1,000" to a group of Haitian exiles planning to invade their homeland (BROADCASTING, Jan. 9, 1967). Money was for food and lodging for producer, cameraman and third representative of one of boats that was supposed to carry invasion force to Haiti in November 1966. Network was said at that time to have covered invasion plans step by step, from inception by exiles living in New York, to collapse of project on Florida shores.

Subcommittee's customary tight security is even more pronounced than usual, and it's still unclear why incident was brought up at this time. However, case is thought to be "obviously a good deal more important," as one source put it, than last year's investigation of filmed marijuana-party broadcast by CBS's WBBM-TV Chicago. Subcommittee met in executive session last week and heard three witnesses, one of whom was from unnamed federal agency, perhaps CIA. No network representatives were present last week; but, one insider said, "they damn well will be" at future subcommittee meetings on case—next of which will probably be held early in August.

Futures

Operating at low visibility is United Nations study group on peaceful uses of outer space. Ad hoc technical subcommittee of group, working on social, economic and technical aspects of satellite communications (including direct to home) meets July 23-Aug. 8 in Geneva to draft report for UN parent body. Another subcommittee on legal aspects also is functioning.

Chairman of American delegation is Herbert K. Reis, State Department's legal adviser for United Nations affairs. Representing FCC on technical committee is William H. Watkins, FCC chief engineer.

Broad hint

FCC hasn't finally resolved matter yet, but indications last week were that it might confront Frontier Broadcasting Co. with choice of selling one of its major communications properties or having renewal application of its KFBC-TV Cheyenne, Wyo., set for hearing. Justice Department, which contends that Frontier has mass-media "monopoly" in Cheyenne, has urged FCC not to renew license unless Frontier agrees to sell station. Commission, which discussed matter last week, decided not to take that route. But action it did take

could satisfy Justice, officials noted.

Commission instructed staff to draft letter advising Frontier that agency lacks sufficient information to make without hearing and inviting it to file additional comments. However, officials note there seems little more that Frontier could say, unless it announces plans to sell off one of its properties. Besides TV, Frontier owns AM, FM and CATV in Cheyenne, and principal owners control city's only morning, afternoon and Sunday newspapers. Commission is expected to consider staff's draft of letter to Frontier this week.

Credit source

Proposed merger of MCA Inc. and its Universal Pictures and TV and Decca records interest with Firestone Tire & Rubber Co. (see page 40), came as no surprise to Hollywood observers. MCA has been known to be in tough financing squeeze. In final quarter of 1968 MCA revenues were up more than 12%, but net profits were down almost 65%. Reportedly, theatrical films produced by Universal averaged less than \$1 million at domestic box offices last year.

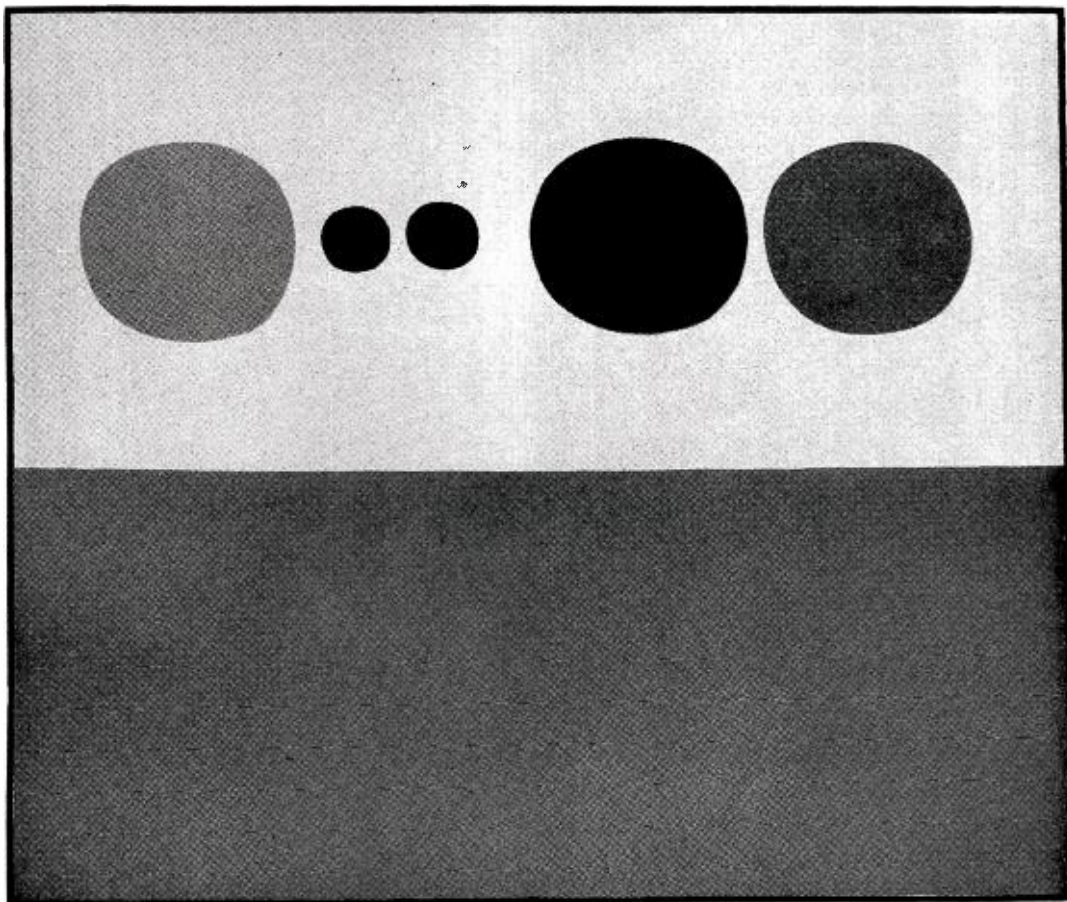
Need for new financing—what with tight money market and vaulting interest rates—has become acute at MCA, especially after proposed \$457.7-million merger with Westinghouse Electric Corp. was broken up by Justice Department objections. Television production is still robust at Universal, however, with studio scheduled to turn out nine shows representing nine hours of prime-time network product in upcoming season.

Late with the drums

CBS-TV's fall-season on-air promotion plans have been disrupted by flight of Apollo 11 and special problems surrounding promotion of new *Merv Griffin Show* which starts Aug. 18. Network is full month off schedule, insiders say. Extensive promotion for Apollo coverage tied up equipment and sapped manpower from regular new-season promotion project. *Griffin* promotion ran into similar troubles.

ABC-TV, which will be the last network to launch its new-season promotion, appears to have no problems coordinating fall promotion and Apollo promotion. NBC-TV, which began its on-air campaign for "NBC Week" July 7, claims to be two to three weeks ahead of production schedule.

**This picture is worth more than 20,000 dollars.
A lot of Americans wouldn't give two cents for it.**



Culture, as we once knew it, is in trouble.

Most people would rather see a second-rate movie than one of Shakespeare's plays. As for music, Mr. and Mrs. America prefer the Beatles to "Aida."

We felt people should know what's happening to culture in this country. And why. So we had each of our five television stations report on the problem in their own cities.

You'll see the results of their combined efforts in our one hour special, "The Business of Culture."

It's one in a series of 52 prime-time specials Group W is presenting this year.

We're doing a different special on a different subject each week. Some to inform. Others to enlighten. Still others to entertain.

We think it's part of a broadcaster's responsibility to expose people to culture. Even if it's just to tell them it's in trouble.



WESTINGHOUSE BROADCASTING COMPANY
WIND CHICAGO • KPIX SAN FRANCISCO • KFNB LOS ANGELES
WBZ • WBZ-TV BOSTON • WINS NEW YORK • KYW • KYW-TV PHILADELPHIA
WJZ-TV BALTIMORE • KDKA • KDKA-TV PITTSBURGH • WOWO FT. WAYNE

Painting courtesy Marlborough-Gerson Gallery, N.Y.

While need for foreign fare increases, U. S. TV program exporters face bright 1970 with color TV growth, commercialization of channels, satellite-telecast sales potential and need for U. S.-produced educational films. See . . .

Worldwide, TV programs a two-way street . . . 19

Broadcasters, cigarette makers agree FCC should jettison its proposal to prohibit radio-TV cigarette advertising; NAB says commission should allow voluntary phasing out or abandonment of cigarette spots. See . . .

FCC ban evokes only counter proposals . . . 22

Radio Advertising Bureau's first-quarter spot figures show radio spending in 1969 is carrying over its high growth rate from 1968—best year in history—in spite of government pressures to cool general growth rate. See . . .

Question is whether radio can best '68 . . . 25

CBS Radio study estimates 1968 network radio spending at upwards of \$70 million. Bullish report notes that while number of corporate advertisers declined, number of brands and services rose by 21%. See . . .

Network radio bigger, better buy in '68 . . . 28

Radio Advertising Bureau's radio workshop will travel to six cities in fall after resounding success in New York. One-day workshop features radio success stories; reviews of trends, techniques and research. See . . .

Radio workshop slated for six encores . . . 34

First days of Apollo 11 coverage are marked by exceptional color quality from command module cameras and involvement of over 1,000 network personnel. Coverage cost expected to aggregate \$11 million. See . . .

TV coverage soars aloft with Apollo 11 . . . 38

New noncommercial TV programing venture is funded by Ford Foundation and Corp. for Public Broadcasting. Sunday night schedule includes series on contemporary problems and BBC drama series. See . . .

Two series succeed 'PBL' on Sundays . . . 40

Program producer MCA Inc., which three months ago called off merger with Westinghouse Electric Corp., now plans \$320 million marriage with Firestone Tire & Rubber Co. as senior partner. See . . .

MCA merger plans rolling again . . . 40

ABC faces possible split with XETV(TV) Tijuana, Mexico-San Diego, as FCC designates for hearing ABC's application for renewal of authority to feed network programs to XETV. KCST(TV) San Diego is after affiliation. See . . .

ABC pact with XETV on the ropes . . . 44

Big shake-up for radio in Britain announced as BBC, assisted by U.S. management, formulates new proposals calling for program specialization, more emphasis on local radio, expansion of radio-TV regions. See . . .

Radio faces changes in Britain . . . 50

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	22
CHANGING HANDS	48
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIALS	78
EQUIPMENT & ENGINEERING	36
FATES & FORTUNES	62
FOCUS ON FINANCE	58
FOR THE RECORD	64
INTERNATIONAL	50
LEAD STORY	19
THE MEDIA	44
MONDAY MEMO	16

OPEN MIKE	14
PROGRAMING	38
PROMOTION	56
WEEK'S HEADLINERS	10
WEEK'S PROFILE	77



Broadcasting

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Would Western Electric waste its time?

Not for a minute.

If you're trying to sell Baltimore without WBAL Radio, you're wasting your time.

And time is precious . . . especially to Western Electric . . . the Company that spends its radio dollars on WBAL Radio in Baltimore.

WBAL Radio is the only full power 50,000 watt station in Maryland. Not only do we blanket the state, but we deliver a bonus audience in 4 neighboring states.

Local advertisers don't have any time to waste either. That's why better than one out of every four local radio advertising dollars* is invested in WBAL Radio. The results are amazing. And who can argue with results?

If you want to make your mark in Baltimore, call 301-467-3000**. Do it now. There's no time to waste.

WBAL Radio, Baltimore...

makes every minute count.

*Based on latest available FCC reports. NBC Affiliate. ** Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.

Conversation with Nixon

Old-fashioned party-line hookup may permit millions of TV viewers watching eventful moon walk by Apollo 11 astronauts to listen in and watch when President Nixon talks to Astronauts Armstrong and Aldrin Sunday night or early this morning (July 21).

President's radio talk to men on moon will be covered by ABC-TV's Washington bureau, pool operator this month, which will have two cameras in White House Oval Room office, and about 10 men. Pickup will go to New York where it will be distributed to networks.

Telecast from moon will run its customary path to Goldstone, Calif., earth station of National Aeronautics and Space Administration, thence to Houston Mission Control Center where it will be turned over to network pool, also operated by ABC-TV, and to New York for distribution to individual networks.

There seems little doubt that some form of mixing of pictures will be accomplished so that viewers will see simultaneously President Nixon talking to astronauts and astronauts on moon replying. Possibility of split screen technique, however, was dampened by TV technicians who said differing sync signals from separate program sources would make it too difficult; use of insert technique, however, was said to be entirely feasible. Network spokesman in New York said they could not say what they would do until they had the two pictures.

Meanwhile, unscheduled 50-minute telecasts of Astronauts Armstrong and Aldrin in lunar module was transmitted to Houston at about 4:45 p.m. Friday (July 18) with networks feeding beginning at 5:30 p.m. Pictures were so clear, that decals on LM hatch could be read. Meanwhile, extra use of television sets by viewers following Apollo 11 was cited by electric power officials as one of reasons for heavy drain on power facilities in Northeast during unprecedented hot spell. In Baltimore, section of city scheduled to have power cut off between 2 and 6 a.m. this morning in order to install new line, was given reprieve so residents could watch moon walk.

And NBC Research estimated Friday that 150 million Americans will have watched Apollo 11 TV coverage at some period during eight-day mission. NBC said figure represents 95% of total TV viewers in U.S.

Court delays AFTRA ruling

New York State Supreme Court has said it needs more time to study petition by three radio-TV networks that would alter procedure for negotiating on latest demands of American Federation of Television and Radio Artists seeking to raise minimum fees (BROADCASTING, July 14). Court did not immediately say when its ruling on petition would be forthcoming.

ABC, CBS and NBC had asked court to consolidate arbitrations involving them and advertiser/agency joint policy committee on broadcast talent union relations. This followed committee refusal to consolidate its arbitration with network's.

Court last week continued stay on arbitration pending its decision.

Dispute arose when AFTRA served notice on signatories of its various television and radio commercial and program production contracts that it was seeking 10.1% increase in minimum fees. Union cited contract provision that it said was basis for requesting adjustment in fees if Department of Labor's cost-of-living index rises as much as 10% above its level of Dec. 15, 1966.

Union claimed cost-of-living index in April was 10.1% higher than on Dec. 15, 1966, and demanded adjustment. Signatories of recorded-commercials code met with AFTRA in June and rejected demand, and AFTRA began its arbitration proceeding.

Networks are seeking consolidated arbitration on one of codes, one covering AFTRA members in recorded TV commercials. Joint policy committee is said to have turned down networks' request because it had been primary negotiator of recorded-commercials contract.

Cartoon strike threat

Motion Picture Screen Cartoonists Local 839, part of International Alliance of Theatrical and Stage Employees, has requested sanction from international body to strike against animated film producers association. If strike request is approved it would mark first time IATSE local in Hollywood has ever taken such action.

Effected would be major cartoon studios including Walt Disney, MGM Animation/Visuals, De Patie-Freleng Productions, Hanna-Barbera Produc-

tions, Walter Lantz Productions.

In concurrent, but not necessarily related action, Teamsters Local 986 announced it has reached agreement on first-time, three-year contract with 10 independent film companies that make animated cartoons. It amounts to Teamsters' first Hollywood film industry contract.

Contract with small animators came after independent Screen Cartoonists Guild, rival organization to IATSE's Motion Picture Screen Cartoonists, merged with Teamsters.

AFTRA meets this week

American Federation of Television & Radio Artists will hold its 32nd annual convention in New York Wednesday (July 23) to Sunday (July 27).

Speakers will include New York Mayor John Lindsay and Herbert Klein, director of communications for executive branch of government. Agenda includes contract proposals for negotiations between AFTRA and networks to begin this fall and election of national officers.

B&B drops Lorillard brands

Benton & Bowles has removed itself from list of agencies that will take cigarette accounts and has resigned Lorillard Corp.'s Kent and Century 100 brands, which spend about \$14 million, with estimated \$11 million in broadcast.

In letter sent to Lorillard last Thursday (July 17), B&B Chairman L. T. Steele noted that agency has had difficulty in operating effectively since it did not handle creative aspects of accounts. (For that reason, B&B did not receive full 15% commission on account). Lorillard had handled creative work.

Mr. Steele explained B & B's decision to remove itself from cigarette category, saying consumer protests, government restrictions, health controversy, growing atmosphere of sanctions in media world had also contributed to its move and that with such pressures "we'd just feel more comfortable getting out of the business."

Pair of fall entries

NBC-TV is announcing today (July 21) two new weekday daytime shows, effective Sept. 29: *Letters to Laugh-In*, comedy panel show based on evening *Laugh-In* and *Bright Promise*, contemporary serial-drama set on college cam-

pus. *Letters*, replacing *Match Game*, 4-4:30 p.m., NYT, will be produced by same packager who turns out *Laugh-In* (George Schlatter-Ed Friendly Productions) and will have Gary Owens of *Laugh-In* as its host.

Bright Promise, replacing *You Don't Say*, 3:30-4 p.m., NYT, is product of Frank and Doris Hursey, writing team whose credits include *General Hospital* and *Search for Tomorrow*.

RAB-ANA speakers set

Some of biggest names in advertising agency business, outside of New York, have been lined up, Radio Advertising Bureau announced Friday (July 18) to participate in RAB-Association of National Advertisers joint radio workshop that will travel to six cities in fall (see page 34).

These keynote speakers will appear in cities where they also make their headquarters. They include William W. Neal of Liller Neal Battle & Lindsey, Atlanta; Thomas B. Adams of Campbell-Ewald, Detroit; Robert A. Hilton of BBDO, San Francisco; John H. Stewart of Glenn Advertising, Dallas; and tentatively B. Blair Vedder of Needham, Harper & Steers, Chicago, and Ted H. Factor of Doyle Dane Bernbach, Los Angeles.

Lindsay names Y&R

Locked in tough battle for reelection, New York City Mayor John Lindsay has called on Young & Rubicam, New York, for support.

This will be first political campaign for Y&R since 1956 when it was agency for Citizens for Eisenhower. Mayor, however, has worked with agency before, when it handled well-received "Give a Damn" campaign, which urged New Yorkers to be concerned about their ghetto neighbors. Campaign account will be commissionable.

Move to Y&R breaks up association between Mr. Lindsay and LaRoche, McCaffrey and McCall, New York, which handled his successful mayoral campaign four years ago, and his unsuccessful bid for Republican nomination for that office last spring (BROADCASTING, April 14).

One-to-customer time

FCC is expected to be considering soon, possibly this week, its proposed one-to-customer rule. Staff-prepared analysis of comments filed in controversial rulemaking proceeding was distributed to commissioners last week. Reportedly, however, document

contained no recommendations. Proposal, issued for comment in March 1968 (BROADCASTING, April 1), would prohibit owner of one full-time station from acquiring another full-time outlet in same community.

Interconnected CATV on way

Development of nationwide cable transmission system for television and information services within few years was predicted Friday (July 18) by Hubert J. Schlafly, senior vice president of Teleprompter Corp., New York.

Mr. Schlafly told Industry Information Association symposium in Warrenton, Va., that, such cable system would have full support of federal government. He contended that "sooner or later," cable systems in conjunction with microwave, satellites and other new communications tools, "will encompass the entire nation and link us to the entire world."

Ailes to advise GOP

Production firm, Roger E. Ailes, has been retained by Republican National Committee to advise party on TV appearances. Firm's chief, Roger Ailes, advised President Richard M. Nixon during latter's 1968 candidacy, and will continue as unpaid TV adviser to President. Company specializes in political campaigns, and will continue to operate on bi-partisan basis under its agreement with Republicans.

New station broker

Schuele Organization, Santa Barbara, Calif., has been formed by Carl L. Schuele, formerly president of Broadcast Time Sales Inc., New York to function primarily as station brokerage firm.

Mr. Schuele said his company will be operational by Aug. 8. In addition to station brokerage, he will offer services including sales and leaseback of assets of stations and consultancy functions.

Mr. Schuele operated Broadcast Time Sales, a national station representative firm for 18 years before he sold company to Adam Young Inc. in 1968. Schuele Organization will make its headquarters at 4120 Marina Drive, Santa Barbara, Calif. 93105.

New Atlantic bird

Replacement for Atlantic Intelsat III communications satellite that failed three weeks ago (BROADCASTING, July 7, 14), was set to be launched from Cape Kennedy Saturday (July 19), Communications Satellite Corp. reported

Friday (July 18). Launch originally was scheduled for Friday, then tentatively up to Thursday but late in week moved back to Friday. On Friday it was moved back to Saturday. Satellite will be capable of carrying 1,200 voice circuits on four TV channels.

'Angel' at Christmas

"The Littlest Angel," an original musical, will be *Hallmark Hall of Fame* Christmas season offering on NBC-TV, Saturday, Dec. 6, 7:30-9 p.m. EST. Hallmark's 19th TV season will open Friday, Nov. 21, 8:30-10 p.m. EST with "File on Devlin," suspense drama. Stars of "The Littlest Angel" are Fred Gwynne, as guardian angel, and nine-year-old Johnnie Whitaker in title role.

Sonderling now in movies

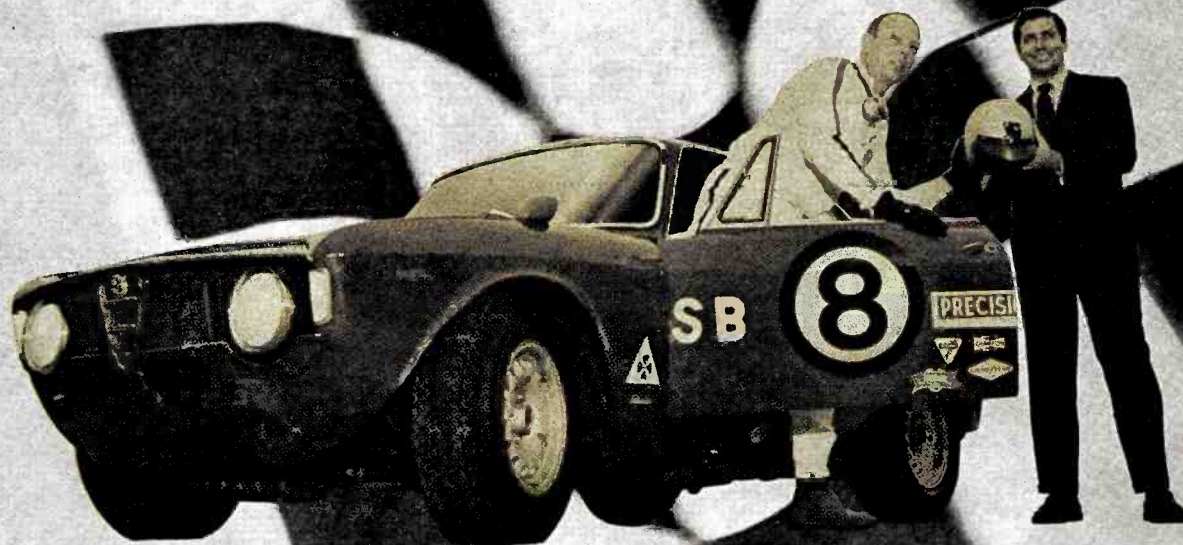
Sonderling Broadcasting Corp., New York-based diversified communications company announced Friday (June 18) addition of Lockwood and Gordon theater chain groups which includes 15 motion picture houses and 17 drive-ins in New England, for \$6-million in cash and assumption of liabilities. Sonderling's interest includes station ownership, film distribution, and station representation.

New NBC color figures

Estimated 20.9 million U.S. households had color TV receivers as of July 1, 1969, it was reported Friday (July 18) by NBC. Network said almost five million color homes have been added in past 12 months, and total indicates that 35.5% of all TV homes have one or more color sets.

Agency appointments:

- Blue Bell Inc., New York, has appointed Tatham-Laird & Kudner, that city, to handle new line, Lee Trevino Sportswear. Budget and media plans have not yet been formulated. Altman-Stoller Advertising will continue to handle Blue Bell's other lines.
- Forbes Advertising Co., New York, has been assigned women's dress and sportswear account by Act III, division of Jonathan Logan. Account bills in excess of "a couple hundred thousand dollars," agency said. Act III will use television fashion show in local markets to promote its clothes.
- Jordan Marsh Co., major Boston department store, has named Smith-Patterson, there. Agency is planning extensive retail radio and TV campaign.



HUEY'S HEROES

A. J. Foyt
Dan Gurney
Mario Andretti
...and Hal Mayfield

Ward Huey, WFAA-TV's general sales manager, isn't really a hero worshipper. It's more a matter of respect for ability, and admiration for spirit of competition.

Hal Mayfield comes closest to being a hero at WFAA. Driving his Alfa Romeo Giulia Sprint GTA, he's competed at Sebring, Marlboro and a number of other Trans America Endurance SCCA races.

People with ability and competitive spirit are winners. It shows in everything they do. Like Hal Mayfield, WFAA-TV Regional Sales Manager.

WFAA-TV DALLAS-FT. WORTH

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

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Datebook®

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

■ Indicates first or revised listing.

July

July 20-22—Annual summer convention of *South Carolina Broadcasters Association*. Latal Inn, Fripp Island.

July 22—New date for oral argument before FCC on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous date for oral argument was May 12.

July 22—Hearings before *Senate Subcommittee for Consumer*, on bill (H.R. 6543) to extend until 1975 present prohibition of required health warnings in cigarette advertising, and to prevent regulatory agencies from further regulation of such advertising. Washington.

July 24—Deadline for reply comments on FCC's proposed rulemaking on changes in station-identification requirements for TV translators of more than 1 w power.

July 29—Annual stockholders meeting, *The Walter Reade Organization Inc.* 34th Street East Theater, New York.

July 30—Special stockholders meeting, *Foot, Cone & Belding* to vote on corporate structure changes. Sheraton-Chicago hotel.

August

Aug. 1—New deadline for comments on Part Five of FCC's notice of proposed rulemaking dealing with CATV policy. Previous deadline was June 16.

■ Aug. 4—Deadline for comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. Speakers include FCC Commissioner H. Rex Lee. North Shore Motor hotel, Coeur d'Alene.

Aug. 5-7—Hearings before *Senate Communications Subcommittee*, on bill (S. 2004) to prohibit strike applications against existing licensees. Original date was July 15-16, Washington.

Aug. 11—Program on "Mass media—rights of access and reply," during annual meeting of *American Bar Association*. Speakers include FCC Commissioner Kenneth A. Cox; CBS Vice President Richard W. Jencks and *New York Times* Managing Editor Clifton Daniel. Memorial auditorium, Dallas.

Aug. 14-16—Annual convention, *Rocky Mountain Cable TV Association*. Durango, Colo.

Aug. 17-20—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Sheraton-Chicago, Chicago.

■ Aug. 18—Deadline for comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

Aug. 18—Deadline for reply comments on FCC's proposed rule that would ban radio-TV cigarette advertising. Previous deadline was Aug. 7.

■ Aug. 20—Deadline for comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Aug. 22-24—Annual fall meeting of *West Virginia Association of Broadcasters*. Speakers include Vincent Wasilewski, National Association of Broadcasters president. Greenbrier, White Sulphur Springs.

Aug. 25-27—Convention of *American Marketing Association*. Netherlands Hilton, Cincinnati.

Aug. 26—Annual stockholders meeting, *Rollins Inc.* Atlanta.

Aug. 28-29—Annual summer meeting of *Arkansas Broadcasters Association*. Velda Rose Towers. Hot Springs.

September

■ Sept. 2—Deadline for reply comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

Sept. 5—New deadline for reply comments on all portions of FCC's CATV rules except those sections dealing with origination, diversification and reporting requirements. Previous deadline for reply comments was July 2.

Sept. 5—New deadline for reply comments on FCC's further notice of proposed rulemaking issued May 16, in which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.

■ Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

■ Sept. 5—Deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

■ Sept. 6-13—Seminar for broadcast news and editorial directors on *Urban Affairs and Media Opportunities*, Stanford University. Stanford, Calif. For information contact Jules Dundes, Redwood Hall, Stanford University, Stanford 94305.

Sept. 8-11—1969 *National Premium Show*. International Amphitheater, Chicago.

Sept. 11-13—Annual fall convention of *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11-13—Annual fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Duluth.

Sept. 12-14—Annual fall meeting of *Maine Broadcasters Association*. Sebasco Lodge, Sebasco Estates.

Sept. 16-18—Annual conference, *Institute of Broadcasting Financial Management*. Hilton Inn, San Diego.

Sept. 17-19—Fall convention of *Michigan Association of Broadcasters*. Boyne Highlands, Harbor Springs.

Sept. 18-20—Annual broadcasting symposium, sponsored by *Group on Broadcasting, Institute of Electrical and Electronics Engineers*. Mayflower hotel, Washington.

Sept. 23—Annual meeting of *Radio-Television News Directors Association of Canada*. Statler-Hilton hotel, Detroit.

Sept. 23-25—Annual fall meeting, *Pennsylvania Community Antenna Television Association*. The David Mead, Meadville.

Sept. 23-27—1969 International conference of *Radio-Television News Directors Association*.



The best of Walter Cronkite goes right to your ear.

And the best of Harry Reasoner,
Mike Wallace, Richard C. Hottelet,
Arthur Godfrey, Marvin Kalb,
Frank Gifford, Charles Kuralt.
And the list goes on.

They're the top newsmen,
personalities, sportscasters. In all
broadcasting. And they sound it.
Which is why they give you
the best of network radio.

CBS RAD 

WHBF

the call
letters of
public service
since 1925



Maurice
Corken, vice pres. & gen. manager
"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Frank
Hicks, AM program director
"Our success depends on the listener. What he wants does have an effect on what he gets. We program for him. His wants make him a member of our team."



Bob
Sinnett, vice president, engineering
"Superior service demands superior equipment like our radar weather system, full color studio and control rooms, film labs and complete backup equipment."

WHBF

CBS for the No. 2 market in
Illinois-Iowa (Rock Island,
Davenport, Bettendorf, Moline)

tion. Statler-Hilton hotel, Detroit.

Sept. 23-27—Annual *National Broadcast Editorial Conference*. Statler-Hilton hotel, Detroit.

Sept. 24-25—*CBS Radio* 16th annual affiliates convention. Waldorf Astoria hotel, New York.

Sept. 25—*Association of National Advertisers* workshop. Plaza hotel, New York.

Sept. 26-27—Meeting of *Tennessee Cable Television Association*. Howard Johnson's motor inn. Gatlinburg.

Sept. 26-27—Annual fall meeting of *Utah Broadcasters Association*. Rodeway Inn, Salt Lake City.

Sept. 28-30—Annual fall meeting of *Nebraska Association of Broadcasters*. Holiday Inn, Grand Island.

Sept. 28-Oct. 3—106th technical conference and equipment exhibit of *Society of Motion Picture and Television Engineers*. Century-Plaza hotel, Los Angeles.

OpenMike

Legislators laud radio-TV

EDITOR: Thank you for the June 23 and June 30 issues of *BROADCASTING* [containing special reports on local programming on television and radio]. I found both issues to be most interesting and informative and think the localized approach to programming bears a great deal of merit.—*Senator Clifford P. Hansen (R-Wyo.), Washington.*

EDITOR: I looked over the articles with a great deal of interest. I believe that a great many stations are making important contributions to the pattern of American life through imaginative local programming.—*Senator John Sparkman (D-Ala.), Washington.*

EDITOR: As a member of the House Interstate and Foreign Commerce Committee, I found this information to be extremely interesting and informative.—*Representative W. S. (Bill) Stuckey Jr. (D-Ga.), Washington.*

EDITOR: More attention should be given to local programming as you suggest.—*Representative Cornelius E. Gallagher (D-N.J.), Washington.*

EDITOR: Responsible local programming can play an integral part in the search for solutions to many of our community problems. Your publication's survey serves the useful purpose of bringing together useful information other broadcasters may take notice of to implement in their own locales.—*Senator Bob Dole (R-Kan.), Washington.*

EDITOR: I feel the broadcasting industry is doing a tremendous job. There is a tendency here in Washington to harass, pry into and snoop on the activities of this great industry.

I firmly believe that the future of our country depends upon freedom of speech and the freedom to program

NAB regional conferences

Oct. 23-24—Palmer House, Chicago.
Oct. 27-28—Statler Hilton, Boston.
Oct. 30-31—Marriott, Atlanta.
Nov. 13-14—Marriott, Dallas.
Nov. 17-18—Brown Palace, Denver.
Nov. 20-21—Sheraton motor inn, Portland, Ore.

October

Oct. 1—New deadline for reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 14.

Oct. 1-3—Annual fall convention of *Tennessee Association of Broadcasters*. Sheraton-Peabody, Memphis.

Oct. 1-7—Japan Electronics Show, *Electronic Industries Association of Japan*. Osaka.

Oct. 5-8—1969 conference, *UPI Editors and Publishers*. Princess hotel, Bermuda.

and the right to editorialize, as manifested by our broadcasting industry. This is as basic, elemental and fundamental to our freedom as the First Amendment to the Constitution. The broadcasting industry is performing unsurpassed public service.—*Representative Williams Jennings Bryan Dorn (D-S.C.), Washington.*

Some bonus circulation

EDITOR: I am writing for permission to reprint the June 2 "Monday Memo" by Hi Strong, Hiram Strong Advertising, Chicago. We intend to mail it to the southeastern Florida buyers. . . .—*L. John Wachtel, Wachtel Associates, Miami.*

(Permission granted).

'Vast wasteland' revisited

EDITOR: I have so enjoyed your "vast wasteland" cartoon in the June 30 *BROADCASTING* that I am wondering if I could have the original to frame for my office—*Newton N. Minow, Liebman, Williams, Bennett, Baird & Minow, Chicago.*

(Original is being forwarded. Mr. Minow, then chairman of the FCC, used the vast wasteland description of TV in a much-publicized speech in 1961).



Drawn for *BROADCASTING* by Bill Davey
"I liked it better as a vast wasteland."

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*Reg. U.S. Patent Office.
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The
maker
of
stars



The STARMAKERS



(all from your one best source)

Your choice of RCA microphones is greater now than it ever was. No surprise — from the foremost designer of broadcast equipment going. Going strong, too, after more than 40 years of building-in top performance in microphones.

Recognize that versatile maker of stars up top? It's RCA's famous 77DX polydirectional ribbon type microphone. It may just have put more stars on the air than any other microphone.

Now, in addition to the 77DX, and the many famous RCA professional microphones you are familiar with, RCA offers these new

Starmaker "dynamic" microphones. Seven on hand, more on the way. Omnidirectionals. Unidirectionals (cardioids). And the HK-106 "super" cardioid. Together they offer you a wide choice of frequency responses and impedance ratings.

Think of these new *Starmaker* microphones — and their accessories — when you expand or replace your present facilities. RCA microphones are as near as your local RCA Distributor. Call him. For data sheets, write: RCA Electronic Components, Section G-13MC-1 Harrison, N. J.

RCA

Olympia takes extra care in creating commercials

Our client, the Olympia Brewing Co., has enjoyed an enviable pattern of growth as one of the few successful regional breweries in the U.S. today. There is an interesting advertising case history as well, because their basic product story has not changed in over 70 years.

Television programing has changed and television commercials have changed since the "early" days of the 50's. And in particular, Olympia television commercials have changed considerably in the last 15 years. But while the medium and the techniques of commercial making have undergone a metamorphosis of sorts in the last two decades, we and the Olympia Brewing Co. have kept one thing constant: their basic product story, their basic point of difference as embodied in their slogan, "It's the water."

The Olympia Brewing Co. was founded in 1895 by Montana brewer and legislator Leopold Schmidt at Tumwater, Wash., the site of his discovery of an unusual artesian water—"a water as naturally and ideally suited for brewing as that from the classic brewing centers of Europe."

The Olympia Brewing Co. has been saying "It's the water" since the early 1900's. While we're not suggesting that this is the only constant we have maintained, we are of the opinion that in advertising, where change seems to be the keynote—and a campaign that runs more than one year is considered a classic—we think a campaign with a 60-plus-year history is somewhat unusual, to say the least.

To us, a change in a product story too often occurs because the company management or the advertising manager or the advertising agency tire of it long before the public does. We believe that people will continue to respond to a believable product point of difference, well presented in a manner that is convincing to them.

How do we approach the production of Olympia TV commercials? I suppose that our philosophy could be called one of "involvement" on two levels—with the viewer and with the people producing our commercials.

Every successful television commercial must begin with a strong concept, and that of course is the agency's job. We would like to think that our concepts are somewhat unusual, not only

because of our continuing foundation of a strong, believable product story, but also because our creative people understand the people at the other end of the television tube—the viewer and the consumer. We think they know that the viewer is a human being, with human emotions and they understand the most successful advertisements are those which involve the consumer and his emotions.

But perhaps the real difference in the evolution of an Olympia television commercial is what happens next—the selection of a production house. We spend a great deal of time, reviewing the reels of almost every major production house in the United States. We look upon these sample reels not as the work of a company, but as a combined effort of a group of creative individuals. I think it would be appropriate to say that we are very much more interested in the combination or team of a particular director, cameraman and editor involved in all Olympia commercials than we are in the name of the production house.

Finding that "right" team is not always the easiest thing in the world. We think we have been very successful at it even though it keeps our travel agent busy. This year, for example, we have completed a package of 14 new television commercials for the Olympia Brewing Co. involving four production houses, two in New York and two in Los Angeles.

We also believe that good commercials do not come cheaply. I'm not saying that every single spot requires a feature-motion-picture sized budget. But

we do feel that in certain areas the investment of a few more dollars can pay valuable dividends.

Let me give you an example of what I mean. When you are on location with a full crew, a half dozen actors, and equipment coming out of your ears, probably the least expensive commodity you're working with is the raw stock, the film that you're putting through the camera. And this is where we never skimp. In 1968 we produced a total of 14 different television commercials for the Olympia Brewing Co.; five 60's, five 30's and four 20's. We shot (for a particular reason) in 16 mm, so the finished commercials represented a total of 308 feet of film. We actually exposed in excess of 40,000 feet of 16 mm raw stock—in other words we had a shooting ratio of about 130 to 1. We think the results were more than worth it.

On April 1, we introduced a new series of television commercials for Olympia. This campaign, we feel, moves us along one step further. In its totality, we think the 1969 Olympia television campaign recognizes the need for diverse appeals—a different selling approach to reach the many varied demographic and psychographic segments of today's beer market. We hope you think the commercials are as exciting as we do. To us, good advertising and good commercials are like everything else good in this life. They don't come easy, and we are the first to recognize and appreciate the fact that we have a dedicated client, and a dedicated agency team who want only good advertising and are willing to work for it.

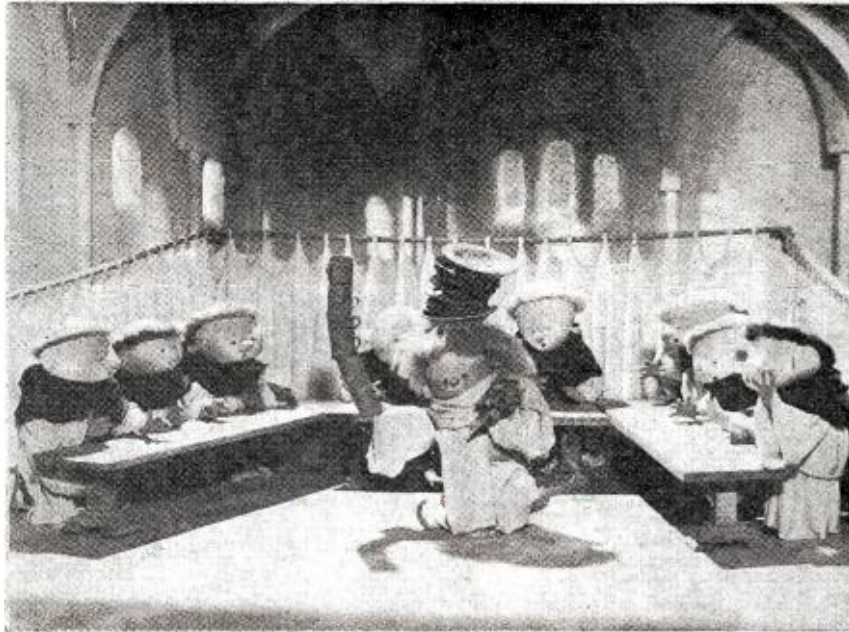


Thomas L. Blosl, vice president and account supervisor of Botsford, Constantine & McCarty Inc., San Francisco, joined the agency in 1955 when it was based in Seattle and was known as Botsford, Constantine & Gardner. He left the agency for about a year and a half to serve as promotion and merchandising manager of KIRO-AM-FM-TV Seattle. He rejoined the agency in 1959, and was named account executive on Olympia Brewing in 1965. Mr. Blosl was elected a vice president in 1961.

TWO HAPPY HOLIDAY SPECIALS

BRAND NEW FIRST RELEASE COLOR HALF-HOUR

⁶⁶ THE JUGGLER ⁹⁹



Based on the popular story of "The Juggler of Notre Dame," this special is the perfect show for any holiday — particularly Thanksgiving or Christmas. Produced in France, the story carries the most fascinating little people through a delightful series of misadventures. A little masterpiece of drama for your special sponsor. Schedule any time from Thanksgiving through Christmas.



PERENNIAL FAVORITE CHRISTMAS SPECIAL COLOR HALF-HOUR

"ON THE TWELFTH DAY"

Known and loved by all the family—now presold to institutional advertisers in a number of top markets for showing through 1972—this popular Christmas special with a cast of partridges, pear trees, milk-maids, leaping lords, piping pipers and over three hundred eighty animals and birds is still available in many markets for your favorite sponsor.

CALL OR WRITE: **RTV INTERNATIONAL, INC.**
405 PARK AVENUE
NEW YORK, N. Y. 10022
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Closing the generation gap

Teenagers are often viewed as a group having little concern for others. Or anything. By focusing its cameras on an organization known as the Geri-Teens, the Fetzer television station in Cadillac presented a closer look at this often unfairly criticized generation. These youngsters donate their time to the care, comfort and happiness of the aged in a nearby medical facility. We're pleased to provide viewers with a better perspective of tomorrow's leaders.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

Worldwide, TV programs are a two-way street

U.S. buys needed shows abroad as overseas purchases of our product mount toward \$100 million in 1969

U.S. television program exporters are aiming their sights on their first \$100-million sales year in 1969 as a prelude to a dramatic expansion in overseas activities and sales projected for the 1970's.

The sale of made-by-America programs has risen slowly and steadily but sometimes agonizingly in the 15 years that U.S. entrepreneurs have been courting the world marketplace. Authoritative estimates are that the overseas sales volume reached \$91 million in 1968, a rise of approximately \$9 million over 1967.

And the economic indicators for the 1970's are solid:

- The rapid growth of color TV abroad is enhancing the competitive position of America, the world leader in color programming.

- The trend toward commercialization of TV channels (even in those countries that operate under government ownership or control) and the expansion of commercial time periods in those nations that previously had accepted advertising are bolstering the sales prospects for U.S. products, which sometimes were considered priced above the overseas market.

- The sales potential of satellite telecasts is edging into the horizon. On a limited basis during the past year, international companies here have arranged for sale of special events and sports contests and the outlook in the satellite sector is promising and exciting.

- The growing availability of and need for educational films produced in the U.S. are contributing (initially on a modest basis) to the worldwide volume.

This is not to say that U.S. program exporters are envisioning an era of unbridled growth and harmonious relationship with their confreres abroad. The tenor of American complaints can be characterized by the cliché that goes: "The more things change, the more they remain the same."

The exporters cite the quotas (official or unofficial) imposed on U.S.

product and the low prices that overseas operators insist upon because of the vast supply, a situation exacerbated in some countries by the existence of buying cartels. "Most of us have learned to live with these things," one U.S. distributor comments. "We don't like it, but it's a fact of life."

Concurrent with the steady advances scored by U.S. exporters have been the incursions in the U.S. market made by overseas producers-distributors during the past three or four years. International television more and more is becoming a two-way airline. And the outlook for the future is an increasing representation on the U.S. screens of foreign-produced program fare, attained either through a direct sale from abroad or through various forms of coproduc-

tion with U.S. partners.

The most reliable estimate is that U.S. television buys in the neighborhood of \$30 million a year from distributors abroad. This is a whopping increase from the \$4 million to \$6 million of five years ago.

Among foreign entrepreneurs, Britannia rules the American airwaves with an estimated sales gross here that may reach as high as \$25 million during the current season. In the vanguard is Lew Grade's Associated Television (its representative is Independent Television Corp., New York), whose trading with Yankee networks and stations in 1968-69 may run as high as \$16 million. Adding to Britain's total are the British Broadcasting Corp. (well represented on educational stations), the Associated British Corp. and Granada Television.

Among typical network program series either imported from abroad during 1968-69 or involved in coproduction were *The Avengers* on ABC-TV, bought from Associated British; *This Is Tom Jones* on ABC-TV, which was an Associated Television Production, coproduced with ABC-TV; the *John Davidson Show*, an ATV production with ABC-TV; *Kraft Music Hall from London*, 12 summer programs this year on NBC-TV produced by ATV in association with Yorkshire Productions; the *Liberace Show*, and *The Prisoner* on CBS-TV, both from ATV.

NBC-TV recently announced an expanded effort in the international coproduction sphere for 1970-71. *The Strange Report* (a one-hour mystery-adventure) is a joint effort of the network, Associated Television and Norman Felton's Arena Productions. And, in production, is an untitled half-hour comedy starring English actress-comedienne Millicent Martin, produced by Sheldon Leonard Productions and ATV, in association with NBC.

Coming to America from abroad via syndication are numerous action-adventure series from ITC-ATV; dramatic programs and series from the BBC,

Is the British way better?

The prelude to profit on any film series—recovery of the initial investment—comes much easier to the British-based companies selling in the U. S. than to their American counterparts. Historically, U.S. film makers figure on the networks to recoup costs before tapping profits through syndication.

But the sun that never sets on Britain evidently doesn't set on any of its TV customers. So British-based companies follow the practices of selling their programs initially to the United Kingdom, the commonwealth nations and the rest of the world before they attempt to sell the U.S. market. In this way, they recoup all or a large percentage of their "nut." The ATV-ITC complex has had the most singular success in following this formula, often selling their offerings to U.S. networks at prices lower than U.S. producers could afford for first-run sale. Associated British has scored in network sales while BBC's major sales have been via syndication.

cartoons from Japan, and specialized programs from Australia and Canada. This output is likely to grow, some of it imported here through agreements made with national and regional advertisers.

The growth in the number of television sets throughout the world has been phenomenal. In 1963 there were approximately 65 million sets worldwide. By the end of 1968 there were approximately 84 million sets in the U.S. and 160 million abroad.

Japan is the leading foreign nation in number of sets, with 21.3 million; followed by the United Kingdom, 16.4 million; Germany, 15.5 million; France, 9 million; Italy, 8.5 million and Canada, 6.5 million.

U.S. exporters sell programs in more than 100 nations around the world and the most reliable estimates are that our best customers are Canada, which spends about \$20 million annually; Australia, \$14 million; Latin America, \$14 million; Japan, \$11 million and the United Kingdom, \$10 million. (Because of its quota system, the UK now sells the U.S. about two-and-a-half times as much as it buys.)

Prices for American products generally have risen modestly in the past year and the one-hour ranges are: United Kingdom, \$6,000-\$7,000; Canada, \$5,000-\$6,000; Germany, \$5,000-\$6,000; Japan, \$5,000; France, \$4,000-\$4,400; Australia, \$3,200-\$4,000, and Italy, \$1,500-\$1,800. In some of the underdeveloped nations, an hour program can sell for as little as \$50 an episode.

The spread of commercialization in overseas markets is considered an advantage to the U.S. marketer since it provides buyers with additional funds. In the past two years advertising has been admitted to the television system of France, Holland, Hong Kong and Indonesia. Additional commercial periods were opened up recently in West Germany, Italy and Mexico. The only leading nation that is still noncommercial is Sweden, where there seems little likelihood that advertising will ever get in, according to a consensus of U.S. distributors.

Color television is a fairly recent development abroad, but its spread is expected to bring in additional revenues for investment in U.S. color programs.

Japan pioneered with color in 1960, followed by Canada in 1966. In 1967, Britain, West Germany, France and the Netherlands adopted color as did Switzerland in 1968 and Austria in 1969. Mexico, the Philippines and Thailand moved into color during the past year, and countries expected to make the conversion within the next year or two are Italy, Belgium, Sweden, Denmark and Australia.

The single most distinctive programming trend to emerge abroad, according

to William H. Fineshriber Jr., vice president of the Motion Picture Export Association, is the demand for U. S. feature films by overseas television operations.

"In 1968, total sales of U.S. movies to TV stations abroad more than doubled those of the previous year," Mr. Fineshriber observes. "This upward trend is continuing this year."

He points out that programming trends abroad usually reflect the direction of U.S. television several years later and the popularity of network feature films, starting about four years ago, has caught up with overseas TV installations.

Another programming trend cited by several U.S. distributors is the rising market for taped music-variety shows. Series such as the *Ed Sullivan Show*, *Carol Burnett Show*, *Kraft Music Hall* and *This is Tom Jones* are making substantial inroads in the international marketplace.

A canvass by BROADCASTING of a representative group of leading TV program exporters shows they are projecting a sales gain of 10% over 1968.

Willard Block, vice president, international sales, CBS Enterprises, characterizes 1968 as "an all-time high year," and is confident 1969 will show "a healthy increase, though percentage-wise somewhat down from 1968 over 1967."

Mr. Block reports that CBS Enterprises is encouraged by the potential of satellite telecasting and educational films to be made available to both schools and to TV installations abroad. He cites the recent "breakthrough" in satellite telecasting, under which more than 100 stations in Australia and Japan have signed to receive 24 feeds of the CBS Newsfilm service (BROADCASTING, July 14). In addition, according to Mr. Block, CBS Enterprises has set up arrangements for the carriage by satellite of pending special events, including the Apollo 11 coverage.

"We are just beginning to become active in the educational-film field," he says. "We have more than 100 educational-film titles made available to us by Bailey Film Associates, which is owned by CBS, and we have made our initial sale to the school system in Brazil. We are beginning to get inquiries from TV stations and school systems throughout the world."

Among the more popular CBS Enterprise properties sold throughout the world are *Beverly Hillbillies*, *My Three Sons*, *Gunsmoke*, *Petticoat Junction*, news and entertainment specials, and the Hanna-Barbera cartoons.

Harold E. Anderson, divisional vice president, International Enterprises, NBC, identifies as developing trends abroad the interchange of series and specials with the U.S., the growing impact of color, the movement toward

commercialization and the satellite transmission of special events.

Apart from NBC-TV's coproduction efforts, Mr. Anderson notes, NBC Enterprises now is involved in discussions with producers in Australia, Canada, Germany, England, France and Japan with a view toward coproducing series and specials that can be marketed worldwide.

Mr. Anderson believes international TV is "becoming a two-way street, with producers abroad having become adept at turning out satisfactory programming. Satellite transmissions of sports and special events are a small but growing source of revenue for NBC Enterprises, he adds.

A spokesman for Screen Gems says 1968 was an "excellent year" for the distribution syndication house and that the outlook is "bright" for 1969. The sale of feature films abroad was substantial in 1968 and is continuing this year, he reports. The spokesman notes that Screen Gems has been active for some years in coproducing series in Canada and Australia and plans to step up this activity to include other nations.

Screen Gems intends to move into the educational-film field, the SG official says, through a subsidiary, Learning Corp. of America, which is now assembling a package of educational films to be marketed abroad to school systems and TV installations.

Abe Mandell, president of Independent Television Corp., New York, a subsidiary of Associated Television of London, reports that its sales during the fiscal year ended last May grew by 100% over the previous year. Contributing to this gain, he says, were six network TV sales of ATV program series, including *Tom Jones* and the *John Davidson Show* on ABC-TV; The



Mr. Michelson



Mr. Silverbach



Mr. Fineshriber

Liberace Show and *The Prisoner* on CBS-TV, and the *Kraft Music Hall* and *The Saint* on NBC-TV.

Mr. Mandell is particularly bullish over prospects for sale of taped music-variety shows in the foreign market. He notes that *Tom Jones* is sold in more than 80 markets abroad and said ITC has completed substantial sales on two earlier musical-variety series, *Spotlight* and *Showtime*.

ITC is looking forward to an even better sales picture in the current fiscal year, according to Mr. Mandell. Available for overseas sales this year will be *Department S*, *Randall & Hopkirk (Deceased)* and *The Stange Report*, all one-hour action series.

Charles Michelson, president of Charles Michelson Inc., New York, U.S. program-buying representative for 14 overseas countries, including stations in Australia and Mexico, believes that the accelerating tempo of production abroad for the U.S. market is "a healthy development." He notes that foreign broadcasters have had some impact in the past but views the current increase as a testimonial to the growing expertise of other countries and U.S. requirements for a more varied program diet. Mr. Michelson is convinced that U.S. program exports will continue to rise as more channels are established abroad.

John Thayer, director of commercial services for RTV International Inc., New York, a worldwide organization whose activities include program buying for overseas stations as well as station representation, envisions even more widespread commercialization of channels abroad. He explains that stations often begin operations supported solely by government revenue but economics dictate that some form of commercialization is needed.

RTV International is the buying

agent for Pakistan Television and Jordan Television and serves as a program distributor for foreign-produced presentations. For the past three years, it has syndicated in the U.S. a Christmas special, *On the Twelfth Day* and plans to import here a half-hour, stop-motion puppet program, *The Juggler*, which is being produced in France.

Ralph Franklin, vice president of MCA TV International, calls 1968 "a good year" and expects 1969 to be "much better." Sale of feature films abroad has risen steadily in the past two years, he says. Among the MCA series that are grossing well in overseas markets, according to Mr. Franklin, are *The Virginian*, *Ironside*, *Run For Your Life*, *A Family Affair* and *It Takes A Thief*.

An optimistic prognosis for business in 1969 is also offered by W. Robert Rich, vice president, international TV sales, Warner Bros.-Seven Arts. He reports that the market for feature films, of which W7 has several thousand in foreign distribution, continues to grow.

"American product is getting better acceptance and I attribute this to the consistent selling job the industry has undertaken over the past dozen years or so," Mr. Rich comments. "The advent of color, the trend toward commercialization and the increase in the number of TV channels all help to make for a healthier economy."

Don Taffner, president of D. L. Taffner Ltd., New York, which serves as U.S. buying agent for stations abroad and as a sales representative here for programs produced overseas, is ebullient over prospects for importing presentations to America. He cites such factors as "the breakthrough" of the past few years; the rising costs of production in the U.S., particularly Hollywood; the pressure placed on overseas stations

to produce original programs for their own markets, and the resultant need to export product to amortize their costs.

Mr. Taffner scored earlier this year when he arranged for the sale in the U.S. of the Australian-produced half-hour series, *Skippy*, *The Bush Kangaroo*. The sale of *Skippy* was made to Kellogg's and, through Leo Burnett Co., Chicago, has been placed in 160 markets in the U.S.

Mr. Taffner has three other series from Australia that he is attempting to sell in the U.S.—*The Rovers* and *Barrier Reef*, half-hour action-adventure programs, and *Boney*, a half-hour series spotlighting an aborigine detective. He also is sales representative in the U.S. for a series produced in Canada, *Rainbow Country*, which is a coproduction of Ralph Ellis, the Canadian Broadcasting Corp. and Associated British.

Colin Campbell, vice president, international sales, ABC Films, is encouraged by the increase in business in 1969 over 1968, paced by the popularity of such series as *Mod Squad*, *Garrison's Gorillas*, *The Fugitive* and *The Invaders*. He is optimistic about a series beginning on ABC-TV this fall titled *The New People*, a dramatic show centering around a group of 40 young men and women with varying points of view who are marooned on a distant island.

ABC Films has begun to sell news, sports and special programs that are delivered via satellite, he reports. He feels the potential is unlimited. The company has not entered the area of educational-film distribution on a substantial basis as yet, but it is an activity that is under consideration, Mr. Campbell indicates.

John Spires, director of international sales, MGM Television, says sales in 1968 were approximately the same as



Mr. Campbell



Mr. Spires



Mr. Krantz



Mr. Rich



Mr. Mandell



Mr. Block



Mr. Anderson



Mr. Franklin



Mr. Thayer



Mr. Taffner

in 1967, but the outlook is brighter this year inasmuch as the company has more product to offer. Among series that have had brisk sales abroad, he reports, are *Daktari*, *Man From U.N.C.L.E.* and *Flipper*.

"Our features have done well too," he observes. "But they are bought on a highly selective basis. The growth of color is spurring sales of features, but frankly, those in black and white, unless they're outstanding, are not likely to generate much business."

Alan Silverbach, vice president in charge of worldwide syndicated sales, 20th Century-Fox Television, reports that the overseas gross for 1968 topped 1967 by about 10% and that the outlook for this year is promising. He says Fox plans to become more active in

international coproduction than it has been in the past, and is discussing development projects in Australia and Britain.

"For this season, we have coproduced in Canada a one-hour special, *The Sound and The Scene*, with Bobbie Gentry, and are in a coproduction deal with CFTO-TV Toronto and the CTV network on a daily, half-hour dramatic daytime serial, *Famous Jury Trials*. We feel the coproduction area is one that is bound to grow."

Steve Krantz, president of Krantz Films Inc., has been active in coproducing abroad, particularly in Canada, for the past four years. He attributes the current thrust in this area to the internationalization of talent; the demand by some countries for more of their

own production, and to a need for a change of pace from U.S. programming. He stresses that know-how about America is important in aiming for the U.S. market.

Mr. Krantz, who says 1968 was "a very good year," and 1969 should result in a doubling of overseas sales for his company, has produced cartoons and interview shows in Canada and is now involved in coproduction on 260 half-hours of a dramatic strip, *Strange Paradise*, with the Canadian Broadcasting Corp., Metromedia and Kaiser Broadcasting.

He adds that Krantz Films is in the process of developing a dramatic series to be coproduced in Japan and plans a group of variety programs in Britain.

BroadcastAdvertising •

Last stands in cigarette advertising

NAB commits code subscribers to quit taking it, asks FCC, will ask Senate, to endorse code action

The nation's broadcasters and 10 leading cigarette companies were in agreement on one thing last week: The FCC broadcasters, on the other hand, made habit cigarette advertising on radio and television.

But at that point, their comments, filed in response to the commission's proposal, began diverging. The National Association of Broadcasters and some broadcasters said the commission should permit broadcasters to abandon cigarette advertising voluntarily—as the commission has asked them to.

The NAB comment, in fact, constituted the initial disclosure that the association's radio and television boards of directors had ratified the recommendations of their respective code boards to adopt standards under which code members would phase out cigarette advertising over a four-year period ending Sept. 1, 1973 (BROADCASTING, July 14). The ratification was by mail ballot, but the votes of the two boards were not immediately announced.

The cigarette companies and other broadcasters on the other hand, made no reference to voluntary action. They simply argued that the commission lacked the authority to adopt its proposal, and urged the agency to leave the matter to Congress and/or the Federal Trade Commission.

These efforts to ward off FCC action came as the Senate Subcommittee on the Consumer prepared for a one-day hearing tomorrow (Tuesday) on

a House-passed bill on which the cigarette and broadcasting industries are pinning their hopes for protection against cigarette-advertising regulation by either the FCC or the FTC. The trade commission has proposed a rule that would require a so-called "death" warning in all cigarette advertising as well as on cigarette packages. The bill would require a tougher health-hazard warning on cigarette packs than does the 1965 labeling act it would replace,



Senator Moss

but it would also extend for six years the provision in that measure prohibiting the agencies from regulating cigarette advertising.

However, Subcommittee Chairman Frank E. Moss (D-Utah), a backer of strong cigarette-advertising regulation, made it clear that he will not be persuaded easily to support the bill. He has said he will ask for stricter voluntary restraints than those embodied in the new NAB code amendments. "Four years is too long for us to wait," he said last week.

Scheduled to appear as witnesses are NAB President Vincent Wasilewski; Joseph Cullman III, chairman and chief executive officer of Philip Morris Inc.; FCC Chairman Rosel H. Hyde and FTC Chairman Paul Rand Dixon. Mr. Cullman is billed as the spokesman for the cigarette industry, but subcommittee officials said other companies wishing to be represented at the hearing will be accommodated.

NAB, in its comments on the commission's proposed cigarette-advertising ban, said its code amendments "represent genuine and substantial responses to the commission's plea for voluntary industry steps to eliminate cigarette advertising" and eliminate "the need for commission proscriptions which would surely be subject to serious legal challenges."

The association also sought to rebut one of the arguments of some commission members that NAB action does

The other satellite in the news.

While the eyes of the world are turned to the moon, another satellite is opening new frontiers for CBS Newsfilm in instantaneous news service.

CBS Newsfilm has just concluded an agreement with subscribers in Australia and Japan to provide regular delivery by satellite of important world news coverage. This agreement (calling for an initial series of 24 satellite transmissions) signals the first satellite transmission on a regular basis by any newsfilm service anywhere – a breakthrough broadcasters have been working toward for years.

That CBS Newsfilm got there first is to be expected. Now instantaneous coverage by the finest newsfilm service in the world (a product of CBS News, after all) is no longer a matter of reaching for the moon. Reach for CBS Newsfilm.

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New York, Los Angeles, Miami, Toronto, Montreal, Beirut,
Lagos, São Paulo, Buenos Aires, Tokyo, Seoul, Sydney.

not provide the total answer to the cigarette-advertising problem. "Though the codes are not embraced by the entire industry," NAB said, "past history would indicate that vast majority of this country's nonsubscribing stations will follow the lead of the codes in this sensitive area of advertising." It cited the industry-wide ban on hard-liquor advertising as the basis for that statement. Some 400 of the nation's 682 television and 2,412 of its 6,272 radio stations, as well as all seven national radio and television networks, subscribe to the NAB codes.

The three television networks reflected the differing approaches of all of those commenting in opposition to the commission's proposal. NBC contented itself with a brief comment in which it called on the commission to defer action until it has additional information "as to congressional policy in this area and as to the effectuation of the proposed amendments to the NAB codes." The comment was prepared before the NAB announced the amendments had been adopted.

ABC also urged the commission to permit the broadcasters to abandon cigarette advertising voluntarily. But it made extensive legal arguments asserting that the commission lacks the authority to ban all cigarette advertising. The "broad public interest standard" in the Communications Act does not provide a guide by which the commission can choose which products that are legally sold should not be advertised over the air, ABC said.

It also said that if cigarette advertising is banned from broadcasting but not other media, the balancing of the consequences involved should be left to Congress, not an administrative agency—at least until Congress has established policy. And for the commission to act while Congress is considering the matter, ABC added, "would constitute a usurpation" by that agency of congressional functions.

CBS made similar arguments—but made no mention of voluntary action by broadcasters. It also said that if Congress does not act to bar action by the federal agencies, the commission should defer to the Federal Trade Commission, which has authority to regulate advertising in all media. "It would be arbitrary and unfair to single out the broadcast media in action taken to regulate or ban cigarette advertising," CBS said.

The tobacco companies, as well as NAB, ABC and a number of the individual broadcasters who commented, argued that the proposal would violate broadcasters' constitutional guarantee of freedom of speech. The companies cited two commission court victories as support for their argument—the Supreme Court decision last month upholding the constitutionality of the

fairness doctrine and an appeals court decision upholding the commission's application of that doctrine to cigarette advertising.

Both decisions, they said, were aimed at opening up the airwaves to a variety of voices and views. But by contrast, they added, "the acknowledged purpose of the proposed rule is to prevent, absolutely and flatly, a particular sort of idea from being communicated by broadcast means."

Concern over the proposal's possible effect on broadcasters' freedom of speech was expressed also by eight licensees in two separate but similar comments. "One of the most serious

Ad ban isn't cure-all

Prohibition of television advertising—even of all advertising—does not result in a reduction of cigarette consumption, if experience abroad is any index.

The Tobacco Research Council in *Tobacco Consumption in Various Countries* (1968) reported increased consumption in England, Ireland and New Zealand, after cigarette advertising was banned from television, and in Italy, where all cigarette advertising has been barred since 1962.

Country	Cigarettes per adult	Total Cigarettes (millions)
England		
1965	2,680	112,000
1966	2,810	117,600
1967	2,830	119,100
Ireland		
1965	2,640	5,380
1966	2,770	5,530
1967	2,800	5,603
New Zealand		
1963	2,180	3,703
1964	2,230	3,796
1965	2,280	4,102
1966	2,530	4,557
Italy		
1962	1,450	55,826
1963	1,450	57,154
1964	1,480	58,599
1965	1,510	60,621
1966	1,600	64,645
1967	1,640	66,657

Source: Tobacco Research Council

effects" of the proposed cigarette advertising ban, they said, "is the prior restraint and 'chilling' effect which such an action will have on the legal advocacy of other 'unpopular' issues of public importance in the future."

They also said that in the absence of any determination that cigarette smoking poses "a clear and present danger" to the health of the American people—and they assert no such determination has been made—the commission lacks the constitutional authority to ban cigarette advertising. The comments were filed by Golden West Broadcasters, Palmer Broadcasting Co., Woc Broadcasting Co., Midcontinent Broadcasting Co., Midcontinent Broadcasting Co. of Wisconsin, BFR Broadcasting Corp., Plough

Broadcasting Co., and McClatchy Newspapers.

A number of the comments also challenged the proposal on the basis of its potential effectiveness. The tobacco companies, in their joint comment, cited figures provided by the Tobacco Institute in support of their argument that cigarette advertising is not a significant factor in causing young people to start smoking; they say it is designed to persuade smokers to switch brands, or to stick with those they are smoking. The figures showed that cigarette consumption continued to mount in England, Ireland and New Zealand, after cigarette advertising was banned from television in those countries, and in Italy, after all cigarette advertising was outlawed (see box this page).

The cigarette companies who filed the comments are American Brands Inc., Brown & Williamson Tobacco Corp., Larus & Brother Co., Liggett & Myers Inc., Lorillard Corp., Philip Morris Inc., R. J. Reynolds Tobacco Co., Stephano Bros. Inc. and United States Tobacco Co.

One broadcast licensee that favored proposals to eliminate or curb cigarette advertising—although not the commission's—was Bonneville International Corp. (the Mormon Church), which has terminated cigarette advertising on its stations.

BIC, which said that decision was based on health grounds rather than on the religious teachings of the Mormon Church, said that cigarette advertising should be banned or severely restricted "in all media"—by the FTC if not by Congress.

The FCC should not adopt its proposal pending action by the trade commission, BIC said. Instead, BIC, added, the commission should continue applying the fairness doctrine to cigarette advertising until all such ads disappear from the airwaves—and then encourage broadcasters to air public-service announcements warning of the alleged dangers of cigarette smoking.

The commission was also urged last week to permit the continued advertising of "safe" cigarettes. The American Chemosol Corp., of New York, which says it has developed a process for producing "a less hazardous cigarette," urged the commission to exempt from its proposed ban cigarettes that are "low in tar, nicotine and other incriminated agents."

The commission had suggested exempting cigarettes "low in tar, nicotine and related filter aspects." But Chemosol urged its language because its process is designed to reduce harmful substance in the smoke. Chemosol said the proposed rule should not be so sweeping as to deny information on safe cigarettes to the millions of people who will continue to smoke in spite of the hazards involved.

Can spot radio keep up the pace?

Signs of deceleration seen in second quarter
after first quarter scores big gain over '68

Spot radio carried over its high growth rate in 1968—when radio had its best business year in history—into 1969 with a first-quarter showing that is 16% above the same period of a year ago.

First-quarter spot-radio spending by advertisers in 1969 totaled \$73.4 million, up \$10.2 million over the first quarter in 1968, according to a Radio Advertising Bureau report to be released today (July 21).

RAB considered this substantial growth rate in spot radio "remarkable" in that the first-quarter gain followed the best radio year in history—in 1968 spot radio achieved a 12% increase.

During 1968, spot radio's increase in the second quarter was 11%. But on the basis of preliminary samplings of stations, it would appear that spot-radio business will find it difficult to maintain last year's second-quarter rate of increase, much less surpass it.

A bright spot reportedly in these soundings is the indication from some stations that they expect to fare better with spot in second-quarter 1969 compared with last year's quarter. But this is tempered by reports of other stations reporting spot business at about even with last year's quarter, and some markets showing returns below those of second-quarter 1968.

Miles David, RAB president, took note of obstacles in the way of a new radio business spiral. In his report, Mr. David said: "The continuation of so high a rate of gain into 1969 is remarkable in the face of all governmental efforts to cool off the growth rate in the economy. The anti-inflationary pressure being applied to the economy makes it very difficult to project performance for the entire year ahead. However, we believe the growth rate will be slower in keeping with general toning down of growth rates now being felt in all businesses."

Apart from attempting to forecast trends in the business, RAB's report indicated an extraordinary momentum in spot radio achieved by many advertiser giants. General Motors Corp., for example, in the first-quarter comparative spending, increased 53%; Chrysler, 42%; American Home Products, 97%, and Bristol-Myers, 63%, while Colgate-Palmolive, with but \$214,000 in spot radio in first-quarter 1968, spent more than \$1.5 million in this year's quarter, or a six-fold increase in its spot budget.

The deeper dip by advertisers into spot radio was also pinpointed in a comparison of spending by product categories in each first-quarter period. Only five out of the 20 categories listed by RAB showed declines. One of these, cigars-cigarettes-tobacco was down 32% to \$1.6 million. But such leaders as

231%, and among the services, Blue Cross/Blue Shield spent 116% more.

Other dramatic percentage gains were attributed to Pet Inc., Standard Oil of Calif., National Airlines, Richardson-Merrill Inc., John Morrell & Co., Cities Service and Magnovox.

A listing of the top-100 national and regional spot-radio advertisers by company name and by brands for the first quarter of 1969 follows:

Comparison, spot radio first quarter

Rank	1969 (\$000)	1968 (\$000)	% Change
1. Automotive	\$16,327	\$12,544	+30%
2. Foods	10,619	8,360	+27
3. Travel & shipping	7,933	6,739	+18
4. Consumer services	5,072	5,638	-10
5. Beer, ale, wine	4,734	3,672	+29
6. Drugs & pro- prietaries	4,566	2,900	+57
7. Gas & oil	4,345	5,300	-18
8. Soft drinks	3,630	3,390	+7
9. Agricultural	2,534	1,455	+74
10. Cosmetics & toiletries	2,308	2,193	+5
11. Cigars, cigarettes, tobacco	1,684	2,478	-32
12. Soaps, cleansers, detergents	1,047	461	+127
13. Apparel	995	980	+1
14. Publications	953	607	+57
15. Confections	855	1,543	-39
16. Radio, TV, records, etc.	722	349	+107
17. Amusements	564	463	+22
18. Pet Foods	407	365	+11
19. Building, hard- ware, paint	336	302	+10
20. Household furn. & appliances	301	342	-12

Top 10 spot radio advertisers, first quarter 1969

Rank	1969 (\$000)	1968 (\$000)	% Change
1. General Motors	\$7,077	\$4,617	+53%
2. Ford Motor Co.	6,021	5,166	+18
3. Chrysler Corp.	3,270	2,307	+42
4. American Home Products	2,603	1,322	+97
5. Coca-Cola Co./ bottlers	1,745	1,332	+31
6. Colgate-Palmolive	1,546	214	+622
7. Bristol-Myers	1,394	861	+63
8. Pepsico Inc./ bottlers	1,372	1,287	+7
9. AT&T	1,200	1,200	0
10. Pan American World Airways	1,083	1,178	-8

foods advertisers, automotives, drugs and proprietaries and soaps (led by Colgate's resurgence) all displayed healthy gains—a 27% increase was scored in foods alone.

Among the diverse advertisers which sharply increased their spot-radio spending in the first quarter: Anheuser Busch, whose increase was 54%; Eastern Airlines, 53%; International Coffee Organization, 135%; General Foods, 395% more; Carling Brewing, 325%; Swift and Co., 827%; Standard Brands,

Top 100 national-regional spot radio advertisers by brands, first quarter, 1969

	Expenditures
1. General Motors Corp.	\$7,077,000
Buick Div.	1,399,000
Cadillac Div.	50,000
Chevrolet Div.	3,001,000
Delco-Remy Div.	31,000
Fisher Body Div.	3,000
GMAC	25,000
GMC trucks	13,000
Guardian Maintenance	186,000
Harrison Radiator Div.	62,000
Oldsmobile Div.	580,000
Pontiac Div.	1,343,000
Institutional	384,000
2. Ford Motor Co.	6,021,000
Ford Div.	3,045,000
Ford trucks	11,000
Lincoln/Mercury Div.	2,828,000
Institutional	137,000
3. Chrysler Corp.	3,270,000
Chrysler Div.	690,000
Dodge Div.	945,000
Dodge trucks	21,000
Plymouth Div.	1,481,000
Simca cars	77,000
Institutional	56,000
4. American Home Products	2,603,000
Aero Shave	207,000
Anacin	485,000
Antrol	1,000
Bisodol	46,000
Delanan	56,000
Preparation H	1,745,000
Snarol	2,000
Triptone	1,000
(American Home Foods Div.)	
Chef-Boy-Ar-Dee chili	43,000
Franklin Nut Div.	11,000
Luck's Food Div.	6,000
5. Coca-Cola Co./bottlers	1,745,000
Coca-Cola	1,372,000
Fresca	86,000
Simba	36,000
Sprite	54,000
Tab	70,000
(Minute Maid Div.)	
Snow Crop	126,000
Hi-C	1,000
6. Colgate-Palmolive	1,546,000
Ajax cleanser	2,000
Ajax laundry detergent	5,000
At Once shampoo	26,000
Axlon	232,000
Brisk	24,000
Cold Power	178,000
Colgate 100	24,000
Colgate dental cream	5,000
Congestaid	1,000
Dermassage	1,000
Fab	10,000
Galaxy	136,000
Grenadier	5,000
Halo	44,000
Hour After Hour	29,000
Hyperphase	105,000
Palmolive Liquid	16,000
Punch detergent	113,000

	Expenditures		Expenditures		Expenditures
Tackle	\$ 588,000	30. Royal Crown Cola Co./bottlers	\$499,000	53. Eli Lilly & Co.	\$327,000
Ultra-Brite	1,000	Diet Rite	224,000	Elanco Div.—agricultural	
Vel	1,000	Gatorade	2,000	products	124,000
7. Bristol-Myers	1,394,000	Quench	2,000	Greenfield lawn care	
Ban	112,000	Royal Crown cola	271,000	products	203,000
Citrisun	27,000	31. Shell Oil Co.	498,000	54. Corn Products Co. (Best	
Excedrin	383,000	Shell gas & oil	446,000	Foods Div.)	300,000
Neotrend	47,000	Shell heating fuel	18,000	Mazola margarine	300,000
No-Doz	58,000	Agricultural chemicals	34,000	55. Seaboard Finance Co.	263,000
Score	48,000	32. Monarch Wine Co.	489,000	Loans & financing	263,000
Vote	12,000	Manischewitz wine	489,000	56. Magnavox	259,000
(Clairol Div.)		33. R. J. Reynolds	476,000	TV sets	259,000
Endless Summer	27,000	Camel cigarettes	3,000	57. American Investment Co.	257,000
Hi-Lightening	3,000	Days Work chewing tobacco	54,000	Loans & financing	257,000
Numero Uno	81,000	Prince Albert tobacco	1,000	58. Associates Investment Co.	255,000
Pssst	117,000	Salem cigarettes	390,000	Loans & financing	255,000
(Mead-Johnson Div.)		Winston cigarettes	25,000	59. Humble Oil & Refining Co.	250,000
Nutrament	479,000	(R. J. Reynolds Foods Div.)		Enco gas & oil	107,000
8. Pepsico Inc./bottlers	1,372,000	Brer Rabbit syrup	3,000	Enco heating fuel	2,000
Diet Pepsi	250,000	34. Pet	473,000	Esso gas & oil	139,000
Mountain Dew	86,000	Compliment	1,000	Esso heating fuel	2,000
Pepsi-Cola	1,030,000	Dairy products	55,000	60. Northwest Orient Airlines	250,000
Teem	6,000	Sego	353,000	Air travel	250,000
9. AT&T	1,200,000	(Laura Scudder Div.)		61. Melville Shoe Corp.	242,000
Combined Bell System		Potato chips	53,000	Thom McAn shoes	242,000
companies	1,200,000	(Stuckey's Div.)		62. Plough	239,000
10. Pan American World Airways	1,083,000	Refreshment shoppes	11,000	Coppertone	5,000
Air travel	1,083,000	35. American Bakeries	472,000	Creolin	2,000
11. Anheuser-Busch	1,072,000	Langendorf bread	80,000	Di-Gel	32,000
Asahi beer	1,000	Merita bakery products	49,000	Maybelline	12,000
Budweiser beer	761,000	Tastee bread	343,000	Musterole	20,000
Busch Bavarian beer	255,000	36. Standard Oil Co. of Calif.	467,000	St. Joseph aspirin	121,000
Michelob beer	55,000	Chevron gas & oil	386,000	St. Joseph cough syrup	47,000
12. Eastern Air Lines	1,067,000	Agricultural products	81,000	63. Miller Brewing	233,000
Air travel	1,067,000	37. Northeast Airlines	464,000	Miller High Life beer	233,000
13. International Coffee		Air travel	464,000	64. O. M. Scott & Sons Co.	230,000
Organization	993,000	38. American Airlines	457,000	Scott's lawn products	230,000
Coffee promotion	993,000	Air travel	457,000	65. General Electric	222,000
14. General Foods	948,000	39. Jos. Schlitz Brewing	455,000	Appliances	14,000
Jell-O puddings & pie		Burgermeister beer	36,000	Commercial & Industrial	
fillings	645,000	Old Milwaukee beer	36,000	Div.	80,000
Maxim	232,000	Primo beer	7,000	Lamps	85,000
Maxwell House	31,000	Schlitz beer	310,000	Institutional	43,000
Orange Plus	39,000	Schlitz malt liquor	66,000	66. F & M Schaefer Brewing	218,000
Sanka	1,000	40. Texaco	452,000	Schaefer beer	218,000
15. Trans World Airlines	941,000	Texaco gas & oil	452,000	67. Lever Bros.	216,000
Air travel	941,000	41. National Airlines	445,000	Imperial margarine	11,000
16. Sun Oil Co.	880,000	Air travel	445,000	Lifebuy soap	2,000
Sunoco gas & oil	880,000	41. Union Carbide Corp.	445,000	Rinso	2,000
17. Lorillard Corp.	874,000	Eveready batteries	445,000	Silver Dust	5,000
Kent cigarettes	269,000	43. Richardson-Merrell	433,000	(Thos. J. Lipton Div.)	
Newport cigarettes	35,000	(Hess & Clark Div.)		Lipton soup	2,000
Old Gold—gift star		Amonal & poultry products	7,000	Lipton tea	194,000
promotion	552,000	(Vicks Div.)		68. Allegheny Airlines	209,000
True cigarettes	18,000	Formula 44	358,000	Air travel	209,000
18. Carling Brewing Co.	821,000	Vapo-Rub	68,000	69. CBS Inc.	206,000
Black Label beer & ale	762,000	44. Campbell Soup	391,000	Columbia records	206,000
Heidelberg beer	25,000	Bounty products	30,000	70. Pabst Brewing Co.	199,000
Stag beer	34,000	Campbell beans	3,000	Blatz beer	83,000
19. Wm. Wrigley Jr.	814,000	Campbell soups	333,000	Pabst Blue Ribbon beer	116,000
Wrigley gum	814,000	Pepperidge Farm bakery		71. Western Air Lines	193,000
20. Swift & Co.	764,000	products	25,000	Air travel	193,000
Brown & Serve sausage	17,000	45. Sterling Drug	377,000	72. International Nickel Co.	189,000
Vigoro	747,000	Bayer aspirin	48,000	Nickel products promotion	189,000
21. Standard Brands	702,000	Campho Phenique	38,000	73. Cowles Communications	184,000
Fleischmann's margarine	345,000	Cope	1,000	Family Circle magazine	183,000
Fleischmann's yeast	52,000	Fizrin	54,000	Look magazine	1,000
Planters nuts	18,000	Ironized Yeast	1,000	74. Airwick Industries	177,000
Royal gelatin	287,000	Phillips milk of magnesia	4,000	Airwick	137,000
22. United Air Lines	699,000	Phi-So-Hex	31,000	On Guard	40,000
Air travel	653,000	D-Con	194,000	75. Dial Finance Co.	173,000
Freight service	46,000	(Lehn & Fink Div.)		Loans & financing	173,000
23. Smith, Kline & French Labs.	684,000	Medi-Quick	3,000	76. National Dairy Products	172,000
(Menley & James Div.)		Stridex	3,000	Kraftco Div.	
Contac	684,000	46. John Morrell & Co.	370,000	Humko	3,000
24. Beneficial Finance Co.	647,000	Broadcast Brand foods	39,000	Kraft cooking oil	127,000
Loans & financing	647,000	Morrell meats	193,000	Kraft gravies & sauces	12,000
25. American Oil Co.	624,000	Red Heart dog food	138,000	Kraft jams & jellies	8,000
Amoco gas & oil	366,000	47. Cities Service Oil Co.	363,000	Kraft salad dressing	15,000
Amoco heating fuel	11,000	Citgo gas & oil	363,000	Parkay margarine	4,000
Standard gas & oil	223,000	48. Liggett & Myers Tobacco	354,000	Sealtast products	2,000
Standard heating fuel	5,000	Chesterfield cigarettes	146,000	(W. F. McLaughlin Div.)	
Agricultural products	19,000	L & M cigarettes	206,000	Manor House coffee	1,000
26. Nestle Co.	616,000	Redman chewing tobacco	2,000	77. Aamco Transmissions	171,000
Decaf	502,000	48. Midas	354,000	Automobile transmission	
Nescafe	30,000	Auto accessories	354,000	service	171,000
Taster's Choice	84,000	50. Phillips Petroleum Co.	353,000	78. Falstaff Brewing	169,000
27. Delta Air Lines	598,000	Phillips '66" gas & oil	274,000	Falstaff beer	166,000
Air travel	598,000	Agricultural products	79,000	Krueger beer	1,000
28. Continental Air Lines	503,000	51. Firestone Tire & Rubber Co.	352,000	Narragansett beer	2,000
Air travel	503,000	Firestone tires & tubes	352,000	79. Household Finance Corp.	169,000
29. Blue Cross/Blue Shield	502,000	52. Air Canada	334,000	Loans & financing	169,000
Hospital and medical		Air travel	334,000		
Insurance	502,000				

Beeline® Radio... covers county areas with more farm income than 44 entire states.



And each of Beeline Radio's four stations offers the right programming to reach the farmers in 38 counties in Inland California and Western Nevada. Among these counties are 14 of the top 100 U.S. counties in total income from all farm products sold. Beeline farm programs include:

- The Voice of California Agriculture . . . featuring national and regional developments as they affect California agriculture.
- The Valley Farmer . . . locally produced news and weather reports including daily agriculture price quotations.
- McClatchy Farm Review . . . national award-winning program; a farm magazine of the air.
- For Better Farming . . . includes behind-the-scenes interpretations of latest farm developments.

And there is more. Because Beeline Country's farmers, who produce over \$2 billion in gross farm income a year, tune to Beeline Radio to find out what is new in agribusiness.

This is a market you can grow in, too, so join the many local and nationally recognized advertisers already on Beeline Radio.

Data Source: SRDS May, 1969 — 1964 Census of Agriculture



McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVES

	Expenditures
80. Seven-Up Co./bottlers	167,000
Like	17,000
Seven-Up	150,000
81. American Dairy Association	165,000
Dairy products promotion	165,000
82. SSS Co.	163,000
SSS tonic	163,000
82. Chas. Pfizer & Co.	163,000
Agricultural products	64,000
Coty perfumes	2,000
Hai Karate	96,000
Pacquins cream	1,000
84. Beatrice Foods	160,000
Bond pickles	2,000
Burney Bros.	7,000
Dannon yogurt	78,000
LaChoy foods	16,000
Lambrecht pizza	1,000
Meadowgold products	3,000
Rosarita foods	26,000
Miracle White	27,000
85. Robert Hall Clothes	156,000
Clothing stores	156,000
86. Marathon Oil Co.	153,000
Marathon gas & oil	153,000
87. Kiplinger Washington Editors Inc.	149,000
Changing Times magazine	149,000

	Expenditures
88. State Farm Mutual Insurance Co.	147,000
Insurance	147,000
89. Olympia Brewing	146,000
Olympia beer	146,000
90. F. W. Woolworth Co.	144,000
Kinney Shoe Div.	144,000
90. RCA	144,000
RCA Victor records	103,000
RCA stereos	25,000
RCA TV sets	4,000
RCA Institute	12,000
90. Louis Sherry Foods	144,000
Jams & jellies	2,000
Shimmer	142,000
93. Eversharp Inc. (Schick Safety Razor Div.)	141,000
Schick razors & blades	141,000
94. Volvo	138,000
Volvo cars	138,000
95. Revlon	136,000
Natural Wonder (Thayer Labs Div.)	135,000
Amitone	1,000
96. Park's Sausage Co.	133,000
Park's sausage	133,000

	Expenditures
97. Amchem Products Inc.	132,000
Agricultural chemicals	132,000
97. Irish International Airlines	132,000
Air travel	132,000
97. Tasty Baking Co.	132,000
Baked goods	132,000
100. Genesee Brewing Co.	131,000
Genesee beer	131,000
100. Pearl Brewing Co.	131,000
Country Club malt liquor	94,000
Pearl beer	37,000
102. Time Inc.	130,000
Life magazine	65,000
Sports Illustrated magazine	36,000
Time magazine	29,000

Source: Radio Advertising Bureau. All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV. Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures. The RAB report is compiled from confidential reports of a cross-section of stations and station representative firms by Radio Expenditure Reports, Larchmont, N. Y.

The sources of network radio revenue

CBS counts 407 brands and services on air in 1968, a 21% gain over 1967

Advertisers turned to network radio in 1968 on an expanded basis to promote their products and services, with an estimated \$9 million increase in spending on the medium.

This bullish report on network radio is a highlight of a detailed study of advertisers using the medium as prepared and released today (July 21) by CBS Radio. This is an annual project the company has undertaken for the past six years.

George J. Arkedis, vice president and general manager, CBS Radio, used Radio Advertising Bureau estimates to place 1968 network radio spending at more than \$70 million, as compared with almost \$61 million in 1967. He noted that the top 100-network radio advertisers spent approximately \$64 million in 1968.

Called the "State of the Medium," the study was assembled by CBS Radio with the cooperation of NBC Radio, ABC Radio and Mutual. It was pointed out that ABC Radio information is based on the combined data of its four radio network services.

The study shows that the number of corporate advertisers on the medium declined in 1968 to 199 from 207 in 1967, but the number of brands and services rose by 21% and the number of advertisers, which scheduled multiple-product campaigns, increased by 60%. The number of different brands and services grew from 337 in 1967 to 407 in 1968, and 83 advertisers set campaigns for more than one product, as compared with 52 such advertisers in 1967.

"Increased advertising activity is a significant indication that network radio continues to grow as a major selling force," Mr. Arkedis observed.

The 199 different corporate advertisers were represented on the four radio networks in this manner: CBS, 125; NBC, 120; Mutual, 71, and ABC, 61. The breakdown on the 407 different brands and services advertised was: CBS, 249; NBC, 230; ABC, 112, and Mutual, 111. The study also shows that 99 advertisers used one radio network exclusively; 46, two networks; 30, three and 24, all four.

Mr. Arkedis reported that 15 advertisers spent more than \$1 million each in 1968 on network radio. The list was paced by General Motors Corp. with \$5,501,000 in expenditures.

"During the spring of 1968, the second RADAR (Radio's All Dimension Audience Research) study was conducted," Mr. Arkedis pointed out. "This study was syndicated for the first time and showed that more than 7 million adults (5.6% of all adults) listen to AM network stations during the average quarter hour. In a typical broadcasting day, this grows to over 45 million (35.9%). During the course of a week, more than 75 million adults (59.3%) listen to network radio stations.

"Advertisers are becoming more cognizant of network radio's effectiveness. They are responding more positively to network radio's cost efficiencies as well as to its increasing ability to reach customers with impressive frequency and cumulative impact."

The CBS compilation (A-ABC, C-CBS, M-MBS, N-NBC):

Admiral Corp.
Refrigerator-freezers, color TV sets, radios, various products—C, M, N.

AFL-CIO
AFL-CIO political committee, Retail Clerks International Association—N;
ILGWU campaign committee—C, N.

All Star Shows
All Star Shows TV programs—N.

Aluminum Co. of America
Alcoa products—N.

Amerace Esna Corp.
Ace combs—C, N.
Ace bowling balls—C.

ABC Inc.
ABC-TV program promotion—A.

American Cyanamid Co.
Breck concentrate shampoo—N.

American Express Co.
Travelers Cheques—C, N.

American Home Products Corp.
Whitehall Division
Anacin, Bisodol, Dristan, Infra Rub—C.
Preparation H—M.
Sleep Eze—C.

Brach Division
Brach candies—N.

American Motors Corp.
Ambassador, Javelin, Rambler—C, N.

American Red Ball Transit Co.
American Red Ball moving services—N.

AT&T
General telephone promotion—A, C, M, N.

American Brands
Pall Mall cigarettes—A, C, M.
Roi Tan cigars—C, M.
Tareyton cigarettes—A, C, M.

America's Future Inc.
Publication—M.

Amway Corp.
Amway home care products—A, C.
Amway shoe spray—A.

Anderson Co.
Anco windshield wipers—C, N.

Armour & Co.
Armour Star hot dogs—A, C, N.

Association of American Railroads
General promotion—A, C, N.

Atlas Van Lines
Atlas moving services—C.

Ball Brothers Co.
Ball home canning supplies—A, C.

Bankers Life & Casualty Co.
White Cross hospital plan, general promotion, Bankers Life insurance—A.

At WPIX, we New Yorkers are trying to get rid of our city's second class citizens.

We can't have a first class city unless it's full of first class citizens.

Who can speak English.

So we produce *Apreda Ingles* and present it every Saturday morning. First Miss Blanca Ortiz teaches everyday English to Puerto Rican viewers. Afterward Mr. Jose Roman of the Human Resources Administration offers a listing of current job opportunities.

And then the phone starts ringing. Each one a Spanish-speaking New Yorker who now has the confidence to try and improve himself by getting a better job. (So far, we've placed an average of 17 people in new jobs each week.)

That's how we're working together to build a better New York.

One New Yorker at a time.



Nobody does more for New York than we New Yorkers.

WPIX-TV NEW YORK



Bankers Life of Des Moines
Bankers Life insurance—A.

Bartell Media Corp.
MacFadden books, True Story magazine—C.

Bata Shoe Co.
Mulligans golf shoes, Weinbrenner outdoor footwear, Weinbrenner shoes—C.

Beatrice Foods
Shedd's peanut butter & jelly—C.

Benrus Corp.
Benrus watches—A, C, M, N.

Bentley Lighter Corp.
Bentley butane lighters—A.

Bernzomatic Corp.
Stoves, lanterns—N.

Bird & Son Inc.
Bird Wind-Sealed shingles—N.

Bishop Industries
Plus White toothpaste—M.

Block Drug Co.
Nytol tablets—C, N.
BC headache remedy—M.

Book Enterprises Inc.
Presidential portraits—M.

Borden Inc.
Borden instant potatoes—N.
None Such mince meat—C.
Wylers soup mixes, Wylers drink mixes—C, N.

Bristol-Myers
Bufferin—A, C, N.
Excedrin—A, C, M, N.
Mum cream deodorant—A, C.
No Doz—A, C, N.
Vote toothpaste, Whistle spray cleaner—C.

Brunswick Corp.
Mercury outboard motors—C, M, N.

Burlington Industries
Burlington panty-hose—A.

Campbell Soup Co.
Campbell canned soups—A, C, M, N. --
Campbell frozen soups—C.
Pepperidge Farm stuffing—C, N.

Canadaigua Industries
Virginia Dare wine, Richards Wild Irish Rose wine—N.

Champale Inc.
Champale malt liquor—N.

Chanel Inc.
Chanel after shave & cologne, Chanel perfume—N.

Chesebrough-Pond's
Pond's dry skin cream—C.

Christianity Today Inc.
Christianity Today magazine—N.

Chrysler Corp.
Air Temp auto air conditioner, home air conditioner—N.
Chrysler cars—A, C, M, N.
Chrysler Custom Care—A, C, N.
Dodge cars—N.
Plymouth cars—A, C, M, N.
General promotion—N.

CIBA Corp.
Binaca breath freshener—C.
Nupercainal antiseptic, Antivy lotion—C, N.

Citizens for Humphrey-Muskie Committee
Political—A, C, M, N.

Colgate-Palmolive
Cold Power, Fab detergent, Ultra Brite toothpaste, Wash n Dri—A, C, M, N.
Ajax cleanser—A, C, N.

CBS Inc.
CBS-TV Div.—C.
CDM Div.—Columbia record albums—A, C, M.

Commercial Carpet Corp.
Viking carpets—C.

Consolidated Foods Corp.
Sara Lee frozen cakes, frozen rolls—C.

Cowles Communications
Look magazine, Family Circle magazine—C.

Curtis Publishing
Ladies Home Journal, Saturday Evening Post—C.

Del Laboratories
Hard as Nails, Trialka, Ora-Jel—M.

Del Monte Corp.
Del Monte catsup—A, C, M, N.

Dow Corning Corp.
Dow shoe saver, Dow tile cleaner—C.

Downe Communications
Ladies Home Journal—C.

DuPont
Zerex antifreeze—A, C, M, N.
Golden 7 oil treatment, Lucite paints—C, M, N.
Dacron for men's wear, DuPont 501 certifications for carpets—N.
Stren fishing line—C, N.

Dr. Pepper picks Y&R

Dr. Pepper Co., Dallas, last week named Young & Rubicam, New York, as its advertising agency, replacing Grant Advertising, Chicago and Dallas, which had handled the account for 15 years. Dr. Pepper will bill about \$4 million in 1969, of which an estimated \$2.5 million is in broadcast.

John C. Simmons, vice president, advertising, Dr. Pepper Co., said advertising plans for 1970 would be presented at the company's meeting with bottlers in Dallas, Oct. 1-3.

Account had been with Grant Advertising for 15 years.

Eastman Kodak
Kodak Business Systems, Instamatic Camera outfits, Kodak family portraits, Kodak film—A.

Elgin National Watch Co.
Elgin watches—C, M.

Emerson Electric Co.
In-Sink-Erator garbage disposer—C.

Glen L. Evans Inc.
Evans lures & tackle—N.

Eversharp Inc.
Schick Krona Chrome razor blades, Schick razors & super stainless blades—A.

Evyon Perfumes
Baron men's toiletries, White Shoulders perfume—C.

Fawcett Publications
Woman's Day magazine—C, M.

Florists' Transworld Delivery Association
Flowers-by-Wire—A, C, M, N.

Ford Motor Co.
Ford Div.—A, C, N.
Institutional—A, C, M, N.
Garden tractors—C.
Lincoln-Mercury Div.—A, C, M, N.
Auto-Lite Div.—N.

Foster Milburn Co.
Doans pills—M, N.

Gates Rubber Co.
Lear Jet tape cartridges, Tape Players—C, N.

General Electric Co.
General Electric Christmas light set—C.
General Electric bulbs—C, M, N.

General Foods
Maxwell House coffee, Sanka instant coffee—A, C, M.

General Mills
Wheaties cereal—C, N.

General Motors
Buick Div.—A, C, M, N.
Chevrolet Div.—C, N.
Delco Div.—A.
Fisher body Div.—C.
Frigidaire Div., GMC trucks—A, C, M, N.
Guardian Maintenance—A, C, N.
General Motors—general promotion—A, C, M, N.
Genuine G.M. parts—C, N.
Oldsmobile Div.—C, M, N.
Pontiac Div.—A, C, M, N.
United Delco dealers service—A.
Mark of Excellence—C.

Opel Cars—A.

Gillette Co.
Gillette Foamy Shave, Gillette Knack razor, Gillette super stainless blades, Gillette Techratic razor, Paper Mate Flair pens, Right Guard antiperspirant—N.

Golenpaul Inc.
Information Please Almanac—C.

B.F. Goodrich
B.F. Goodrich tires—M, N.
B.F. Goodrich promotion—C.

W. R. Grace & Co.
Miller High Life beer—M, N.

Great Western United Corp.
Shakey Pizza Parlors—C, N.

Greyhound Corp.
Greyhound Van Lines—N.

Gulf Oil Corp.
Gulf dealers Tour Guide service, Gulf dealers travel card, Gulf general pro-

motion, Gulf insect killer, Gulf motor oil, Gulf No Nox gasoline, Gulftires—N.

Gulf & Western Industries
Financing, investment—N.

W. J. Hagerty & Sons
Hagerty multi-products, Hagerty silver polish, Hagerty Silversmith Wash—A.

Hallmark Cards
Hallmark television program—N.

Hart Schaffner & Marx
Jaymar Slacks for men—N.

Holiday Inns of America
Holiday Inns of America—M.

Household Finance Corp.
Household Finance—C.

Incabloc Corp.
Incabloc shock absorbers—C.

Indiana Dept. of Commerce
Indiana state resort promotion—A, N.

International Dairy Queen
Ice cream—M.

International Harvester Co.
Cub Cadet tractors—C, N.

International Industries
United Rent-Alls—N.

ITT
Avis car rental—M.

Japan Air Lines
Air travel—M.

Jeffrey Martin Labs.
Compoz—M.

Kaiser Industries
Salute to American trucking industry, Kaiser aluminum products—N.

Kampgrounds of America Inc.
Kampgrounds camp sites—N.

Kellogg Co.
Kellogg All Bran—C.
Kellogg Bran Buds, Kellogg Product #19—C, M, N.

Kentucky Fried Chicken Corp.
Kentucky Fried Chicken—A, C.

Kerr Glass Mfg. Corp.
Kerr home canning supplies—C.

Kiplinger Washington Editors
Changing Times magazine—N.

Lanvin, Charles of the Ritz, Inc.
Arpege toiletries—C, N.

Liggett & Myers
Chesterfield cigarettes—C, M, N.
Cream of Oats cereal—M, N.

Longines Record Club
Record club—M.

Loews Theatres Inc.
Kent cigarettes, Newport cigarettes—A, C.
True cigarettes—A, C, N.

Magazine of Wall Street
Magazine of Wall Street—C.

Magla Products
Magla silicone ironing board cover—A.

McGraw-Edison Co.
Arnold Palmer cleaning centers—N.
Martinizing dry cleaning process—C.

McKesson-Robbins
Trend, Gold Spot breath freshener—M.

Mem Co.
English Leather after-shave lotion line, English Leather cologne line—A.

Mennen Co.
Quinsana foot powder spray—A, C, N.

Meredith Corp.
Better Homes & Gardens magazine—A, C, N.

Miles Laboratories
Alka Seltzer—A.
Chocks vitamins, One-a-Day vitamins—A, C, M, N.

Monroe Auto Equipment Co.
Monroe Load Levelers, Monroe shock absorbers—C, N.

Monsanto Co.
Monsanto general promotion—C.

Benjamin Moore & Co.
Benjamin Moore paints—A.

Morton International
Morton salt—A, C, M, N.

MBS
Mutual Broadcasting sports news—M.

Mutual of Omaha Insurance Co.
General promotion, health insurance, major medical insurance, I.N.C.M. protection, life insurance—N.

National Biscuit Co.
Nabisco Premium Saltines—C, M, N.
Nabisco Toastettes—A, C, M.

National Brush Co.
Snow Chaser auto brush & scraper—C, M.

National Dairy Products Corp.
Kraft cheddar cheese sauce mixes—C, M.
Kraft barbecue sauce mix—C, M, N.
Kraft seasoning mixes—C, M.
Kraft cheeses—A, M.

“ People whose electricity was knocked out could be thankful for their battery radios, especially if they tuned in radio station WERE which remained calm and informative in the fury of the stormy night. Bill Randle, Pete Franklin and Howie Lund performed a public service of high order by maintaining a continuous weather watch after it was obvious Cleveland was in for something more than a summer evening shower. WERE scrapped its programming recognizing it had a much more dramatic, spine-tingling show on hand. It concentrated on giving out information, answering questions and trying to send help where it might be needed. Jerry Frederickson, Forrest Simm and Jeff Fisher aided the aforementioned trio in a superlative performance. ”

From an Editorial in the Cleveland Plain Dealer, Sunday, July 6, 1969

Clevelanders
In case of emergency DIAL WERE 13
 CBS RADIO AFFILIATE
 1500 Chester Ave., Cleveland, Ohio 44114 • (216) 696-1300
 ED PAUL, Vice-President & General Manager

Represented Nationally by:

**CBS RADIO
 SPOT SALES**

National General Group—Great American Insurance

Great American auto insurance, business insurance, homeowners insurance, liability insurance, marine insurance—C.

National Oak Flooring Mfg. Assoc.
Oak flooring—N.

National Union Electric Corp.
Emerson TV sets—M.

Nationwide Industries
A to Z rentals—N.

Nekoosa—Edward Paper Co.
Nekoosa-Edward paper products—C.

Niagara Therapy Mfg. Corp.
Niagara Cyclo Massage equipment—C.

Richard M. Nixon for President Committee
Political—C, M, N.

Nixon-Agnew Campaign Committee
Political—A, C, N.

Northwest Industries
Fruit of the Loom men's shirts, Men's & Boy's Underwear—A, C.

Norton Simon Inc.—Hunt Foods Div.
Hunt's tomato sauce—C, M, N.

Olivetti ING. C. & Co. SPA
Olivetti Underwood typewriters—A, C.

Party-Tyme Products
Party-Tyme beverage mixes—C.

Pennsylvania Grade Crude Oil Assoc.
Pennsylvania Grade motor oil—N.

Pennzoil United
Pennzoil motor oil—A, C, M, N.

Pepsico
Pepsi Cola—A, C, M, N.

Pet Inc.
Stuckey's Roadside Refreshment Centers—N.

Peterson Mfg. Co.
Vise Grip wrenches—C, N.

Charles Pfizer & Co.
Pacquin hand cream—C, N.

Pharmacists Public Relations Bureau
Public relations—M.

Phillip Morris Inc.
Marlboro cigarettes—A, C, M.

Phillips Petroleum Co.
Phillips 66 dealers service, Gasoline, Motor Oil—N.

Pillsbury Co.
Funny Face beverage mix—A, C.

Gorilla Milk instant breakfast—A.
Tart n Tancy beverage mix—A, C.

Plough Inc.
Di-Gel antacid tablets & liquid, Musterole, Solarcaine pain reliever—C, N.

Coppertone suntan products—N.
Mexana medicated powder, St. Joseph calendar offer—C, N.

Porsche of America Corp.
Porsche passenger cars—N.

Purex Corp.
Ayds reducing aids, Cuticura first aid cream, Cuticura medicated liquid, Cuticura ointment, Cuticura shampoo, Cuticura talcum powder—C.

Quaker State Oil Refining Corp.
Quaker State ATA additive—N.

Quaker State motor oil—C, M, N.
Quaker State SDA additive—N.

RCA Corp.
RCA dealers, RCA Victor color TV sets, RCA Victor multiproducts—N.

Raytheon Co.
Amana freezers, Amana Radarange oven, Amana refrigerators—C.

Readers Digest Association
Readers Digest magazine, Readers Digest sweepstakes—A, C, M, N.

Renfield Importers Ltd.
Martini & Rossi vermouth—M.

Renuzit Home Products Co.
Kitty Pan cat litter, Renuzit air freshener, Renuzit household cleaner, Renuzit furniture wax, Renuzit spot remover, Renuzit spray wax, Renuzit starch—C, N.

Revlon Inc.—Thayer Labs Div.
Amitone, Arrestin, Comeback, Mazon—M.

Rexall Drug & Chemical Co.
Rexall One-Cent Sale—A, C, N.

Rexall Two-for-One Sale—C, N.
Rexall Super Plenamins—A, C, M, N.

R. J. Reynolds
Camel cigarettes—C, M, N.
Winston cigarettes, Salem cigarettes—A, C, M, N.

My-T-Fine pudding & pie filling—A.
Patio frozen Mexican foods—C.
Vermont Maid syrup—A.

Rich Products Corp.
Coffee Rich liquid creamer—C, N.

A. H. Robins Co.

The bells are ringing— but poor B&B isn't there

Plaza 8-6200—a seemingly innocuous New York telephone number—has been causing an uproar in the past week.

The number belongs to Benton & Bowles, which recently moved from Fifth Avenue to 909 Third Avenue. The agency soon discovered that the Plaza 8 exchange was not working properly. "It was so bad," a spokesman reported, "that our account men had to go use pay phones to call clients." Callers either heard a busy signal or a ring that was never answered. The agency finally placed a full-page ad in the *New York Times* last week announcing, tongue-in-cheek, that the agency was still there.

To top this, the New York Telephone Co., through a "clerical error," omitted B&B's name and new telephone number in half of the 1 million new directories still being printed but some already distributed last week.

"It would be impossible to print a correction," a spokesman for the telephone company said. Where it was possible, "we altered the distribution of those already off the press to put them in residential areas," he said. Some of the books were already on the delivery trucks, however, and many firms in the Wall Street area do not have Benton & Bowles listed in their books.

Although the agency's number may not be in the telephone books, it has received attention from the broadcasting media. Several stations picked up the story, the agency spokesman reported, and CBS filmed a sequence possibly for network broadcast.

Chap-Ans hand cream, Chap Stick lip balm—C, N.

Sergeants flea & tick spray—N.

San Antonio Fair
San Antonio Hemisfair—A, N.

Sardeau Inc.
Sardo—M.

Savings & Loan Foundation
Savings & Loan Associations—N.

Shelco Inc.
Jifoam oven cleaner—C.

Shell Oil Co.
Shell Super gasoline, Shell oil products—C.

Sinclair Oil Corp.
Sinclair dealers & games, Dino gasoline, motor oil, general promotion, sweepstakes—C, N.

Singer Co.
Singer general promotion—N.

Singer TV special—M.

Smith, Kline & French Labs.
 Contac cold tablets—A, C, N.

Pet M flea & tick spray, Pet M coat & skin supplement, Pet M liquid shampoo—C.

J. M. Smucker Co.
Smucker jams & jellies—C.

Socialist Labor Party
Political—M.

Sperry & Hutchinson Co.
S & H Green Stamps—C, N.

Standard Brands, Inc.
Fleischmann's margarine—A, C, N.

Standard Oil Co. of N.J.
Merry Weather indoor-outdoor carpet—N.

Standard Packaging Corp.
Roylies Bug Ban shelf & lining paper,

Roylies paper doilies, Roylies shelf paper—C.

State Farm Insurance
State Farm auto insurance—A, C, M, N.

State Farm home insurance—A, N.
State Farm life insurance—M.

Steelcase Inc.
Steelcase office furniture—C, N.

Sterling Drug
Bayer Aspirin for Children, Bayer regular aspirin—A, N.

Campmo-Phenique—A.
Cope—A, C, M, N.

Ironized Yeast—A, N.
Lysol spray disinfectant—C.

Measurin—A.
Midol—A.

Phillips Milk of Magnesia—N.

Stewart-Warner Corp.
Alemite CD2 additive—C, M, N.

Studebaker-Worthington Inc.
STM oil additive—C, M.

3M Co.
Book Shelf games—C.

Scotch brand tape, Scotch Gard stain repellent—C, M.

Ribbons—C.
Patio lights, Tarni-Shield—M.

Sunsweet Growers Inc.
Sunsweet Prunes—N.

Textron Inc.—Spiedel Div.
Spiedel Twist-O-Flex—A.

Time Inc.
Time magazine, Life magazine—C, N.

Times—Mirror Co.
Popular Science magazine—M.

Turtle Wax Inc.
Turtle Wax liquid car wax—A, M, N.

Twenty-First Century Publishing Co.
Weight Watchers magazine—M.

Union Carbide Corp.
Eveready batteries—C.

Prestone antifreeze—C, M.
Prestone windshield antifreeze—C.

Union Oil of California
Super Royal Triton motor oil—N.

United Air Lines
United air travel—A, C, N.

United credit cards—N.

United Citizens for Nixon-Agnew Committee
Political—A, C, N.

United Fruit Co.
A & W drive-in restaurants—C, M, N.

United States Shoe Corp.
Red Cross shoes for women—C, N.

United Van Lines
United Van moving service—C.

VM Corp.
VM stereo phonographs, tape recorders—N.

Volvo Import Inc.
Volvo cars—A.

Wallace Campaign
Political—C, N.

Warner Lambert Pharmaceutical Co.
Cornhuskers lotion, Super Anahist nasal spray—C, N.

Washington Post Co.
Newsweek magazine—C, N.

Watkins Products
Watkins floor wax—C.

Watkins fragrances, household products, men's toiletries, multiproducts advertising, products dealers wanted, punch mixes—C, N.

Watkins children's chewable vitamins, cough medicine—M.

Witco Chemical Corp.
Kendall motor oil—N.

Wright & McGill Co.
Eagle Claw fishing equipment—N.

William Wrigley Jr. Co.
Wrigley chewing gum—A, M, N.

Wynn Oil Co.
Wynn Charge engine additive, Friction Proofing, oil products, Radiator Stop-Leak—C, N.

Total Brands & Institutions (407)

Total Advertisers (199)**

Source: LNA, BAR, for ABC, CBS, NBC for 1968; Mutual Broadcasting System for MBS; additional agency and brand data from ABC, CBS, NBC and MBS. Standard Directory of Advertisers, 1968.

* Religious advertising has been excluded so that the comparisons could be made from a common base.

** These are corporate advertisers. Divisions of corporations are not counted separately in this total.

Agency appointments:

▪ Chemway Corp., Wayne, N.J., has moved several product accounts from Delehanty, Kurnit & Geller, New York, and Edward H. Weiss & Co., Chicago, to Warren, Muller, Dolobowsky, New York. The products include Bab-O, Dr. West toothbrushes and One-Step floor wax.

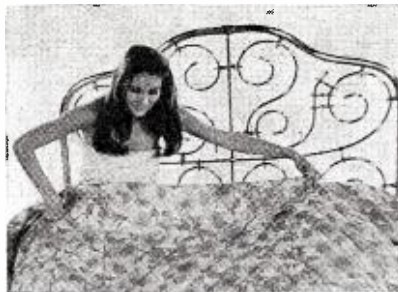
▪ Bozell & Jacobs, New York, picked up an estimated \$1 million-plus account last week from Cooper Laboratories' personal products division, Mystic, Conn. The assignment includes proprietary drug and toiletry products and the Lydia E. Pinkham line. The Pinkham Co., a recent acquisition, was formerly handled by MacManus, John & Adams. The agencies for Cooper's ethical drug products, Kallir, Philips, Ross and Hegelmann & Bartolone, will not be affected by the new assignment.

Buck-well-spent image ditched for tidy sheet

"Come play house with me," Miss Springmaid entices the viewer from a bed decked out in Wondercale "Tahitian Rose" sheets. Miss Springmaid, who has long graced the printed page, is making her television debut in 28 major markets starting this week. This 30-second spot signals the first TV campaign of major importance launched by Spring Mills Inc., New York, and is expected to lend support to 1969 August white sales.

Miss Springmaid demonstrates in this spot the economy and convenience of the no-iron sheets, in addition to matching blankets, bedspreads, and towels. The spot concludes with a telephone number for additional information.

The commercial will be seen at a rate



of at least 10 spots a week in every market, daytime and late evenings. According to a Spring Mills spokesman, these dayparts are calculated to reach the consumer when she is most responsive to a linen commercial—she has either just made the beds and done the laundry or she is preparing to retire.

Springmaid made limited use of 10-second ID's in spot during the January white sales of 1967 and also in 1965, but the Spring Mills spokesman describes the new campaign as the Mill's first significant venture into the broadcast media. The agency for Spring Mills is BBDO, New York.

Metromedia promises more antismoking spots

Metromedia Inc. last week informed the FCC that it will see KNXT(TV) Los Angeles's five-to-one ratio of cigarette to anticigarette spots and raise it an unspecified amount.

Metromedia's offer was contained in a letter responding to the second of two commission orders directing the licensee to air more antismoking spots during prime time on WNEW-TV New York. Metromedia noted that in another case involving KNXT, owned by CBS, the commission was apparently satisfied

with the 5-1 ratio maintained by the station during the 6-11 p.m. period. It said Metromedia stations would "better that ratio."

WNEW-TV's troubles began March 20 when the commission, in response to a complaint concerning the station's compliance with the fairness doctrine as applied to cigarette advertising, ordered it to make "greater effort" to air antismoking messages during periods of maximum viewing.

Metromedia asked the commission to reconsider the order, contending that broadcasters should be allowed the discretion of airing most of the antismoking spots during nonprime time. It said it followed this policy in order to educate children on the hazards of smoking. The commission denied the request, saying that while the policy was commendable, it did not relieve the licensee of a similar responsibility toward adults in prime time.

In the KNXT case, John F. Banzhaf III, of ASH (Action on Smoking and Health), petitioned to deny license renewal because of an alleged deficiency of antismoking spots. The commission denied the petition, concluding that the station's 5-1 ratio constituted compliance with fairness-doctrine requirements.

College basketball on HSN

College basketball "Game of the Week" telecasts will appear on a Hughes Sports Network station lineup again in 1970, sponsored by R. J. Reynolds Tobacco, through William Esty, and Chrysler Corp., through Young & Rubicam. Broadcasts of the game a week will begin Jan. 3 on 117 stations. The series ends March 7. Games will originate from the major college conferences across the country.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers' Reports' network-TV dollar revenue estimate—week ended July 6, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 6	Total dollars week ended July 6	1969 total minutes	1969 total dollars
	Week ended July 6	Cume Jan. 1-July 6	Week ended July 6	Cume Jan. 1-July 6	Week ended July 6	Cume Jan. 1-July 6				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 16.9	\$ 110.7	\$ 2,990.0	\$ 304.0	\$ 9,247.9	76	\$ 414.7	2,277	\$ 12,254.8
Monday-Friday 10 a.m.-6 p.m.	1,286.8	38,396.5	2,393.7	74,266.2	1,640.2	62,436.6	823	5,320.7	24,536	175,099.3
Saturday-Sunday Sign-on 6 p.m.	352.8	25,605.9	1,057.4	28,683.4	513.6	16,759.1	244	1,923.8	7,630	17,048.4
Monday-Saturday 6 p.m.-7:30 p.m.	225.9	8,690.3	483.7	18,675.7	414.3	16,925.5	90	1,123.9	2,498	44,291.5
Sunday 6 p.m.-7:30 p.m.	60.9	3,771.0	137.1	5,736.7	60.0	5,693.9	16	258.0	568	15,201.6
Monday-Sunday 7:30-11 p.m.	3,664.9	132,918.0	4,898.3	180,210.0	4,698.7	178,355.3	441	13,261.9	11,698	491,483.3
11 p.m.-Sign-off	300.2	10,762.9	30.0	2,062.7	366.8	12,994.2	75	697.0	2,134	25,819.8
Total	\$5,891.5	\$220,161.5	\$9,110.9	\$312,624.7	\$7,997.6	\$302,412.5	1,765	\$23,000.0	51,341	\$835,198.7

RAB workshop slated for six encores

Success in N.Y. last month prompts extra bookings with local agency figures to be participants

The Radio Advertising Bureau will take its radio workshop to six cities this fall, combining it in five of the cities with its fall series of management conferences.

The workshop, cosponsored by RAB and the Association of National Advertisers, was held in New York in June (BROADCASTING, June 16). It drew what was said to be the largest turnout for any advertising medium in the series of workshops conducted by various media in cooperation with ANA. Estimates were made of an audience of close to 800, consisting primarily of advertiser and agency executives, about equally divided, plus a limited number of broadcasters.

The one-day workshop featured radio-advertising success stories, a review of trends and techniques in radio commercials, reports on commercial research and a large number of commercials which prove that radio moves goods and promotes services. RAB said the workshop, which again will be sponsored in cooperation with ANA and open to national, regional and local advertisers and agencies, would contain "many of the features that made the New York meeting so well received" but would be run "tight and fast-paced." RAB President Miles David said scores of advertising executives

had asked the bureau to repeat the workshop.

In cities where the workshop will be held, sessions will start at nine in the morning and continue through lunch, followed that afternoon and all the next day by the management conferences. Workshop keynote speakers will be drawn from leading advertising agency executives in each of the cities.

Combined workshop-management conference sessions will be held on Sept. 3-4 in Atlanta (Hilton Inn); Sept. 10-11 in Detroit (Hotel Pontchartrain); Sept. 29-30 in San Francisco (Sheraton Palace); Oct. 2-3 in Dallas (Marriott motor hotel), and Nov. 10-11 in Chicago (Continental Plaza).

The management conference only will be held in the New York area at the White Plains, N.Y. Hotel on Sept. 15-16. In Los Angeles on Nov. 20 only the workshop will be featured because of the size of the advertising community in that city, RAB said.

As in previous years, the management conference sessions will be split by market size.

Two groups to Ad/Mar

Ad/Mar Research Co., New York, the marketing research organization, last week acquired Alfred Politz Research and Universal Marketing Research. The

two research firms were formerly divisions of Computer Sciences Corp., a computer software company. No financial terms were announced.

Both firms will continue to operate as separate companies with their own staffs. Ad/Mar specializes in evaluating consumer advertising campaigns and providing manufacturers with ideas and concepts for new products. Politz Research, which was formed 25 years ago, is a pioneer firm in the marketing research field.

TV-radio set queries will be in '70 census

The House Subcommittee on Census and Statistics last week refused to limit the number of mandatory census questions to seven essential ones, as had been proposed by some congressmen. In the process, the subcommittee cleared the path for tabulation by the Census Bureau of basic marketing data, including accurate statistics on national radio and television-set ownership.

The action accompanied approval of a bill that would eliminate 60-day jail sentences for persons who refuse to answer, or who answer falsely, census questions. The proposed legislation retains a \$100 fine for false or incomplete information.

Opponents of the jail sentence had also fought against what they regarded as the unwarranted invasion of privacy implicit in many of the questions. While the subcommittee failed to support this view, it did require that the Census Bureau clear all future questions with Congress. The requirement does not apply to the 1970 census.

The questions regarding set ownership are asked on a 5% sample basis. Respondents are asked whether they own a television set—and, if so, whether any of the sets are equipped to receive UHF. Another question asks whether the respondent owns one or more battery-operated radios.

Chicago agency gets new face

Evans & Buck Advertising, Chicago, has been reorganized as Norman W. Buck, Inc. to provide new services for clients including sales promotion and public relations in addition to media advertising.

The new group has appointed Ronald Weiss, formerly with Chicago Musical Instrument Co., Lincolnwood, Ill., copy director, and Joyce Lang has been promoted to creative coordinator.

The new agency awaits completion of larger facilities in the Willow Hill Executive Center, 540 West Frontage Road, Northfield, Ill., before moving from present location at 612 North Michigan.

Also in advertising:

New firm ■ Omni-think, new radio-TV writing boutique for small agencies, formed in Chicago area by two former Foote, Cone & Belding producers, Bob Griesbaum and Dennie Allar. Address: 621 South Street. Barrington, Ill.

Name change ■ Gilmore Advertising Inc., division of Jim Gilmore Enterprises, Kalamazoo, Mich., has changed name from McLain Advertising, Inc. Among agency's \$2 million billings is affiliate of Jim Gilmore Enterprises—Gilmore Broadcasting, KODE-TV Joplin, Mo.; WSA-TV Harrisonburg, Va., and WEHT-TV Evansville, Ind.

Ltd. to Inc. ■ After 40 years as a limited partnership, Henry J. Kaufman & Associates, Washington advertising and public relations firm, has been incorporated with Henry J. Kaufman as president. He had been managing director.

Parting ways ■ Max Factor & Co. and

Carson/Roberts/Inc., both Los Angeles, have ended their 10-year relationship. The account was estimated to have billed about \$5 million last year. In recent weeks, however, about \$2.5 million of the billings were assigned almost evenly to Richter & Mracky-Bates Inc., Los Angeles, and Jerry Della Femina. New York.

Pan Am moves ■ Pan American Broadcasting Co., formerly at 380 Lexington Avenue, New York, has moved to 22 East 42d Street.

Rep offices ■ Tele Rep Inc., has opened Los Angeles offices at 6435 Wilshire Boulevard; phone (213) 651-2112.

Data source ■ System Sharing Corp., New York, is offering a new information retrieval system, called "Snoopy," which has particular application in broadcasting and advertising. The computer system, according to SSC, retrieves and generates reports on data collected over a long time period and/or over many time segments. SSC offices are 14 Maiden Lane; phone (212) 964-7130.

Heard any good rumors lately?

Sure you have.

But your stock-in-trade, of course, is to report the facts.

If you're working on a story that concerns us in particular, or our business (petroleum and petroleum products marketing) it's in

our interest to help you. And at Humble we decided—long, long ago—that the best way to help you is to see that you are well stocked with your stock-in-trade.

So call us. You'll get the facts. Honestly. We're listed below.

BALTIMORE — Bill Farlie,
P. O. Box 1288, 21203;
301/825-5400

BATON ROUGE — Doug Mayfield,
P. O. Box 551, 70821;
504/359-7711

BAYONNE — Pat O'Connor,
Foot of East 22nd St., 07002;
201/474-0100

BAYTOWN — Max Nailley,
P. O. Box 3950, 77520;
713/583-5711

BAYWAY — Tom Gallagher,
P. O. Box 222, Linden 07036;
201/474-0100

BENICIA — Conrad Lemon,
P. O. Box 316, 94510;
707/745-3450

CHARLOTTE — Hank Rosenthal,
P. O. Box 420, 28201;
704/523-2211

CHICAGO — Bill Brooks,
1211 W. 22nd., Oak Brook, 60523;
312/654-2600

DENVER — Jack Howard,
P. O. Box 120, 80201;
303/534-1251

HOUSTON — P. O. Box 2180, 77001;
Arch Smith, 713/221-4376;
Bill Neely, 713/221-4976;
Sid Hetzler, 713/221-5033;

Jack Francis, 713/221-4643;
Steve Huston, 713/221-5343

LOS ANGELES — D. I. Bolding,
1800 Ave. of the Stars, 90067;
213/879-2700

NEW ORLEANS — Clay Hooper,
P. O. Box 60626, 70160;
504/527-3636

NEW YORK — Bleu Beathard,
Rm 1734, 30 Rockefeller Ctr.,
10020;

212/974-3620

PELHAM — Jim Avery
Hutchinson River Pkwy., 10803;
914/738-4700

HUMBLE

Oil & Refining Company
Where you get all the extras.

Statistical research goes into sampling

A new company specializing in sampling, data gathering and data analysis, staffed with several broadcasting advertising executives, was announced last week by Gale D. Metzger, president of Statistical Research Inc., Westfield, N. J.

Mr. Metzger is a former vice president of A. C. Nielsen Co. Others in the SRI operation include Dr. Gerald Glasser, who serves as statistical consultant; Stuart Gray, formerly a vice president and director of programming, MacManus, John & Adams, New York, and Sybil Carof and Burt Michaels, both formerly with Young & Rubicam.

Dr. Glasser is an authority in sampling and statistical analysis. Mr. Gray, who will work with SRI in the development of both special and syndicated analyses of media data for advertisers, agencies and media, for several years issued a forecast of "new season" pro-

gram successes.

According to Mr. Metzger, SRI has actively been engaged in work for the TV and radio networks. The company has offices at 111 Quimby Street; phone (201) 232-8121.

Business briefly:

Beecham Products, Clifton, N.J., through Kenyon & Eckhardt, New York; **Consolidated Cigar**, through Lennen & Newell, both New York, and **S. C. Johnson & Son**, Racine, Wis., through Foote, Cone & Belding, Chicago, will sponsor a half-hour special preceding NBC-TV's coverage of the baseball All-Star game Tuesday (July 22). *It's Everybody's Game*, 7:30-8 p.m. EDT will focus on the types of fans baseball is attracting in 1969.

American Enka Corp., through Delehanty, Kurnit & Geller, both New York, will run a TV campaign for Enkasheer nylon from Sept. 22 to Dec. 23 on NBC-TV's *Today* and *Tonight* shows. Spots TV will also be used in major markets.

U.S. Time Corp. (Timex), through Warwick & Legler, both New York, and **Procter and Gamble** (Crest), Cincinnati, through Benton & Bowles, New York, will sponsor four *National Geographic Society* specials next season on CBS-TV. The first broadcast in the series, "The Mystery of Animal Behavior," is scheduled for Tuesday, Oct. 14 at 7:30 p.m. EDT.

Waterman-Bic Co., through Ted Bates & Co., both New York, will spend \$1.7 million on television in an Aug. 14 to Oct. 26 back-to-school campaign for its "Clic" pen. Around \$100,000 is reserved for spot TV in the top 100 markets; the rest is distributed between ABC-TV and CBS-TV. Bic has bought heavily into movies, sports, news and adventure programs in prime time and teen-age daytime slots.

American Gas Association, through J. Walter Thompson Co., both New York, will sponsor *Mitzi's 2d Special*, starring Mitzi Gaynor, on NBC-TV, Monday, Oct. 13, 10-11 p.m. EDT.

Equipment&Engineering

Land-mobile study procedure defended

SRI disclaims influence in site selection for spectrum monitoring

Stanford Research Institute, which is conducting a study of land-mobile use of the spectrum for the FCC, says the monitoring procedure it has used is of its own design and was the same in New York, in the final phase of the year-long project, as it was earlier, in Detroit. However, SRI acknowledges that some land-mobile radio representatives played what it indicates were subsidiary, service-type roles in helping it to obtain monitoring sites.

Thomas I. Dayharsh, of SRI, has also told the commission that the results of the New York phase of the study "are substantially different" from those obtained in Detroit. He cited, as reasons, the greater number of land-mobile transmitters in the New York area and the fact that the site in New York—atop the Pan Am building—was higher than was possible in Detroit and, thus, increased the coverage area.

Mr. Dayharsh's statement was in response to a commission request for comment on complaints filed by the Association of Maximum Service Telecasters, All-Channel Television Society

and the National Association of Broadcasters (BROADCASTING, June 30). Broadcaster groups had cited a trade press report indicating that land-mobile radio operators influenced the design of SRI's monitoring procedure in New York.

Broadcasters are concerned over the possibility that the SRI report will provide support for the commission's proposal to make television frequencies available to land-mobile radio operators, who claim their service lacks sufficient spectrum space. A final report on the year-long project, which involves a study of problems related to the land-mobile radio spectrum squeeze, is expected this month. An interim report, based on monitoring in Los Angeles

and Detroit, was interpreted by broadcasters as indicating that poor spectrum management rather than a lack of space was at the heart of the land-mobile radio operators' difficulties (BROADCASTING, May 5).

Mr. Dayharsh, in explaining the monitoring procedure used by SRI, said the approximate locations for the field sites in Detroit and New York were chosen on the basis of transmitter density as shown by FCC license records. But he related three instances in which representatives of land-mobile radio users aided SRI in specific locations, in both Detroit and New York.

He said Motorola had aided SRI in settling on the Pan Am building as the site for its monitoring station in mid-

'69 color set sales up despite a slow May

Distributor sales of TV and radios to dealers were all down during the month of May, compared to the same month in 1968, with color TV sales down 16.1% and black-and-white TV sales down 11.4%.

For the five-month period, however, color TV sales showed a 9.5% gain, but the black-and-white total was minus 4.2% compared to the same January-May period last year. For the cumula-

tive period, home radios with FM and automobile radios continued to show sales gains, 4.4% and 4.1% respectively.

Unit sales for the five months of the year, according to the Electronic Industries Association:

Category	Television	
	1969	1968
Color	2,106,203	1,924,083
Monochrome	1,917,707	2,001,081
Total	4,023,910	3,925,164
Radios		
Home AM	2,251,430	2,607,411
Home AM/FM or FM	1,333,371	1,277,693
Automobile	4,321,871	4,149,878
Total	7,906,672	8,034,978

Manhattan. SRI wanted the highest building feasible; and after the Empire State was ruled out because of the many TV and FM antennas located on it, Mr. Dayharsh said, that left the Pan Am building.

Since Motorola has equipment in that building, he added, their representative was contacted and the site inspected. "This location met our site selection criteria quite well." He said SRI obtained permission to set up its equipment in Motorola's radio vault and to install its antennas on the now-unused heliport.

In Detroit, Mr. Dayharsh said, after Belle Isle was selected as the number-one site, a police officer—and the police are in the forefront of land-mobile radio users claiming their service lacks sufficient spectrum space — escorted an SRI field engineer around the island. The officer also helped obtain permission to use the island from the Detroit agency having jurisdiction over it.

Mr. Dayharsh also said that after Bloomfield Hills, Mich., was selected as the number-two site, a General Electric representative informed the SRI engineer of the location of the Cranbrook Institute of Science. "This potential site was inspected and found to be ideally suited for our purpose, and permission was obtained for its use," Mr. Dayharsh said.

'Star'-Talcott open new computer operation

A new computer firm, oriented principally to newspapers but hopeful of also serving television and perhaps radio stations, was formed last week by group broadcaster *Washington Evening Star* and the Talcott National Corp., New York.

The new firm, Tal-Star Computer Systems Inc., aims to provide a broad range of computer services, including systems and programing, consulting, installation, management and time-sharing, according to the announcement by John H. Kauffmann, president of the newspaper, and Herbert R. Silverman, Talcott National chairman.

Edward H. Fawsett, assistant to the president of the *Evening Star* and designated vice president-treasurer of Tal-Star, said the firm will work on the use of computers in both the mechanical and possibly the editorial departments of newspapers. Later on, he said, it may use this experience to enter the TV field where computers could be used to control switching among cameras, film and slide chains and other program sources. Computers, he noted, can be and are used for the more mundane tasks of logging, billing and maintaining payroll records for any business.

The *Evening Star* owns WMAL-AM-

FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. Talcott National Corp. is engaged, through subsidiaries, in financing, equipment leasing, and the manufacture and sale of replacement parts for lift trucks.

Truman F. Rice, general manager of Talcott's leasing division, is chairman of Tal-Star.

Technical topics:

Laser combination ■ Data Memory Inc., Mountain View, Calif., has acquired Laser Applications Inc., Palo Alto, Calif. Data Memory manufactures magnetic disk recording systems. Laser Applications specializes in custom laser systems engineering and manufacturing. Financial details of the transaction were not disclosed.

NASA assignment ■ Technicolor Inc., Hollywood, has been awarded a contract from the National Aeronautics and Space Administration to convert into motion-picture film all color and black-and-white television transmissions from Apollo 11. The conversions are scheduled to take place at Technicolor's Vidronics Laboratories in Hollywood. NASA officials plan to supervise editing of a half-hour film to be distributed around the world while the Apollo 11 flight is still in progress.

FCC looks for improved measure of AM strength

A new, "improved" method of indirectly determining the power of AM stations was suggested by the FCC last week in a notice of proposed rule-making.

Current rules require that the power be determined "directly" by measuring the antenna current, and taking the product of the square of that value and the antenna resistance. The proposed rule provides an alternative method of determining power when the direct method is not feasible, as in emergencies or when the other method would provide a result of questionable accuracy.

Power would be the product of the antenna resistance and the square of the antenna current at the operating frequency, measured at the point where the antenna resistance has been determined.

The commission noted that present rules provide no alternative to the use of efficiency factors contained in a table of values, although the figures vary according to transmitter make and power level.

Comments on the proposal may be filed on or before Aug. 22, and reply comments on or before Sept. 5.

BUYING A NEW COLOR CAMERA COULD BE THE WORST IDEA YOU'VE HAD IN YEARS

You'd be financially ahead of the game leasing a new camera from us, with 100% financing under a ten year lease!

We can lease you a new transmitter, a video-tape recorder, CATV equipment—any piece of radio or TV station gear, made by any manufacturer, in any quantity needed, for use anywhere in the world.

The financial and cash flow advantages of leasing high-priced equipment are probably well known to you. But here's something you may not know: we are the only company specializing in the leasing of broadcast equipment. We know broadcasting and how to make leasing work for you.

Before you buy any new equipment, call or write: Aaron Katz, 215-563-4407, President. We'll give you the facts you need to make the right decision for your station.



COMMUNICATIONS FINANCIAL CORPORATION 1530 Chestnut St., Philadelphia, Pa. 19102

TV coverage soars aloft with Apollo 11

Exceptional color quality, battalions of personnel mark first days of the \$11-million program

What may be television's greatest show—on or off the earth—went into its first days last week, without a hitch, in the Apollo 11 moon-walk mission, with broadcasters warming up to what was scheduled to be one of the longest and most spectacular coverage jobs in electronic journalism.

The coverage is also expected to be one of the most costly. For the three television networks alone, estimated costs of coverage and revenue loss in pre-emptions not recoverable by Apollo 11 sponsorship were \$11 million from last Wednesday (July 16) morning through the conclusion of the mission with splashdown, set for 12:47 p.m. on July 24.

While viewers in the U.S. and the world over could marvel over and take measure of the sights television transmitted from Cape Kennedy and, as the

mission unfolded, from space, broadcasting was beginning to calculate the coverage in numbers of personnel assigned to do the job and in costs.

According to preliminary estimates, the networks have budgeted \$6.5 million for coverage, and anticipate revenue losses in pre-emptions (after deducting revenues from Apollo 11 advertisers) at a minimum \$4.5 million.

Though these costs do not equal the budgets for last year's election-year coverage, when the three networks allocated an estimated \$30 million for primaries, conventions and the presidential campaign (BROADCASTING, Nov. 18, 1968), Apollo 11 is by far the most expensive space shot to date.

The number of network personnel involved in the unprecedented coverage totals around 1,000. ABC and NBC estimated that each have 300 working

on their individual operations, and CBS counted 400. Pool operations add another 100 or more to the total.

The greatest audiences, of course, come with the five major maneuvers—launching, lunar landing, walking on the moon, rendezvous with the Apollo capsule and splashdown. Even though the moon walk was scheduled for late last night or early this morning (July 21), the networks expected to attract at least 70 million people. With President Nixon urging states and businesses to declare today a holiday, probably even more people had planned to stay up to watch the event than previously estimated.

An estimated U.S. audience of 25 million watched the launching last Wednesday (July 16) at 9:32 a.m. EDT. NBC made the estimate based on a national Trendex report, which showed NBC-TV with 51% of the three-network audience in the 9-11 a.m. period, while CBS-TV had 35% and ABC-TV 14%.

National Arbitron figures put CBS in the lead for the 9 a.m.-1 p.m. period with a 45 share, as compared to NBC's 37 share and ABC's 14 share.

Nielsen ratings for the New York metropolitan area, with six stations monitored, showed a significant increase in the 8-11 a.m. period July 16 as compared to a four-week average. The peak viewing point, naturally, was during the 9:32 a.m. launch, when 42% of the households had sets in use. The four-week average for that time is 14%.

Except for the five maneuvers and the seven scheduled telecasts from space, the rest of the networks' 40 to 50 hours of coverage was designed to give visual impact to the reporting.

Some of the planned coverage already had been modified. An extra television transmission from earth orbit was sent Wednesday night (July 16). This was received at the National Aeronautics and Space Administration's Goldstone, Calif., earth station a few minutes more than an hour after launch. The TV pictures were taped at Goldstone and later in the day, when the scheduled land-line link was opened, sent to Mission Control at Houston where they were released to the net-



Astronauts wore masks to isolate them from newsmen and technicians attending a July 5 news conference covered by the radio-TV networks. At this conference—held at the Manned Spacecraft Center, Houston—newsmen were in the same auditorium, but the stage was 'boxed,' and the masks used as the Apollo 11 crew walked on and off the

stage. On July 14, two days before launch, a pooled news conference held at Cape Kennedy, Fla., had the news panel stationed 15 miles away and the astronauts housed on Merritt Island. (l.-r): Neil A. Armstrong, Colonel Edwin E. Aldrin and Lieutenant Colonel Michael Collins. At rear in 'box' is unidentified NASA official.

works. Another program change took place when ABC-TV changed its plans for a call-in question and answer session during the 30-plus hours of continuous coverage yesterday and today to a write-in question service so telephone facilities would not be overloaded.

Other special devices scheduled to be included in the coverage were: CBS's simulations of the moon walk from the man-made landing site at the U.S. geological survey branch office in Flagstaff, Ariz., tracing aviation and aerospace history from the Smithsonian National Air and Space Museum; NBC's four-hour *Special Within a Special*, with Danny Kaye as host, including John Chancellor and Aline Saarinen, for dramatic readings, music, poetry and philosophy; and ABC's panel discussion with three science and science fiction writers, Isaac Asimov, John R. Pierce and Frederik Pohl, moderated by Rod Serling.

While television was the glamour coverage medium in the Apollo 11 mission, particularly at time of launch and lunar walk, radio provided workhorse coverage, both during those periods and in keeping U.S. and world listeners in touch with the moon mission's status in between times.

Exceptional was the word expressing the color fidelity and definition of Thursday (July 17) evening's live color telecast from the command module—the first in the scheduled series of eight (one, the moon walk, will be in black and white).

The 35-minute telecast from 148,000 miles out in space opened with a shot of a bluish-gray earth out of the left-hand window of Columbia, with descriptive narration by Astronaut Neil Armstrong. During the almost 15 minutes of this space view of the planet, Astronaut Armstrong turned the "world upside down" by turning the camera around.

But perhaps the feature of the Thursday telecast was the clarity and color fidelity of the transmission, including such definition as the readability of the instrument-console's green-glowing digital numerals. Other highlights of this portion included Astronaut Collins showing the contents of the food chest and clowning with a weightless flashlight. Flesh tones of the astronauts were extremely good.

Most of the world received the telecast through an intricate interconnection of world communication satellites, microwave relays, cables and TV broadcasts. Live coverage of the launch on Wednesday, however, was denied residents of Puerto Rico, Argentina and Brazil because of the breakdown of Intelsat III (BROADCASTING, July 14). The space agency feared that the telecast to those areas might interfere with communications of critical

Cast is set for session on FCC's 50-50 proposal

The FCC's four-year old proposal to limit network control of programming passes another procedural milestone tomorrow (Tuesday) in an oral argument to be held before the commission on the proposed rule and an alternative suggested by Westinghouse Broadcasting Co.

The Department of Justice, which has endorsed both proposals (BROADCASTING, May 5) has been allocated 15 minutes of the 6 hours and 40 minutes the commission has scheduled for the 11 parties scheduled to appear.

Others scheduled to appear and who have indicated they favor new limits on network control of programming are former motion-picture actor and TV producer Robert Montgomery, WBC, the National Citizens Committee for Broadcasting, and Writers Guild of America, West and East.

Opposition to the proposals under consideration will come from ABC, CBS and NBC, the CBS and NBC affiliates organizations, and the National Association of Broadcast Employees and Technicians.

early phases of the flight.

CBS Enterprises, however, stepped out of the space age temporarily last week to provide coverage to its CBS Newsfilm subscribers in Latin America, preparing and arranging for film delivery of the Cape Kennedy launch by air flight to its clients. A spokesman also said that CBS has prepared a voluminous amount of filmed and tape programming at the request of international stations to fill the air during the 30 hours when the outlets will continue operations between last night and tonight.

President Nixon, with Astronaut Frank Borman as his technical briefing aide, watched the launch on a television set in an aide's office in the White House. There is no TV receiver in the President's Oval Room office.

CATV is fair—and foul weather friend to pilots

Most of the talk about CATV special services deals with video programs, but a cable system in State College, Pa., has begun a new service that is audio only—and may well ease one of the tribulations of private aviators: Are the planes flying?

Centre Video Inc.'s CATV system, serving State College and Bellefonte, now provides official aviation weather

The commission proposal, aimed at loosening what the commission feels is the networks' tight grip on programming, would prohibit the networks from owning or controlling more than 50% of their prime-time nonnews programming. It would also bar them from acquiring subsidiary rights and interests in independently produced programs and would permit them to distribute abroad only those shows they produce themselves.

The WBC proposal, which the company has advanced twice previously, is designed to open up a portion of stations' prime time for programming by independent producers, like WBC. It would prohibit stations in the top-50 markets served by at least three stations from taking more than three hours of network programming between 7 and 11 p.m.

The WGA has endorsed the commission's proposal. NCCB, which has established itself as a public watchdog of the television industry, has expressed support for the WBC idea; it does not believe the commission proposal would promote diversity in programming. Mr. Montgomery has long denounced networks for what he regards as their monopolistic control of programming,

broadcasts twice an hour. The reports are from the Federal Aviation Administration's flight service station at Philipsburg, Pa., which broadcasts detailed weather information for pilots on aviation frequencies. Centre Video receives the broadcasts on an aeronautical receiver at its headend, sends it over the system's FM channel to its 12,000 subscribers. The aviation broadcasts were put on the cable principally because of the high concentration of private pilots in the area.

MM splits program sales, forms new division, MPS

Metromedia Inc., New York, has reorganized its program production and distribution functions, centering syndication in a new division, Metromedia Program Sales, while network and national sales will continue to be handled by Metromedia Producers Corp.

Wynn Nathan, formerly vice president and director of syndicated program sales for MPC, has been named vice president and general manager of the new division. Approximately 30 persons who have been with MPC will be in the new program sales unit.

The new unit will handle sales for Metromedia syndicated shows: *Pay Cards*, *Queen for a Day*, *Alan Ludden's*

Gallery and new Laurel and Hardy cartoons. MPC will continue to produce and market documentaries and specials such as *The Making of the President: 1968* (BROADCASTING, July 14).

Metromedia said the establishment of the new division represents a major commitment by the group operator to the distribution of first-run television programs and series for local and regional markets.

Law officials, newsmen discuss cooperation

Law officials and TV-radio newsmen explored ways last week by which they can improve their relationship and provide better coverage of events involving violence.

The dialogue took place during a conference of the New York State Broadcasters Association in Coopers-town, N.Y. Points stressed by speakers for law enforcement agencies included the need for newsmen to learn more about the law; the value of a 30-minute news moratorium, which would permit police to reach the scene before the

public does, and the obligation of broadcasters to rebut rumors that may grow and incite.

The newsmen suggested that officials set up a command post at the site of an incident where questions of newsmen can be answered and where coverage can be better coordinated.

Panelists were John F. O'Connor, chief of police, Syracuse; Robert Baker of the President's Commission on Violence; George P. McManus, chief inspector, New York City police; Matthew F. McHugh, district attorney, Tomkins county; Nicholas George, managing editor, ABC Radio News; Robert Beusse, vice president, WOR-AM-FM-TV New York, and Richard C. Graf, director of news, WNBC-TV New York.

In a talk to the NYSBA, Senator Charles E. Goodell (R-N.Y.) suggested revisions of the equal-time provision; government subsidy of election broadcasts and advertising sponsorship of candidates' appearances. Saying that the cigarette industry will "eventually withdraw radio and television advertising on its own," Senator Goodell expressed his opposition to a possible FCC-forced withdrawal.

Two series succeed 'PBL' on Sundays

Ford Foundation, CPB put up funds for new drama series from BBC

A new Sunday night programing venture for noncommercial television, funded jointly by Ford Foundation and the Corp. for Public Broadcasting, was announced last week.

The new Sunday night programing, consisting of 39 weeks of two-hour interconnection, will begin Oct. 5. This in effect replaces the *Public Broadcast Laboratory* programing experiment that was conducted over a two-year period under a Ford grant.

Ford and CPB have budgeted \$3.6 million for the new project, of which \$2.4 million will be contributed by the foundation and \$1.2 million by CPB.

The new Sunday night programing will be made up of a one-hour series, *The Advocates*, which deals with such major contemporary problems as pollution, farm subsidies, the draft, military procurement, and dissent on the campuses; and the one-hour *The Forsyte Saga*, a British Broadcasting Corp. series derived from the John F. Galsworthy novels. *Advocates* will run 39 weeks; *Forsyte* is made up of 26 one-hour plays and will be presented by National Educational Television.

A joint CPB-Ford Foundation announcement said *The Advocates* would be broadcast live at 10 p.m., but did not indicate the time of *Forsyte*. It was explained that present plans call for the BBC dramatic plays to run before *The Advocates* in the eastern section of the country but will follow it in the West.

The Advocates will be produced by noncommercial outlets WGBH-TV Boston and KCET(TV) Los Angeles, and will be available to most of the 184 noncommercial stations in the country. At times, production teams in Boston and Los Angeles will call for live originations in other cities where the center of a particular controversy may be located.

On the shows, two lawyers will argue opposing aspects of a significant issue, seeking to persuade a "decision-maker," an individual who will play a major role in the actual decision to be made on that issue. The case can be supported by filmed interviews, short documentaries and animations, along with "star witnesses." The studio audience also will be given an opportunity to register its opinion by electronic polling and home audiences will have the chance to participate. Roger Fisher, a Harvard law professor, will be executive editor. Professor Fisher has been moderator

MCA merger plans rolling again

Firestone to take over entertainment giant in \$320-million stock transaction

MCA Inc. has the urge to merge again, and the proposed senior partner this time is the Firestone Tire & Rubber Co.

Raymond C. Firestone, chairman of Firestone, and Jules C. Stein, chairman of MCA, announced last week that an agreement in principle has been reached for Firestone's acquisition of MCA for about \$320 million.

MCA and Westinghouse Electric Corp. called off a proposed merger last April after prolonged discussions with the antitrust division of the Justice Department (BROADCASTING, April 28).

Last week's joint announcement from Firestone and MCA said that under the preliminary understanding each share of MCA common will be equated to a Firestone subordinated convertible security having a face value of \$40, paying 6¼% annually and convertible into one-half share of Firestone common. The agreement calls for MCA's management and personnel to continue after the acquisition.

Most of Firestone's business is in the production and sales of tires. It also produces chemicals, plastics, textiles and metal products. Firestone had a net

income in 1968 of \$127 million, or \$4.32 a share, on \$2.13 billion in sales.

MCA is a leading producer and distributor of motion pictures, television programs and phonograph records. It earned \$13.5 million or \$1.70 a share in 1968, on total income of \$251 million, down from the 1967 net of \$16.6 million, or \$2.15 a share, on income of \$242 million. MCA's first quarter of 1969 showed a slight gain, rising to a net of \$4.5 million, or 57 cents a share, compared with \$4.3 million, or 56 cents share, in the 1968 first quarter.

At the time the Westinghouse-MCA proposed merger was terminated, a joint statement from the companies said that it had not been possible to reach an agreement with the Justice Department on the consolidation.

Though no explanation was forthcoming from any source, vital factors holding up Justice's approval may have been that both MCA and Westinghouse are active in the production and sale of programs to TV stations, and Westinghouse is a major group-station owner. Firestone, on the other hand, has no apparent interests in communications or entertainment.

of *It's Up To You* at WGBH-TV, a precursor of *The Advocates*. Gregory Harney, director of national programs, WGBH-TV, will be executive producer; Dr. Richard Scott, executive producer for program development, KCET, will be Los Angeles producer.

In addition to *Forsythe*, the new Sunday schedule will include a number of new plays, some of which are experimental works commissioned from leading off-Broadway playwrights and produced by noncommercial WNDT(TV) Newark-New York as part of its *New York Television Theater*. The latter was supported in a separate grant from the Ford Foundation as part of a "project for new television programming."

PBL concluded as a Sunday public television experiment last May. During the summer, the Sunday evening feature has been *The Sounds of Summer*, produced by NET under \$1 million in CPB-Ford grants.

MCA grows too, with new subsidiary

MCA Inc., North Hollywood, parent company of Universal Television and Universal City Studios, has announced the formation of MCA Technology Inc. Merged into the new affiliate are two other companies in which MCA holds a majority interest.

Gauss Electrophysics Inc. and Saki Magnetics Inc., both Santa Monica, Calif., will operate as division of MCA Technology. MCA owned more than 50% of both Saki and Gauss.

Both Santa Monica firms make professional tape recorders and related equipment. Indications were given that MCA will consider further acquisitions "in the high technology area," with emphasis on venture-capital arrangements with small-to-medium sized concerns.

New TV shows, films due from McDermott, Douglas

Thomas J. McDermott, former president of Four Star Television, and Mike Douglas, host of a talk-variety show syndicated by Westinghouse Broadcasting Co., have gone into a coventure to produce TV shows and motion pictures.

Projects to be produced by McDermott Productions and Mike Douglas Enterprises are a series of TV specials, *Apollo Soul City*, an all-Negro series to be filmed and taped at the Apollo theater in Harlem, N.Y., and a musical variety-weekly series, *Now Country*, said to be in the planning stages. Headquarters of the production companies probably will be in New York.

Mr. McDermott's association with Mr. Douglas will be nonexclusive, how-

ever, as McDermott Enterprises expects also to be active with other organizations. The former Four Star executive is also a television consultant to the Interpublic Group of Co.s.

MGM faces suit over Tors films

Ivan Tors Films Inc., Los Angeles, is suing Metro-Goldwyn-Mayer Inc., New York, for \$5,198,777. In suit filed in Los Angeles Superior Court Tors has asked for damages from MGM, alleging failure to properly account and to make payments as provided in distribution agreements involving six feature film and two television series produced by Tors and distributed by MGM.

The complaint also requested an accounting of earnings and disbursements for the features and TV series and termination of MGM's rights in them. The suit charged that certain of the features were licensed by MGM for showing on television for fees substantially below their market value.

The features involved in the complaint are *Flipper*, *Rhino*, *Flipper's New Adventure*, *Zebra in the Kitchen*, *Clarence the Cross-eyed Lion*, and *Around the World Under the Sea*. The two TV series involved, both of which MGM now has in syndication, are *Flipper* and *Daktari*.

B&S will create new Terrytoons for CBS

CBS Enterprises has signed Biggers & Stover Inc., New York, to create and produce new Terrytoons animated programs for network television exposure in prime time and Saturday morning.

Watts Biggers and Chet Stover were vice presidents at Dancer-Fitzgerald-Sample Inc. when they left in 1960 to form their own production company. They have produced such cartoon series as *Underdog*, now on NBC-TV and *Go Go Gophers*, now on CBS-TV. CBS Enterprises distributes the television product of Terrytoons.

Another English variety show

ABC-TV, which has scored a success this season with a variety series starring singer Tom Jones of Britain, hopes to extend its string with a similar series spotlighting Engelbert Humperdinck, also from England. Mr. Humperdinck, a popular singing star and personality, has been signed for a weekly one-hour series planned for telecast in 1970. Both *This is Tom Jones* and the new series with Mr. Humperdinck, still untitled, are productions of Lew Grade's Associated Television of London, represented in the U.S. by Independent Television Corp.

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Dems prodded on convention conduct

O'Hara thinks changes could bring better TV; floor access among topics at July 26 meeting

Representative James G. O'Hara (D-Mich.), chairman of a Democratic party reform commission, is urging his party to recognize that much of the activity at a national political convention "isn't good TV." He said the only way to keep television cameras focused on the podium is to put on a better show.

"Some streamlining, pruning of ceremonial rites and a better realization of what is newsworthy is in order," the congressman said last week.

The O'Hara commission is to meet Saturday (July 26) to hear from working journalists, news executives and academic representatives on whether to limit news access to the convention floor at the 1972 convention (BROADCASTING, July 14). At a previous meeting commission members disagreed over whether the large number of delegates or the presence of newsmen was primarily responsible for the confused atmosphere of the 1968 convention.

Representative O'Hara said it was not his personal intention necessarily to limit news access to the floor, but that the subject was simply under review.

The congressman also said that a study of one network's coverage of the 1968 Democratic convention showed that cameras were trained on the podium for only nine hours and 43 minutes during total convention coverage of 29 hours and 26 minutes.

"This tells us one thing for sure," Representative O'Hara said, "that the trained news judgment of producers is that a great deal of what we're doing isn't good TV. Rather than complain, it might be more useful to review what

kind of a show we're putting on." He pointed out that the convention is not just a show for the delegates, but is "going into every living room in the country."

The "ideal goal" from the party's point of view would be to have television give full-time attention to the podium, the congressman said. He acknowledged, however, that the goal is unattainable.

Representative O'Hara also noted that his party needs to review "not only news-coverage problems, but our image as portrayed by the news media." He said his commission hopes to have a final report ready for the Democratic national committee by the end of 1970.

Those scheduled to appear at this week's meeting include Roger Mudd, CBS News; Sig Mickelson, vice president, Time-Life Broadcast Inc.; Neil Hickey, Triangle Publications; Dr. Penn Kimball, Columbia University, and Dr. Kurt Lang, author of several studies on television and politics. Also to testify are representatives of AP, UPI, and the chairmen of various congressional press galleries.

TV focuses on finances as city election prelude

New Orleans, a "city in crisis," was the subject of a five-month study conducted by WDSU-TV to document the extent of the city's financial problems and to inform a citizenry which would be electing a new mayor and city council this year.

Iris Kelso, WDSU-TV government and political reporter, who researched the project, concluded that the city was

considerably underfinanced due to an inadequate tax base, promoted by an "antiquated system of politically motivated property assessments." The project also detailed where tax monies were allocated and why less firefighting equipment, fewer police and poorer public health facilities are currently available to the city.

The information was presented in a three-week series of short reports, each televised four times daily and broadcast daily on WDSU-AM-FM, and compiled in an illustrated 60-plus page booklet available free to the public. A questionnaire, designed to elicit public attitudes toward additional taxes, city progress and community aggressiveness, was distributed with the booklets.

In addition to heavy on-air and print promotion, the project was presented to representatives of 150 leading women's organizations in New Orleans, who were encouraged to obtain the booklet for their members. Within the three-week period more than 10,000 booklets were requested.

CCF grant competition now open until August

The Catholic Communications Foundation announced last week that it has more than \$85,000 available for radio and television program production grants this year.

Applications are being accepted during this month and in August. Award winners will be announced in November. Individuals and organizations involved in broadcasting for the Catholic Church are eligible.

The Catholic Communications Foundation is supported by the Catholic Insurance Fraternal Societies of the U.S.

Program notes:

Big signing ■ Metromedia Radio News has picked up the 65-station TN radio news network of North Carolina as affiliates of MRN's audio news service. With the signing of the TN, a total of 100 radio stations in 84 U.S. and Canadian markets are now receiving the MRN service.

Antipollution spots ■ "Who's cleaning up after the filthy rich?" is the question being asked by the United Church of Christ in a series of 30- and 20-second television spots on environmental pollution. The four public-service spots will be distributed to stations by the Broadcasting & Film Commission of the National Council of Churches. The spots carry the denominational label of the United Church of Christ. Showing scenes of pollution, the campaign will stress water and air contamination, abandoned cars and garbage.

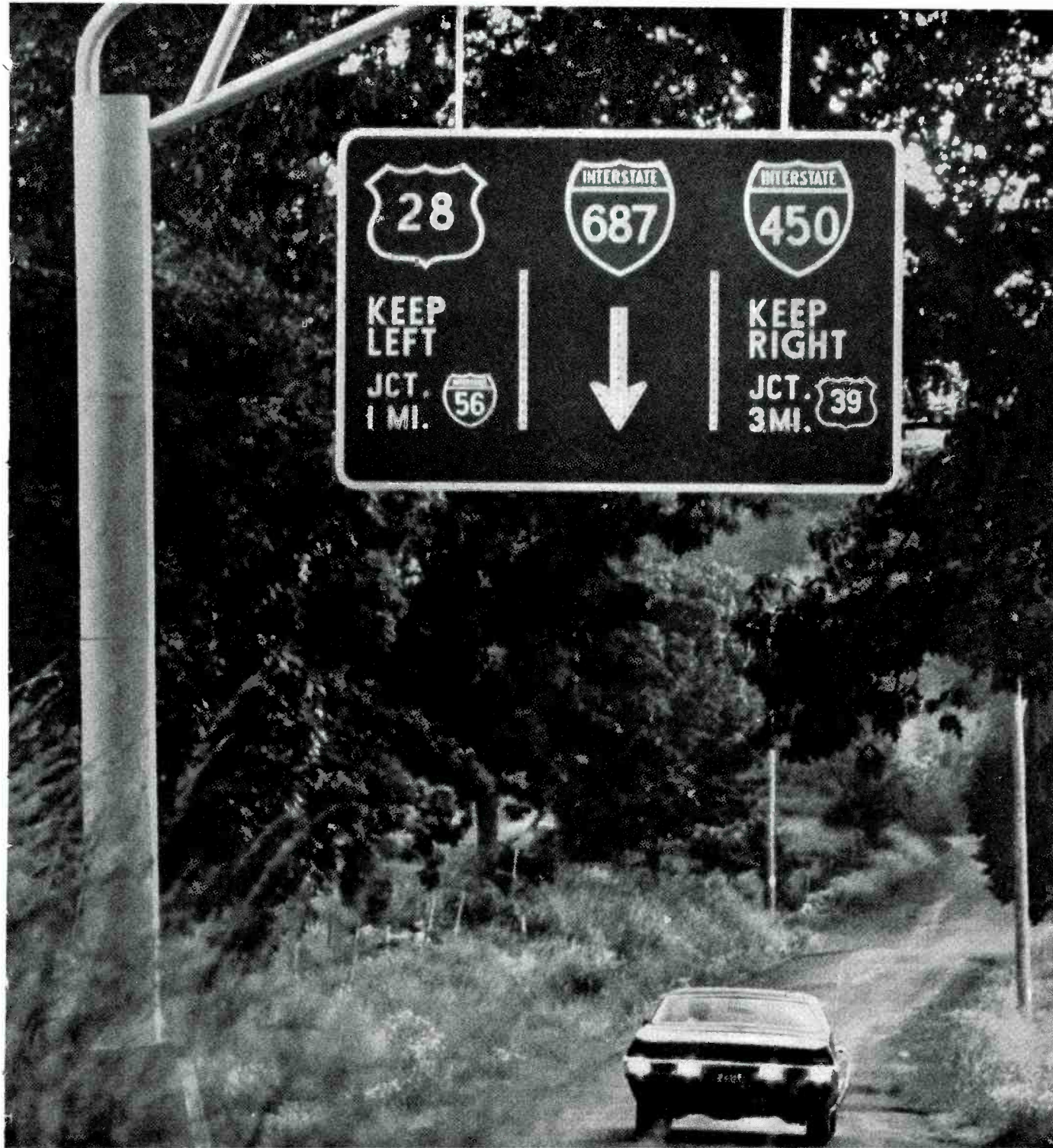
S.F. outlets pool for jobs

Jobs for unemployed young people poured in at the rate of more than one per minute throughout a two-and-one-half-hour period on July 3 when the three network TV stations in San Francisco combined to broadcast a special *Job-a-Thon*.

KGO-TV, KRON-TV and KPIX(TV), simultaneously broadcast the same programming from 6:30 a.m. to 9 a.m. The result of the 150-minute program that aimed to find summer jobs for community youths: more than 1,000 jobs and nearly \$4,000 in cash were pledged. The *Job-a-Thon* special grew out of a special presentation of KGO-TV's A.M. program.



Job-a-Thon participants included (l-r) KGO-TV's Rolfe Peterson, who was program host; Al Constant, KRON-TV general manager; Lou Simon, KPIX(TV) vice president; San Francisco Mayor Joseph Alioto; David M. Sacks, KGO-TV general manager, and San Francisco supervisor Bob Mendelsohn.



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The Highway Trust Fund is the repository of all federal highway user taxes—yours and ours—from which monies are drawn to pay for the new Interstate System.

In recent years, federal taxes on trucks have more than doubled to help

provide revenue for the Fund. These taxes now include 10% of the manufacturers sales price on trucks and trailers; 10 cents per pound on tires; 10 cents per pound on inner tubes; 5 cents per pound on retread rubber; 4 cents per gallon on motor fuel; 8% on parts and accessories; 6 cents a gallon on lube oil; and on the larger trucks, a special annual tax of \$3 per 1,000 pounds.

A lot of taxes? Yes. Actually, although trucks represent only 16% of registered motor vehicles nationwide,

they pay one-third of all state and federal highway user taxes. (A typical 5-axle tractor-semi-trailer combination, for example, in a single year pays an average of nearly \$3500. Some pay even more.)

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ABC pact with XETV in question

FCC sets Mexican affiliation for hearing on plea from San Diego U; network says it can't afford to switch

ABC's 13-year affiliation arrangement with XETV(TV) Tijuana, Mexico-San Diego, Calif., was threatened last week with an FCC-caused bust-up. The commission wants to explore the possibility of an ABC affiliation for a San Diego UHF. But ABC says it would lose \$1 million annually if forced to switch from the Tijuana VHF.

The commission last week designated for hearing ABC's application for renewal of authority—first granted in 1956—to feed network television programs to XETV. The hearing order resulted from a petition filed by KCST-TV (ch. 39) San Diego, which is hoping to pick up the ABC affiliation in the market.

KCST, in its petition to deny the renewal application, said it was unable to compete with the three VHF stations serving San Diego, all of which are network affiliated—KFMB-TV (CBS), KOGO-TV (NBC) and XETV. KCST said it lost about \$650,000 last year. The commission made KCST and KJOG-TV, a still-dark UHF (ch. 51) in the market, parties to the renewal proceeding.

ABC, in opposing KCST's petition to deny, stressed that it was already having trouble keeping up with CBS and NBC and that it would fall further behind if forced to switch its affiliation in San Diego to KCST. ABC said its studies showed it would lose 110,300 TV homes in such a switch and suffer annual financial losses "in excess of \$1 million." (BROADCASTING, Dec. 23,

1968).

The hearing issues will include questions as to the areas and populations that are within the predicted grade A and B contours of KCST and XETV, and whether a San Diego ABC television affiliate would serve the public's needs better than would the Tijuana station.

The hearing will also explore questions of whether a grant of ABC's renewal application would adversely affect the competitive relationship between VHF and UHF stations in the San Diego market, and whether a denial of the application would hurt ABC's ability to provide a national television network program service in the public interest.

Besides KCST's competitive problems, the FCC pointed to the very existence of the UHF station as a reason for ordering a hearing on ABC's application. The commission noted that its original grant authorizing ABC to transmit programs to XETV was based in large part on the fact that there was no third television outlet in San Diego with which ABC could affiliate.

The condition was changed in 1968, when KCST began operating, the commission said. And in view of KCST's objections, it added, it is necessary to re-examine the matter in a hearing.

Two San Diego CATV systems—Mission Cable Inc. and its subsidiary, Pacific Cable Inc.—had also filed a petition seeking denial of the ABC ap-

plication. Their petition stemmed from the commission's decision last June restricting their carriage of Los Angeles television signals; the commission said such service would impair the development of UHF in San Diego. The Mission-Pacific petition argued that if ABC could not be represented in the area by XETV, the network might affiliate with KCST—in which case the commission "could" be persuaded to eliminate or modify its restrictions on CATV operations in San Diego.

But the commission dismissed the CATV systems' petition. It said the systems had failed to demonstrate how a grant of the renewal application would result in direct or substantial economic injury to the cable companies. Whatever its action on ABC's application, the commission said, its CATV policies governing the San Diego market would remain unchanged.

The commission said KCST was entitled to standing in the proceeding. Where direct competition exists between broadcast interests, allegations of competitive economic injury resulting from the grant of an application for renewal of license of one station confers standing as a party in interest on the other," the commission said. It also said KCST's petition raises questions involving public-interest considerations.

The commission designated the ABC renewal application for hearing on a 5-to-1 vote, with Commissioners Robert T. Bartley and Nicholas Johnson concurring in the result and Chairman Rosel H. Hyde the lone dissenter. Commissioner James J. Wadsworth was absent.

Pastore antistrike bill to get FCBA backing

The Federal Communications Bar Association will be represented at hearings of the Senate Communications Subcommittee next month in support of a bill to give licensees a measure of protection at renewal time against competing applications.

Morton H. Wilner, FCBA president, said the association's executive committee had voted unanimously to support

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the legislation after the association's members who had responded to a questionnaire indicated they favored such action by a vote of almost 2-to-1.

The FCBA appearance at the Aug. 5-7 hearing in Washington—which will be in the person of Mr. Wilner—will be unusual. Because of the opposing positions of its members, the association rarely takes a position on legislative matters of substance.

The bill that will be the subject of the hearings would prohibit the FCC from considering applications for an occupied frequency until it had found the existing licensee unqualified to continue operating on it. The bill (S-2004), which was introduced by Senator John O. Pastore (D-R.I.), chairman of the subcommittee, is similar to a number that have been introduced in the House.

The FCBA's some 590 members were polled by mail two weeks on two questions—whether the association should testify on the proposed legislation and, if it did, whether it should speak for or against it.

Mr. Wilner said 154 members voted for and 57 voted against FCBA participation in the hearings. And, he said, 130 favored testimony supporting the bill, while 77 called on the association to oppose it.

Westerly CATV gets an okay to import

Westerly Cable TV Inc., Westerly, R.I., last week received a waiver of FCC rules permitting it to import the distant signals of WSBK-TV and WKBG-TV, both Boston, and WJZB-TV Worcester, Mass.

The company, which has operated the system in Westerly since Jan. 15, 1966 on a "grandfathered" basis (in operation prior to adoption of CATV rules in the commission's Second Report and Order), has been seeking the waiver since 1967. Its current petition is based on interim CATV procedures adopted late last year pending adoption of a new CATV rulemaking. Westerly said it was beyond the 35-mile radius from the center of its main market (Providence, R.I.), and would not be engaged in leapfrogging—that is, importing certain distant signals from other than the nearest station providing them.

Opposition to Westerly's request came from the Outlet Co., licensee of WJAR-TV, and Providence Television

Inc., licensee of WPRI-TV, both Providence, who contended that Westerly's carrying of the additional distant signals would inhibit development of UHF's in the Providence market.

But the commission said the argument was unconvincing, as Westerly is over 40 miles away from Providence and on the edge of the market's grade A contours.

Chronicle defends itself on harassment charges

Chronicle Broadcasting Co., accused of harassing two witnesses in the license-renewal proceeding of Chronicle's KRON-FM-TV San Francisco (BROADCASTING, July 7), last week replied that it has a right to "take all customary and legal steps necessary to prepare for a hearing in which it is required to defend its very life."

Albert Kihn and Blanche Streeter, former Chronicle employees, accused the company of hiring investigators who followed them, probed their backgrounds and interests, and questioned their relatives and associates. The two are complainants in one of three antitrust suits filed against Chronicle, which also operates San Francisco's *Chronicle* and *Examiner* under a joint (noneditorial) operating agreement. They charged that harassment began after the

station's license-renewal was set for a hearing March 20.

The two complainants asked that the commission enlarge issues in the proceeding to include one of whether Chronicle's purported harassment disqualified the company as a licensee. The FCC's Broadcast Bureau last week said there were no "independent factual allegations" connecting the investigators and Chronicle, but added that the company should be required to explain the facts in the matter so that the bureau could decide whether further inquiry was required.

Chronicle, in its reply, pointed out that the charges of harassment stemmed from the fact that Mr. Kihn and Mrs. Streeter were investigated, and not from improper use of information thus obtained. Since the two are "clearly" adverse parties in the proceeding, Chronicle said, and are recognized as such by the FCC, the company is entitled to pursue every defense available to it, including "the right to investigate adverse parties to obtain information for use at a hearing or trial. . . ."

The company said it hired a licensed firm of private investigators to check the background of Mr. Kihn and Mrs. Streeter when it appeared that a hearing was likely. It said the information was obtained in a "customary" manner, was not released to the public, and will be used only in a hearing or trial.

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HEW funds go to radio and TV

Noncommercial grants totaling \$3 million split among 15 facilities

The first radio grants under the federal government's program of aiding the building and expansion of noncommercial, educational broadcasting were announced last week by U. S. Commissioner of Education James E. Allen Jr.

The grants were to the University of Maine, \$72,216, to build WMEH-FM in Bangor, Me., and to Bay Area Educational Television Foundation, \$26,601, to build KQED-FM in San Francisco. WMEH-FM will operate on 90.9 mc with 13.35 kw on an 850-foot antenna; KQED-FM will be on 88.5 mc with 110 kw from a 1,270-foot tower.

The two radio grants were the latest in a series of 15 awards, totaling over \$3 million, by the Office of Education, Department of Health, Education and Welfare.

HEW received \$4 million from Con-

gress for such grants during the fiscal 1969 year, which ended June 30. The legislation, however, exempted HEW from having to cut off awards after that date, as is customary in federal appropriations.

Up to mid-July, HEW has authorized 13 grants to the following noncommercial, educational TV stations: KETC-TV (ch. 9) St. Louis, \$340,000; KUED-TV (ch. 7) Salt Lake City, \$59,310; WETA-TV (ch. 26) Washington, \$227,328; WCET-TV (ch. 48) Cincinnati, \$131,687; KVIE-TV (ch. 6) Sacramento, Calif., \$142,165; KERA-TV (ch. 15) Dallas, \$200,000, all for expansion and/or modernization.

And, for the construction of new stations, grants were made to Idaho State University, ch. 10, Pocatello, Idaho, \$334,605; Evansville-Vanderburg School Corp., ch. 9, Evansville, Ind., \$314,070; West Virginia Educational Broadcasting Authority, ch. 9, Grandview, W. Va., \$283,826; Southern Colorado State College, ch. 8, Pueblo, Colo., \$338,685; Metropolitan Indianapolis Television Association, ch. 20, Indianapolis, \$154,700; Sunflower Educational Television Corp., ch. 8, Hutchinson, Kan., \$268,809; State Educational Radio and Tele-

vision Facilities Board, ch. 12, Iowa City, Iowa, \$316,617.

Since 1962 HEW has provided \$32 million to stimulate the building of noncommercial television stations. Under the Public Broadcasting Act of 1967, noncommercial radio was included for the first time. Although the Act authorized \$15 million for fiscal 1970, which began July 1, Congress has not yet appropriated any money. The Senate, however, has passed a bill that includes \$5.6 million for grants to facilities as well as \$20 million for the Corp. for Public Broadcasting. The House Commerce Committee held hearings on this last month but has not yet acted.

NCTA executives await new proposals from NAB

Cable TV leaders were still waiting last Thursday (July 17) for some word from the National Association of Broadcasters' negotiating committee, although they had been informed that the NAB committee had been formed and had appointed a subcommittee to negotiate an agreement with cable operators (BROADCASTING, July 14). The NAB

FCC's suburban policy wins in court

Judges support turn down of applications to build new AM in Norfolk, Va., market

The U.S. Court of Appeals for the District of Columbia last week upheld an FCC decision denying both mutually exclusive applications for AM frequencies in the Norfolk, Va., area. The commission had said that neither one met the standards of its so-called suburban policy, which is designed to separate legitimate AM applications for suburban communities from disguised big-city applications.

The applications involved were those of Edwin R. Fischer, for an AM in Newport News, a city of 114,000, and of Tidewater Broadcasting Co., which was seeking authorization to build a station in Smithfield, which has a population of 3,000. The two communities are hard by Norfolk, a seaport metropolis of 300,000.

The comparative hearing had gone through three initial decisions, all of which favored Tidewater. The second hearing involved a question as to whether a violation of the overlap rule would occur if the Tidewater grant were upheld. The third was held to consider the application of the then recently adopted 1965 suburban policy statement to the

case.

The policy establishes that if an application's 5 mv/m daytime contour penetrates the geographic boundaries of any community with a population of over 50,000, and if that community has a population of at least twice that of the applicant's specified community, the application is presumed designed to serve the larger one.

The policy imposes on the applicant the burden of proving that the application is intended to serve the "specified" community. If he cannot, his application is considered as intended for the larger city and it must meet the commission's technical requirements for such stations.

Mr. Fischer chose not to attempt to rebut the presumption that his application was intended to provide Norfolk with another service. But the examiner found that the application did not satisfy the commission's rules regarding coverage requirements and the location of the station's main studio.

The commission affirmed this ruling. But it reversed the examiner's holding that Tidewater had rebutted the pre-

sumption that its application was for Norfolk. It also held that the Tidewater application did not meet the technical requirements for a Norfolk station.

The court rejected the applicants' arguments that the language of the policy statement is unduly vague, and it said that statement constitutes a reasonable provision for administering the statute requiring the commission to make an equitable distribution of radio and television service.

Tidewater, after its application was denied, proposed reducing the power it would use and directionalizing its antenna. But the court said the change "comes too late."

It added that an applicant should not be permitted to exhaust all means of achieving greater urban coverage and then, when that fails, to turn to "its declared rural or suburban aims and purposes."

"The commission," it said, "is not required to play games with applicants."

Senior Circuit Judge Elijah B. Pretzman wrote the decision in which Chief Judge David L. Bazelon and Judge Carl McGowan joined.

subcommittee is to meet in Washington today (July 21).

Failure to receive some kind of formal indication of just what areas in the copyright and regulatory field the NAB group had in mind to discuss dampened somewhat the first meeting of the executive committee of the National Cable TV Association since the election of the new board at the San Francisco convention last month (BROADCASTING, June 30).

The executive committee, under the leadership of NCTA's new chairman, M. William Adler of Weston, W. Va., met in Washington and, according to Mr. Adler, took up routine matters.

Mr. Adler also announced that the new full board would hold its first meeting in Washington Aug. 20-21.

Meeting jointly with the executive committee was NCTA's selection committee, named early in June to choose a new paid president for the association. Frederick W. Ford, former FCC chairman and member who has been president of NCTA since 1965, announced earlier in the year that he would not accept another contract after the end of this year.

Ward Ingram, San Francisco, former broadcaster, who is chairman of the NCTA selection committee, said last week that the meeting, the second for the group, did not reach any major decisions. Mr. Ward said the committee would meet again before the August board meeting.

Publishers get FCC OK on Tallahassee stations

A Washington-based printing and publishing firm has completed the first step in its planned acquisition of a full complement of radio stations.

Publishers Broadcasting Corp., a wholly owned subsidiary of Publishers Co., received FCC approval to purchase WONS and WBGM(FM) Tallahassee, Fla., from Donald C. Price for \$350,000. Publishers Broadcasting will assume liabilities totaling \$49,000 and will pay Mr. Price \$225,000 in cash and \$125,000 in the form of 4,630 shares of class A common stock. Mr. Price, a member of the board of directors of Publishers Broadcasting, will also have an option on warrants for 25,000 shares of Publishers Broadcasting class A common and will become president and director of Publishers Broadcasting.

Publishers Broadcasting is awaiting commission approval of its proposed purchase of WKWK-AM-FM Wheeling, W. Va., from Eugene Lang and Victor Oristano for \$649,000 (BROADCASTING, June 9). It will file a public offering with the Securities and Exchange Commission when the sales of the Wheeling

D.C. stations absolved of rate complaints

The FCC staff last week dismissed a charge that three Washington television stations—WTTG(TV), WMAL-TV and WTOP-TV—discriminated against a candidate for governor of Virginia. William B. Ray, chief of the FCC's complaints and compliance division, concluded that there was "no information before the commission" supporting the charge.

Another candidate for the office, who had asked WTOP-TV to accept reduced rates for certain spot promotions, received no support from Mr. Ray, who said there were no grounds for such action.

In the discrimination complaint, the campaign chairman for present Virginia Lieutenant Governor Fred G. Pollard had charged that the stations refused to sell time for a half-hour program supporting Mr. Pollard's candidacy in a July 15 primary. He claimed that since the campaign was centered on

use of program-length rather than spot promotions, the stations unfairly favored the other two candidates in refusing the half-hour segment.

The commission staff noted that WTTG had explained in response to its inquiry that it accepted spot political announcements only, supporting its political coverage with news and special primary programs. WMAL-TV said it accepted only spots for nonnational campaigns, and WTOP-TV indicated it was willing to air the program as requested.

In the other related action, a campaign aide for candidate William C. Battle had complained that because of a late policy change by WTOP-TV offering a 30-minute time segment previously denied, the campaign committee was unable to produce an effective program. It asked for proportionally reduced rates on remaining five-minute spots, but Mr. Ray replied that there are "no laws or commission rules requiring sale of time to the Battle for Governor Committee at rates lower than those charged to commercial advertisers."

stations receive commission approval.

Charles Lockyer, president of Publishers Co., a publicly held contract printing and binding business with 15 subsidiaries, said the parent company plans to expand into the leisure field with acquisitions such as theater chains.

The vote on the Tallahassee sales was 4 to 2, with Commissioners Nicholas Johnson and Robert T. Bartley dissenting and Commissioner Kenneth A. Cox abstaining. In a dissenting statement, Commissioner Bartley said he found no basis for concluding that the transfer of the stations "from a local owner with full-time participation in station operation to a wholly owned subsidiary of an out-of-state, publicly owned conglomerate corporation would serve the public interest."

Holt gets Lady Bird's story

Holt, Rinehart and Winston Inc., publishing subsidiary of CBS, has obtained the rights to White House diaries kept by Mrs. Lyndon B. Johnson. A book is expected to be published in the spring of 1971.

Rights costs for Mrs. Johnson's diaries were not disclosed. Holt, Rinehart paid an estimated \$1.5 million advance for Mr. Johnson's memoirs in a contract signed earlier this year (BROADCASTING, Jan. 27), and CBS acquired broadcast rights to interviews with the former President for an undisclosed sum (BROADCASTING, July 14).

WGN defends right to keep WFMT going

WGN Continental FM Co. last week raised the possibility that WFMT(FM) Chicago might go silent if its temporary authority to operate the station is withdrawn by the FCC. The Citizens Committee to Save WFMT is seeking that action and restoration of operation to Gale Broadcasting Co. (BROADCASTING, June 30).

Opposing the citizens committee's petition to withdraw temporary operating authority, WGN said that Gale Broadcasting, 100% owned by Bernard Jacobs, was liquidated on Aug. 5, 1968, since Mr. Jacobs was ill and "unable to reassume the duties of a licensee." Should WGN be barred from operating WFMT, the company argued, the station could go off the air—a consequence it said would not be in the public interest.

WGN claimed the citizens committee's June 26 request failed to mention that the committee previously said it would not contest WGN's operating authority pending the commission's final action in the case. It added that the committee's original grievance—that WGN wouldn't preserve WFMT's classical music format—was rendered moot by WGN's preservation and "improvement" of the station's programming.

The FCC's grant of assignment of WFMT's license from Gale to WGN was reversed last year by the U.S. Court of Appeals for the District of Columbia, which remanded the case to the commission. A hearing was held, in which

the committee tried to show that the sale would create an undesirable concentration of control by WGN in the Chicago area. After the committee complained that hearing examiner Basil P. Cooper had restricted the presentation and examination of evidence, the record was reopened and the proceeding remanded to examiner Cooper. A further hearing is scheduled for Sept. 3 in Chicago.

Stanford urban seminar is due in September

An eight-day urban-affairs seminar for broadcast news and editorial directors will be held at Stanford University Sept. 6-13. The session, designed to provide new and deeper perspectives for news analyses of domestic problems, will examine ongoing issues and future prospects in such areas as race relations, campus unrest, police-community relations, housing and minority education.

Featured at the seminar will be Senator Alan Cranston (D-Calif.); San Francisco's Mayor Joseph Alioto; panels of community leaders involved in interracial activities and youth selected from campus and community organizations, and a faculty of professors from Stanford and the University of California

at Berkeley.

Among the faculty members are Dr. Milton Chernin, dean, school of social welfare, UC-Berkeley; Dr. Leonard Duhl, professor of social policy and public health, Berkeley; Dr. Paul R. Ehrlich, director, graduate studies, Department of Biological Sciences, Stanford; Dr. William L. Rivers, professor of communication, Stanford, and John Naisbitt, president, Urban Research Corp., Chicago.

The seminar is being organized by Jules Dundes, lecturer in communication at Stanford. Mr. Dundes was formerly vice president for station administration, CBS Radio, and general manager of KCBS San Francisco.

The fee for the eight-day Stanford seminar is \$500. Applications should be sent to Jules Dundes, director, Seminar for Broadcast News and Editorial Directors, Redwood Hall, Stanford University, Stanford, Calif. 94305.

Institute stresses need for more communicators

The Catholic Church's need to develop a network of diocesan directors in the U.S. with an understanding of mass communications was underscored last week by the Institute for Religious

Communications which last Friday (July 18) completed a six-week conference at Loyola University of New Orleans.

The institute, established last winter by the U.S. Roman Catholic Bishops, was intended as the first step in training clergymen and laity on methods of better utilizing the media.

Warren Schwed, director of the U.S. Catholic Conference's communications department, emphasized that broadcasting, and more recently communications satellites, have dissolved communications boundaries so that there no longer are "local stories concerning the acts and deeds of the church and its spokesmen."

Charles E. Reilly, executive director of the National Catholic Office for Radio and Television, noted that the broadcaster's needs are quite different from those of the press. He added: "The whole philosophy and approach to religious programming is undergoing a revolution and we better be prepared to not only cope with it but be ahead of it."

The six-week institute offered classroom work and on-the-job experience in TV at WWL-TV, WDSU-TV, WVUE(TV) and noncommercial WYES-TV, all in New Orleans. In addition, radio instruction was given at local stations.

Guest lecturers included NAB President Vincent T. Wasilewski; Norman Cash, president, Television Bureau of Advertising, and Miles David, president, Radio Advertising Bureau.

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Announced

The following sales were reported last week, subject to FCC approval:

■ WTAX-AM-FM Springfield, Ill.: 68% sold by estate of Oliver J. Keller and others to Shelby T. Harbison, Richard V. Prather and others for \$580,981. Mr. Harbison is general manager and owns 4.8% of the Springfield stations. Mr. Prather is senior vice president of a Springfield bank. WTAX is full time on 1240 kc with 1 kw day and 250 w night. WTAX-FM is on 103.7 mc with 18 kw and an antenna height of 320 feet above average terrain.

■ KBON Omaha: Sold by Jacob Blau-stein and others to Harrison M. Fuerst

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and associates for \$400,000. Buyers own WSLR Akron, Ohio; WOKO Albany, N.Y., and KTLK (formerly KTLN) Denver. KBON is full time on 1490 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

Approved

The following transfers of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 68).

▪ WONS and WBGM(FM), both Tallahassee, Fla.: Sold by Donald C. Price to Publishers Co. for \$350,000 (see page 47).

▪ KRBT(FM) Woodland, Calif.: Sold by William B. Elliot to Don Garrett, Dean G. Spencer and Paul Gustafson for \$160,000. Mr. Garrett is general manager of WBFG(FM) Detroit. Mr. Spencer is life insurance executive and Mr. Gustafson is tool company executive. KRBT(FM) is on 102.5 mc with 33 kw and an antenna height of 180 feet above average terrain.

Cable television

▪ Hopkinsville, Ky.: Tower Communications, multiple CATV owner and wholly owned subsidiary of Citizens Financial Corp., has purchased Hopkinsville TV Cable Co. Price was not disclosed. The Hopkinsville system serves 1,700 subscribers. The sellers include Charles O. and Charles F. Erickson, who have controlling interest in a Parkersburg, W. Va., CATV system and have interest in a Winchester, Va., system. Charles F. Erickson also has interest in systems in Port Huron and Jackson, both Michigan. Claude Stevanus is president of Tower Communications, which operates 20 systems in four eastern states.

New TV station

▪ WHAG-TV Hagerstown, Md., owned by Adler Communications Corp., will go on the air Dec. 1. Adler Communications owns WHAG-AM-FM Halfway, Md., and WAYE Baltimore. Warren Adler is president and board chairman. WHAG-TV will be an NBC-TV affiliate and will operate on channel 25 with 324 kw visual and an antenna height of 1,240 feet above average terrain.

New D.C. law firm

Alfred C. Cordon Jr. and John B. Jacob, Washington communications lawyers, have announced the formation of Cordon and Jacob, for the general practice of law, at Suite 616, 2000 L Street, N.W., Washington. Telephone is (202) 293-2300. Both Mr. Cordon and Mr. Jacob formerly were partners of the Washington law firm of Dow, Lohnes and Albertson. Mr. Cordon's departure from the firm was announced last March.

Failing newspaper bill moves on in the Senate

The Senate Antitrust and Monopoly Subcommittee has pulled the "newspaper preservation" bill off deferred status and passed it in closed session.

The bill would exempt from antitrust law joint operating agreements between newspapers in the same city if one of the papers is "failing." It had been opposed by the Justice Department and by the subcommittee's chairman, Senator Philip A. Hart (D-Mich.).

If passed, the bill would in effect overturn a Supreme Court ruling which held such agreements to be unconstitutional when they involve profit-pooling and fixing of advertising rates.

A key amendment introduced by Senator Everett Dirksen (R-Ill.), a backer of the bill, and passed by the subcommittee, would require that all future joint operating agreements must get advance Justice Department approval. The amendment was said to be supported by Justice's antitrust chief, Richard W. McLaren.

The bill passed on a voice vote. It now goes to the parent Senate Judiciary Committee.

The bill was placed on deferred status last month in order to permit Justice to look further into a joint operating agreement between the *Tucson*

(Ariz) *Star* and *Citizen*, to study how that arrangement and others like it might be brought into compliance with the antitrust laws (BROADCASTING, June 30). The Tucson agreement was the basis for the Supreme Court's thumbs-down ruling earlier this year.

Prospects dim for a madam commissioner

Speculation that President Nixon would name a woman to the FCC cooled off somewhat last week after White House News Secretary Ronald Ziegler gave his "understanding" of the President's reported comments that had helped fuel the speculation.

Following a meeting with the President two weeks ago, four congresswomen said Mr. Nixon planned to appoint a woman to the FCC and some other agencies this year (BROADCASTING, July 14). They also reported the impression he intended to name a woman to the Supreme Court during his term.

However, Mr. Ziegler said it was his "understanding" that President Nixon "did not specifically guarantee" the appointment of a woman to the commission.

As for a woman member of the Supreme Court, Mr. Ziegler said that the appointment of women to high-level

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courts could lead to a woman on the Supreme Court but that the President did not intend "to indicate that he as President would appoint a woman on the Supreme Court."

Bernheim gets control of Reach, McClinton

Daniel Marc Bernheim, chairman of the executive committee and treasurer of Reach, McClinton & Co., New York-based advertising agency, is acquiring majority interest in the company and its three radio stations, subject to FCC approval.

Robert W. Robb, Reach, McClinton president, who owns 20% or more of the company, is retiring a portion of his shares and in return will receive a 20% interest in the New York office of the agency.

Mr. Bernheim's percentage of the parent corporation will automatically be increased, giving him controlling interest in Reach, McClinton, which owns WALY Herkimer and WOTT-AM-FM Watertown, both New York

Three-prong expansion started at Downe

Downe Communications Inc., New York publisher and group broadcaster, has formed Downe Broadcasting Inc. in line with plans to increase its activity in broadcasting and CATV.

Richard M. Galkin, former manager of CATV operations for Time-Life Broadcasting, was named president of the wholly owned subsidiary.

Mr. Galkin said that Downe Broad-

casting will "expand aggressively into electronic media with particular emphasis on CATV in major markets." The new subsidiary has also made tentative plans to enter television program production, he added, and expects to draw heavily on the editorial resources of its *Ladies Home Journal*, *American Home* and *Family Weekly* magazines.

Downe owns 32% of Bartell Media Corp., magazine and book publisher owner of WADO New York, KCBQ San Diego and WOKY Milwaukee, and operator of CATV systems in Plattsburgh, N. Y., and Waterville, Me. Downe also owns cable systems in Joplin and Webb City, both Missouri, and Miami, North Miami and Commerce, all Oklahoma.

Closed-circuit television for business set by TAT

Trans American Television Inc., Manlius, N. Y., is launching a new closed-circuit television network. Rather than using leased lines, video-taped program material is sent to affiliates around the country who provide playback service at desired locations.

Fred Menzies, TAT president, said the network concept is expected to have applications in business and industry to meet the need for intra-company communications. Through the network, for example, a new product line can be introduced simultaneously in a number of cities for less than the cost of leased-line television or holding a series of regional meetings.

Ch. 4 defense slated for Los Angeles Oct. 13

FCC Chief Hearing Examiner Arthur A. Gladstone last week set Oct. 13 as the date for a comparative hearing between NBC and challenger Voice of Los Angeles Inc. for the channel 4 facilities of NBC's KNBC(TV) Los Angeles (BROADCASTING, July 14).

Mr. Gladstone will preside at the hearing, to be held in Los Angeles. A prehearing conference will be held on Aug. 25 at the commission's Washington office.

Mamey owns Voice only

Norman R. Mamey, one of the principals in the Voice of Los Angeles, which is seeking to replace NBC as licensee of Los Angeles channel 4, was erroneously reported in BROADCASTING as owning 11% of Dudley Station Corp. (BROADCASTING, July 14). Dudley Station has filed an application for Boston's channel 7. Mr. Mamey owns 11% of Voice.

CPB provides funds

Two fellowships at the American Film Institute's Center for Advanced Film Studies in Los Angeles have been established under a \$30,000 grant from the Corp. for Public Broadcasting. The fellowships, open to qualified professionals in noncommercial television, will provide free tuition and film production activities. The winners will study writing, directing, cinematography, editing, sound, design and special effects.

International

Radio faces changes in Britain

BBC proposes program specialization, more outlets even though system may reach \$29 million deficit

Plans for the future of radio broadcasting in Britain have been officially announced by the British Broadcasting Corp. "Broadcasting in the Seventies," a policy document prepared by a group of BBC executives assisted by U.S. management consultants McKinsey & Co., proposes the biggest shake-up in radio programming in the corporation's history.

Among the main recommendations:

- Replacement of the three existing radio-TV regions in England—North, Midlands, South & West—by eight smaller regions. The Scottish, Welsh and North Ireland regions are to remain intact.

- Expansion of local radio to about 40 stations, mostly on VHF, and reaching almost 90% of the population in England.

- Program specialization on the radio networks, with Radio Three concentrating wholly on serious music and the arts available only on VHF.

- Disbandment of three radio orchestras.

All the proposals, says the BBC, are subject to public comment.

Meanwhile, there is a growing pressure for an early debate in the House of Commons to discuss the BBC report, and the government's attitude to

it is expected to be made known soon by Postmaster-General John Stonehouse.

The corporation's plans have been bitterly attacked from many sides, particularly by the Musicians' Union, who foresee loss of employment to 300 musicians if the three orchestras are dropped.

The Tories, expectedly, are almost equally incensed, since it is generally accepted that the BBC plans for local radio are a maneuver to maintain its radio monopoly, against the possibility of the Tories being returned to power and introducing commercial radio.

Paul Bryan, Tory spokesman on broadcasting, said: "In local radio, pleas of penury are coupled with plans for expansion. While orchestras are disbanded and Radio Three is truncated, Mr. Stonehouse is apparently being asked for a grant of \$12 million a year, or an increase in the license fee, to run

40 new local stations, a service which could easily be provided by commercial radio without cost to the public."

Defending the changes, Lord Hill of Luton, chairman of the BBC board of governors, points out that they are designed to allow broadcasting to live within its prospective income over the next five years. "The corporation," he says, "is convinced that it will be better able to remain truly comprehensive and securely independent if it continues to be financed by the license-fee method, and is not exposed to the pressures which a commercial system cannot as easily resist."

Nevertheless, the BBC admits that its radio system, by 1974, will be running at an annual deficit of \$10.8 million, and an accumulated deficit of about \$28.8 million, without accounting for the cost of the new local stations. The corporation implies, however, that there are several possible sources of relief— increase of the license fee and more effective action against license evaders, who are costing the corporation an estimated \$24 million a year.

ITA wins fiscal battle, programmers still face levy

Britain's Independent Television Authority has won its struggle with the Exchequer over giving up a large slice of its 1967-68 operating surplus. For the financial year ended March 31, 1968, no payment has been made.

In discussions lasting many months—which delayed publication of ITA's annual report until now—the authority claimed there was a serious risk that it would run out of money before its transition to color TV was completed. The Exchequer finally gave in.

At the end of the previous financial year, the Exchequer took \$4.3 million of ITA's \$9.6 million surplus and was demanding a corresponding percentage of the 1967-68 surplus of nearly \$9.2 million.

Despite ITA's coup, however, the financial position of the program companies remains strained, particularly because of the budget increase on the advertising levy. After corporation and income tax (and any payment ITA itself may be required to make on the 1968-69 account), it is estimated that the government will be taking some \$88.8 million out of commercial TV in the current financial year.



Spadework for worldwide satellites accord continues

An international preparatory committee, working on details of a permanent agreement to govern the worldwide international satellite communications system, has completed three weeks of intensive consultation and decided that more work has to be done.

The committee, which began meeting on June 23, recessed July 11 and agreed to resume meetings Sept. 2-19, and again beginning Nov. 18 when it hopes to have a final draft for consideration of the full International Satellite Telecommunications consortium (Intelsat) conference, now scheduled to be held Feb. 16, 1970. All the meetings were and are to be held in Washington.

The Intelsat plenary conference of 68 member-nations, with 28 non-member nations as observers, met in Washington earlier this year and had agreed to reconvene Nov. 18 (BROADCASTING, March 24). The postponement to 1970 became necessary when the preparatory committee failed to come to full agreement. John E. Killick of the United Kingdom is chairman and Matoo Ogiso of Japan, vice chairman of the 37-member preparatory committee. Attending the meetings were representatives of 10 non-member nations.

Among the significant items that have not been settled, according to informed sources, are the matter of member voting rights, the establishment of an international "assembly", and the inauguration of a "secretariat" as well as the choice of a manager-operator for the worldwide system. The U.S. opposes the secretariat idea, but approves the proposal for an assembly. It also favors the retention of the Communications Satellite Corp. (Comsat) as manager and operator of the system. Comsat has run the Intelsat system since its inception in 1964.

Any change in Intelsat's present organization requires the affirmative vote

of two-thirds of the 68 members.

One of the reasons for delaying the second round of plenary meetings, State Department officials explained, is the necessity for members to receive drafts of any agreements at least 60 days before taking them up at the formal sessions.

William W. Scranton, former governor of Pennsylvania, is chairman of the U.S. delegation.

CBC unveils '68 fiscal facts of life

It cost more to operate network, provide coverage of 'intense political events'

Operating costs of the Canadian Broadcasting Corp. again climbed upward last year. Net operating costs rose almost \$5.4 million over 1967 to a record \$154,951,483 in the 1968-69 fiscal year.

Total operating expenses climbed \$6.9 million over fiscal 1967 to a total \$196,487,305 during the fiscal year ended last March 31. Revenues from advertising, interest on investments and miscellaneous earnings were \$41,535,822.

These costs were revealed in the annual report of the CBC, tabled in the Canadian House of Commons this month. In its report last year, the corporation blamed special centennial broadcasts for pushing up costs (BROADCASTING, Aug. 26, 1968). The report for the year ended March 31 noted that coverage during the fiscal year included the 1968 Liberal-party leadership convention, the 1968 Canadian general election, the American presidential election and three days of live TV last February at the federal-provincial constitutional conference in Ottawa. The report said the CBC news and public-affairs departments were "kept busy providing coverage of such events" in

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a year of "intense political activity at home and abroad."

The report noted that the CBC put into operation 17 new TV transmitters and 21 new radio transmitters during the fiscal year. Plans for 1969-70 call for 25 new TV projects and an additional 28 new radio projects.

Most of the corporation's income during the year came from public funds totaling \$149,329,000, a \$6-million increase over fiscal 1967.

Spicy interlude

Thousands of Auckland, New Zealand, radio listeners who had tuned into a dull parliamentary debate on tourism suddenly—but briefly—heard a graphic description of a weekend seduction. A spokesman for New Zealand Broadcasting Corp.'s Auckland station, IYC, explained that broadcasts from parliament in Wellington are distributed to local stations by telephone lines and there had apparently been a crossed wire in the control room. The long-distance call between two anonymous

males was a detailed recital of one's week-end adventures with a local "bird." The interruption provoked many calls to the station, but few complaints.

RKO forced to sell its Canadian stations

S. Campbell Ritchie, president of CKLW-AM-FM-TV Windsor, Ont.-Detroit, says the stations will be sold to comply with the foreign-ownership rules of the Canadian Radio-Television Commission.

Mr. Ritchie's announcement came following a denial by the CRTC of a request by CKLW-FM-TV for an exemption from the foreign-ownership rules. The CRTC renewed the licenses of CKLW-FM-TV only until Sept. 1, 1970, the date the new regulations concerning Canadian ownership of broadcasting enterprises go into effect. The CRTC had previously renewed the AM station license of CKLW until Sept. 1, 1970, and had denied a request for an exemption for the outlet (BROADCASTING, April 7).

CKLW-AM-FM-TV fall under the foreign-ownership regulations because the stations are owned by RKO General Inc., a U.S. corporation controlled by General Tire and Rubber Co. of Akron, Ohio. The CRTC rules state that no more than 20% of the voting control and no more than 60% of the equity or debt of any broadcasting enterprise may be in foreign hands.

Mr. Ritchie said there have been several purchase offers for the stations. He said whether the TV and radio stations would be sold separately or as a package is "a matter of negotiation."

'Paradise' rights sold

Krantz Films has sold distributor rights for South America, Spain, Portugal, Puerto Rico and Central America of *Strange Paradise*, daily half-hour continuing dramatic series, to America's Productions, Miami. The syndicated series is being co-produced in Canada by Krantz, Canadian Broadcasting Corp., Metromedia and Kaiser Broadcasting. It is to begin this fall on 65 stations in the U.S. and Canada.

Promotion

WIST jolts parents into new look at youth

WIST Charlotte, N. C., played a major role in a state campaign to raise the state's age limit of parental and guardian control—previously extending only to a child's 16th birthday—to the age of 18.

Passed unanimously by the state's Senate and House, the amendment, suggested, lobbied and fought for by WIST, evolved from an article in the station's publication devoted to a discussion of Charlotte's "hippy house," a refuge for runaways 16 years of age and older. The article was brought to the attention of the state attorney general and publicized by WIST, WSIC and WFMX(FM) both Statesville, WFRG Reidsville, WCBT Roanoke Rapids, all North Carolina, and WQXL Columbia, S. C.

WIST warned North Carolina's citizenry and legislators that as the law stood then their 16-year-old children were not under their physical control and could conduct themselves like the "hippy house" inhabitants.

Promotion tips:

Summertime cooler ■ WBZ Boston is initiating its "Larry Glick Lemonade Stands" promotion to provide youngsters with a money-making opportunity this summer. Mr. Glick, a disk jockey

at WBZ, will take charge of the operation traveling around to the various franchises in his "lemonmobile." The station will provide free franchise kits and will support the campaign with advertising in newspapers, on radio-TV.

Station interest ■ Over 120 TV stations have requested a 60-second spot from the Biafra Relief Services Foundation to run as a public service announcement. Production of the spot, superimposing a shot of a hungry Biafran child over a healthy American baby with a hungry Biafran child, was donated by Goldeneye Inc., New York. Goldeneye's pres-



ident, Jack Goodford, conceived and directed the spot, which was produced by Lynda Kay Woodworth.

Political praise ■ Four senators and 15 representatives have paid tribute to Joseph F. McCaffrey of WMAL-AM-FM-TV Washington, who is celebrating his 25th year as a Washington corre-

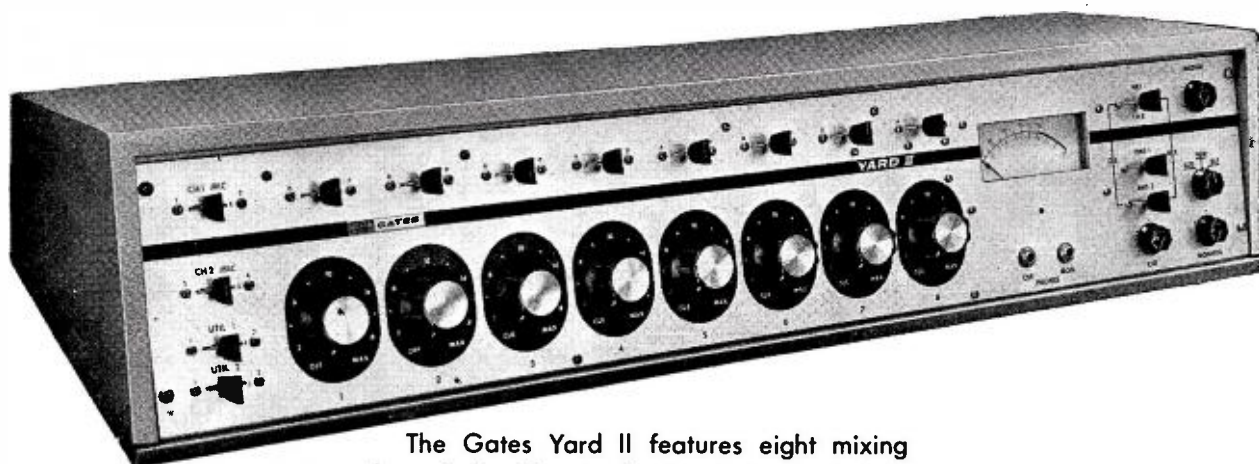
spondent. Mr. McCaffrey, who is a former president of the Radio-TV Correspondents Association, was with CBS and Mutual before joining WMAL-AM-FM-TV.

Surprise Nashville style ■ WLAC-TV Nashville helped to celebrate the move of its rep, The Katz Agency, into new offices in San Francisco. The surprise festivities began with a string band playing the Nashville sound followed by a bartender pushing a cart loaded with frosted mint juleps in silver cups. The silver cups were presented to the Katz staff as mementos of the celebration.

New game show ■ Broadcast Promotions, Huntsville, Ala., is offering a new listener participation game, R-A-D-I-O. The game procedure is similar to bingo. As prizes, stations award fixed frequency radios. Address: Box 808, Huntsville 35804.

Duffer's dilemma ■ With logistics planned to military close-order precision and beat-the-clock timing, Ed Lincoln, disk jockey at WSBA York, Pa., played 270 continuous holes of golf breaking the old daytime record of 256 holes. An entourage of four golf carts, one pro and assorted spotters, runners and tee-men complete with walkie-talkies rushed Mr. Lincoln through 15 rounds of golf. Proceeds from the golfathon which ran from 5:10 a.m. to 6:30 p.m. went to Lancaster Boy Scouts.

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the Yard II eight channel
all silicon transistorized
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The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

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ABC hits new peak in income, earnings

Six-month figures show 43% earnings increase; broadcast at record high

ABC earnings for the first six months of this year were the highest for any similar period in the history of the company. According to ABC's report issued last week, earnings for the period rose 43% over the 1968 period, with broadcast activity at a record high.

Second-quarter operating earnings

rose to \$5,550,000 or \$1.15 a share, a 25% increase over the \$4,375,000 recorded in 1968.

ABC President Leonard H. Golden-son noted that first six months operating earnings rose to \$9,450,000 and that earnings, including capital and nonrecurring gains, jumped to \$11.4 million compared with \$9,625,000 last year.

Mr. Golden-son reported that the record operating earnings for the second quarter and the first six months reflected the highest earnings for any quarter, and any first six months period for the company's broadcast division. Theater results, while good, did not

compare with theater earnings of last year, which were the highest for any such periods since 1950.

Group sales for ABC-owned radio stations jumped 26% for the first half of 1969 compared to 1968. Second-quarter sales surpassed last year's figures also by 26%. Harold L. Neal Jr., president of ABC-owned radio stations, said last week that sales for the seven AM and seven FM stations exceeded all previous records.

It was reported that the sales increase for the ABC-owned FM stations was 157% higher for the first six months of 1969 than for the same period in 1968.

Mr. Neal also announced that wvvc-

The Broadcasting stock index

A weekly summary of market activity in the shares of 85 companies associated with broadcasting.

	Stock Symbol	Ex- change	Closing July 17	Closing July 10	Closing July 2	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Broadcasting									
ABC	ABC	N	63 3/4	60 7/8	64 7/8	76 1/4	56 1/4	4,796	\$ 306,900
Atlantic States Ind.		O	8 1/4	9 1/4	10	15 1/4	8 1/4	1,798	17,100
Capital Cities	CCB	N	32 1/2	31 1/4	33	37 1/2	31 1/2	5,748	192,600
CBS	CBS	N	53	52 1/4	53 1/2	59 1/4	44 1/4	25,378	1,341,900
Corinthian	CRB	N	24 1/4	25 1/4	26	37 1/4	22 1/4	3,384	89,700
Cox	COX	N	41 1/4	41 1/4	41 1/4	59	40 1/4	2,891	120,300
Gross Telecasting	GGG	A	18 1/2	18 1/2	19 1/2	24	16	805	16,100
Metromedia	MET	N	21 1/4	21 1/4	24	53 1/4	20 1/4	5,507	142,500
Pacific & Southern		O	16	16 1/4	17	26 1/4	16	1,616	27,500
Reeves Telecom	RBT	A	17 1/4	18 1/2	17 1/4	35 1/4	17 1/4	2,230	39,000
Scripps-Howard		O	24 1/4	23 1/4	24 1/4	31 1/4	23	2,589	64,700
Sonderling	SDB	A	37 1/4	36 1/4	37	47 1/4	32 1/4	985	37,700
Starr Broadcasting		O	7 1/4	7 1/4	7	7 1/4	6 1/4	338	2,300
Taft	TFB	N	37 1/4	37	36 1/4	43 1/4	34 1/4	3,415	124,600
Total								61,480	\$ 2,522,900
Broadcasting with other major interests									
Avco	AV	N	26 1/4	25 1/4	27 1/4	49 1/4	25	12,872	\$ 352,300
Bartell Media	BMC	A	11 1/4	12 1/4	12 1/4	22 1/4	10 1/4	2,292	26,900
Boston Herald-Traveler		O	30	30	30	71	29	574	17,200
Chris-Craft	CCN	N	15 1/2	16 1/4	16 1/4	24 1/4	15	3,201	53,200
Cowles Communication	CWL	N	11 1/4	11 1/4	12 1/4	17 1/4	10 1/4	3,620	43,900
Fuqua	FQA	N	34 1/4	36 1/4	39	47	34	5,073	185,500
Gannett	GCI	N	36	37 1/4	36 1/4	42	35	4,736	172,900
General Tire	GY	N	20	20	22 1/4	34 1/4	19 1/4	17,914	387,400
Gray Communications		O	9	9 1/4	9 1/4	12 1/4	9	475	4,600
Lamb Communications		O	4 1/4	4 1/4	4 1/4	10	4 1/4	2,650	13,300
Liberty Corp.	LC	N	15 1/4	15 1/4	16 1/4	23 1/4	15 1/4	6,743	107,900
LIN		O	9 1/4	10 1/4	11 1/4	32 1/4	10 1/4	1,890	21,000
Meredith Corp.	MDP	N	37 1/4	41 1/4	41 1/4	59 1/4	35 1/4	2,762	111,500
The Outlet Co.	OTU	N	20	20 1/4	21	30 1/4	19 1/4	1,332	28,000
Plough Inc.	PLO	N	62	65 1/4	69	72 1/4	61	6,788	463,300
Post Corp.		O	16	17	17 1/4	40	17	566	10,500
Rollins	ROL	N	34 1/4	36	37	38 1/4	30 1/4	7,942	289,900
Rust Craft	RUS	A	28	30	30	38 1/4	28 1/4	1,169	33,900
Storer	SBK	N	30 1/4	32 1/4	36 1/4	62	30	4,213	151,700
Time Inc.	TL	N	41 1/4	48 1/4	50 1/4	100 1/4	41 1/4	7,238	363,700
Wometco	WOM	N	18 1/4	18 1/4	20	23 1/4	17 1/4	5,860	117,200
Total								99,910	\$ 2,955,800
CATV									
Ameco	ACO	A	10 1/4	10 1/4	11 1/4	14 1/4	9 1/4	1,200	\$ 13,200
American TV & Communications		O	14 1/4	14 1/4	13 1/4	15	11 1/4	1,775	24,400
Cable Information Systems		O	3 1/4	2 1/4	3 1/4	5	2 1/4	955	3,300
Columbia Cable		O	10 1/4	10 1/4	10 1/4	15 1/4	10 1/4	580	6,700
Cox Cable Communications		O	17	17 1/4	18	21 1/4	16 1/4	3,550	63,900
Cypress Communications		O	12 1/4	13	13 1/4	23	12	808	10,700
Entron		O	3 1/4	3 1/4	3 1/4	10 1/4	3 1/4	607	2,400
H & B American	HBA	A	14 1/4	15 1/4	15 1/4	20 1/4	13 1/4	5,016	80,300
Sterling Communications		O	17 1/4	7 1/4	7 1/4	10 1/4	6 1/4	500	3,800
Teleprompter	TP	A	55 1/4	55 1/4	56 1/4	70 1/4	46 1/4	1,006	52,600
Television Communications		O	14	16 1/4	15 1/4	20 1/4	11 1/4	2,090	31,400
Vikoa	VIK	A	24 1/4	26 1/4	28	33 1/4	23 1/4	1,795	51,200
Total								19,882	\$ 343,900

FM Peoria, Ill., is the first station (outside the ABC-owned outlets) to carry "Love" on a syndicated basis. "Love" is the progressive rock 'n' roll format originally developed for the ABC-owned FM stations (BROADCASTING, Feb. 17).

For the six months ended June 30:

	1969	1968
Earned per share	\$2.36*	\$2.04
Pretax income	21,350,000	14,325,000
Net income	11,400,000	9,625,000

*Assuming full conversion of convertible debentures and exercise of all stock options, pro forma net earnings per share for the first six months of 1969 would be \$2.13.

Conglomerates in August will tell more to SEC

The Securities and Exchange Commission last week revised its registration procedure to require more detailed financial reporting from conglomerate corporations, which would include de-

versified companies with substantial broadcasting interests.

The SEC order requires conglomerates having annual sales of more than \$50 million to report separately on products or services which, during the previous two fiscal years, contributed 10% or more to total sales and operating revenues or to income before taxes and extraordinary items. For companies under the \$50 million mark, the reporting requirement is 15%. A previous SEC proposal would have used a 10% standard for all companies.

The new regulation also provides that, where a company has more than 10 lines of business, disclosure may be limited to the "10 most important lines." However, the SEC did not define "lines of business," leaving it to the management of each conglomerate corporation to "separate the company into components on a reasonable basis

for reporting purposes."

The SEC said the new requirements would affect registration statements filed as of Aug. 14.

MGM and Interphoto amend agreement terms

Metro-Goldwyn-Mayer and Interphoto Corp., Long Island City, N.Y., a distributor of photographic and audio equipment, announced last week revised terms for the proposed acquisition of Interphoto by MGM (BROADCASTING, April 14).

Under the new terms, MGM would exchange one share of a new convertible preferred stock for each Interphoto share, or a maximum of 1.032 million shares of MGM preferred. Each share of the preferred stock would be convertible into 0.9 shares of MGM com-

	Stock Symbol	Ex- change	Closing July 17	Closing July 10	Closing July 2	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	31	31½	33½	42	29½	5,863	\$ 194,900
Commonwealth United	CUC	A	8½	9½	10½	24½	8½	12,428	132,000
Disney	DIS	N	75	76½	76½	86½	69½	4,367	327,500
Filmways	FWY	A	25½	24½	26½	38½	23	1,120	28,800
Four Star International		O	4½	5	6½	10	3½	666	3,200
Gulf & Western	GW	N	23½	23½	25½	50½	21½	16,061	421,600
Kinney National*	KNS	N	23½	22	27½	39½	22	4,120	113,800
MCA	MCA	N	28	26½	30½	44½	24	8,059	255,900
MGM	MGM	N	29½	29½	29½	44½	25	5,762	158,500
Transamerica	TA	N	27½	25½	29	38½	25½	61,869	1,817,400
Trans-Lux	TLX	A	26½	27½	26½	58½	22½	979	22,900
20th Century-Fox	TF	N	19½	19	24½	41½	18½	8,006	182,100
Walter Reade Organization		O	9½	10	11	15½	8½	2,083	21,900
Wrather Corp.		O	11	12	12½	23	12	1,760	22,000
							Total	133,143	\$ 3,702,500
Service									
John Blair	BJ	N	23½	24	28	28½	22½	2,265	\$ 62,300
Comsat	CQ	N	47½	45½	50½	55½	41½	10,000	510,000
Creative Management		O	14	14½	15	20½	13	1,020	15,300
Doyle Dane Bernbach		O	22½	21½	24½	32½	21½	2,104	52,600
Foot, Cone & Belding	FCB	N	12	12	12½	15½	11½	2,147	26,000
Grey Advertising		O	15½	15½	15½	18½	13	1,163	17,400
Movielab	MOV	A	8½	8½	9½	14½	7½	1,407	13,400
MPO Videotronics	MPO	A	10	10½	11	22½	9½	542	6,000
Nielsen		O	32	32½	33½	37½	31½	5,240	174,200
Ogilvy & Mather		O	20½	23½	28	35	20½	1,090	30,500
Papert, Koenig, Lois	PKL	A	21½	21	24½	30½	10½	721	16,100
J. Walter Thompson		O	26½	29½	29½	41	29½	790	23,100
Wells, Rich, Greene		O	11½	11½	12½	18	11	1,501	18,000
							Total	29,990	\$ 964,900
Manufacturing									
Admiral	ADL	N	16½	61½	18½	21½	15	5,110	\$ 85,600
Ampex	APX	N	43½	42	43½	44½	32½	10,571	465,100
General Electric	GE	N	87½	85	90½	98½	84½	91,025	8,192,300
Magnavox	MAG	N	44½	44½	47½	56½	42½	16,561	776,300
3M	MMM	N	105	101½	103½	112½	94	54,388	5,493,200
Motorola	MOT	N	113	114	120	133½	102½	6,148	719,300
RCA	RCA	N	39½	38½	40½	48½	36½	62,713	2,594,800
Reeves Industries	RSC	A	5½	5½	6½	10½	5½	3,437	20,200
Visual Electronics	VIS	A	13½	17½	18½	37	13½	1,326	22,500
Westinghouse	WX	N	58½	58	60½	71½	55½	38,509	2,387,600
Zenith Radio	ZE	N	43½	43½	45½	58	42½	18,935	823,700
							Total	308,723	\$21,580,600
Grand total								653,130	\$32,070,600
Standard & Poor Industrial Average			104.84	104.12	108.51	116.85	103.10		

N-New York Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of June 30
* Reflects merger of Warner-Seven Arts into Kinney on July 8.

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ROANOKE

*Sales Management's Survey
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609-456-1716

mon stock and would carry an annual dividend of 60 cents.

This conversion ratio would be increased to one share of MGM common stock, commencing in the seventh year the preferred stock is outstanding. The preferred stock would be non-callable for five years and callable thereafter at \$36 per share.

A formal agreement must be negotiated and approval is required of the board of directors and shareholders of each company.

Metromedia sees curve starting back up

Metromedia Inc. reported last week that net income for the second quarter and first half of 1969 dropped from their 1968 levels.

John W. Kluge, chairman and president of Metromedia, noted however that the 1968 second quarter was an all-time record quarter, and the 1969 period showed a "considerable improvement" over the first quarter of this year. He said there is evidence of the beginning of a "turnaround in the operating difficulties we've been encountering this year, primarily in our direct mail and television and radio operations."

Metromedia's board of directors meanwhile, declared a regular quarterly dividend of 12½ cents on common stock, payable Sept. 15 to stockholders of record Aug. 22.

For the six months ended June 30:

	1969	1968
Earned per share	\$0.32	\$0.91
Gross revenues	89,714,605	89,655,724
Net income	1,755,691	4,666,713

Net sales down

Visual Electronics Corp., New York, manufacturer of radio and television equipment, reported decreases in sales and net earnings for fiscal year ended March 31, compared to same period in 1968. Earnings have been adversely affected, according to President James B. Tharpe, by delays in transition of

company from distributing organization for broadcast industry to manufacturing and marketing concern for many markets.

Visual also announced it has entered into letters of commitment with four insurance companies for \$2 million in 8½% 15-year senior notes with detachable warrants. The companies are Northwestern National Life of Minneapolis, Baltimore Life, and Monumental Life, both Baltimore, and Volunteer State Life of Chattanooga.

For year ended March 31:

	1969	1968*
Earned per share	\$0.42	\$0.93
Net sales	21,501,000	24,834,000
Net income	587,000	1,263,000

*Restated to reflect companies acquired on pooling of interests basis.

GWJ buys Logos

Logos Ltd., Arlington, and Management Science Division of Software Systems Inc., Fairfax, both Virginia, have been acquired by a group of investors led by Greater Washington Investors Inc. The two companies, owned by Software, were purchased for \$1 million in cash and stock. Logos is active in all phases of video production for commercial and noncommercial television. Its facilities include one of the larger sound stages on the East Coast and mobile TV equipment for remote coverage.

Financial reports:

- Kaufman and Broad Inc., Los Angeles, major cable TV operator in the West, will acquire substantial amounts of securities and options of Revenue Properties Co. Ltd., Toronto, a real estate development business. Kaufman and Broad will buy a \$5 million, 8¾% one-year note from Revenue Properties for \$4.8 million and is acquiring an option to purchase some 31% of the Toronto company's common stock and outstanding warrants for \$19 million.
- National General Corp., Los Angeles-based leisure-time company, announced plans to acquire Wygod, Weis

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& Florin Inc., New York, a stock brokerage firm and member of the New York Stock Exchange. The acquisition would be effected through a merger between Wygod, Weis & Florin and National Capital Management Corp., a subsidiary of National General. The transaction, which would involve an undisclosed number of NGC common shares, is subject to the approval of the shareholders of the brokerage firm at a Sept. 15 meeting.

■ Kahn Research Laboratories, Freeport, N.Y., privately operated for 12 years, announced last week it has gone public. Kahn manufactures symmetra/peak and voice-line FM equipment, AM stereo parts and single-channel switching band equipment.

■ Transamerica Corp., San Francisco, parent of United Artists Corp., reported record net income for the six months ended June 30—\$48,170,700 or 79 cents per share compared to \$45,100,900 or 74 cents per share in the corresponding 1968 period.

■ Trans-Lux Corp., New York, distributor of motion pictures and television programs, has registered 85,000 common shares with the Securities and Exchange Commission. The outstanding shares may be offered by company stockholders at \$40 per share maximum. Oppenheimer Fund Inc. and Fidelity Capital Fund Inc. may sell 28,000 shares each and Fleschner Becker Associates may sell 29,000 shares. Trans-Lux has 1,019,950 shares outstanding.

Company reports:

Filmways Inc., New York-based diversified entertainment complex, reported a 24% increase in net income and an increase in gross revenues for the nine months ended May 31:

	1969	1968*
Earned per share	\$1.31	\$1.13
Revenues	38,470,000	37,628,000
Net income	1,642,000	1,320,000
Average shares outstanding	1,219,000	1,123,000

* 1968 has been restated to include, on a pooling of interests basis, the operating results of Concert Associates and Heatter-Quigley Inc.; both were acquired this year.

Taft Broadcasting Co., Cincinnati, group broadcaster and television program producer, reported a 17% increase in net revenues and an 11% increase in net income for its first quarter. Taft also announced it has completed acquisition of Coney Island Inc., Cincinnati amusement park, for about \$6.5 million in Taft stock (BROAD-

CASTING, April 28).

For the first quarter ended June 30:

	1969	1968
Earned per share	\$0.54	\$0.50
Net revenues	11,205,064	9,568,630
Net income	1,871,041	1,686,612

Plough Inc., Memphis-based pharmaceutical firm and group radio station owner, reported an 11% increase in sales and a 12% increase in net income the six months ended June 30:

	1969	1968
Earned per share	\$1.14	\$1.02
Net sales	73,000,000	65,500,000
Pretax income	18,000,000	16,500,000
Net income	8,975,000	8,000,000
Average shares outstanding	7,891,574	7,858,363

Note: 1969 figures are estimated and subject to final audit.

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) reported a 10% increase in gross revenues and net income for the first half of 1969. The company also declared a regular quarterly dividend of 22½ cents per share on common stock and 4½ cents per share on class B common shares, both payable Aug. 8 to stockholders of record July 15.

Gross is seeking FCC approval for the \$4.9-million purchase of WKBT(TV) La Crosse, Wis., from Lee Enterprises (BROADCASTING, June 9).

For the six months ended June 30:

	1969	1968
Earned per share	\$0.56	\$0.50
Gross revenues	1,774,209	1,608,679
Net income	450,729	398,965

Walt Disney Productions, Burbank, Calif., TV and movie production house, reported estimated net income increased by more than \$1 million for the nine months ended June 28:

	1969	1968
Earned per share	\$1.93	\$1.72
Revenues	90,082,000	88,248,000
Net income	8,453,000	7,409,000

Grass Valley Group Inc., Grass Valley, Calif., equipment manufacturer, reported an 81% increase in sales and a 48% increase in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.24	\$0.16
Sales	1,630,000	901,000
Net income	349,000	235,000

Technicolor Inc., Hollywood, TV and motion picture film processor, reported net income down slightly though net sales increased for the first 26 weeks of the fiscal year ended June 28:

	1969	1968
Earned per share	\$0.58	\$0.63
Net sales	54,677,902	49,203,925
Net income	2,158,068	2,223,365
Shares outstanding	3,742,364	3,520,314

Notes: Figures for 1968 are restated to reflect elimination of such noncontinuing business as Marshall Burns, Creative Merchandising Inc., Associated Employers Group, Classics Illustrated and Twin Circle.

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Broadcast advertising

Jack Canning, eastern radio sales manager, H-R Representatives, New York, also named VP. He succeeds **Bill McRae**, who joins WDVR(FM) Philadelphia, as sales manager.

Richard Goldberger, VP, Herbert S. Benjamin Associates, Baton Rouge, named senior VP. **Margaret Webb**, media traffic manager, named assistant VP and media director.



Franklin Wheeler, with CBS Television Stations National Sales, New York, appointed manager of San Francisco sales office.

Bob Miggins, with KTTV(TV) Los Angeles, joins Tele - Rep Inc.'s

relocated office there as West Coast sales manager. **Terry Kollman**, with KABC-TV there, joins Tele-Rep as Los Angeles sales manager. Office is now at 6345 Wilshire Boulevard.

Porter Jared, VP and account supervisor, BBDO, New York, appointed manager of Burke Dowling Adams, Atlanta, wholly owned subsidiary of BBDO.

Edward Mandell, creative director, Harry W. Graff Inc., New York, joins Helitzer Advertising Inc. there, as senior VP and creative director.

Frederick Pearson, with WSBK-TV Boston, appointed local sales manager.

John Bernbach, with Gilbert Advertising Agency, New York, named VP-account services.

Marvin Jay, broadcast director, Charles

Ruppman Advertising, Peoria, Ill., also named VP. He will head Ruppman's new Chicago office, scheduled to open in early fall.

Ronald Layport, co-creative director, Fahlgren & Associates, Parkersburg, W. Va., joins Lando Inc., Pittsburgh, as art director.

Ro Grignon, general sales manager, WDAF-TV Kansas City, Mo., appointed to same position, WIBF-TV Philadelphia. Both are Taft stations. He is succeeded at WDAF-TV by **Earl Beall**, local sales manager.

Albert A. Klatt, senior VP and chairman of Chicago plans board, Needham, Harper & Steers, Chicago, also named chairman of Chicago division operating committee. **James E. Fasules**, VP and senior account director, named deputy director of Chicago division.

Robert Fishman, general sales manager, WOL-WMOD(FM) Washington, named VP-sales.

Richard DeAngelis, Flint sales manager, WNEM-TV Bay City-Saginaw-Flint, Mich., appointed local sales manager.

Cal McKinley, sales staff member, KHBV(TV) Henderson-Las Vegas joins KRAM Las Vegas as sales manager.

Richard Simon, director of advertising, Consolidated Edison Co., New York, joins MacManus, John & Adams, New York office, as associate director of broadcast.

Peter Goulazian and **Barry Lewis**, both with Katz Television, New York, appointed associate directors of sales development department.

John Callow, with Mutual Broadcasting System, New York, appointed national director of sales. He succeeds

William Cummings, who resigns, with future plans unannounced.

Lewis Heckler, media supervisor, Ted Bates & Co., New York, joins Dodge & Delano there in similar capacity.

John Leach, VP and account supervisor, Gardner Advertising, St. Louis, resigns. He organized Intergard, Gardner's international division in 1961. No future plans announced.

Thomas Nathan, formerly copy supervisor, Redmod, Marcus & Shure Inc., New York, joins Dancer-Fitzgerald-Sample there as VP and creative group head.

Parie Davis, with Lookout Advertising Agency, Chattanooga, joins Beman & Williams Associates, advertising and PR agency, Atlanta, as creative director.

William Irwin III, with Benton & Bowles, New York, joins Cunningham & Walsh there as media planner.

Roque Anderson, broadcast advertising supervisor, Montgomery Ward & Co., Chicago, joins Harry Stone Productions agency there as executive producer.

Anthony Isidore, VP and associate creative director, Young & Rubicam, New York, appointed copy chief.

John Malloy, account supervisor, Quinn & Johnson Advertising Inc., Boston, named VP.

Thomas Hall, account supervisor, Leo Burnett Co., Chicago, named VP. **Hal Kome**, associate creative director, named VP and appointed creative director.

Goff Lebharr, general sales manager, WDCA-TV Washington, joins WGMS-AM-FM Bethesda, Md.-Washington, in same capacity.

Richard Borzumato, media supervisor for consumer accounts, Tatham-Laird & Kudner, New York, appointed media director.

Charlene Wilder, formerly media buyer, Burton-Campbell Inc., Atlanta, joins Gerald Rafshoon Advertising Inc. there as media director.

Carlton Mertens, mid-south regional advertising and merchandising manager, Joseph Schlitz Brewing Co., Milwaukee, joins KATZ St. Louis as sales manager.

Warren Stitt, VP, Russ Reid Advertising Co., Chicago, joins Paul S. Webb Advertising, Hollywood, as administrative VP.

William Caro, media supervisor, D'Arcy Advertising, San Francisco, joins Car-

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son/Roberts/Inc., Los Angeles, in similar capacity. **Rod Damrow** and **Jutta von Weise**, media buyers for C/R, appointed media supervisors.

Tom Turner, with McGavren-Guild-PGW Radio Inc., New York, appointed sales manager of San Francisco office.

Jim Price, with KDEO El Cajon, Calif., joins KSDD San Diego, as local sales manager.

Media

James Quello, station and program manager, WJR-AM-FM Detroit, also elected VP, Capital Cities Broadcasting Corp., New York, station's parent firm.

Donald Moeller, VP and general manager, WGAN-AM-FM-TV Portland, Me., joins KYTV(TV) Springfield, Mo., in same capacity.



William Osterhaus, program manager, KYW-TV Philadelphia, appointed general manager, KPX(TV) San Francisco succeeding **Richard Harris** now president of Radio Advertising Representatives (BROADCASTING, July 14). Both are Westinghouse stations.

Mr. Osterhaus

Dr. David Feldman, VP, research and sales, KDSO San Diego; named executive VP and station manager.

Paul Major, program director, WGEE Indianapolis, joins WTLC(FM) there as operations manager.

Lee Shoblom, program director, KRAM Las Vegas, appointed station manager. He is succeeded by **Dave Kushler**, program director, WNOE-FM New Orleans.

David Millan, general manager, WMIN St. Paul, also appointed general manager, KEEY-FM there. Both are Malrite Broadcasting Co. stations.

Jean Hebor, sales service supervisor, WCBs New York, appointed broadcast operations manager.

Gary Portmess, operations director, WTBO Cumberland, Md., joins WHWH Princeton and WTOA(FM) Trenton, both New Jersey, in same capacity.

Bob Rall, with WSLI Jackson, Miss., joins WRBC-WJMI(FM) there as general manager.

Ron Stewart, with sales department, WUDO Lewisburg, Pa., joins WMBT Shenandoah, Pa., as station manager.

Sam Sherwood, VP and general manager, KDWB St. Paul, joins WAYL(FM) Minneapolis, in same capacity.

Robert Zimmerman, with WAVA Arlington, Va., appointed general manager.

He succeeds **John Burgreen**, who will continue as executive VP until assuming a position with Adler Communications, Baltimore, at later date.

Robert Jones, WSOC-FM-TV Charlotte, N.C., joins WLOS-FM Asheville, N.C., scheduled to go on air in early August, as operations manager.

Programing

Zev Putterman, executive producer, KTTV(TV) Los Angeles, joins Metro-media Television, Hollywood, in newly created post of director of program development.

Michael Eisner, director of program development, East Coast, ABC-TV, New York, also appointed director of feature films, East Coast.

Edgar Small, talent and literary agent, Ashley Famous Agency, Los Angeles, joins Arena Productions, North Hollywood, Calif., as VP.

Peter Tytla, formerly director, MPO Videotronics Inc., New York, joins Televideo Productions there as staff director.

Tony Taylor, producer-announcer for Drake-Chenault, programing consultants, joins WIP Philadelphia as program director.

J. Robert Alston, night manager, WNHV-AM-FM White River Junction, Vt., appointed program director, WNHV-FM.

Ronald Nickell, sales manager, WNOR Norfolk, Va., joins American Independent Radio Inc., Los Angeles, as eastern U.S. sales representative.

News

Ed Joyce, director of news and public affairs, WCBs New York, appointed executive producer of radio news special events and *Dimension* series for CBS News there. He is succeeded by **Marvin Friedman**, executive news director.

Robert H. Fleming, assistant director of United States Information Agency and formerly deputy press secretary to former President Johnson, and prior to that in charge of Washington operations for ABC, named information director of newly created House Select Committee on Crime.

Mark Levy, radio and TV news program writer, NBC News, New York, appointed manager, election analysis. NBC News election unit.

Norman Reyes, VP, Dillingham Corp., Honolulu, joins KHVN there, as news director.

Max Powell, news director, WKRX Raleigh, N.C., joins WTVD(TV) Durham, N.C., as reporter.

Ted Lehne, general manager, KFRB and KTVF(TV), Fairbanks, elected pres-

ident of Alaska AP Association.

John Wilson, news producer, WWBT(TV) Richmond, joins WAVY-TV Portsmouth-Norfolk-Newport News all Va., as newscaster.

David Crane, program director, Metro-media's KLAC Los Angeles, appointed news director. He succeeds **Dean Sander**, appointed to newly created position of West Coast bureau chief for Metro-media Radio news. Mr. Crane is succeeded as program director by **Ron Martin**, assistant program director. **Sam Hall**, newsman, Metromedia's WIP Philadelphia, and **Carl Brazell**, assistant to general manager, KTRH Houston, both join KLAC news department.

Joe Pellegrino, sportscaster, WRC-AM-TV Washington, joins WNAC-TV Boston, as sports editor.

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Mal Alberts, announcer, Oakland Raiders American Football League team, joins KHJ Los Angeles, as sports director.

Ron Gonder, assistant sports director, KRNT Des Moines, joins WMT-AM-FM-TV Cedar Rapids, both Iowa, as sports editor.

Promotion

John Ryan, PR department manager, J. M. Mathes Inc., New York, joins Young & Rubicam there as VP in charge of publicity and PR department.

Gene Brewer, with Lennen & Newell Inc., New York, joins new recording division, Superscope Inc., Sun Valley, Calif., as national sales and promotion manager.

Fred Bergendorf, promotion director, KABC Los Angeles, joins KNX there, as director of information services.

John Scafone, PR director, WWDC Washington, appointed to newly created

position of director of creative services, WLW Cincinnati. Both are Avco Broadcasting Co. stations.

Nathan Perlstein, formerly advertising director, Pabst Brewing Co., Milwaukee, joins Public Relations Network/International, Chicago, as executive VP.

Sid Mesibov, director of advertising and publicity, United Artists Television, New York, joins Spanish International Network there to handle promotional activities.

John Gerner, with WKAT Miami Beach, appointed promotion director.

Equipment & engineering

Kenneth Shirk, chief engineer, WIND Chicago, appointed engineering manager. He succeeds **Harold Brokaw**, who resigns to become manager and part owner of WMRO Aurora, Ill.

J. E. Hill, manager, northern broadcast sales, commercial electronic systems division, RCA, Camden, N.J., appointed

international field sales manager for broadcast and communications products, international sales department there.

Deaths

Fred Strozier, 60, broadcast executive and former South American manager for AP, died July 16 in New York, of heart ailment. During his career Mr. Strozier was chief of AP's bureaus in Havana and Buenos Aires. He is survived by his wife, Nancy, son and daughter.

Howard Gossage, 51, founder of Freeman, Mander & Gossage, San Francisco, died July 8 in San Francisco of leukemia and kidney complications. Mr. Gossage's agency, originally Weiner & Gossage, was started in 1957. Known for his unorthodox advertising campaigns, Mr. Gossage is credited with originating "win a real live kangaroo" contest for Qantas Airlines and introducing Beethoven sweatshirt campaign for another client.

ForTheRecord®

As compiled by BROADCASTING, July 9 through July 15 and based on filings, authorizations and other FCC actions.

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

Application

■ Boston—The Dudley Station Corp. Seeks

VHF ch. 7 (174-180 mc): ERP 305 kw vis., 61 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 1,025.5 ft. P. O. address: 47 Hutchings Street, Boston 02121. Estimated construction cost \$2,200,200; first-year operating cost \$4,870,000; revenue \$7,400,000. Geographic coordinates 42° 18' 12" north lat.; 71° 13' 08" west long. Type trans. RCA TT-25/25EH. Type ant. RCA TBF-12AH. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn; consulting engineer Jules Cohen & Associates, both Washington. Principals: Bertram M. Lee, president (47%). Henry E. Hampton Jr., treasurer (20%). Ruth M. Batson, Charles T. Grigsby (each 6%). Henry M. Morgan, Thomas J. Brown and Jerome B. Wiesner (each 7%). Mr. Lee is Boston industrial consultant. Mr. Morgan is manager, human relations department, Polaroid Corp., Cambridge, Mass., and has interest in several Cambridge electronics companies and in Blackside Inc. Mr. Hampton owns 60% of Blackside Inc. Boston film production-audio/visual materials firm. Ruth Batson is executive director of Metropolitan Council

for Educational Opportunity, Roxbury, Mass. Mr. Grigsby is president-treasurer and will acquire a majority of the stock of Transcom Lines Inc., Boston bus leasing and charter company. Mr. Brown is assistant to president of Polaroid and has less than 1% interest in that company. Mr. Wiesner is provost of Massachusetts Institute of Technology and has minority interests in electronics firms, chemical products company and electric power company. Ann. July 10.

Final actions

■ *Pueblo, Colo.—Southern Colorado State College. Broadcast Bureau granted VHF ch. 8 (180-186 mc): ERP 316 kw vis., 63.1 kw aur. Ant. height above average terrain 1,220 ft.; ant. height above ground 972.75 ft. P. O. address: Southern Colorado State College, Pueblo. Estimated construction cost \$248,112; first-year operating cost \$64,521; revenue none. Geographic coordinates 38° 22' 24" north lat.; 104° 33' 27" west long. Type trans. GE TT-49-B. Type ant. Jampro JZZ-2-0-A/8. Legal counsel Duke W. Dunbar, Denver, consulting engineer R. E. Oldfield, Pueblo. Principals: Southern Colorado State College, J. Victor Hopper, president, et al. Action June 26.

■ *Grandview, W. Va.—West Virginia Educational Broadcasting Authority. Broadcast Bureau granted VHF ch. 9 (186-192 mc): ERP 288 kw vis., 57.5 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 462.5 ft. P. O. address: c/o Harry M. Brawley, 1033 Quarrier Street, Room 701, Charleston, W. Va. 25301. Estimated construction cost \$549,711; first-year operating cost \$141,650; revenue none. Geographic coordinates 37° 53' 46" north lat.; 80° 59' 21" west long. Type trans. RCA TT25EH. Type ant. RCA TW15A9-R. Legal counsel Forbes W. Blair, Welch & Morgan; consulting engineer Silliman, Moffet & Kowalks, both Washington. Principals: Rex M. Smith, chairman of authority, et al. Principals control *WMUL-TV Huntington and is coordinating body for *WVVU-TV Morgantown and *WVWC-FM Buckhannon, all West Virginia. Action July 3.

Other actions

■ Review board in Washington. TV pro-

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ceeding, Docs. 18559-18563, granted petition for extension of time to file opposing pleading, filed July 9, 1969, by Washington Community Broadcasting Co. Action July 10.

■ Review board in Minneapolis, TV proceeding, Docs. 18381-2, held in abeyance for 10 days action on joint request for approval of agreement, filed May 16, 1969, pending submission of further information. Action July 11.

Actions on motions

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted petition by Voice of the Orange Empire Inc. for leave to amend application to provide current information as to business interests of principals (Docs. 18295-300). Action July 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Orlando, Fla. (Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.), TV proceeding, denied petition by Comint Corp. requesting that rebuttal phase of hearing be conducted in Orlando (Docs. 11083, 17339, 17341-2 and 17344). Action July 10.

Call letter actions

■ Minshall Broadcasting Co., Gainesville, Fla. Granted WCJB(TV).

■ Hazard TV Co., Hazard, Ky. Granted WKYH-TV.

■ WFRV Inc., Escanaba, Mich. Granted WJMN(TV).

Existing TV stations

Final actions

■ Broadcast Bureau granted licenses covering CP's for changes in following TV stations: WWJ-TV Detroit; KELO-TV Sioux Falls, S. D.; KMID-TV Midland, Tex.; WMTV(TV) Madison, Wis. Actions July 7.

■ *WMPB(TV) Baltimore — Broadcast Bureau granted mod. of CP to change name to Maryland Public Broadcasting Commission. Action July 7.

■ Chief, Broadcast Bureau, granted request by Forum Communications Inc. for withdrawal of petition for reconsideration and other relief of FCC's grant of WPIX(TV) New York license renewal: dismissed petition as moot. Action July 10.

Actions on motions

■ Chief, Office of Opinions and Review in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-AM-TV, granted petition by Midwest Radio-Television Inc. and extended to July 30 date to file petition for reconsideration of designation order 69-261 (Doc. 18499). Action July 8.

■ Chief, Office of Opinions and Review in Philadelphia (Bernard Rappaport (WGTT-TV)), TV proceeding, granted petition by Bernard Rappaport and extended to July 15 time to respond to oppositions to petition for reconsideration (Doc. 18524). Action July 9.

■ Hearing Examiner Millard F. French in Miami (Coral Television Corp. (WCIX-TV)), TV proceeding, granted motion by Coral Television Corp. to correct transcript (Doc. 18325). Action July 11.

■ Hearing Examiner Isadore A. Honig in Baton Rouge (Louisiana Television Broadcasting Corp. (WBRZ-TV)), TV proceeding, scheduled further prehearing conference for Aug. 7 and postponed hearing to Oct. 7; approved stipulation and further extended to Aug. 7 time for discovery proceedings, which will be completed by Sept. 15 (Doc. 18555). Action July 11.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. (WRTV-TV)), Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, granted petition by Atlantic Video Corp. for leave to amend to update application (Docs. 18403-4 and 18448). Action July 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, granted motion by Chronicle Broadcasting Co. and extended to Aug. 11 time for filing responses to the Broadcast Bureau's interrogatories (Doc. 18500). Action July 8.

■ Hearing Examiner Chester F. Naumowicz

Jr., in response to requests by Chronicle Broadcasting Co., licensee of KRON-FM-TV San Francisco, ordered Albert Kihn, complainant in KRON-FM-TV license renewal hearings, to make certain tapes and documents available for inspection and copying by Chronicle. Action July 10.

■ Hearing Examiner Chester F. Naumowicz Jr. in Fajardo, P. R. (WSTE-TV Inc. (WSTE(TV))), TV proceeding, granted petition by WSTE-TV Inc. and corrected transcript as specified in motion (Docs. 18048-9). Action July 8.

Designated for hearing

■ FCC designated for consolidated hearing applications of NBC Inc. for renewal of license for its KNBC(TV) (ch. 4) Los Angeles, and of Voice of Los Angeles Inc. for CP for new station on that channel at Los Angeles. Action July 9.

New AM stations

Final action

■ Washington, Pa.—Dileto Broadcasting Co. Broadcast Bureau granted 1110 kc, 1 kw, DA-D, P. O. address: 1737 DeSales St., N.W. Washington 20036. Estimated construction cost \$46,000; first-year operating cost \$40,000; revenue \$44,000. Principals: Leo L. Shank, Lewis T. Wade and Richard C. Canter (each 33⅓%). Mr. Shank is 33⅓% owner of WMHI Braddock Heights, Md. Mr. Wade is salesman for WFMD-AM-FM Frederick, Md., and Mr. Canter is engineer for those stations. Action July 9.

Other actions

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, granted petition for extension of time filed July 11 by Cullman Music Broadcasting Co. Action July 15.

■ Review board in Costa Mesa-Newport Beach, Calif., AM proceeding, Docs. 15752, et al., granted petition filed July 9 by Broadcast Bureau and extended to Aug. 1 time to file exceptions to initial decision. Action July 11.

■ Review board in Kettering, Ohio, AM proceeding, Docs. 17243, et al., scheduled oral argument on exceptions to initial decision for Aug. 14 in Washington. Action July 11.

Actions on motions

■ Chief, Office of Opinions and Review in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. and Wagoner Radio Co.), AM-FM proceeding, granted petition by Vinita Broadcasting Co. and Wagoner Radio Co., and extended to Aug. 11 time to file exceptions to initial decision and denied petition in other respects (Docs. 18085-7). Action July 8.

■ Chief, Office of Opinions and Review in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, granted petition by Saluda Broadcasting Co. and extended to July 11 time for application for review of review board's memorandum opinion and order, FCC 69R-283 (Docs. 18503-4). Action July 9.

■ Hearing Examiner Basil P. Cooper in Greencastle and Waynesboro, both Pennsylv-

ania (Greencastle Broadcasting Co. and TV Cable of Waynesboro Inc.), AM proceeding, granted request by Broadcast Bureau for acceptance of late filed comments; granted petition by Greencastle Broadcasting Co. and dismissed with prejudice its application; retained in hearing application of TV Cable of Waynesboro Inc. (Docs. 18492-3). Action July 8.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, examiner issued notice that transcript of June 24 conference shows wrong date for further conference; date set was Sept. 3 (Docs. 18204-5). Action July 10.

■ Hearing Examiner Charles J. Frederick in San Antonio, Tex. (Walmac Co.), AM-FM proceeding, granted motion by Walmac Co. for correction of transcript (Docs. 18223-4). Action July 8.

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Lake-River Broadcasting Corp. and Somerset Valley Broadcasting Co.), AM proceeding, granted motion by Lake-River Broadcasting Corp. and continued to July 11 time after which no further petitions for leave to amend would be entertained (Docs. 18251-3, 18256-7). Action July 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Mt. Pleasant and Charleston, both Iowa (Pleasant Broadcasting Co.), Donald K. Van Slyke, et al., and Frank J. Herges, et al., AM-FM proceeding, designated hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for Aug. 22 and hearing for Sept. 23 (Docs. 18594-7). Action July 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Co.), AM proceeding, scheduled prehearing conference for Aug. 27 and hearing for Sept. 23 (Docs. 18292-3). Action July 10.

■ Hearing Examiner Isadore A. Honig in Warrenton, N. C. (Warren County and Radio Voice of Warrenton), AM proceeding, granted motion by applicants and postponed date for exchange of exhibits to Aug. 26; postponed date for notifications of witnesses to Sept. 2 and date for hearing to Sept. 9 (Docs. 18501-2). Action July 10.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., Tinker Area Broadcasting Co., Sapulpa Broadcasting Corp. and M. W. Cooper), AM proceeding, ordered that applicants file formal pleadings notifying the commission of intentions to continue prosecuting their applications not later than 21 days following date of release of this order (Docs. 13341-4). Action July 10.

■ Hearing Examiner Jay A. Kyle in Yorktown, Tex. (Dewitt Radio), AM proceeding, scheduled prehearing conference for Aug. 5 (Doc. 18528). Action July 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. (KRRR)), AM-FM proceeding, granted request by Broadcast Bureau, dismissed renewal application of Fred Kaysbier and severed it from the proceeding

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(Docs. 17624-5, 18537). Action July 8.

Call letter application

■ K & M Broadcasters, Stirling, N. J. Requests WKMB.

Call letter actions

■ Seashore Broadcasting Co., Orleans, Mass. Granted WVLC.

■ Warwick Broadcasting Corp., Warwick, N. Y. Granted WTBQ.

Existing AM stations

Final actions

■ KNCR Fortuna, Calif.—Broadcast Bureau granted license covering change in frequency; increase power; change ground system; specify type trans. Action July 10.

■ WSNW and WFBM(FM), both Seneca, Ga.—FCC denied petition for reconsideration of its denial of WSNW's petition to deny application of Tri-County Broadcasting Corp., Clemson, S. C., for new AM on 1560 kc, 1 kw-D, 500 w-CH, at Clemson. Action July 15.

■ WFYC Alma, Mich.—Broadcast Bureau granted license covering change in ant. system. Action July 10.

■ KWEB Rochester, Minn.—Broadcast Bureau granted license covering installation of auxiliary trans. for auxiliary purposes only. Action July 10.

■ KLIK Jefferson City, Mo.—Broadcast Bureau granted CP to change from 950 kc, 5 kw—D, to 950 kc, 500 w, 5 kw-LS, DA-N, U; change trans. location to on highway B, two miles south from city limits, Jefferson City; conditions. Action July 2.

■ WNBK Binghamton, N. Y.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action July 10.

■ WOR New York—Broadcast Bureau granted license covering installation of alternate main trans. at new site. Action July 8.

■ WOR New York—Broadcast Bureau granted license covering change in ant.-trans. location; change dir. ant. system; condition. Action July 8.

■ WGMF Watkins-Glen, N. Y.—FCC granted one-year license renewal for failure of majority stockholder, as then licensee of WAYE Baltimore, to exercise proper supervisory control. Action July 9.

■ WBRJ Marietta, Ohio—Broadcast Bureau granted license covering installation of auxiliary trans. for auxiliary purposes only. Action July 10.

■ WFMJ Youngstown, Ohio—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action July 10.

■ WVOZ Carolina, P. R.—Broadcast Bureau granted CP to install alternate main trans. Action July 3.

■ KTHH Houston—Broadcast Bureau granted license covering installation of alternate main trans. Action July 10.

Fine

■ WXOK Baton Rouge—FCC notified of apparent liability for \$1,000 forfeiture for operation by improperly licensed personnel. Action July 9.

Call letter applications

■ KDB, Heller Communications, Santa Barbara, Calif. Requests KAPN.

■ KBLT, WMO Broadcasting Co., Big Lake, Tex. Requests KWGH.

■ KGNB, Southwestern Operating Co., Laredo, Tex. Requests KLAB.

New FM stations

Starts authorized

■ WXOS(FM) Plantation Key, Fla.—Authorized program operation on 100.3 mc, ERP 100 kw, ant. height above average terrain 450 ft. Action June 20.

■ KTUH(FM) Honolulu — Authorized program operation on 90.5 mc, TPO 10 w, Action July 2.

■ WOGM(FM) Bellefontaine, Ohio—Authorized program operation on 98.3 mc, ERP 1.3 kw, ant. height above average terrain

430 ft. Action July 9.

■ KKMA(FM) Pryor, Okla. — Authorized program operation on 104.5 mc, ERP 100 kw, ant. height above average terrain 320 ft. Action July 9.

Final actions

■ Oneonta, N. Y.—Tryon Broadcasting Co. Broadcast Bureau granted 103.9 mc, 500 w, Ant. height above average terrain 650 ft. P.O. address: 44 South Belmont Circle, Oneonta, N. Y. 13820. Estimated construction cost \$45,500; first-year operating cost \$5,000; revenue \$15,000. Principals: Melvin Farmer, president, Katherine J. Kelsey (each 20%), Ivan Rider, vice president, R. J. Vandenberg, secretary-treasurer (each 12%) et al. Mr. Farmer is minister, Mr. Rider is manager of service station and has real estate interests, Mr. Vandenberg is physician. Action July 7.

■ Belton, Tex. — Belton Broadcasters Inc. FCC granted 106.3 mc, 950 w, Ant. height above average terrain 490 ft. P. O. address: c/o Tom E. Turner, 3259 East Commerce Street, San Antonio, Tex. 78220. Estimated construction cost \$35,645; first-year operating cost \$13,000; revenue \$15,000. Principals: Sigmor Distributing Services Inc., 100%, Tom E. Turner, president, and Mary E. Turner, vice president (each 50%). Turner family owns KBUC San Antonio and KBUC-FM Terrell Hills, and has interest in KRYX Corpus Christi, all Texas. Sigmor Distributing Services Inc. in wholesale fuel company. Action July 15.

■ Orange, Tex. — Charles Hubert Kobs. Broadcast Bureau granted 104.5 mc, ch. 283, 55 kw, Ant. height above average terrain 215 ft. P. O. address: 2830 Las Palmas, Port Arthur, Tex. 77640. Estimated construction cost \$21,728; first-year operating cost \$24,000; revenue \$24,000. Principals: Mr. Kobs is television technician for Texas Goldcoast Television Inc. Action June 9.

Other actions

■ Review board in Berwick, Pa., FM proceeding, Docs. 17884-5, adopted order vacating stay and ordered that comments requested be accepted within 10 days of release date of order adopted July 11, and that replies to comments be accepted within 5 days of the expiration of the time for filing comments. Action July 11.

■ Review board in Donelson, Tenn., FM proceeding, Docs. 18517-8, granted in part petition to enlarge issues filed April 28 by Great Southern Broadcasting Co. Action July 11.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, granted petition by Brinsfield Broadcasting Co. for leave to amend application to show consummation of purchase of WOUR(FM) Utica, New York, and to show that J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. have withdrawn from Radio Voice of Naples, partnership having application for AM in Naples, Fla. (Docs. 18529). Action July 11.

■ Hearing Examiner Millard F. French in Murphy, N. C. and Blue Ridge, Ga. (Cherokee Broadcasting Co. and Fannin County Broadcasting Co.), FM proceeding, on examiner's own motion, scheduled prehearing conference for July 17 (Docs. 17086-7). Action July 11.

Rulemaking petitions

■ Jesse R. Williams and Albert Mack Smith. Calhoun City, Miss.—Request amendment of rules so to assign ch. 221A to Calhoun City. Ann. July 11.

■ WIBX Utica, N. Y.—Requests institution of rule-making to add ch. 254 to Utica and delete ch. 235. Ann. July 11.

■ Stoneland Corp., Chesapeake, Va.—Requests amendment of rules to assign ch. 292A to Chesapeake and substitute ch. 297 for ch. 295 at Elizabeth City, N. C. Ann. July 11.

Call letter applications

■ University of California, Irvine, Calif. Requests *KUCI(FM).

■ Hartwick College, Oneonta, N. Y. Requests *WRHO(FM).

Call letter actions

■ Oklahoma Broadcasting Co., Ada, Okla. Granted KTFN(FM).

■ Arthur W. Cervi, Linesville, Pa. Granted WVCC(FM).

Existing FM stations

Final actions

■ Broadcast Bureau granted licenses covering changes for following stations: KWST-(FM) Los Angeles; KSIB-FM Creston, Iowa; WNAV-FM Annapolis, Md.; WRNJ(FM) Atlantic City; WAEB-FM Allentown, Pa.; WTIL Mayaguez, P. R.; WVEC-FM Hampton, Va. Actions July 10.

■ KWEH(FM) Camden, Ark.—Broadcast Bureau granted license covering new FM; specify studio location same as trans. location. Action July 10.

■ KEQR(FM) Chico, Calif.—Broadcast Bureau granted license covering new FM. Action July 10.

■ KEBR(FM) Sacramento, Calif.—Broadcast Bureau granted license covering changes. Action July 8.

■ KBKB(FM) San Diego—Broadcast Bureau granted CP to replace expired permit for changes. Action July 10.

■ WJAX-FM Jacksonville, Fla.—Broadcast Bureau granted CP to install new trans.; ERP 38 kw; ant. height 560 ft.; remote control permitted. Action July 7.

■ KBRV(FM) Soda Springs, Idaho—Broadcast Bureau granted license covering permit for changes. Action July 11.

■ KWLM-FM Willmar, Minn.—Broadcast Bureau granted license covering installation of auxiliary trans. for auxiliary purposes only. Action July 10.

■ KZYM-FM Cape Girardeau, Mo.—Broadcast Bureau granted license covering new FM. Action July 3.

■ *WTSR(FM) Trenton, N. J.—Broadcast Bureau granted license for station. Action July 9.

■ *KSOR(FM) Ashland, Ore.—Broadcast Bureau granted license covering new FM; specify type ant. Action July 10.

■ WCMS-FM Norfolk, Va.—Broadcast Bureau granted CP to install new trans., new ant. Action July 7.

Action on motion

■ Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., granted motion by WGN Continental FM Co. and extended to July 14 date for filing response to pleading filed for Lorraine Perman, et al. (Doc. 18417). Action July 8.

Call letter applications

■ *WABU(FM), John Carroll University, University Heights, Ohio. Requests *WUJC-(FM).

■ KIOO(FM), Nanmar Electronics, Oklahoma City. Requests KJAK(FM).

■ WSEF-FM, Waterfalls Broadcasting Corp., Seneca Falls, N.Y. Requests WSWF-FM.

■ WOVE-FM, Kenneth J. Crosthwait, Welch, W. Va. Requests WKJC(FM).

■ WRJN-FM, WRAC Broadcasting Co., Racine, Wis. Requests WRAC-FM.

Call letter Actions

■ WKLF-FM, Southeastern Broadcasting Co., Clanton, Ala. Granted WEZZ(FM).

■ WVOZ-FM, International Broadcasting Corp., Carolina, P.R. Granted WOLA-FM.

■ WRJN-FM, WRAC Broadcasting Co., Racine, Wis. Granted WRAC-FM.

License renewals, all stations

■ Broadcast Bureau granted renewal of licenses for following stations: WOR New York and WRKO Boston. Actions July 8.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KEBR(FM) Sacramento, Calif.; KDAY Salem, Ore.; WBLK-FM Depew, and WIBX Utica, both New York; WJNJ-TV Linden, N.J.; WOKO Albany and WOLF-FM Buffalo, both New York. Actions July 8.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WENT Gloversville, N.Y.; WHDF Houghton, Mich.; WHRF-AM-FM Riverhead, N.Y.; WMGM(FM) Atlantic City, N.J.; WNBK-FM Binghamton, WNEW-FM New York, and WPAC-FM Patchogue, all New York. Actions July 11.

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Summary of broadcasting

Compiled by FCC, July 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,242 ¹	4	8	4,254	67	4,321 ¹
Commercial FM	1,985	1	32	2,018	163	2,181
Commercial TV-VHF	494	2	10	506	16	522
Commercial TV-UHF	123 ¹	0	53	174	158	334 ¹
Total commercial TV	617	2	63	680	174	856
Educational FM	368	0	7	375	47	422
Educational TV-VHF	71	0	6	77	5	82
Educational TV-UHF	89	0	11	100	13	113
Total educational TV	160	0	17	177	18	195

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Modification of CP's, all stations

■ Broadcast Bureau granted licenses cover-extend completion dates for following stations: KWIC(FM) Salt Lake City, to Aug. 30; KEPR(FM) Kennewick, Wash., to Oct. 20. Action July 10.

■ Broadcast Bureau granted mod. of CP's to extend completion date for VHF TV trans-acting stations: KYAK-FM Anchorage, to Jan. 10, 1970; KJLH(FM) Long Beach, Calif., to Dec. 10; KOCN(FM) Pacific Grove, Calif., to Dec. 31; KVSF(FM) Vacaville, Calif., to Aug. 30; KDKO Littleton, Colo., to Oct. 25; WMYR Ft. Myers, Fla., to Sept. 28; Ken-ebec Valley Broadcasting System Inc., Skowhegan, Me., for new FM to Jan. 27, 1970; WJMD(FM) Bethesda, Md., to Nov. 1; WNEB Worcester, Mass., to Jan. 8, 1970; WDAF-FM Meridian, Miss., to Aug. 15; WLYK-FM Milford, Ohio, to Aug. 15; WCOS Columbia, S.C., to Jan. 18, 1970; WCOS-FM Columbia, S.C., to Jan. 29, 1970; KTSF-FM San Antonio, Tex., to Sept. 20. Actions July 10.

Other actions, all services

■ FCC proposed amendment to rules to provide that, prior to recording telephone conversation or broadcasting the conversation live, licensee must inform other party of intention to broadcast conversation. Action July 9.

■ FCC, in notice of proposed rulemaking, proposed amendment of rules to specify seven-year retention period for material made available for public inspection. Action July 9.

■ National Citizens Committee for Broadcast-ling—Requests amendment of rules to require licensees to maintain certain program records.

■ Earl C. Lewis, Midland, Tex.—Requests amendment of requirements governing responsibility of licensees to furnish reply time, to make it apply to all of licensee's broadcast and newspaper facilities in same market. Ann. July 11.

■ FCC denied request by a number of tobacco companies for extension of time for filing comments in the commission's proceeding proposing prohibition of broadcast cigarette advertising (Doc. 18434). Action July 9.

Translator actions

■ FCC waived rules and granted two applica-tions of Table Rock Lake Rebroadcast Co. for CP's for new 10-w VHF translators to serve Kimberling City, Mo., by rebroadcast-ing KYTV(TV) Springfield, Mo., on ch. 8, and KTTS-TV Springfield on ch. 13. Action July 15.

■ Broadcast Bureau granted mod. of CP's to follow new UHF TV translators. K72BP, K76BI and K80BF, all Camp Desert Rock, Nevada; W80AI Pearisburg, Va. Action July 2.

■ K77CD Hollister, Calif.—Broadcast Bureau granted license covering new UHF TV trans-lator. Action July 3.

■ K74DK Madera, Calif.—Broadcast Bureau granted CP to replace expired CP for new UHF TV translator. Action July 7.

■ The Aspen Telephone Committee, Aspen, Colo.—Broadcast Bureau granted CP's for new VHF TV translators to serve Aspen, Roaring Fork Valley and Glenwood Springs rural area on ch. 6 and ch. 13 by rebroad-casting of KREX-TV Grand Junction, Colo. Action July 2.

■ W78AD and W80AF, both Princeton, Me.—Broadcast Bureau granted CP's to make changes in ant. systems of UHF TV trans-lators. Action July 8.

■ K10AF Troy, Mont.—Broadcast Bureau granted CP for VHF TV translator to change type trans.; increase output power to 10 w. Action July 2.

■ K13FP Wolf Point, Mont.—Broadcast Bu-reau granted mod. of license for VHF TV translator to change primary TV to CKCK-TV Regina, Saskatchewan, via K73BN Nash-ua, Mont. Action July 2.

■ Washoe Empire, Crystal Bay, Nev.—Broad-cast Bureau granted CP for a new VHF TV translator to serve Crystal Bay on ch. 12 by rebroadcasting of KTVN(TV), Reno. Ac-tion July 2.

■ K10GN Reno.—Broadcast Bureau granted li-cense covering new VHF TV translator; specify type trans. Action July 2.

■ Doubleday Broadcasting Co., Alamogordo, N.M.—Broadcast Bureau granted CP for new UHF TV translator to serve Alamogordo and Holloman Air Force Base, on ch. 70 by re-broadcasting KROD-TV El Paso. Action July 9.

■ K09JF Bowman, N.D.—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 11, 198-204 mc., to ch. 9, 186-192 mc.; change type trans.; make changes in ant. system; change call letters. Action July 2.

■ K71AJ Wasco, Ore.—Broadcast Bureau granted license covering changes for UHF TV translator. Action July 2.

■ W09AT Celba and Fajardo, both Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion dates for the follow-lator to Jan. 8, 1970. Action July 8.

CATV

Application

■ Lake Cablevision Co.—Requests distant signals from WTVX(TV) Fort Pierce-Vero Beach; WMFE-TV and WFTV(TV), Or-lando; WESH-TV, Daytona Beach-Orlando; WINK-TV, Fort Myers; WSUN(TV), St. Petersburg-Tampa; WLKY-TV, Tampa-St. Petersburg, and WBBH-TV, Fort Myers, all Florida, to Frostproof, Florida (Tampa-St. Petersburg, Fla., ARB 31). Ann. July 11.

Final actions

■ FCC extended time for filing reply com-ments on part V of CATV rulemaking pro-ceeding (Doc. 18397) from Oct. 1 to Nov. 3. Action July 15.

■ FCC denied motions by United Utilities Inc. and telephone company affiliates, asking that companies' applications for authority to provide channel facilities to affiliated CATV operators be consolidated with ap-plications by telephone companies for Sec. 214 authority to distribute channel facilities to affiliated CATV systems. Action July 9.

■ FCC denied petition by Shadco Cablevi-sion Inc. for permanent waiver, or in al-ternative, for temporary waiver of the non-duplication requirements; ordered it to com-ply with the requirements within 30 days. Action July 15.

Ownership changes

Applications

■ KFAV(FM) Fayetteville, Ark.—Seeks as-signment of license from Stamps Radio Broadcasting Co. to Little Chief Broadcas-ting Co. of Fayetteville, Inc. for \$35,000. Seller: H. Weidon Stamps, president. Buyers: Lovelle Morris "Jack" Beasley, president

(24%), Omer Cary Thompson, vice president (51%), Levoy Patrick Demaree, secretary-treasurer (15%) and Thelma R. Bloomfield (10%). Mr. Beasley is majority stockholder of KLPR-AM-TV Oklahoma City, and KFAV Fayetteville, Ark. He also owns 25% of KTCS-AM-TV Fort Smith, Ark., 25% of Moore (Okla.) Monitor, and 65.9% of KIOO-(FM) Oklahoma City. Mr. Demaree and Mrs. Bloomfield formerly had interest in KFAV. Ann. July 11.

■ KMMK(FM) Little Rock, Ark.—Seeks as-signment of license from HI FI FM Broad-casting Corp. to J. C. Stallings for \$114,083.84. Sellers: Oscar A. Alagood, president, et al. Buyer: Mr. Stallings owns KEEB and has 52% interest in KEFM(FM), both Nacogdoches, Texas. He also owns 60% of commercial advertising agency, Ann. July 10.

■ KRLW Walnut Ridge, Ark.—Seeks assign-ment of license from Lawrence County Broadcasting Co. to Lawrence County Broad-casting Inc. for purpose of corporate re-organization. William N. Cate will receive as gift 20% of stock from William H. Cate, Carma N. Cate, Dr. R. O. Norris and Nora M. Norris (each 25% before, 20% after). Ann. July 11.

■ KRKD Los Angeles—Seeks assignment of license from International Church of the Foursquare Gospel to Eleven-Fifty Corp. for \$4,525,000. Sellers: Rolf K. McPherson, pres-ident, et al. Buyer: John Giannetti, sole owner. Mr. Giannetti, a Boston attorney, is applicant to buy WKNR-AM-FM Dearborn, Mich. He also formerly held minority inter-est in group owner Sonderling Broadcas-ting Corp. Ann. July 11.

■ KTSF-TV San Francisco—Seeks assign-ment of CP from Television San Francisco to Lincoln Television Inc. for \$12,850. Prin-cipals: Lillian L. Banta 90% before, 100% after), Deane Devere Banta (10% before, none after). Ann. July 10.

■ WJOE Port St. Joe, Fla.—Seeks sale of stock of Big Joe Radio from Roy E. Brad-ford (45% before, none after) to Thomas M. Donaldson, (55% before, 100% after). Con-sideration: \$4,000. Ann. July 2.

■ WTAX-AM-FM Springfield, Ill. — Seeks transfer of control of WTAX Inc. from estate of Oliver J. Keller (55.3% before, none after), estate of Herbert B. Bartholf (4% before, none after), Charles H. Lanphier (2.6% before, none after), Elizabeth K. Miller (1.8% before, none after), Carolyn B. Oxtoby (4% before, none after), Rosalind T. Keller (8.7% before, 5% after), and Alvin W. Pistorius (2.7% before, 2.5% after), to Richard V. Prather (none before, 25% after), Joan D. Keller (7.3% before, 12.5% after), Noah M. Dixon Jr. (7.3% before, 12.5% after), Shelby T. Harbison (4.8% before, 32.5% after), and Oliver J. Keller Jr. (1.4% before, 5% after). Principals: Mr. Harbison is WTAX general manager. Mr. Pistorius is managing editor of Capitol Information Bu-reau, Springfield. Mr. Dixon is physician. Mr. Gillespie is attorney. Mr. Prather is senior vice president of Springfield bank and Oliver J. Keller Jr. is director of youth ser-vices for State of Florida, in charge of youth correction program. Consideration: \$580,981.44. Ann. July 11.

■ WTAX-AM-FM Springfield, Ill.—Seeks as-signment of license from WTAX Inc. to Sangamon Broadcasting Co. for purpose of corporate reorganization. No consideration involved. Ann. July 11.

■ KWCL Oak Grove, La.—Seeks assignment of license from Carroll Broadcasting Co. to KWCL Inc. for \$100,000. Sellers: Donald B. Fliske and others. Buyers: David C. Bloss-man, president, Ivy Robinson, vice president (each 33 1/3%), James F. Stanga and Edgar Starns Jr. (each 16 2/3%). Mr. Blossman owns 50% of WARB Covington, La., and Messrs. Blossman and Stanga own WTGI(FM) Ham-mond, La. Mr. Starnes is vice president of WTGI(FM) and Mr. Robinson is KWCL manager. Ann. July 11.

■ WGON Munising, Mich.—Seeks assign-ment of license from Pictured Rocks Radio Corp. to George A. Freeman for \$61,500. Sellers: James E. Poeske, president, et al. Buyer: Mr. Freeman is general manager of WCCC-AM-FM Hartford, Conn. Ann. July 11.

■ KBIL Liberty, Mo.—Seeks transfer of con-trol of Clay Broadcasters Inc. from Claude Parrish (16.5% before, 4.6% after), Robert F. Sevier (16.7% before, 4.8% after), and Ralph Brant (16.7% before, 4.8% after) to George W. and Fay Bedinger (jointly 16.7% before, 52.6% after). Consideration: \$46,732.93. Ann. July 11.

(Continued on page 76)

CLASSIFIED ADVERTISING

Payable in advance. Check or 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 for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch, 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunities advertising require display space. 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

A major market group owner is seeking strong sales leadership for its FM flagship. Strict confidence guaranteed. Box G-24, BROADCASTING.

Absentee owner offers excellent opportunity to experienced radio station manager who can sell and become investor in full time AM facility, located in upper midwest. Opportunity now for right man with \$50,000 capital. Reply Box G-90, BROADCASTING.

Pennsylvania powerhouse seeks general manager with strong sales record, ability to handle staff talent. Top station, solid non-metro growth market. Sales up 30% this year. Salary, incentive. This position open only twice in 20 years. Send full background, present earnings, strict confidence, to Box G-93, BROADCASTING.

Small Wyoming station desires mature, sales-minded station manager. Salary G over-ride. Box G-119, BROADCASTING.

To run stereo FM station in top 25 midwest market for major broadcast company. Send resume to Box G-170, BROADCASTING.

Immediate opening in radio department of Back to the Bible Broadcast Responsibilities: supervise Tape duplication department; part-time board work for music sessions; and tape editing technical knowledge and experience required. Send resume to: Back to the Bible Broadcast, Lincoln, Nebraska 68501.

Sales Manager-Assistant General Manager—experienced—succession—excellent opportunity for right person. Location, West Central Kentucky. Phone (502) 259-3165.

Sales

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

Excellent sales opportunity. One year old FM stereo. Texas Gulf Coast. Untapped sales market. Ripe. Write your own ticket. KCBC FM Stereo. Vandy Anderson. AC 713-744-4567.

Number one station in the Ann Arbor, Michigan market has an immediate opening for a "Number one man" on the sales staff. Salary, commission and many fringes. Established account list with plenty of room for expansion. If you want to "grow" in the great-to-live-in-University of Michigan market, contact Mr. Filipiak, WAAM Radio, P.O. Box 1600, Ann Arbor, Michigan, 313-971-1600.

Creative salesman needed in booming west Georgia. Very good possibility job could grow into something much bigger. Write: Bob Thorburn, WLBB Radio, Box 969, Carrollton, Georgia.

Announcers

Third phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunity unlimited for right man. Rush tape, resume and photo to Box F-176, BROADCASTING.

Los Angeles . . . Need big-voiced, fast-paced personalities for contemporary non-rock. Experience necessary. Top 40 background helpful. Third phone. AFTRA. Send tape, resume and expected salary to Box G-35, BROADCASTING.

You're probably 25-30 years old, been in radio 5 years or more, sold on personality approach, love Burt Bacharach, in or ready for major market, insist it be done right, happy where you are now but read the ads looking for something better or bigger. You're in up-tempo MOR, or looking for that. You have a major market voice and would go to MOR major market personality station that knows what's happening. Send me your tape, history, and price. Box G-60, BROADCASTING.

Announcers—continued

Bright, mature voice, fast-paced man. Top forty C/W MOR dj will be considered. Outstanding station. Metropolitan, ideal climate, excellent working conditions. Send tape and resume. Box G-79, BROADCASTING.

Wanted, morning man for middle of the road, small market, western New York State radio station. Salary commensurate with ability. Excellent working conditions. Box G-82, BROADCASTING.

Western Penna. Fulltime—needs Housewife audience air personality. Must have experience. Box G-109, BROADCASTING.

Evening announcer for Lake Erie area station. Opportunity for beginner with good voice and reading ability. Box G-110, BROADCASTING.

One exciting opportunity open for one exciting come who's hooked body and soul on today's and tomorrow's pop music. Send aircheck and complete details to Box G-118, BROADCASTING.

Announcer: Small city eastern Virginia. Relaxed "contemporary" format. No "screamers", please! 6 to midnight shift. Start \$100 plus generous benefits; more if you have capability play-by-play basketball, football. Send full story; tape, which we return; references, which we'll check. Box G-128, BROADCASTING.

Experienced morning announcer for successful, small-market, MOR Missouri station. Above average salary. Excellent opportunities. Air-check and resume to Box G-139, BROADCASTING.

Near St. Louis. Experienced, versatile announcer. No beginners. To \$125. Tape, resume, photo. Box G-144, BROADCASTING.

Experienced announcer needed immediately at established MOR ABC Virginia station. \$125.00 weekly. Telephone 703-886-3010 or write Box G-169, BROADCASTING.

Maryland station. Announcer with some experience willing to work any shift. Send tape, photo and resume. Box G-176, BROADCASTING.

Top 30 Station, top rated, top 30 market has immediate opening. Modified Drake format. Box G-181, BROADCASTING.

Nightman—for up-tempo MOR. Home station of 6-station group with plenty of opportunities for advancement. On-air and production experience required. Excellent working conditions. Studio design and equipment among finest anywhere. Send aircheck and resume to: Operations mgr., KFDR Radio, P.O. Box 391, Lincoln, Nebraska 68501.

Major market stations like our announcers. As a result we are now accepting applications for the morning and midnight shifts. Please send resume and aircheck (no calls) to Harley Drew, Program Director, WBBQ AM/FM, Box 1443, Augusta, Georgia 30903. Prefer small market men with talent looking for a move up. Excellent working conditions.

Wisconsin AM/FM in Milwaukee metro area. AM combo, MOR. News or sales an asset. Mature voice Happy air Midwest roots. WBKV, West Bend

WCOA Radio—one of the south's most respected stations. Up to date MOR NBC station seeking friendly reliable air host. Work in a splendid vacationland on Florida seacoast, with a staff of 30 radio professionals. Stable staff. Send tape, resume, photo, to Dave Pavlock, WCOA Radio, Box 1669, Pensacola, Florida 32502.

Top 40. Experienced personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

Immediate opening for MOR personality in top 100 market. Man must be a professional with third phone desiring to stay put in a pleasant community, salary open. Rush air check and resume to Jim Reilly, program director, WILM Radio, 920 King St., Wilmington, Delaware.

Announcers—continued

First phone announcer . . . No maintenance . . . nighttime top 40/MOR . . . \$600 area . . . send resume, tape to: Ritchie Haney, WINA, Charlottesville, Virginia. Equal opportunity employer.

Bright sounding morning man wanted! Experienced airman only. Move up to nation's 49th market. Tapes and resumes to Peter Jerome, WJOB, Radio Center, Hammond, Indiana.

Creative announcer wanted for small chain. Opportunity is very good in small college town. Write: Bob Thorburn, WLBB Radio, Box 569, Carrollton, Georgia.

Announcer, first, six-midnight shift, 5 day week, benefits. Contact Harry Johnson, WNDB, Daytona Beach, Fla.

We need a first phone announcer who will do a solid job for us in return for good pay, exceptional benefits; some experience and a professional sound a must. Contact: Jack Speech, WNAM, Neenah, Wisconsin. 414-722-6471.

First phone personality needed yesterday at number 1 contemporary station in central New York for midnight to 5 AM flop, send tape, resume and salary requirements now to: Dave Laird PD, WNDR Radio, Syracuse, N.Y. 13210. No tapes returned, No beginners.

Looking for an experienced, creative afternoon traffic personality & some news, who can produce numbers. Starting pay at least \$160. Contemporary MOR. WRIE, Erie, Pa. 5000 watts. Send tape or phone Bill Erb, Station Mgr. for more info. 814-864-0601.

Announcer resigning to complete college. To apply send tape, resume, photo. No collect calls, please. Hayward Talley, WSML, Litchfield, Illinois.

Announcer—immediately. Experienced. Excellent salary open. WVOS, Liberty, N.Y. 914-292-5533.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time network. All fringe benefits and a great place to work. Call 1-305-276-5503 for manager.

Bustling—MOR AM-FM with TV pending needs talented 1st phone for air shift and production. Expanding group on east coast. J. Strider Moler, 301-739-8016.

First phone announcer for established south Texas daytime, morning airshift, up tempo, C&W. Sales, if desired. Call: Joe Taylor, 512-325-2112, opening immediately.

Technical

Chief Engineer wanted for three stations in Ohio. Must be familiar with 1000 watt AM and 3000 watt FM equipment. Good salary plus travel between stations. Box G-23, BROADCASTING.

Wanted: Chief engineer for AM-FM non-directional, pleasant eastern Pennsylvania city. Good schools and atmosphere for children. Chance to participate in ownership if desired. Colleges close. No announcing. Familiar with maintaining equipment. Be own boss. Salary negotiable. Box G-48, BROADCASTING.

Chief engineer. Full time 5KW directional, medium market, East coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some travelling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

Chief engineer: Unusually attractive responsible position. Successful experience in effective supervision, directionals, multiplex necessary. Follow up on this one—you'll be surprised. Box G-149, BROADCASTING.

Detroit FM is seeking high calibre 1st class engineer. Box G-172, BROADCASTING.

Technical—(cont'd)

Chief Engineer needed for AM-FM major market facility. Small staff, full-charge. Will have part-time help. People-oriented operation. Box G-189, BROADCASTING.

Assistant chief engineer—September 1, 1969 FCC first class license—TV studio maintenance experience required—VTR's and camera—FM desirable—non-smoker preferred. Box G-198, BROADCASTING.

Engineer with FCC 1st class license to assume chief's position. Operation consists of two stations (1000 watts AM and 55,000 FM stereo) plus business music. Contact KXEO/KWWR-FM, Box 475, Mexico, Mo. 65265.

Immediate opening for chief engineer with Class IV contemporary station. Contact John Bomer, WBVR, Pensacola, Fla. An equal opportunity employer.

Chief Engineer for AM-FM Stereo small market station. Small amount of air work. Salary open. Good opportunity with established community-minded station. WBYS Radio, Box 600, Canton, Illinois 61520.

Engineering opportunity for right man. Be chief of full time AM and highly automated FM. Also interesting work with two-way common carrier equipment. Must be qualified. \$150.00 plus benefits. Contact Jack Hackman, WDLB, Marshfield, Wisconsin.

Chief engineer for fulltime AM and 30,000 watt FM-stereo. Maintenance is primary job. Good salary, plus extra money on background music installations. WLAC, LaGrange, Georgia.

The University of Michigan has an opening for an experienced studio engineer, radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in University coursework. Full fringe benefit program. Send resume to Kenneth G. Rimmer, Interviewer. The University of Michigan, Personnel Department, 1020 L.S.G.A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Excellent opportunity available for qualified, experienced engineer with 1st phone. 5kw, located 12 miles from city on main U.S. highway. Two bedroom, unfurnished apt. furnished with heat, electricity and telephone. Location is Fargo, N.D. Call Norris Pederson, person to person, area code 701-237-5245.

Chief engineer for AM-FM in mid Wisconsin Lake and recreation area. Modern plant, all fringes including profit sharing. AM is 500 watt directional, FM stereo, automated. Top dollar for right man. Some announcing. Will train man with minor maintenance experience. Call Tom Karavakis, 715-258-5528.

Radio-TV engineer, high school diploma. Two years experience required. Send complete resume to: Florida Atlantic University. Personnel Department. Boca Raton, Florida 33432.

NEWS

Radio-TV newsman needed in top southeastern market. Must be experienced in reporting, writing and on air work. Must have leadership ability and desire to advance. Send complete resume, picture, and audio or video tape first letter to Box G-96, BROADCASTING.

One news man and one staff announcer needed for expansion of 5kw in ideal community near both New York and Philadelphia. Rush full details with tape which will be returned. Box G-184, BROADCASTING.

Excellent opportunity—Immediate opening for newsman. Send tape, resume and picture air mail to KEWI. 700 Kansas. Topeka. Kansas 66603

Newsman who can work inside and outside. Accent free delivery. Responsible. Major station. Equal opportunity. Tapes and resume to News Director, KTRH-Rice Hotel, Houston, Texas 77052.

Immediate opening for a news director, 1000 watts AM, 55,000 watts FM stereo. Operation base city 13,000 plus supervise correspondents in area towns. Prefer journalism degree. Experience a must. Fully equipped to include mobile units. KXEO/KWWR-FM, Box 475, Mexico, Mo. 65265.

News Director for strong local news operation. Take charge of smooth functioning local news bureau. Above average pay for man unafraid of hard work with ability to gather, write and deliver local news. Opportunity for play-by-play sports. WCOI, Coatesville, Pa. 215-384-2100.

Two openings in our Newsroom. Good opportunity. Prefer someone with New York State background but will consider all applicants. Six days a week but good benefits. Moderate starting salary for our market size. Apply WCHQ, Kingston, New York, Harry M. Thayer, Chairman.

News—continued

Need aggressive news director, September first. 100,000 university town market, New York State. News is our bag. If its yours send us resume and air check. Robert Newman, WTKO, Ithaca.

Programing, Production, Others

News and sports director for Maryland AM-FM. Recognized area leader in local news and play-by-play sports. Network affiliate. Excellent opportunity. Send resume, tape, and photo. Box F-398, BROADCASTING.

Good staff and production man for 5kw fulltime in eastern market. Must have two or three years minimum experience in "MOR". Station active in sports and heavy news. Salary \$125-\$140 based on experience. Excellent growth opportunities with group. Send audition tape and resume to operations manager, Box G-183, BROADCASTING.

Telephone talk: enthusiastic, responsible, intelligent for major talk operation. Tapes and resumes to Program Director, KTRH, Rice Hotel, Houston, Texas 77052. Equal opportunity employer.

Need copywriter-traffic combination. Some air work if desired. Male or female. WLAC, LaGrange, Georgia.

Top pay for enthusiastic professional with big, mature voice at unique MOR operation. 8 to 5, five days in beautiful new Stereo Center. Group owner, growth potential. Home of MSU. Tape, resume to: WSWM, Box 289, East Lansing, Michigan 48823.

Needed air/production man for rocker . . . preferably married . . . send tape, picture, resume, and example of production to Rusty Draper PD, P.O. Box 1441, Galveston, Tex. 77552-8434.

Situations Wanted Management

Young, professional manager for small to medium market. College. Thoroughly experienced—all phases. Top record. Midwest preferred. Box G-102, BROADCASTING.

Excellent Large market manager wants to associate with progressive and responsible ownership. A fully experienced operator with fine credentials in management, sales, programming and promotion. A can do individual whose personal and professional standing will merit your confidence. Box G-132, BROADCASTING.

Aggressive manager, 33, experienced in AM & FM administration, sales, programming and automation. Full knowledge of FCC regulations and budget control. 15 years experience, 7 with present group owned station. Married. Desire association with responsible expanding company which demands excellence and responds with commensurate salary and benefits. Strictly confidential. Box G-138, BROADCASTING.

Experienced manager, tired of the city rat-race, wishes to return to the good country life. Medium market in New England or Rockies preferred. Proven background in everything. First phone, too. Box G-193, BROADCASTING.

Sales

Salesman presently employed billing between 3-4 thousand dollars monthly plus copy writing and announcing shift. Desire to work in full time sales in the Dakotas or intermountain west. Box G-105, BROADCASTING.

Sales up?? Sales worker available for Wisconsin, Michigan, Indiana, medium to small radio or TV station. Retailers buy profit ideas, ten years experience, prefer straight commission. Box G-145, BROADCASTING.

Sales manager who can manage and sell. Eighteen years radio, television. Can carry good personal billing plus train sales staff. Box G-178, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box G-14, BROADCASTING.

Black soul jock. New dynamic personality, tight board, creative, military completed. Third endorsed, recent broadcasting school graduate, will relocate. Picture, tape, resume. Box G-49, BROADCASTING.

Copywriter, broadcast school graduate. MOR operation. 203-658-6196 or Box G-63, BROADCASTING.

Exp. Radio personality, 3rd endorsed, married, ready for work. Box G-67, BROADCASTING.

Announcers continued

Announcer and/or sales position wanted. Beginner. Broadcast school. 3rd endorsed. Ambitious and reliable. Willing to travel and relocate. Draft exempt. Box G-74, BROADCASTING.

Announcer, salesman, newsman, interviewer, music man, production man—all combined into one wishes to relocate, prefers southwest. Available Sept. 1. Young, 38 yr. old family man with imagination. Box G-81, BROADCASTING.

Soul jazz dj, newscaster, salesman. Married, 26. Third endorsed, tight board, draft exempt, dependable, versatile, creative. Will relocate. Box G-88, BROADCASTING.

Announcer, third phone, with commercial and educational experience producing talk programs. Desire work in medium or major market. Box G-99, BROADCASTING.

Experienced bright happy swinging MOR or jazz DJ, authoritative newscaster wants to settle down. FCC third class. Box G-127, BROADCASTING.

Rock Jock, 3rd phone, recent graduate, Career Academy Broadcasting, San Francisco. Have worked discotheques. Will travel; 22; draft exempt, tape, resume. Box G-130, BROADCASTING.

Beginner: seeks position anywhere, will travel. Have 3rd ticket. Box G-143, BROADCASTING.

Veteran announcer, 40's wants job due to new management changes. Average voice and ability. Dependable. Cooperative. Work well with staff. Prefer simple in-station announcing duties. Family, references, consider any area, if permanent and reasonable salary. Box G-147, BROADCASTING.

Personality Plus, college grad, former campus beauty queen, 3 yrs. creative experience with news, own morn. TV show, commercials. TV and radio personality, network affiliate. Want chance in larger market. Box G-148, BROADCASTING.

Anything cooking on Long Island, or in nearby New York state-New Jersey-Connecticut areas? If so, an experienced first phone announcer/dj/newsman would like to talk business. Make interesting offer. Box G-150, BROADCASTING.

Pro all phases. Retiring from armed forces. Not ready to take to a rocking chair, this side of 40. No rock. Strong MOR and news. Solid commercial and AFRS background. Top references. Prefer southwest-farwest but will consider other areas offering potential and proper setting to raise my kids. Available after 1 October. Oh, no drifter. With last employer 20 years. Now seeking permanency. Box G-151, BROADCASTING.

Be the first on your block to have me! Professional announcer for MOR. (Might consider rock-ing.) A deal at \$175 weekly. Write Box G-155, BROADCASTING.

Experienced DJ, tight board, production, solid news. Will relocate immediately. Box G-158, BROADCASTING.

Versatile DJ-newscaster—6 months experience, vet, married, 3rd endorsed, adaptable to any format, anxious to settle. Box G-159, BROADCASTING.

California, Hawaii and like that! Professional, dependable, excellent production, 6 years exp., Top 40, MOR, underground or jazz. Currently maj. market pd. Tired of traveling and want to return to scene of the Crime. Box G-160, BROADCASTING.

Young sports broadcasting team seeking position calling football, basketball games. Three years college experience; references, tapes. Box G-166, BROADCASTING.

Communicator, exp. most phases broadcasting, want to move back South. Prefer La., will consider others. Am not cheap, but am valuable. First ticket, Radio or TV. Box G-167, BROADCASTING.

First phone, good voice, reliable, knows music, no experience, reliable, M.A., 35, single. Box G-175, BROADCASTING.

Congenial Broadcast school grad., 3rd endorsed, seeks Wis.-Ill. area. Box G-179, BROADCASTING.

Sports director, nine year professional broadcasting veteran. Heavy on play-by-play, high school and/or college ball. Family man. Box G-180, BROADCASTING.

First phone announcer desires to relocate. Too heavy for present market. Top 40 or major R&B. Box G-182, BROADCASTING.

DJ newscaster announcer—experienced, versatile, dependable, mature, B.S. degree, tight board. Third endorsed. Box G-186, BROADCASTING.

Announcers—continued

Desires position as sports announcer for baseball, basketball, and football. Box 13282, Houston, Texas 77019.

First phone. 2 years experience. Howard Thayer, LaMoille, Illinois 61330.

Soul rock, experienced, draft exempt, first phone. D.M.S. Herb Moral, Elson, Showcase, REI, 3 yrs. college, available August 2nd. Don St. John, P.O. Box 60923, L.A. 90054.

Boston and vicinity: No. 1 in small market. Top 40. Seek to relocate near Boston. Jeff Douglas (617) 354-7130

Young rock announcer looking for medium market college city, third phone, music director experience, Bob Olson, 610 S. Main, Pleasantville, N.J.

Experienced first phone announcer seeks immediate fulltime employment. Call 914-452-2638 or write James R Taylor, 319 Dutchess Turnpike, Poughkeepsie, N.Y. 12603.

Announcing school graduate, single, draft-exempt, third endorsed, desires position as DJ or newscaster. No experience, but very willing to learn. Prefers MOR format in Pittsburgh or western Pa. area. Contact—Don Drew, 223 Jones Dr., Bridgeville, Pa. 15017.

Soul Newsmen, DJ, 3rd endorsed, write Nathan Johnson, 6533 Meadows St., Pittsburgh, Pa. 15206.

1st phone, Bill Wade graduate, will go anywhere, all I want is a chance. Stable, ambitious, immediately. Harley Jones, 714-262-3125.

Colored DJ/announcer 3rd phone endorsed, MOR, or your format, combo, no screamer, will relocate. Tape, resume on request. Harry J. Atkins, 109 Johnson Ave., Newark, N.J. 07108. 201-248-9299.

Tight, Bright, top 40. In 20th market. Seeking progressive station, preferably on West Coast. 1st phone, 5 yrs. experience, married. Phone 714-332-0357.

This 1st phone combo-man is a married vet with a tight board and solid knowledge from nearly a year of full time experience and seeks a country music position but will consider any immediate opportunity. Phil Martin, 434 Brewster, Lombard, Ill.

Recent broadcast school graduate. third endorsed, seeking Michigan market, veteran, immediately. Phone 479-2957, Area Code—517.

Sports announcer in small town seeking step up to full time sports job. Five years' experience play-by-play. Contact Rick Snow, 203 Ellerman, Apt. 6, Sturgis, Michigan 49091. (616) 651-5605

Christian Radio: First phone announcer with college degree, and draft deferred. Prefer a station with sacred or gospel programming. Phone 513-322-6074.

Experienced P.D. & MOR announcer, with creative production and diversified experience seeks employment in Pa., N.J., or Del. Available Dec. '69. For resume & tape, write: "RAM", Box 555, APO, SF 96340

Available immediately—third phone—spiffy worker —(especially not exclusively) Rock in Ill., Wis.—Jeff Madison, 326 Lincoln St., Batavia, Ill. 312-45-5331, call evenings.

To help others learn, laugh—major market copy-production man wishes return to air. Married; college; first phone; voice characterizations. Ten years varied experience: talk, interviews, news. Phone evenings (612) 265-9658.

Attention D.C. area: 1st phone combo man seeks position in your area. Experienced in MOR, Top 40 and R&B formats. Hurry call—Andy Scorch at (202) 394-8962. 459 S. Olden Ave., Trenton, N.J. 08629.

1st ticket . . . Top 40 personality . . . 1st class rock . . . draft exempt . . . 3 yrs. exp. . . . Larry Helems . . . 304-433-7039.

Technical

Experienced Transmitter Eng. prefer eastern Ohio or western Pa. References. Box G-129, BROADCASTING.

Career minded, currently chief, prefer northeast, permanency desirable. Give details, offer, with reply Box G-133. BROADCASTING.

Chief Engineer-announcer desires employment with quality station in the Middle Atlantic States. Box G-146, BROADCASTING.

Technical—continued

Young, single, draft exempt, first phone engineer with radio and television transmitter experience is seeking position as trainee for television studio work in medium or large market. Contact Stephen Rine, 815 N. Kentview, Grand Rapids, Mich. 49505. 1-616-363-1612.

NEWS

Experienced newsmen desires Iowa position. Family man. References. Box G-4, BROADCASTING.

Sports. Football, Basketball, baseball. Pro experience. Now in newspaper end. Wish to return to radio. Box G-153, BROADCASTING.

Newscaster-announcer, DJ experienced, 3rd endorsed, voice of authority, military completed—dependable, tape and resume. Box G-191, BROADCASTING.

Professional. Six years in all phases of news. Now in good market, want better. Prefer large news organization in major market. Box G-192, BROADCASTING.

Programing, Production, Others

Group program manager desires single station—Major market. Tall challenge, tall reward, please. Box G-161, BROADCASTING.

I can beat "Boss" radio, exciting details, write: Box G-162, BROADCASTING.

Stuffed! Now air type and music director MOR 50kw east coast giant; 10 years, married, vet, college. Versatile, good numbers. Need challenge with gung-ho west coast or sw pacemaker. You? Box G-168, BROADCASTING.

TELEVISION—Help Wanted MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

Male accountant, this position offers a challenge and growth to the successful candidate, send resume to Personnel Dept., WREX-TV Channel 13, Rockford, Ill. 61105, phone 815-968-1813.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Engineer, full color, full power VHF-TV and daytime radio. Maintenance and operation. All new equipment. Position requires experience in high-band VTR, live color cameras. Southwest area. Excellent fringe benefits. Reply with resume and requirements to Box G-108, BROADCASTING.

Crackerjack switcher-technician. First phone. Immediate opening, Florida. Directing opportunity. Send resume & photo to: Box G-173, BROADCASTING.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 712-1122.

Transmitter supervisor, channel 3, Escanaba, Michigan. Transmitter experience necessary, member progressive group operation with liberal fringe benefits. Tired of crowded living conditions? Relocate in ideal hunting, fishing and recreation area. Excellent promotion potential. Contact Harry Hill, WFRV-TV, Green Bay, Wisconsin. Phone 414-437-5411.

Immediate opening: Technician for control room operation and maintenance. 1st class license desirable but not necessary. In Arizona call chief engineer collect 602-782-4151.

Fetzer TV needs engineers with first class license for WWUP-TV in Michigan's upper peninsula. No experience necessary. Good pay and many company benefits. Excellent hunting and fishing area. Write P.O. Box 627, Cadillac, Michigan or phone 616-775-3478 collect.

Engineers for studio and transmitter operation—rapidly expanding, full-color state network. New building, new equipment. Begin at \$10,200 with excellent fringe benefits including group insurance and retirement plan. Advance in 6 years to \$13,400. Send resume to: Maryland Center for Public Broadcasting, RFD 1, Box 147B, Owings Mills, Maryland 21117.

NEWS

Newscaster-Commentator top Florida TV market. Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact: Dig, write, interview. Send resume, salary requirements. VTR first response. Equal opportunity employer. Box G-123, BROADCASTING.

News director and anchorman (combined or separate) wanted for northern major market networks affiliate, broadcast group ownership. Anchorman to have strong on air personality and authority plus news writing experience. News director to take charge of, build and maintain not necessarily the largest but the best professional operation. Send resumes, BRR's and salary requirement. Box G-156, BROADCASTING.

Anchorman-reporter, immediate opening. Southern medium-sized market. Prefer experienced newsmen with good on-camera personality, writing skill. Send resume and video tape to Box G-177, BROADCASTING.

Florida daily TV magazine program needs Hugh Downs type with broad personal interests, able to converse with plumbers as well as presidents. Executive-host-talent position offers top salary in market. Strong knowledge of TV production essential. Box G-187, BROADCASTING.

Florida daily TV magazine program with telephone call-in feature needs bright, zippy personality. Top salary for man with dry sense of humor who's always ready with an answer. Experience essential. Will consider top-flight radio man interested in TV. Box G-190, BROADCASTING.

Opportunity in August for TV newsmen to become an editor-newscaster with a 7-man staff. Must be competent on the air and well grounded in journalism. SOF or VTR, resume and references first letter to News Director, WDBI-TV, Box 227, Roanoke, Va. 24002.

News photographers, writer-researcher, and girl Friday—all with journalism degree or comparable experience, for expanded news-documentary department. Contact: Gene Strul, News Director, WKCT-TV, Miami, Fla. PL 1-6692. Equal opportunity employer.

Programing, Production, Others

Commercial Production Unit of major market TV station seeking creative camera-man-editor with experience in commercial film production. Applications only from those with such experience will be accepted. Box F-331, BROADCASTING.

Major midwest university owned VHF television station has immediate opening for experienced television artist with some studio staging and lighting capability. Complete color facilities. Must have at least college Bachelor's degree. Salary range \$9,500+. Write Box G-114, BROADCASTING.

Creative idea man who can write . . . film scripts, puppet bits, general programing ideas for top midwest ETV children's show. Directing, film background helpful. Send detailed resumes, samples, salary to Box G-137, BROADCASTING.

Progressive, established NBC-TV affiliate seeks experienced man for position of production supervisor. Must be creative, tactful and a leader. Send full background, info, and salary requirement to Box G-140, BROADCASTING.

NBC-TV affiliate wants experienced man to become top-flight producer-director. Medium size, midwest market. Send background, salary requirements, etc. to Box G-141, BROADCASTING.

Midwest University—with complete broadcasting instructional program and professional radio and TV operations—Seeks two staffers with M.A. degrees and minimum ten years practical experience.. Box G-142, BROADCASTING.

Midwest NBC affiliate needs creative commercial director. Send resume to Box G-157, BROADCASTING.

Immediate opening. Continuity director-announcer. Manage three-man department. Creative, mature. Send resume, copy sample and tape to Box G-174, BROADCASTING.

Promotion manager—for thriving network-affiliated VHF in Florida. Experience in the use of all media, familiarity with station procedures required, along with ideas. Send complete resume and any supporting material to Director of Personnel, WFTV Orlando, Florida 32805.

TELEVISION

Situation Wanted Management

General manager or sales manager—professional broadcast management; outstanding profit & sales performance; sound judgment; good experience; excellent contacts and references. Seek opportunity and challenge. Write F-403, BROADCASTING.

Technical

Former Chief Engineer Radio-TV: 20 years experience; BSEE. Available short term projects. Contract or per diem basis. Installation; equipment modification. Box G-35, BROADCASTING.

Chief Engineer. Available in August. 10 years experience in all phases of broadcasting. Solid good references. All inquiries receive a resume. Salary negotiable. Box G-91, BROADCASTING.

First phone, experienced AM-TV, prefer transmitter, East. Box G-154, BROADCASTING.

TV Engineer, supervisory, Chief on down; College Engineering; 15 years experience. maintenance, installation. Ohio, Michigan area. Box G-196, BROADCASTING.

News

Investigative reporter, expert in film technique seeks position with professional, dedicated news organization of highest caliber. 4 years in a leading market, master's degree, married. Box G-5, BROADCASTING.

Award winning newsmen desires position with station willing to pay for quality work. 11 years experience radio-TV. Presently employed 50kw. VTR-audio tape-resume available. Prefer personal audition. Box G-70, BROADCASTING.

Experienced TV news anchorman seeks career advancement opportunity. Solid background in TV news, plus twelve years broadcasting experience. Chuck Runyon, 390 Shamrock Court, Evansville, Indiana. Tel. 476-0610.

Young television and radio newsmen. Single, college grad. Three years experience in all phases of news. Third phone. Authoritative. Sober and solvent. Now in top-100 market. Contact: Jim Gritzer, Chief Motel, Mitchell, S.D. Call: 605-996-6918. Need job now.

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Attention—New York City... Can you use my 20 years experience? Advertising agency (radio/TV commercial producer) 8 years; radio (announcer, program director) 11 years; recording company (assistant to president, studio manager) 1 year + also: Have created several TV game shows yet unrevealed. Box G-44, BROADCASTING.

Looking for a TV children's personality?? Clown-ventriloquist-cartoonist-puppeteer. Plus ratings! Plus 3 yrs. TV weatherman! Plus 5 yrs. DJ! Plus 3rd endorsed! Presently employed. Married. Dependable. Box G-131, BROADCASTING.

Production Manager, 13 years in television. Will organize, train, and coordinate dynamic department. Offers administrative and creative talent. Excellent references. Box G-134, BROADCASTING.

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We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE—Equipment

Coaxial-cable—Heliex, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Electr. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Gates BC-5B transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551

RCA 1 kw Mod IR1 transmitter in "Min" condition available 1st week in August. Contact Ed Dela Pena, KHI-AM, 5515 Melrose Ave., Los Angeles, Calif. 90038. Phone 213/462-2133.

TV transmitting tower, guyed excellent—available 30 days dismantled on the ground ready to ship. Johnny Andrews 772-44" face-square, includes guyes, ladder, hardware, complete with lighting. Presently supports the following: 1-G.E. 8 bay VHF TY70B Ch. 13 antenna; 1-G.E. 2 bay VHF TY70B Ch. 13; 1-12 bay RCA FM-BTF-12/ERI horiz. G vert. antenna; 2-12' x 15' microwave screen; 1-6' x 8' rotating microwave screen; TV transmitting antenna. Ch. 13 VHF G.E. batwing TY70B dismantled and available in 30 days. Unbelievable price. Contact: Mr. Sid Grayson, KLBK-TV, P.O. Box 1559, Lubbock, Texas 79403, Phone: 806-744-2345.

FOR SALE—Equipment

continued

Browning multiplex monitor, model #509 and GE frequency and modulation monitor, Model #41 BM 1 A1. Good condition. \$250.00 each or both for \$400.00 WEAU Radio, Evanston, Illinois 60202.

Ampeg AG-440 tape equipment at discount, CCA Electronics has a number of new Ampeg AG-440, recorder and reproducers which have been displayed at shows, and are available at 15% off the list price, with full warranty. These units are only available on a cash basis, and are available on a first come-first serve basis. Contact CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey. (609) 456-1716.

VHF TV transmitters GE TT40/TF3A—RCA TT2AL, TT6AL, TT25AL, TT5AL with air modification. Green, engr., 2621 E. 33th, Spokane, Wash. 99203. Tel. 509-535-5064.

30,000 feet #10 soft drawn, non-insulated new copper wire for antenna ground system. Cost us a Grand. Make offer. KOLY, Mobridge, S.D.

Remote unit—BGW three years old, three GE cameras, RCA TR-5 VTR, GMC truck—best offer—Charles O'Brien, 156 Evandale Rd., Rochester, N.Y. 14613.

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They're signing up by the thousands! Yes, draft-dodgers are signing up for Canadian entrance visas —and subscribers to Happy Huffman's one-liner service for \$35/year is nothing to argue about. This writer for the highest-paid DJ in the world will write for you: 4213 Riverdale, Anaheim, Calif.

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Can't find it?—You need: "DJ Source Book." Save time looking for jokes... gimmicks... jingles... promotions... magazines... programming... plus "hundreds" more. Only \$4.95, Command, Box 26348, San Francisco 94126.

Deejay Manual is a collection of funny radio one-liners, bits and gimmix. \$3.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept. B) 1735 East 26th Street, Brooklyn, N.Y. 11229.

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INSTRUCTIONS continued

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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 Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

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R.E.I. in Fascinating K. C. at 3123 Gilliam Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

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Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 10600, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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 Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by the New York State department of education. 1st class FCC license preparation for people who cannot afford to make mistakes. Also announcer—DJ—news—sports, training. Contact: ATS, 25 W. 43rd St., New York, N.Y. 10036. Phone (212) OX 5-9245. V.A. approved—student loan program.

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Management

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Diversified New York Stock Exchange listed communications corporation seeks an attorney experienced in Federal Communications Commission matters. Ideal candidate should have at least two years work as staff member of FCC or have represented clients or company subject to FCC regulation. His current base earnings will probably be in the middle teens and he'll be seeking a key position as a member of a corporate legal staff reporting to the Vice President & General Counsel, New York City location. Principal duties will be for the broadcasting division. The successful candidate will also handle a variety of legal assignments for other New York City based divisions. Send resume with salary history and requirements to:

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All replies handled in strictest confidence.
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Experienced, all around professional, with in-depth background in sales, programming, management. Outstanding opportunity for right man with growth company now acquiring its 3rd radio station. Key Eastern market within 50 miles of New York City. All replies confidential

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Salary plus commission—with full fringe benefits and travel expenses paid. Send resume or call Robert T. Fluent, Assistant Personnel Manager, 123 Hampshire, (217) 222-8200.

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Do you want to live in a quiet urban community?

Do you want to work with single 10KW AM and 50KW FM Station?

Do you want to work with a station established over 22 years and over 4 millions?

Do you want to negotiate your salary?

If you want these things and are capable and competent, please send complete resume and air check to WMIX-AM, WMIX-FM, Mt. Vernon, Illinois. An equal opportunity. All inquiries will be held professionally confidential.

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DIRECTOR OF ENGINEERING

Ohio radio group can offer \$16,000 starting salary to experienced Chief Engineer with B.E. Degree or equivalent. Send resume to:

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If you are an understudy, first class engineer without complete confidence in where you are going, this is your opportunity.

How would you like to work with a pleasant gentleman with 30 years experience?

How would you like to work with a gentleman who is eager to help young men interested in installation and maintenance?

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How would you like to make an application for such an opportunity to learn complete maintenance of 10KW AM and 50KW FM RCA transmitter?

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Top Forty Air Personality

Join one of America's most successful contemporary music stations as an afternoon drive time air personality. We're in a top ten market and can offer an excellent future. Rush tape and resume to

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Our employees know of this ad.

NEWS

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KLEO, Wichita, Kan. Member of growing Swanco Chain has opening for Authoritative News Man. with solid background. Top salary. and excellent added benefits for the right man. Resume and tape to:

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Box G-152, Broadcasting.

Programming, Production, Others

Administrative-Gal Friday

National trade association looking for individual with broadcast background to run New York office. Must type and be familiar with all standard office procedures. PR experience helpful. Salary open.

Call between 10 a.m. and 4 p.m. 212-775-9330.

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ARB — APRIL/MAY '69

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Number One Rated NBC station in one of California's most beautiful areas is looking for a minimum of two account executives for expanding sales staff. One of the openings is for an experienced television salesman; the second position could be filled by a young, eager, dedicated, hard-working TV salesman looking to improve himself. If he needs seasoning and direction, our management staff of true professionals can point him in the right direction. Our company has multiple broadcast holdings, and is an expanding concern. If you are our man, we will give you a fair starting guarantee against commissions plus expenses. The future will be up to you. If you are interested in joining a fast-moving organization with lots of room for promotion, write us at once with complete details including salary and work history. Positions open immediately.

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General Sales Manager

Midwest VHF, 3 station market, aggressive, knowledgeable national and local business, able to motivate men. Excellent salary and incentive. Send resume and photo to:

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NEWS

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Excellent opportunity for individual with TV news air experience to join top news staff. Must have experience as TV news anchorman, as well as experience in producing own newscasts. If you qualify, send comprehensive resume and V.T.R. to:

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31 years old—now anchoring VHF prime time news block. Seek news director-anchorman position.

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TV O&O anchorman looking for new opportunity—back where the action is on the street—or up front in the office running the store. Solid resume of 10-year growth from college graduate to top-ten market qualifies me for both. Experience as major-market award-winning street reporter, assignment editor, executive news producer, news, director and anchorman. Strong writer, gutsy interviewer. Married, stable and probably expensive.

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Five-minute non-denominational programs featuring old-fashioned hymns and short sermonettes reminding your listeners to attend the church of their choice and read the bible daily. Stations across the U.S.A. find this series Popular and profitable. Easy to sell.

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Number One Rated NBC station in one of California's most beautiful areas is looking for a mature voiced commercial announcer for its expanding staff. You must be capable of solid, quality commercial air-work. Some assignments would be voice only; others on-camera. In addition, it would be helpful if capable of handling on-camera late TV News. This is multiple group operation with varied interests, and has plenty of room for expansion. Future unlimited, but first assignment is as outlined above. If you are interested, airmail-special complete resume and salary history. If VTR available send also. If not, send photo and voice tape. All material will be returned. Position open immediately.

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Schafer Model 800 Automation System. 6 x 24 Control Unit, 3 Spotters, 2 Random-Access Carousels, 1 Ampex sequential playback, 2 TRU-8 Record Unit Electronics . . . Excellent condition, mostly stereo. Now ready for shipment. \$25,000 or make offer. Contact: John Price, KRLA, Pasadena, Calif., 213-681-2591.

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100% financing, no down payment to qualified buyer, low interest rate.

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(Continued from page 68)

■ **KTLQ-AM-FM Tahlequah, Okla.**—Seeks assignment of license from The Camelleta Corp. to KTLQ Radio Inc. for purpose of corporate reorganization. No consideration involved. Principals: Jim A. Egan, president. et al. Ann. July 10.

■ **KBLT Big Lake, Tex.**—Seeks transfer of control of WMO Broadcasting Co. from Paul A. Huffman (45% before, none after) to Mrs. N. W. Hickman (45% before, 90% after). Consideration: Cancellation of debts to Mrs. Hickman amounting to \$10,500. Principal: Mrs. Hickman owns sheep and cattle ranch, oil and gas properties, and 12% of bank. Ann. July 10.

■ **KTXO Sherman, Tex.**—Seeks assignment of license from O'Connor Broadcasting Corp. to KTXO Inc. for \$100,000. Sellers: Thomas E. Spellman, president. et al. Buyer: Floyd Shelton, sole owner. Mr. Shelton owns 27% of KROP Brawley, Calif.; 81% of KERB Kermit, Tex.; and has minority interests in KATV systems in Cisco, Eastland, Ranger, Abilene, Sonora, Coleman, Marlin, Junction and Palakious, all Texas. He also has 5% interest in KRIO McAllen, Tex. Ann. July 11.

Actions

■ **KYAK-AM-FM Anchorage**—Broadcast Bureau granted transfer of control of KYAK Inc. from Richard C. Cruver (51% before, 33 1/3% after) and Glenn S. Miller (47 1/2% before, 33 1/3% after) to Robert W. Fleming (1.9% before, 33 1/3% after). Consideration: \$17,000. Action July 9.

■ **KOLD-TV Tucson, Ariz.**—Broadcast Bureau granted assignment of license from Old Pueblo Broadcasting Co. to Universal Corp. for purpose of corporate reorganization. No consideration involved. Universal is wholly owned subsidiary of The Evening News Association, owner of the *Detroit Evening News* and *WWJ-AM-FM-TV Detroit*. Action June 30.

■ **KNWA(FM) Fayetteville, Ark.**—Broadcast Bureau granted transfer of control of Kessler Mountain Broadcasting Co. from Peter J. Harkins (36.15% before, none after) to Maupin Cummings (36.15% before, 72.3% after). Consideration: \$26,000. Principals: Maupin Cummings, president. Harold R. Lindsay, vice president (becoming secretary-treasurer), and Peter J. Harkins, secretary (retiring). Action July 10.

■ **KPAL Palm Springs, Calif.**—Broadcast Bureau granted transfer of control of KPAL Broadcasting Corp. from Harry Maizlish, deceased (85% before, none after) to Leonard and Stephen Maizlish, co-administrators of estate (both none before, 85% after). No consideration involved. Action July 2.

■ **KJAY Sacramento, Calif.**—Broadcast Bureau granted transfer of control of Bobelrick Inc. from Alyce M. Powell, deceased, and Jack L. Powell (jointly 100% before, none after) to Jack L. Powell, executor of estate (individually none before, 100% after). No consideration involved. Action July 2.

■ **KRBT(FM) Woodland, Calif.**—Broadcast Bureau granted assignment of license from Tiger Broadcasting Inc. to New Life Broadcasters Inc. for \$160,000. Sellers: William B. Elliot, sole owner. Buyers: Patrick D. Garrett, president, and Paul N. Gustafson, vice president (each 50%). Mr. Garrett is employee of WBRG(FM) Detroit; Mr. Gustafson is vice president and general manager of Cone Drive Gears Division of Michigan Tool Co., Detroit and Traverse City, both Michigan. Action July 10.

■ **WJHG-TV Panama City, Fla., and WALB-TV Albany, Ga.**—Broadcast Bureau granted assignment of licenses from Gray Communications Systems Inc. to WJHG-TV Inc. and WALB-TV Inc., respectively, for purpose of corporate reorganization. No consideration involved. Principals: WJHG-TV Inc. and WALB-TV Inc. will be wholly-owned subsidiaries of Gray Communications. James H. Gray, president and chairman of board (42%), et al. Action July 8.

■ **WONS and WBGM(FM) both Tallahassee, Fla.**—FCC granted assignment of licenses from Donald C. Price to Publishers Broadcasting Corp. for \$399,000. Seller: Donald C. Price, sole owner. Buyers: Publishers Company Inc., sole owner, Edgar A. Merkle, chairman of board, Charles W. Lockyer, president, et al. Publishers Company is holding company with interests in Washington printing plants and computer service firms and has application pending FCC approval to purchase WKWK-AM-FM Wheeling, W. Va., for \$649,000. Action July 9.

■ **WFLA-AM-FM-TV Tampa, Fla., and WRNL-AM-FM Richmond, Va.**—Broadcast Bureau granted transfers of control of The Tribune Co. and WRNL Inc., respectively, from Richmond Newspapers Inc. (100% before, none after) to Media General Inc. (none before, 100% after). No consideration involved. Principals: Media General Inc., owns Richmond Publishing Co. (surviving corporation formed from Richmond Newspapers). D. Tennant Bryan, chairman of board, Alan S. Donahoe, president, Andrew J. Brent, general counsel-secretary, et al. Tribune Co. publishes *Tampa (Fla.) Tribune and Times*; owned 52% by Richmond (Va.) *Times Dispatch and News Leader*, published by Richmond Newspapers Inc. Action June 30.

■ **WTAFF(TV) Marion, Ind.**—Broadcast Bureau granted assignment of license from Geneco Broadcasting Inc. to R. David Boyer, trustee in bankruptcy. No consideration involved. Principals: Anthony R. Martin-Trigona (81% before, none after), et al. Mr. Trigona is sole owner of real estate firm. Mr. Boyer is appointed by court. Action July 8.

■ **WTCA-AM-FM Plymouth, Ind.**—Broadcast Bureau granted assignment of licenses from Community Service Broadcasters to Community Service Broadcasters Inc. for purpose of incorporation. No consideration indicated. Principals: Kenneth E. Kunze (100% before, 80% after), Joanne C. and James C. Kunze (each none before, 10% after). Action July 2.

■ **WTAK Garden City, Mich.**—Broadcast Bureau granted transfer of control of WTAK Inc. for Charles Wolpin and Walter Wolpin (each 33 1/3% before, 16 2/3% after) to Sylvia Wolpin and Marilyn Wolpin (each none before, 16 2/3% after). Consideration: \$25,000. Action July 3.

■ **WNIL-AM-FM Niles, Mich.**—Broadcast Bureau granted transfer of control of Niles Broadcasting Co. from Star Publishing Co. (100% before, none after) to J. Eric Plym, et al. (as individuals none before, 100% after) for purpose of corporate liquidation. No consideration involved. Principals: J. Eric Plym (65.7%), Sarah Plym Campbell, William S. White, (each 14.9%), Murray C. Campbell (3%) and Lawrence J. Plym (1.5%). Action July 3.

■ **WMIC-AM-FM Sandusky, Mich.**—Broadcast Bureau granted transfers of control of Sanilac Broadcasting Co. from Robert P. Benko and Robert Cudney (each 33 1/3% before, 25% after) to George E. Benko (33 1/3% before, 50% after). Consideration: \$14,000. Action July 9.

■ **KEHG-AM-FM Fosston, Minn.**—Broadcast Bureau granted assignment of license and CP from Fosston Broadcasting Co. to KEHG Radio Inc. for purpose of incorporation. No consideration involved. Principal: E. P. De La Hunt Jr., sole owner. Mr. De La Hunt and family own KPRM-AM-FM Park Rapids, Minn. Action July 10.

■ **KYSM-AM-FM Mankato, Minn.**—Broadcast Bureau granted assignment of licenses from Southern Minnesota Supply Co. to F. B. Clements & Co. for purpose of corporate reorganization. No consideration involved. Principals: Durant F. Clements, Charles R. Butler, James F. Madden, Charles C. Butler, et al. (as group, 100%). Action July 3.

■ **WLEF Greenwood, Miss.**—Broadcast Bureau granted assignment of license from Kathleen E. Stutts to Lellore Broadcasting Co. for \$100,000. Seller: Kathleen E. Stutts, sole owner. Mrs. Stutts holds CP for WTQX-FM Selma, Ala. Buyer: Charles D. Sanders, sole owner. Mr. Sanders owns WSWG-FM Greenwood, Miss., and WHHM Henderson, Tenn., and has other business interests. Action July 3.

■ **KPRS-AM-FM Kansas City, Mo.**—Broadcast Bureau granted transfers of control of KPRS Broadcasting Corp. from J. Paul Marcum (10% before, none after) and Sidney Rainen (6% before, none after) to Andrew R. and Mildred M. Carter (jointly 38.6% before, 54.6% after). Consideration: \$114,850. Action July 3.

■ **WFPG-AM-FM Atlantic City, N. J.**—Broadcast Bureau granted transfers of control of Eastern Broadcasting Co. from Atlantic Broadcasting Co. (82% before, none after) to Daniel, Jack, Milton and Walter Diener (each none before, 20.5% after) for purpose of corporate reorganization. No consideration involved. Principals: Messrs. Diener each own 25% of WUST Washington and WJMD(FM) Bethesda, Md., sales of which are pending FCC approval. Action July 3.

■ **WTHE Mineola, N. Y.**—Broadcast Bureau granted transfer of control of Bursam Communications Corp. from Selix S. Burrows, et al. (as a group, 100% before, none after) to Marvin B. Kosofsky, Lawrence Brandon, Harold S. Schwartz and Howard Warshaw (each none before, 25% after). Consideration: about \$145,000. Principals: Messrs. Kosofsky, Warshaw and Brandon have interest in KUSL Minneapolis. WYLO Milwaukee and WARO Canonsburg, Pa. Mr. Schwartz has interest in KXEN St. Louis. Action June 30.

■ **WUBC-TV Greensboro, N. C.**—Broadcast Bureau granted assignment of CP from Piedmont Triad TV Inc. to WEAL Inc. for purpose of corporate reorganization. Consideration: \$1. Principals: Ralph C. Price (86.67% in Piedmont and 70% in WEAL) and Carroll G. Ogle (13.33% in Piedmont and 30% in WEAL). Principals own WEAL Greensboro, N. C., and Mr. Price owns 80% of WQMG-FM Greensboro. Action July 8.

■ **WJEH-AM-FM Gallipolis, Ohio**—Broadcast Bureau granted assignment of licenses from Ohio Valley On The Air Inc. to Wagner Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Paul E. Wagner, president, et al. Action June 30.

■ **KGAL Lebanon, Ore.**—Broadcast Bureau granted assignment of license from Radio Wonderful Willamette Inc. to Lebanon Broadcasting Co. for \$182,000. Sellers: Glen M. Stadler, president, et al. Sellers are former owners of KGAY Salem and KEED Eugene and are applicants for reassignment of KORE-AM-FM Springfield-Eugene, all Oregon. Buyers: Western Communications Inc., 100%. Robert W. Chandler, president, votes stock for Western Communications. Mr. Chandler is president and editor of *The Bend Bulletin*, Bend, Ore., and has interest in KATL Miles City, Mont., KGRL Bend, KACI The Dalles and KTXI Pendleton, all Oregon. Action July 3.

■ **WITA-AM-FM-TV San Juan, W.R.J.S. San German, WTIB-TV Mayaguez and WITP-TV Ponce, all Puerto Rico**—Broadcast Bureau granted transfers of control of Electronic Enterprises Inc. from Sr. Antonio Ayuso-Vadivieso, deceased, (99.2% before, none after) to Sr. Iris Mieres de Ayuso, administrator of estate (4% before, 99.6% after). No consideration involved. Action July 2.

■ **WTNN Millington, Tenn.**—Broadcast Bureau granted assignment of licenses from Millington Broadcasters to Gary L. Acker for \$50,000. Principals: Albert L. Crain (50% before, none after) and Gary L. Acker (50% before, 100% after). Mr. Crain owns applicant for AM at Humble, Tex. Mr. Acker owns KNBQ-FM Bethany, Okla., and 50% of applicant for AM at Springfield, Mo. Ann. June 10.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through July 15. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Carson, Calif.**—Three firms have applied for a franchise: National Cablevision Inc., represented by William R. Sikunas; Carson Cable Television Co., represented by Verne Gill; and Cable-Com General, represented by Charles Briner. The city would receive 5% of the gross receipts from the firm granted the exclusive franchise. National Cablevision would offer a 12-channel system for \$4.85 monthly without any installation charge. Carson Cable, a subsidiary of the Times-Mirror Co., would charge \$10 for installation and about \$5 monthly. Cable-Com General would offer a 27-channel system for \$4.50 per month with no installation charge.

■ **Sea Girt, N. J.**—American Telecable Services, Silver Spring, Md., has applied for a franchise.

■ **Wantage, N. J.**—Garden State CATV Inc., Sparta, N. J., represented by David Van Tassel, has applied for a franchise.

■ **Perinton, N. Y.**—People's Cable Corp., Pittsford, N. Y., has applied for a franchise.

He studied economics during a period of economic upheaval in America—the great Depression—but at the last minute he changed his mind and went into radio and television. Economics, he explains jokingly, “was good at the dinner table for about three minutes,” but broadcasting “is a business people are always interested in.”

Which means, says George Bristol, that it is “a business that goes ’round the clock, that you can never get away from.” When you are in the broadcast field, “you get swallowed up by the business,” which absorbs both time and energy. Mr. Bristol puts in a long day at CBS and a long commute to the New Haven (“a trainload of hucksters”) to his home in Westport, Conn. (“an advertising exurbia”). His family, he says, is the safety valve: “This is a great counterbalance and a great influence toward sanity, if I have any, because they don’t know about this business and they couldn’t care less.”

Mr. Bristol is director of administration, CBS/Broadcast Group advertising and design department, which means he is overseer of advertising services for the news division, the radio and television networks, the stations division, CBS Enterprises, as well as corporate advertising.

Creative people are notoriously tricky to administer, but Mr. Bristol is a creative administrator. His job, he says, “is creative in the sense that I create the conditions under which the really creative people can create effectively.” It is significant, he continues modestly, that he is second in command, that the top job in his department is a creative post held by Lou Dorfsman, vice president, advertising and design, CBS/Broadcast Group; it bespeaks CBS’s emphasis on creativity. “Frankly, I’m like Avis. I’m number two around here.” But he quickly adds, “it’s not as though I came from IBM. I have done creative work myself. When times get tough I pitch in and do some of the writing.”

George Treat Bristol Jr. was born 54 years ago in Newburgh, N.Y. His family tree includes Robert Treat, colonial governor of Connecticut and founding father of Newark, N.J. (“He should have stayed in bed,” his descendent quips).

Mr. Bristol attended Amherst College in Massachusetts, where he was editor of a school publication, *Student*. He graduated in 1936 with a BA in economics. He joined the editorial staff of *Dun’s Review*, where he remained until World War II broke out, and he continued his studies on the graduate level at New York University. His special interest was government regulation of business. “never knowing I would end up in that racket,” he jokes.

Like many broadcasters, he was in-

How Bristol backs the new fall season for CBS Television

itiated into broadcasting in the Army, where he was by chance assigned to communications jobs. During the Second World War, Mr. Bristol handled public relations chores for the military. For a while, he broadcast a daily radio program of armed service news over WSB Atlanta.

At the same time, he busied himself with freelance newspaper and magazine writing. One story he wrote for the

Week’s Profile



George Treat Bristol Jr.—director of administration, CBS/Broadcast Group, advertising and design department; b. Dec. 14, 1914, Newburgh, N. Y.; BA (economics) Amherst College, Amherst, Mass., 1936; on editorial staff of Dun’s Review, 1936-1941; attended New York University graduate school of business administration, 1937-39; U. S. Army, 1941-46; joined CBS as copywriter, advertising department, 1946; appointed director of sales presentations 1949; became director of advertising, CBS-TV, 1951; named director of sales presentations, CBS-TV network, 1955; promoted to director of operations, advertising department, CBS-TV, 1958; appointed co-director of advertising, CBS-TV, 1960; appointed director of advertising, CBS-TV, 1964; assumed present post, 1968; m. Marjorie Macon of Atlanta, July 6, 1945; children—Edward Macon, 22, George Treat, 20, Kathleen Lauder, 17, Patricia, 15, Elizabeth, 9.

New York Times was expanded to book length and published by Dial Press under the title “Salute Me.: the Dilemmas of a Second Lieutenant.” The book is a humorous treatment of an Army adjustment problem: the quick transition from enlisted man to officer. Mr. Bristol appeared to have licked the problem himself, attaining the rank of captain, though he calls officers candidate school a “strange metamorphosis” and admits that he always remained leery of sergeants. The book, he says, “gave me enough dough to buy me a car and get me moving around the territory and get married.”

Mr. Bristol’s ambitions following the war veered in the direction of radio programming, and he made arrangements to go to work for CBS Radio. But when the Army finally let him go, the radio opening was filled and he was offered the job of copywriter in the CBS promotion department. Mr. Bristol has been at CBS ever since—a total of 23 years.

Mid-summer is the height of the busy season in Mr. Bristol’s office, with fall-schedule promotion just getting under way. But Mr. Bristol is a very organized executive, and new season promotion has become a very organized effort. He says he first sinks his teeth into fall promotion problems around Christmas time of the previous year, well before the fall schedule has ever been determined. While audience and trade promotion are a big part of his job, he considers the most important function is to influence “opinion leaders,” to “acquaint the people who are least satisfied with television with the good of it.”

When his attention is not turned to business responsibilities, it is turned to family life—that “counter balance” which he says makes his hectic career possible. He has five children, two grown boys and three girls still at home, which he depicts as a “harem.” Edward Macon Bristol, 22, is married and a reporter with the *Hagerstown* (Md.) *Herald Mail*. George Treat Bristol III “looks like a hippy now with a beard and the whole works.” He is 20 years old and a sophomore at Clark University in Worcester, Mass. Kathleen Lauder, 17, Patricia, 15, and Elizabeth, 9, constitute the harem. Recently, the Bristols entertained a Japanese girl visiting the U. S. on a student exchange program—which made George Bristol feel really outnumbered. The only drawback is that “you have to cut the grass yourself.”

Sailing on the Long Island Sound near their home is a favorite Bristol family sport. Mr. Bristol credits his children with keeping him fit: “sometimes, when you say, well I’ll just sit under a tree when you have the capacity to play golf or tennis, they get you off your duff.”

Spending spree

It may be possible that all of those research projects that the FCC announced on July 11 will be worth their costs to the taxpayer, but we doubt it. The circumstances of their selection give little reason for confidence.

As the FCC explained in its public notice (BROADCASTING, July 14), some \$450,000 worth of assignments to various public and private agencies were obligated as of June 30. What the public notice omitted to mention was that if the FCC had not made up ways to commit the \$450,000 on or before June 30, which is the end of the government's fiscal year, it would have had to return the appropriation to the United States treasury.

No bureaucrat in Washington could hold up his head in the company of colleagues if he were ever caught on June 30 with an unspent government dollar. Only days before the deadline, with \$450,000 still on its hands, the FCC was in danger of being drummed out of town. An item in this publication on June 9 described the race against time.

So, as a matter of self-preservation, the FCC managed to divide the money among nine assignments. For eight of the nine we will reserve judgment until the work is done. As to the ninth—the engagement of Dr. Hyman Goldin, now of Boston University, as a consultant to the FCC's staff in its study of conglomerate ownerships in broadcasting—we can state right now that it bespoke more haste than thought.

Dr. Goldin acquired a distaste for commercial broadcasting during many years as the FCC's economist, when he kept adding up television revenue figures while on a civil-service salary. His general prejudices may be identified from an article he wrote for *The Atlantic's* July issue. The piece was entitled "The Television Overlords," which turned out to be the networks, and referred to the "media barons," a phrase used by FCC Commissioner Nicholas Johnson in an earlier article in the same magazine.

Hiring Dr. Goldin to study conglomerates is like hiring a mouse to study cheese.

Busy, busy, busy

The role that FCC Commissioner Nicholas Johnson has played so far (or so far as is known) in the challenge to the license renewal of WPIX(TV) New York is not entirely in character. For once, it appears, he kept his mouth shut.

That, of course, was before the WPIX case attracted public attention and got him back in natural form again.

As Johnson-followers will remember, a group calling itself Forum Communications filed an application for channel 11 New York on the same day that the license of WPIX, the occupant, was renewed along with a batch of other licenses in New York and New Jersey. Earlier, Forum had requested and been denied a deferment of action on the WPIX renewal.

Mr. Johnson first spoke up in the case as the one dissenter in the commission's 5-to-1 vote denying Forum's request for a delay in the issuance of WPIX's license renewal. His dissenting statement was so strong that Chairman Rosel Hyde later accused Mr. Johnson of attacking the integrity of the other commissioners.

Nowhere in this first statement, however, did Mr. Johnson mention that he was in possession of a letter of complaint about WPIX and had attempted to use it to dissuade the Broadcast Bureau from renewing WPIX's license. Those facts came out later, after Forum had petitioned the FCC to call back the WPIX license and put it up for grabs.

In that petition Forum quoted a *Variety* story, which turned out to be wrong, reporting that the FCC had renewed the WPIX license while its staff was investigating charges of distortion in the station's news programing. To protect itself the staff had to set the record straight.

George Smith, chief of the Broadcast Bureau, told the commission that no investigation was under way, although he had indeed received a complaint—forwarded by Mr. Johnson's office after the order renewing WPIX had been signed. The complaint was in a letter written by Nancy McCarthy, former WPIX staff member, to Arthur Alpert, producer, who had forwarded it to Mr. Johnson.

On June 18 Mr. Smith notified the commissioners that he had set aside the WPIX renewal and was instituting an investigation into Miss McCarthy's allegations. Two days later Mr. Johnson issued a lengthy statement accusing the Broadcast Bureau of dereliction. He attempted to minimize his own role by calling the letter of complaint "irrelevant" to his main point that the Broadcast Bureau should have initiated investigation back in January after publication of a *Variety* story, which in that case was correct, reporting that a WPIX employee had accused the station of misrepresentations in news broadcasts.

Mr. Johnson said he had submitted the letter to the Broadcast Bureau by midday May 22, the day the license was renewed. He said he had not submitted it earlier because the writer and transmitter had "urgently asked that we not divulge its contents to anyone."

That is where the matter stood until BROADCASTING asked Miss McCarthy and Mr. Alpert explicitly whether they had asked Mr. Johnson to keep the letter secret. Miss McCarthy had never been in touch with the Johnson office before the Forum case against WPIX came up and hence had made no request at all. Mr. Alpert recalled asking that Miss McCarthy be protected but saying nothing about concealing the letter's contents. He said he sent the letter to Mr. Johnson because he thought it merited investigation.

At this point it is pertinent to ask why Mr. Johnson has been so sensitive about the letter, and why he or his staff kept it around from January until May 22 and did nothing about it until a competing application was filed against WPIX's facility. Mr. Johnson has denied encouraging rivals to file against incumbent licensees. For a man who takes no sides in such cases, he has been very active here.



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