



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Consumerism in Washington: Can advertising survive? p27
Account switches: Around and around they go on ad row. p40
Super Bowl: The game is over but the CPM contest lingers on. p46
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Carl B. ... Library
Moorhead, Minn.
214

What is an influencible?

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles.*®

© 1965 Storz Broadcasting Co., Inc.

STORZ



WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Off the Beaten Path

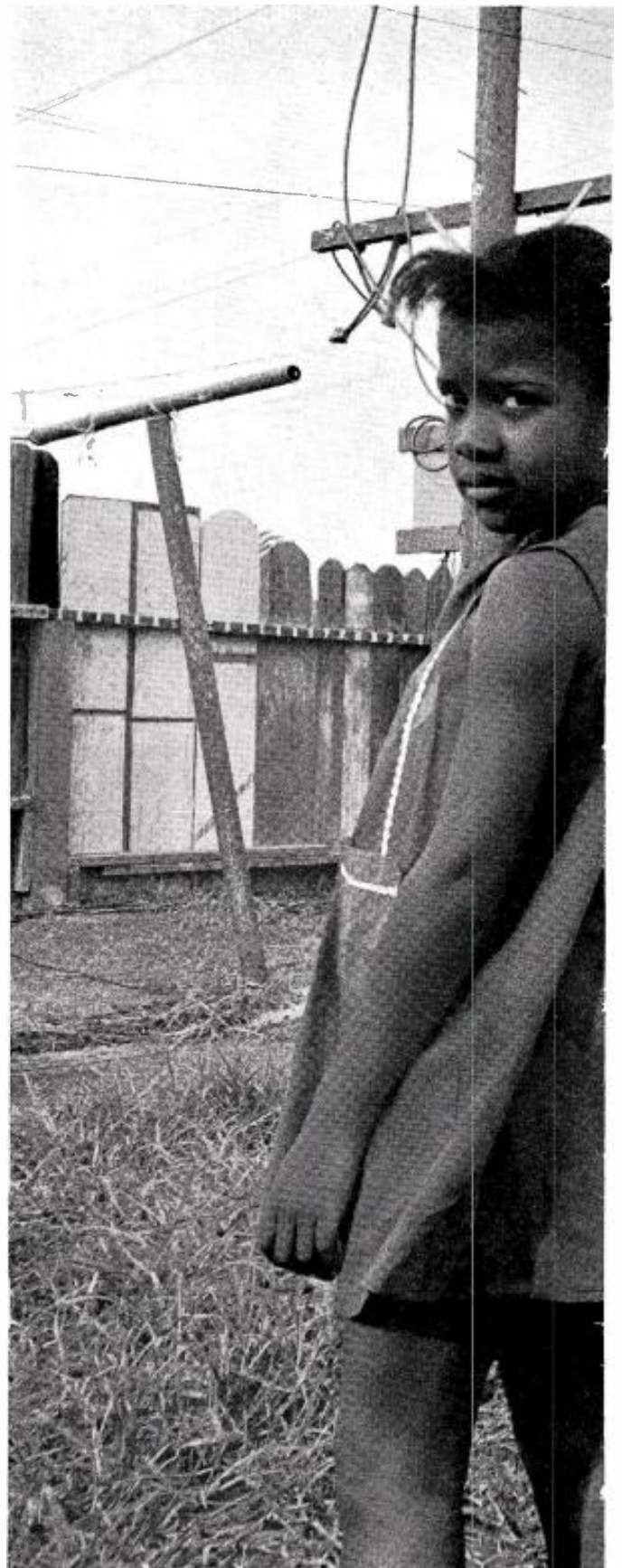
This Sunday we'll see the first program in a weekly series called "NBC Experiment in Television."

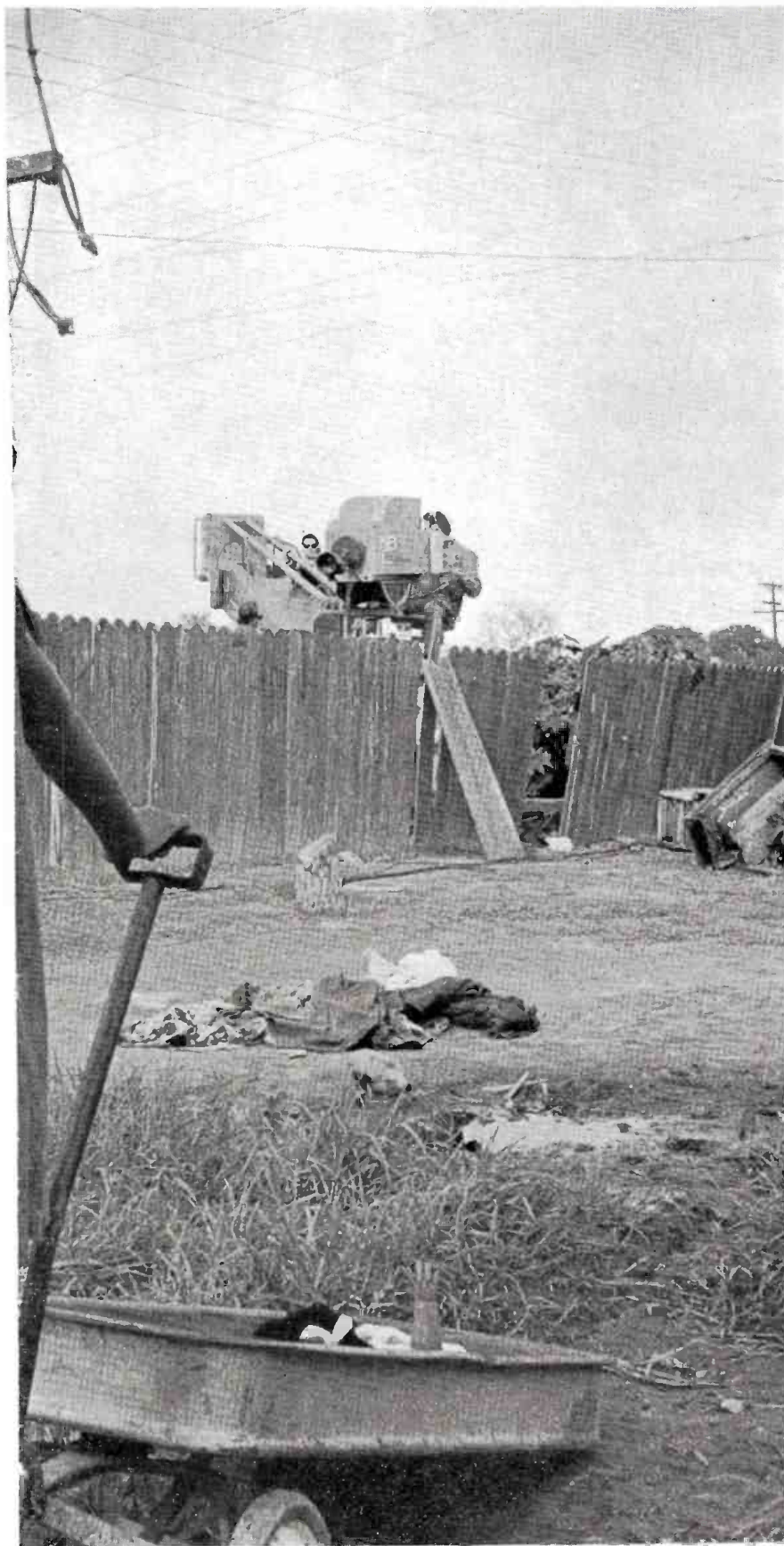
The premiere offering is "Losers Weepers," an original drama by Harry Dolan, a member of Budd Schulberg's writing workshop in Watts, Calif.

"NBC Experiment in Television" will consist of nine programs that will explore new avenues in drama and several other areas: comedy, music, the dance, and the documentary. (See the complete schedule at right.)

It would be naive of us to expect each presentation to be an unqualified success, or to appeal to every taste.

But we look upon "NBC Experiment in Television" as just that—an experiment in broadening the horizons of a medium whose very nature demands such continuing exploration.





Sunday, February 19

A Watts father, just out of jail, clashes with the mother of his late wife over reclaiming the children he loves, in "Losers Weepers." The play was taped on location in Watts. In color.

Sunday, February 26

Students from the University of Southern California combine dance, music and narration in "Coney Island of the Mind" and "American Ballads and Dances." In color.

Sunday, March 5

"Good Day" introduces viewers to a new playwright, Emanuel Peluso, one of the New York stage's most promising writers. Oscar-winner Jo Van Fleet and Frank Langella star. In color.

Sunday, March 19

Communications oracle Marshall McLuhan discusses his work on "This is Marshall McLuhan: The Medium is the Massage." Producer Ernest Pintoff uses off-beat visual techniques to illustrate McLuhan's ideas. In color.

Sunday, March 26

The fifth program is a new departure in topical review—television's first full-scale lampoon of its own foibles and frailties. In color.

Sunday, April 2

"Theatre of the Deal," narrated by Nanette Fabray, has directors Arthur Penn, Gene Lasko and Joe Layton rehearsing deaf actors in scenes from Shakespeare, contemporary drama and musical comedy. In color.

Sunday, April 9*

"The Questions," a two-character, psychological drama, is the first of novelist John Hawkes' plays to be produced. The drama centers on a perhaps-real, perhaps-imaginary event. In color.

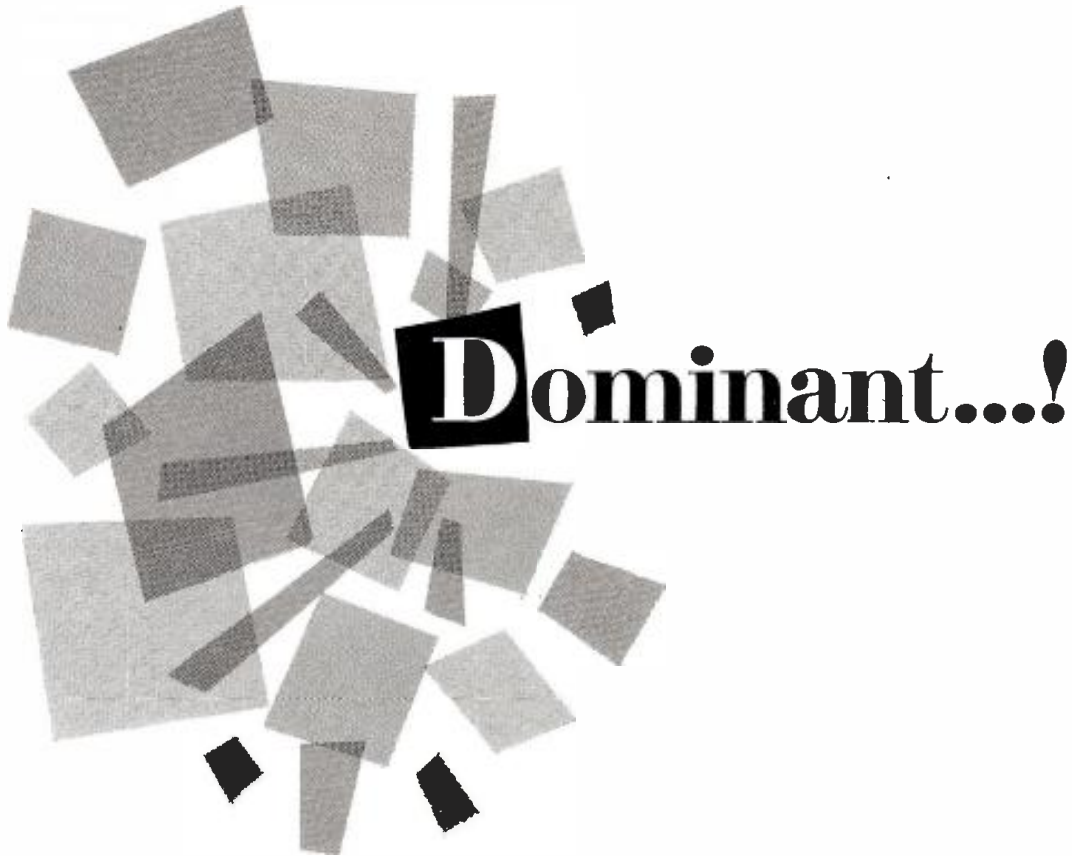
Sunday, April 23*

"A Young American in Paris," a "fictional documentary" by George Vicas (producer of "The Kremlin"), shows us the real and not-so-real world of an American boy living in Paris. In color.

Sunday, April 30*

A world-wide sampling of films shows how student movie-makers are experimenting with avant-garde techniques. Author George ("Paper Lion") Plimpton serves as host-narrator. In color.

*Tentative Date



The November 1966 ARB Dallas-Fort Worth television audience estimates show the continuing dominance of KRLD-TV in the nation's 12th ranked television market.

Monday thru Sunday, 9:00 AM to midnight, Channel 4 leads the second station by 32.1% more homes per average quarter hour; the third station by 57.1% more homes; and the fourth station by 156.9% more homes.

Contact your H-R representative to take advantage of KRLD-TV's proven dominance.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Loading up?

Despite denials by network sources, some agencies are convinced there'll be more commercial minutes in network movies next fall—and probably at higher unit prices. They say there's good reason to believe number will be increased from present 14 minutes to 16—one-third increase from even dozen that were maximum few years ago—and they don't like it. If it happens, networks presumably will attribute it to economic squeeze created by spiraling movie costs and also point out that 16 minutes are well within code limits, which permit 20 minutes 40 seconds of commercial material in two-hour period. Trend to date has been that when one network increased movie commercials, others soon followed suit.

Ouch

If FCC commissioners take step they are said to be considering to enforce commercial time standards, broadcasters may find themselves longing for good old days of E. William Henry or Newton Minow. It's understood FCC may impose sanction of one-year license renewals for all stations proposing to exceed benchmark figures—18 minutes of commercial time per hour for radio, 16 minutes for TV. Even hard-nosed former Chairman Henry tried to nudge broadcasters into line with letter before lowering boom. Officials stress that no decisions have been reached, but matter is on agenda for this week. Commissioner Robert E. Lee is motormanning project.

Blood backstage

Now that Carnegie Commission recommendations for national system of "public television" have been in circulation for nearly three weeks, wraps are beginning to come off some of secret intra-commission debates that preceded writing of final draft (BROADCASTING, Jan. 30). And what's disclosed confirms earlier reports of wide splits within 15-member body and its hired staff.

There's word that in final weeks of preparation, Carnegie staff kept sliding in suggestions for reassigning UHF and VHF facilities to give non-commercial stations better break in VHF range. Staff also persistently inserted criticism of commercial broadcasting. Only consistent opposition of several members of commission kept channel reassignment and anti-commercial comment out of final report

CLOSED CIRCUIT®

—which most commercial broadcasters think was, on whole, temperate. Oveta Culp Hobby (Houston Post and KPRC-AM-FM-TV), J. C. Kellam (Texas Broadcasting) and John S. Hayes (formerly Post-Newsweek Stations, now ambassador to Switzerland) are credited with neutralizing radical wing of Carnegie staff. Ernest Jennes, Washington legal counsel to commission, also had a hand, it's said.

Hot one coming

Question of authorizing regular pay-TV service is beginning to bubble toward surface at FCC. Commissioners Kenneth A. Cox and James J. Wadsworth, two of three members of special committee on subject, met Friday with staff to review processing of voluminous comments filed in rule-making last fall. Committee thinks it can prepare recommendation for action by full commission within two months. Third committee member is Robert E. Lee.

Mystery medium

Some station representatives are perplexed over what they consider curious state of current spot TV business. Many say it's soft; some say it's sour. Checking among rep, agency and advertiser executives indicates business at moment is generally slower than expected and that ever-present market-to-market, station-to-station variations are probably more widespread than usual. But, though one or two reps say their bookings have dipped below year-ago levels, consensus appears to be that business on whole is running few percentage points, but not many, ahead of same time 1966.

Explanations being advanced range from general economic uncertainty to belief that spot TV has reached size where it's unreasonable to expect big percentage jumps regularly. Buyers appear divided as to influence of network competition, reps' traditional bugaboo. Executive of one of biggest agencies says networks "finally broke the price" with big cost-per-thousand reductions this quarter, luring money out of spot. Other agency executives minimize network influence, except that spot planning may have been deferred while advertisers' shopped networks' "second season" offerings. One of biggest advertisers says its spot spending has not been affected at all.

It's also pointed out that for some time clients have been buying on shorter and shorter notice and that situation could turn around quickly—as it did year ago, when business was also slow and then snapped back.

Thicket of cable

FCC's CATV task force, established in August to reduce backlog of cable cases, isn't making much headway. And task force chief, Sol Schildehouse, asked for help last week at commission meeting. He now has staff of 19, wants to up it immediately to 28, total promised him under budget for fiscal year beginning July 1. In addition, he asked for detailing of experienced staffers from within commission who could pitch in to help get work out.

CATV backlogs are piling up. In top-100-market cases alone there are 130-plus cases; another 300 involve requests by broadcasters and CATV systems for special relief from rules. And that's only for openers. Commission made no commitments after hearing tale of woe, but they are concerned and, it's believed, will make some help available.

Selling the squeal

Universal City Studios, MCA Inc. offspring celebrated for squeezing every project dry, is at it again. Company is taking *Stranded*, hour-long TV pilot with Richard Egan, made for 1966-67 season but unsold as series, and channeling it into theaters. Pilot has been expanded to 90 minutes with added footage and given title "Valley of Mystery." Reportedly other unsold Universal pilots will soon get same expansion treatment and be put into theatrical release.

Color mobility

Sports Network Inc., in anticipation of expanded business in sports production, is understood to have designed and built four new color remote units at costs of \$400,000 or more each. This raises total of SNI remote color units to six, said to be largest number of such units owned by any organization, including TV networks. New color units are going into immediate operations and SNI plans to build at least one or two additional color studios-on-wheels by end of 1967. They are completely self-contained.

"We love you, B-ir-dee
oh yes, we d-oo

We love you, B-ir-dee
and we'll be tr-oo

When you're not w-ith us
we're blue

Oh, B-ir-dee, we love you
Yeah, yeah, yeah"



Dick Van Dyke, Janet Leigh, Ann-Margret and Maureen Stapleton star in this color musical adapted from the Broadway hit, "Bye Bye Birdie." One of Screen Gems' Post-1960 Feature Films for Television, Volume II.  Screen Gems

WEEK IN BRIEF

Consumerism is rapidly making its ways into vocabulary of official Washington and advertising fraternity doesn't like idea of it spreading to other areas. Both sides of issue met head-on last week. See . . .

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Columbia University's \$10-million Ford backed ETV lab will launch noncommercial TV's first color series in October. Westin says project will also establish first ETV network operation. See . . .

ETV READYING . . . 64

NCTA board calls for exemption from copyright liability in pending legislation of all CATV's in existence as of Jan. 1. Board also adopts code of ethics for CATV operators, including origination section. See . . .

NCTA SEEKS EXEMPTION . . . 55

Stanton signs new 21-year contract with CBS, calling for five more years of active service followed by 16 years as consultant. Move kills rumors he was considering other positions. See . . .

STANTON SIGNS . . . 58

Agency switches in 1966 affected \$370 million in billings with \$230 million of that in radio and television. Biggest switch was Plymouth's \$30-million move from Ayer to Y&R. See . . .

\$370 MILLION . . . 40

FCC releases letters it has received on ABC-ITT merger. Mail, mostly from Congress, split almost evenly between proponents and opponents. Justice Department reported ready to file suit. See . . .

MERGER POT BOILS . . . 50

Federal court action last month has prompted FCC to call for hearings on two long-standing AM applications to see if grants would cause economic injury to existing area stations. Public interest also factor. See . . .

COURT ACTION . . . 60

Here it is mid February and 1966 football season still isn't over—at least for TV networks. National Nielsen gave CBS 23.0 to 17.8 win over NBC on Super Bowl, then Nielsen said it was recounting. See . . .

WHO TOOK TITLE? . . . 46

RCA's Sarnoff expresses confidence in Britain's economic future. Says in London speech that nation must take advantage of current 'information revolution' in communications and computer technology. See . . .

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Key To COLOR In Knoxville

Complete Facilities

Newly-equipped larger studios, with ample facilities for producing all forms of color television.

- LIVE COLOR CAMERAS FROM RCA
- RCA COLOR TAPE EQUIPMENT
- RCA COLOR FILM CHAIN
- RCA COLOR SLIDE PROJECTOR
- GO COLOR ON WBIR-TV CHANNEL 10 — CBS

With the final arrival of RCA color cameras, WBIR-TV is now in a position to produce and broadcast television programs and commercials, whether they originate live or from color tape, color film or color slides. Go the colorful way with WBIR-TV, the total color station in Knoxville. Larger new studios with complete production facilities are at your service.

The "Reach Station" in Knoxville

wbir-tv

KNOXVILLE, TENN. CHANNEL 10

Signal Coverage in the Southeast...

Offering advertisers coverage of more than 1-million homes in six southeastern states.

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

WBIR-TV
Knoxville, Tenn.

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.



Nets TV billings in '66 top \$1.4 billion

Network TV billings for 1966 reached new record of \$1,411,292,600, up 12% from 1965, Television Bureau of Advertising is announcing today (Feb. 13). December total was placed at \$132,128,000, gain of 9.4% from December 1965.

Figures, representing net time and program charges, were last to be compiled for TVB by LNA/BAR, cooperative project of Leading National Advertisers and Broadcast Advertisers Reports. When cooperative venture was discontinued at end of year, LNA and BAR started similar competing services, and with its announcement of December and 1966 totals TVB also indicated it had decided to use LNA rather than BAR figures in future.

It did this by announcing, without elaboration, that January network billings came to \$141,145,200 "as compiled by LNA." Queried, TVB officials said LNA and BAR network services were "so similar there is no real point of difference" on which to choose between them, but that LNA organization also has other media data, including magazine advertising figures, that will be useful to TVB in "keeping track of advertising by media." As sales organization TVB needs cross-media data and it was on this basis, they said, that they elected to use LNA service.

LNA's estimate of \$141,145,200 for January business compares to BAR's estimate of \$140,766,700 for same period (see page 48). Both are about 15% higher—LNA's 15%, BAR's 14.9%—than \$122,547,500 reported by LNA/BAR for January last year. TVB said this year's figure was new high for January.

LNA figures put CBS-TV's January billings at \$56,616,800, NBC-TV's at \$47,545,300, and ABC-TV's at \$36,983,100.

Allen joins Seiden firm

Edward W. Allen Jr., who retired last year as FCC chief engineer, has joined M. H. Seiden and Associates Inc., Washington, economic consultants. His appointment as senior associate was announced Friday (Feb. 10). Mr. Seiden was economic consultant to FCC in 1964-65, when he authored report on CATV.

Mr. Allen's first assignment will in-

volve current FCC inquiry into reasonableness of AT&T rates. Seiden group has been retained by CBS, NBC and ABC to do analysis in connection with costs of program transmission by telephone company.

ABC TV affiliates renew their support for merger

FCC's correspondence file on proposed merger of ABC and International Telephone & Telegraph Corp. was swollen Friday (Feb. 10) with addition of more than 40 pieces of mail from ABC affiliates urging approval of transaction.

In all some 65 letters and wires, received since Justice Department move Jan. 18 to seek hearing, were placed with those from members of Congress, which had reached docket earlier (see page 50). Included in the batch were letters from ITT and ABC stockholders supporting merger.

Theme running through most mail from affiliates was that merger should strengthen competition among networks and enable ABC stations to do better job for their audiences—and that commission should stand firm against Justice Department's request for hearing.

Burton B. Ladow, chairman of board of governors of ABC-TV Affiliates Association, said board had unanimously reaffirmed its support of merger. Association had endorsed merger originally last year.

Broadcasters alarmed at cruise ad burdens

National Association of Broadcasters was at work Friday (Feb. 10) activating advertising community to fight burden in rules that would require disclosure of fire safety standards in advertising for cruise ships.

Broadcasters, particularly in southern Florida, are concerned over Public Law 89-77 which is due to go into effect May 6. Safety at sea measure, signed by President in waning days of 89th Congress, was result of 1965 fire at sea which claimed lives of 90 passengers aboard cruise ship Yarmouth Castle.

Proposed wording of public announcement section of law will be published in *Federal Register* this week and hearing on it will be held by U. S. Coast Guard in Washington on March

20. Law will be enforced by Coast Guard under new Department of Transportation.

As it now stands in draft prepared by Coast Guard, each radio or TV spot—regardless of length—would require insertion of between 10 and 30 seconds of copy telling name of ship, country of registry and whether it meets fire safety standards.

For ships meeting maximum standards copy would run only about 20-25 words. For ships meeting 1929 standards, but falling short of newer yardsticks, copy could run up to about 70 words.

Paul Comstock, NAB vice president for government affairs, said effort is being made to make provision "less burdensome" if it can't be eliminated. One proposal, he said, would seek provision relieving advertiser from carrying safety language if vessel is not named.

Penalties for failure to comply with proposed standards are heavy: \$10,000 for each violation and \$500 for each ticket already sold on vessel.

Comsat launch delayed

Scheduled Feb. 15 launch of second communications satellite over Atlantic has been postponed for one month, National Aeronautics and Space Administration has announced. NASA said delay was to permit investigation of motor malfunction in recent Air

DeGaulle bloops on TV

It's not what you say, but when you say it, French President Charles de Gaulle found out when he seemed to find just the cause to unite usually independent-minded countrymen in wrath against him.

Haughty statesman apparently went too far when he usurped prime television time on state-owned network to make 10-minute political speech last Thursday. Volatile French press opened fire on its leader Friday (Feb. 10). Few found fault with content of message, although many thought he jumped gun on election campaign that doesn't begin until today (Feb. 13), but most expressed outrage at preemption of prime time for partisan politics.

Force launch. Motor is same as one to be used in Delta rocket scheduled to be used to put communications satellite over Atlantic.

See Ford renewing 'FBI'

Ford was on verge of announcing Friday (Feb. 10) that it has renewed *FBI* on ABC-TV (Sunday, 8-9 p.m. EST) for 52 weeks next season. Ford has also been using that hour as spring-board period for its special presentations this season ("The Bridge on the River Kwai" and "The Robe" feature films, plus special on "Bogart" this spring). Indications are that Ford will continue also similar showcase specials next season. *FBI* will start its third season next fall.

Indiana time imbroglio; is local option legal?

Senator Vance Hartke (D-Ind.) Friday (Feb. 10) asked Justice Department to rule whether Indiana counties and communities may continue to decide whether to adopt daylight saving time or not.

He noted bill to accomplish this is currently being considered in Indiana. Federal Uniform Time Act, which goes into effect April 1, provides that daylight saving time must be observed throughout each state from last Sunday in April to last Sunday in October, unless state legislature rules otherwise. Varying observance of daylight saving time within a state is prohibited.

Indiana is one of several states split between time zones, making uniform time difficult. In recent weeks numerous members of Congress from these states have introduced legislation to amend, repeal or provide local option to uniform time law.

No deal yet on Desilu

Gulf & Western Industries, which recently acquired Paramount Pictures, has reportedly made firm offer to buy Desilu Productions Inc., but as of last Friday (Feb. 10) had no deal.

Lucille Ball, president and 60% owner of Desilu, reportedly was holding out for bigger price.

Paramount has been inactive in TV production, would get into business with going concern if its new parent acquired Desilu.

UPITN new film service

United Press International Newsfilm and Independent Television News of London announced joint formation Friday (Feb. 10) of UPITN, newsfilm syndication service for television based in New York and London.

WEEK'S HEADLINER

Frank Stanton, CBS Inc. president, signs 21-year contract calling for continuation of active service through 1971, then consultancy through 1987 (see page 58).

For other personnel changes of the week see FATES & FORTUNES

UPITN will distribute spot, background, interpretive and in-depth newsfilm materials to both British Independent Television Network and Overmyer Network from laboratories in New York, London, Frankfurt, Singapore, Tokyo, and Sydney, Australia. Other customers are expected.

Natco name is changed to Fuqua Industries Inc.

Change in nomenclatures of interests of J. B. Fuqua, broadcaster-industrialist, takes place today (Feb. 13).

Natco Corp., Pittsburgh-based building supplies firm in which Mr. Fuqua acquired control last year, has been changed to Fuqua Industries Inc., reflecting diversification of interests in which Mr. Fuqua is engaged.

Controlling stockholder in Fuqua Industries Inc. is Fuqua National Inc., which is owned outright by Mr. Fuqua personally.

Fuqua National will own WJBF(TV) Augusta, Ga., and KTVE(TV) El Dorado, Ark.-Mobile, Ala. Subsidiary of Fuqua Industries Inc., Fuqua Communications Inc., will own other Fuqua broadcast properties: WRDZ and WTVW(TV) Evansville, Ind.; KTHI-TV Fargo, N. D.; WTAC Flint, Mich., and KXOA Sacramento, Calif.

Election of former Georgia Governor Carl E. Sanders to board of Fuqua Industries Inc. has been announced, as well as proposal to acquire Colorcraft Corp., Durham, N. C. photographic business.

U.S.-Mexico talks resume

State Department announced last Friday that formal talks between U. S. and Mexico on new AM radio band agreement will resume in Mexico City tomorrow (Feb. 14). First session between countries was held in Washington last September.

U. S. delegation, headed by FCC Commissioner James J. Wadsworth, will be accompanied to Mexico City by State Department and commission officials and newly formed Industry Advisory Group.

Buried facilities for Ashtabula CATV system

Entron Inc., Silver Spring, Md., CATV equipment manufacturer, has been awarded \$500,000-plus contract for 75-mile "direct buried" CATV system in Ashtabula, Ohio. System will be third of its kind in nation, similar to Naples, Fla., and Carmel, Calif., operations.

Contract award was announced Friday (Feb. 10) by William Perfett, president of Ashtabula Cable TV Inc., and Edward P. Whitney, president of Entron.

Telephone-type pedestals will feed eight homes from each tap of installation, Entron said, instead of usual four-home feed. Construction now underway will be completed in late spring.

Ashtabula Cable TV, franchised August 1966, will offer 12-channel system to potential 8,500 homes. Within system range are TV signals from Akron, Ashtabula, Youngstown, Cleveland and Canton, all Ohio.

MPO net down

Despite slight gain in sales in fiscal 1966, MPO Videotronics Inc., New York, leading producer of TV commercials, reported Friday (Feb. 10) 50% drop in net income. Firm attributes fall-off to "highly competitive conditions in the industry."

For year ended Oct. 31, 1966:

	1966	1965
Earned per share	\$0.51*	\$1.02
Sales	14,670,383	14,641,611
Net income after taxes	238,588	476,098

*Combined class A and B shares.

'Tonight' is for tonight

NBC-TV affiliates on West Coast will receive *Tonight* show on same-day basis starting with March 13 colorcast.

Show has been fed to 23 stations west of Rockies on one-day delay basis (tape flown by jet from New York). New procedure made possible by installation of new high-band RCA tape recorders at New York and Burbank, Calif. Burbank will tape network feed while taped show is being colorcast from New York (11:30 p.m. to 1 a.m. EST), with West Coast replay three hours later.

MNP billing up 13%

Increase of 13% in billing of eight agency members of Multi-National Partners (MNP) to \$172 million in 1966 was announced Friday (Feb. 10). MNP is international coordinating company of which D'Arcy advertising is founding partner and includes agencies in Britain, Germany, Italy, France, Holland, Belgium and Spain.

Richard Burton

Barbara Rush

Angie Dickinson



THE BRAMBLE BUSH



A MAJORITY OF ONE

Rosalind Russell

Alec Guinness

Madlyn Rhue

Two of the big ones in color from

WARNER BROS. TWO

another great selection of feature motion pictures for television



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000

IOWA'S ONLY FULL COLOR STATION

SERVING IOWA'S
NO. 1 MARKET

CEDAR RAPIDS
WATERLOO
DUBUQUE



BLACKHAWK BROADCASTING COMPANY

KOMBO-TV is:

KWWL-TV — Cedar Rapids,
Waterloo, Dubuque

KMMT-TV — Austin, Rochester,
Mason City

DATEBOOK

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

■Indicates first or revised listing.

Feb. 13—Mike Award dinner of Broadcast Pioneers and Broadcasters Foundation, honoring WOR New York. Hotel Pierre, New York.

Feb. 13—Annual meeting of stockholders of A. C. Nielsen Co. to elect eleven directors and to transact other business. 2101 Howard St., Chicago.

■Feb. 14—Film presentation, "Tel-empathy, the language of involvement" sponsored by the Television Bureau of Advertising. Hotel Mark Hopkins, San Francisco.

■Feb. 15—Film presentation, "Tel-empathy, the language of involvement" sponsored by the Television Bureau of Advertising. Preview House, Los Angeles.

Feb. 16—Radio workshop sponsored by the Radio Advertising Bureau and the Association of National Advertisers. St. Regis hotel, New York.

Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Waslewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

Feb. 17-19—Fifteenth annual meeting of the New England chapter of the American Women in Radio and Television. Hotel Statler-Hilton, Boston.

■Feb. 18-19—Annual meeting of the UPI Broadcasters of Louisiana. Downtowner motor hotel, New Orleans.

Feb. 21-22—Meeting of National Association of Broadcasters television code board. Camelback Inn, Scottsdale, Ariz.

Feb. 21-23—Twentieth annual conference of the Western Radio and Television Association. Speakers include Dr. Lee A. DuBridge, president of the California Institute of Technology and member of the Carnegie Commission on Educational Television; Laurence Laurent of the *Washington Post*; Dr. Robert Hilliard, chief, educational broadcast branch, FCC; Terrence O'Flaherty, *San Francisco Chronicle*; Chalmers Marquis, executive director of National Association of Educational Broadcasters/Educational Television Stations; and Gerald Sandler, executive director, NAEB/National Educational Radio. Disneyland hotel, Anaheim, Calif.

Feb. 23—Annual stockholders meeting of Metro-Goldwyn-Mayer. Loew's State Theater, New York.

■Feb. 24—Annual meeting of the Chesapeake AP. Sheraton-Belvedere hotel, Baltimore.

■Feb. 25—Meeting of the Oregon AP Broadcasters Association. Portland.

Feb. 25—UPI Alabama-Mississippi broadcast news seminar. Holiday Inn, Tuscaloosa, Ala.

■Feb. 27-28—Workshop on copyright, sponsored by the National Community Television Association. Mayflower hotel, Washington.

■Feb. 28—Annual meeting of the shareholders of Doyle Dane Bernbach Inc. to elect directors and to transact other business. Museum of Modern Art, New York.

MARCH

March 1-3—Annual National Association of Broadcasters state presidents conference. Sheraton-Park hotel, Washington.

March 2-4—Southern states conference (Region II) of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

■Mar. 3—Annual Ball sponsored by Advertising Women of New York (AWNY). Tickets available through Eugenie C. Stamler, Norman, Craig & Kummel, 488 Madison

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

Feb. 14—Ramada Inn, Dallas

Feb. 17—Marriott motor hotel, Atlanta.

Feb. 28—Chase-Park Plaza hotel, St. Louis

March 3—Terrace Hilton hotel, Cincinnati

March 17—Hyatt House motor hotel, Seattle

March 23—International hotel, Los Angeles

April 18—Downtowner motor inn, New Orleans

April 21—Sheraton Blackstone, Chicago

May 10—Hyatt House motor hotel, Burlingame, Calif.

May 11—Cherry Creek Inn, Denver

May 12—Town House motor inn, Omaha

May 22—Schine Ten Eyck hotel, Albany, N. Y.

May 26—Sheraton Barringer hotel, Charlotte, N. C.

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

Avenue, New York. Proceeds will go to AWNY Foundation for educational and charitable activities. Waldorf Astoria hotel, New York.

March 3-4—Annual radio-TV conference and clinic sponsored by the University of Oklahoma. University of Oklahoma, Norman.

■March 4—Annual Ad Hatters Ball sponsored by the Women's Advertising Club of Baltimore. Emerson hotel, Baltimore.

March 5-7—Second national conference on long-range financing of educational television sponsored by the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, Washington.

■March 6—Ninth annual broadcasting day sponsored by the University of Florida. Speakers include Bill Grove, director of public affairs at WJXT(TV) Jacksonville, Fla.; Russell C. Tornabene, manager, NBC Radio network news; Joseph L. Brechner, president, WFTV(TV) Orlando, Fla.; John Couric, vice president for public relations, National Association of Broadcasters; Charles K. Murdock Jr., vice president and general manager, WLW Cincinnati; Walter H. Stampfer Jr., *Chattanooga Times* and *Chattanooga Post* and former commercial manager of WAPO Chattanooga; and Frank Jordan, director of election broadcasts, NBC News. University of Florida, Gainesville, Fla.

March 6-7—Executive committee, National Community Television Association. Madison hotel, Washington.

March 7—Special hearing on a space satellite system by the Board of Broadcast Governors. Ottawa.

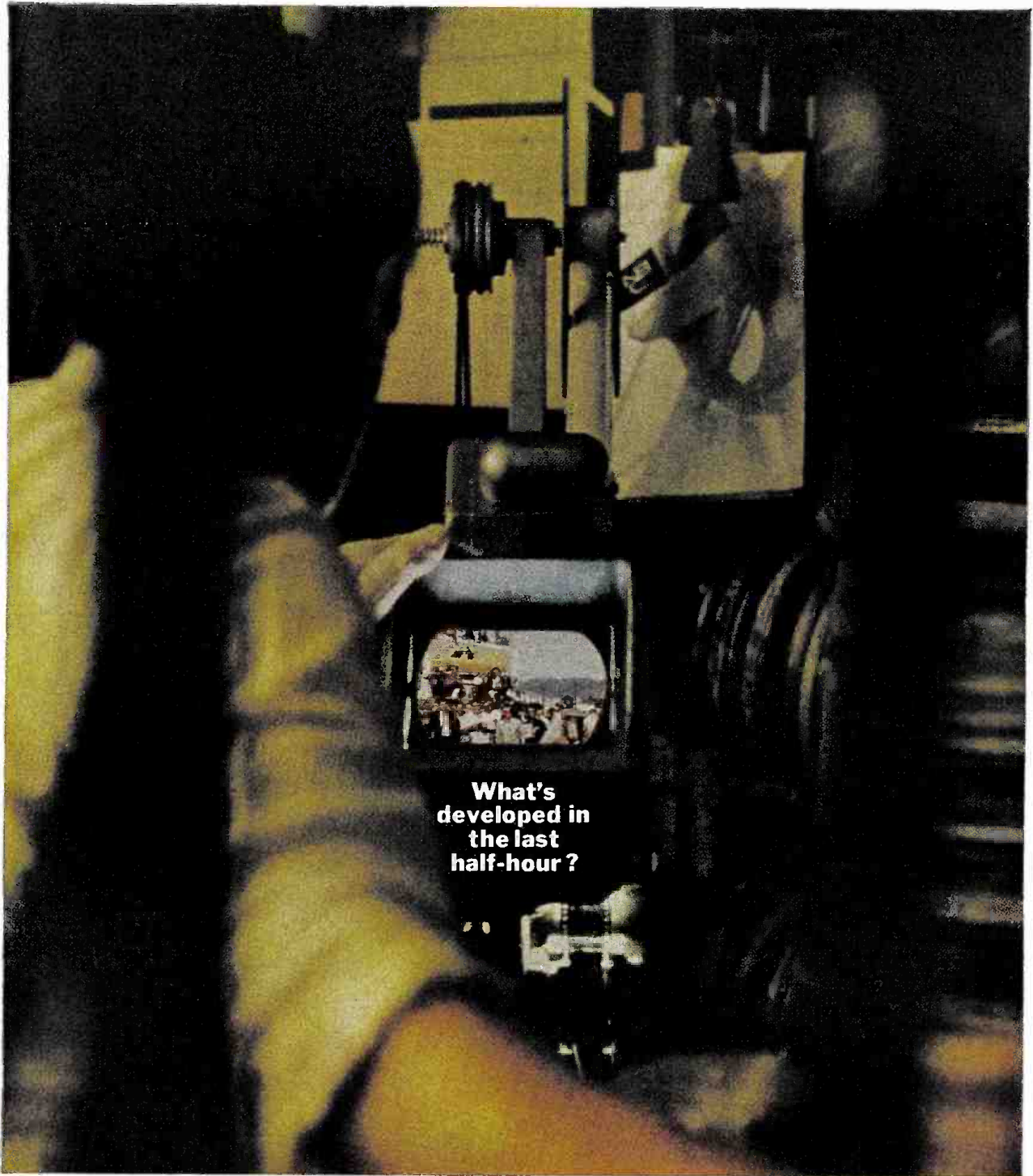
March 7—Twenty-third annual dinner of the Radio-TV Correspondents Association. Shoreham hotel, Washington.

March 7—Thirteenth annual meeting and dinner of the New York State Broadcasters Association. Speaker will be Marcus Cohn, Washington attorney. Thruway Motor Inn, Albany, N. Y.

■March 7—Seventh annual International Broadcasting awards presentation for best TV and radio commercials, sponsored by Hollywood Radio & Television Society. Hollywood Palladium, Hollywood.

■March 8-22—Third international conference on educational radio and television sponsored

BROADCASTING, February 13, 1967



**What's
developed in
the last
half-hour?**

Chances are that color newsfilm was developed from negative in the last half-hour at one of NBC's five Owned Television Stations. Each of these stations now has facilities to convert negative into color film, available for broadcasting, in only thirty minutes.

To viewers who expect even fast-breaking events to be in color, these facilities represent a significant viewing dividend.

Ours is the only station group thus equipped, and it adds yet another dimension to the news and color leadership established by the NBC Owned Stations in their communities.

For viewers and for advertisers alike, a development well worth looking into.



WNBC-TV New York / WRC-TV Washington
WKYC-TV Cleveland / WMAQ-TV Chicago
KNBC Los Angeles.



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



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

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

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

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

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

 **The Warwick** 54th Street on the Avenue of the Americas, New York
(212) Circle 7-2700 • A Loew's Hotel • Preston Robert Tisch, President

sored by the European Broadcasting Union, Paris.

March 9—International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president. Bob Hope will serve as master of ceremonies. Waldorf-Astoria hotel, New York.

March 9-10—Annual spring convention of Arkansas Broadcasters Association. Speakers include William Walker, director of broadcast management, National Association of Broadcasters. Coachman's Inn, Little Rock.

■March 10-11—Annual meeting of the Arizona Community Television Association. Speakers include Arizona Governor Jack Williams. Valley Ho hotel, Scottsdale, Ariz.

March 12-17—Sixth annual Women's Page Workshop and the 1968 J. C. Penney-University of Missouri Journalism Awards sponsored by the University of Missouri. University of Missouri, Columbia.

March 13—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

March 13-14—Annual meeting of NBC television affiliates and NBC officials. Beverly Hilton hotel, Beverly Hills, Calif.

March 15—Deadline for comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 20-23—Convention of the Institute of Electrical and Electronics Engineers. New York Hilton hotel, New York.

March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Molz, c/o Television Information Office, 745 Fifth Avenue, New York 10022.

■March 25-26—Annual meeting of Broadcasters Association of Puerto Rico. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. San Juan.

March 27—Deadline for national awards entries from members of National Academy of Television Arts and Sciences and from television producers. Winners will be announced at the 1968 Emmy Awards in the spring.

March 27—Deadline for reply comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land-mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 28—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

March 31—Deadline for comments in FCC inquiry into possibilities of using radio for the promotion of highway safety. The commission has urged that the comments be tendered on the broadest possible basis.

March 31—Entry deadline for annual awards competition for outstanding public-service journalistic achievements, sponsored by Deadline Club of New York. Entries may be

■Indicates first or revised listing.

AWARD WINNER

"THE WOMAN'S ANGLE"

with

SYLVIA SCOTT

LIVE, IN COLOR, MONDAY THROUGH FRIDAY, 1:00 TO 1:30 P. M.

SUCCESS STORY—BALTIMORE STYLE!

The latest award won by Sylvia Scott, Baltimore's premier TV saleswoman, is "The Formula 409 Silver Plaque for Outstanding Marketing Performance in the Year 1966."

Every day Sylvia does an award-winning show! She knows women . . . knows what they like . . . understands their interests! She presents a never-ending variety of fashions, cooking, decorating, home management ideas and interviews with interesting guests and celebrities. "The Woman's Angle" with Sylvia Scott is the only 5-day-a-week women's service television program in the vital Baltimore/Maryland market!

Many advertisers capitalize on Sylvia's personal sales approach, viewer loyalty and response by having her air their commercials live on "The Woman's Angle."

"The Woman's Angle" has, for years, been a prime sales-producing medium for blue-chip advertisers. Perhaps this is why, over five years ago, the C & P Telephone Company of Maryland allowed Sylvia to introduce the Princess® telephone to our market, and in recent history again introduced the Trimline® telephone on her program. For better sales results in this important market, schedule "The Woman's Angle" NOW!



*No Wonder... In Maryland
Most People Watch **COLOR-FULL***

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.

WICHITA-HUTCHINSON M-F 5:00-5:30 pm
 3-station
PATTY DUKE GIVES KARD-TV EDGE IN TIME SLOT

KARD	PATTY DUKE	12	36.5%
KAKE-TV	Big Show	10	30.5%
KTVH	Mike Douglas	12	35.0%

NSI Oct/Nov '66

LOS ANGELES M-F 6:30-7:00 pm
 7-station
KCOP BEATS ALL INDIES FOR THE WOMEN

		WOMEN 18-34	HOUSEWIVES under 35
KCOP	PATTY DUKE	25,000	21,000
KHJ-TV	Addams Family	16,000	15,500
KTLA-TV	Rawhide	22,000	11,000
KTTV	Dennis the Menace	6,000	5,500

... and pulls a 9% share of the entire audience.
 NSI Oct/Nov '66

DOWN with COMPETITION!

ANOTHER NATIONWIDE DEMONSTRATION
 of what PATTY DUKE can do for STATIONS!

PORTLAND, ORE. M-F 6:30-7:00 pm
 4-station
INDIE KPTV BETTERS THE RATING AND SHARE OVER QUARTER HOUR PRECEDING PATTY DUKE:

KPTV	6:15-6:30 pm	Rifleman	9	16% share
	6:30-7:00 pm	PATTY DUKE	12	21.5%

NSI Oct/Nov '66

KNOXVILLE M-F 9:30-10:00 am
 3-station
WBIR-TV OUTPOINTS THE COMPETITION AND IMPROVES OVER PREVIOUS YEAR'S PROGRAMMING

WBIR-TV	6.5	49.5%	1965—Romper Room	44% share
WATE-TV	6.0	47.0%	1966—PATTY DUKE	49.5%
WTVK	*	*		

WBIR-TV Oct/Nov '66
 NSI Oct/Nov '65, '66



4-station **PHOENIX** M-F 6:00-6:30 pm
KTVK DOUBLES AUDIENCE OVER PRECEDING QUARTER-HOUR AND BEATS COMPETITION

KTVK 5:45-6:00 pm Wells Fargo	7	16% share
6:00-6:30 pm PATTY DUKE	15	32%

M-F 6:00-6:30 pm KTVK	15	KTAR-TV	13
KOOL-TV	14	KPHO-TV	6

NSI Oct/Nov '66

6-station **PHILADELPHIA** M-F 6:30-7:00 pm
ON UHF STATION WPHL-TV, PATTY BEATS ALL OTHER 5-DAY STRIPS

The strips it beats:

Let's Make a Deal	Swingin' Country
Huckleberry Hound	Jeopardy
The Pioneers	Marine Boy
Features	Quick Draw McGraw

... and doubles its audience in the new season:

NSI Sept/Oct '66	2.0	5%	Nielsen Dec '66
NSI Dec '66	4.0	9%	Sept/Oct.

6-station **NEW YORK** M-W-F 8:00-8:30 pm
WPIX TOPS ALL INDIES

WPIX PATTY DUKE	6.0	10.2%
WNEW-TV S.Agent/Untouch/Fea.	5.2	8.8%
WOR-TV Million \$ Movie	5.2	8.6%

... and builds audience over lead-in quarter-hour.

WPIX 7:45-8:00 M'sters/H'Mooners/Zorro	5.0	8.4% share
8:00-8:30 PATTY DUKE	6.0	10.2%

Nielsen Instantaneous Audimeter week of Nov 21, 1966

"THE PATTY DUKE SHOW"
 starring **PATTY DUKE** in **104 Half-Hour Family Comedies**

3-station **EL PASO** M-F 5:00-5:30 pm
KTSM-TV OUT-PULLS TOTAL OF COMBINED COMPETITION

KTSM-TV	17.0	57.5%
KELP-TV	4.5	15.0%
KROD-TV	8.0	27.0%

... and greatly improves the audience-count over lead-in:

4:45-5:00 pm Cisco Kid	7	31%
5:00-5:30 pm PATTY DUKE	17	57.5%

NSI Oct/Nov '66

5-station **SEATTLE-TACOMA** M-F 6:00-6:30 pm
PATTY DUKE'S 8.0 OUTRATES ALL KTNT-TV'S DAYTIME STRIPS UP TO 6:30 PM

including

Rifleman	6.0	Munsters	5.0
Merv Griffin	1.0	Winchell-Mahoney	3.0
Girl Talk	2.0	Days of Our Lives	1.0
Color Me Bill	2.0	Love That Bob	1.0
Gypsy Rose Lee	1.0	Romper Room	3.0

NSI Oct/Nov '66

3-station **PORTLAND, ME.** Sat. 4:30-5:00 pm
WCSH-TV UPS RATING & SHARE 75% OVER PRECEDING QUARTER HOUR

4:15 4:30 pm Wild Kingdom	4	19%
4:30-5:00 pm PATTY DUKE	7	33%

... and attracts more women than the competing stations:

WCSH-TV	Women	11,000	Housewives	8,000
WGAN-TV		9,000		6,000
WMTW		9,500		7,500

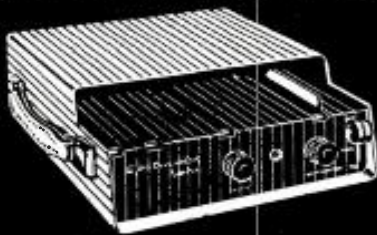
NSI Oct/Nov '66

JOIN THE MARCH
 ... write, wire or phone

UNITED ARTISTS TELEVISION

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SPOTMASTER



PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

PULSE RATED NUMBER

ONE

Now No. 1
Mid-Michigan
Radio Station
three ways:



WILS has more
male and female
adult, teen and
children lis-
teners and by a
wide margin.

Put your finger on our Lansing Metro
APRIL-MAY '66 Pulse, Call:

VENARD, TORBET & MC CONNELL

RADIO 1320

WILS

LANSING

5,000 WATTS / 24 HOURS A DAY

submitted from daily newspapers, wire services, radio and television stations in the New York metropolitan area. Entry forms and additional details may be obtained from Robert McDevitt, Deadline Club Awards, Arthur Young & Co., 277 Park Avenue, New York 10017.

March 31-April 2—Convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

■April 1—Technical committee meeting and board of directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

■April 2—Membership meeting and board of directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

April 2-5—Forty-fifth annual convention of National Association of Broadcasters. Conrad Hilton, Chicago.

April 2-5—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

April 3—Deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

April 7-8—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th Street, New York 10036. Telephone PLaza 7-0695.

April 10—Annual meeting of stockholders of Wometco Enterprises Inc. Miami.

■April 14—Annual meeting of the Michigan AP Broadcast Association. Capitol Park Inn, Lansing.

April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Bronx campus of New York University, New York.

April 15-16—Annual national convention of the western section of the Intercollegiate Broadcasting System. University of California, Berkeley.

■April 15-17—Annual spring meeting of Texas Association of Broadcasters. Sheraton Motor Inn, El Paso.

April 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.

April 16-18—Meeting of National Educational Television. Statler Hilton hotel, New York.

April 16-21—101st semiannual technical conference of the Society of Motion Picture and Television Engineers. New York Hilton hotel, New York.

April 16-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED). Milan, Italy. Information may be obtained from MIFED Largo Domodossola 1 Milano, Italy.

April 18-20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council. Biltmore hotel, New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Penn Garden hotel, New York.

April 20—Peabody Awards Luncheon. Hotel Pierre, New York.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Maverick hotel, Bend.

April 20-23—Annual spring meeting of

NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City

May 22-23—Rickey's Hyatt House, Palo Alto, Calif.

May 25-26—Skirvin hotel, Oklahoma City

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott Motor hotel, Philadelphia

Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

■April 21-29—Seventh annual "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU). Montreux, Switzerland.

April 24-27—32d national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

April 29—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Washington State University, Pullman.

MAY

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

May 3-7—16th annual national convention of the American Women in Radio and Television. Marriott hotel, Atlanta.

May 4-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, general counsel of National Association of Broadcasters. Ramada Inn, Topeka.

May 5—Annual breakfast of the UPI Broadcasters of Kansas. Ramada Inn, Topeka.

May 6—Distinguished Service Awards Banquet sponsored by Sigma Delta Chi. San Francisco.

May 8-9—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer's Inn, Louisville.

■May 11—Annual meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J.

May 16-19—Annual convention and trade show, National Community Antenna Television Association of Canada. Chateaucier hotel, Ste. Adele (Montreal).

May 17-20—Annual spring convention of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

May 17-20—Annual spring convention of Montana Broadcasters Association. Finlen hotel, Butte.

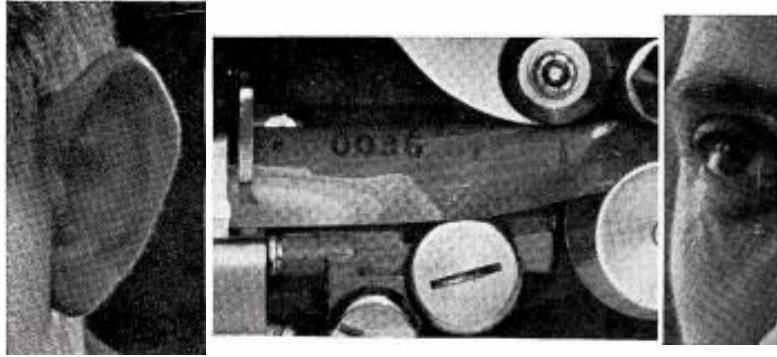
May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

May 22-26—5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Carousel Inn, Cincinnati.

May 25-27—Annual spring meeting of the Pennsylvania News Broadcasters Association.

■Indicates first or revised listing.



Every word and every note in every minute of broadcasting on every Storer station is taped. Quality control is one of the Storer Standards.

Taping the total daily output of every Storer station and checking it for quality at Storer headquarters is just one of the many ways Storer carries out its communications responsibility. The exacting standards adhered to by all Storer stations mean more worthwhile listening for the public and more successful selling for advertisers.



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LOS ANGELES KCBS	MIAMI WGDS	CLEVELAND WJW	DETROIT WJBK	NEW YORK WHN	TOLEDO WSPD	PHILADELPHIA WIBC

Storer Standards make every Storer station a great salesman.

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SWING WITH WROC-TV 8.

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A RUST CRAFT STATION
Represented by Edward Petry & Co., Inc.

When you go catv, go first-class

with the acknowledged industry leader



CATV SYSTEMS DIVISION
JERROLD ELECTRONICS CORPORATION
401 Walnut St., Philadelphia, Pa. 19105
OVER 15 YEARS' CATV EXPERIENCE

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RADIO AND TELEVISION BROADCASTING
Learn by doing. Two Year Work-Study Program in Radio and Television Broadcasting and Management, Communications, Liberal Arts. Professional training on School Station WCSB and WCSB-TV. Activities. Placement. Dormitories Co-Ed. Catalog.

Write Mr. Roberts, Cambridge School
632 Beacon Street, Boston, Massachusetts 02116

tion. Marriott motor hotel, Philadelphia.

JUNE

June 8-10—Annual spring meeting of South Dakota Broadcasters Association. Madison.

June 9-10—Annual spring meeting of North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes.

June 11-14—Annual summer meeting of Florida Association of Broadcasters. Americana hotel, Miami Beach.

June 11-14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Rivera hotel, Las Vegas, Nev.

June 12-14—Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers. Minneapolis.

June 13-14—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Marriott Twin Bridges motel, Arlington.

June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Holiday Inn, Callaway Gardens.

June 22-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

OPEN MIKE

KUHT (TV) started earlier

EDITOR: My thoughts went back 13 years upon reading your Jan. 30 article about WCET(TV) Cincinnati receiving an emergency grant from the Ford Foundation. At that time I was chief engineer of KUHT(TV) at the University of Houston, trying to construct what we here in Houston thought was to be the first noncommercial television station. I believe we did get on the air almost one year earlier than WCET as we signed on May 12, 1953.

I believe that the title of "first" rightfully belongs to channel 8 at the University of Houston.—*W. T. Davis, director of engineering, Taft Broadcasting Co., Houston.*

(A check of the commencement dates indicates KUHT did start a year before WCET despite Ford's announcement.)

Some help, please

EDITOR: I am a senior at the Florida School for the Blind. I am totally blind and am interested in radio broadcasting. I know that there are a few blind disk jockeys in the U. S., but I do not know their names and addresses. I wonder if you can give me their names and addresses or stations where they are employed?—*Raymond Slaton, Florida School for the Blind, St. Augustine, Fla. 32084.*

(Perhaps some of our readers can assist Mr. Slaton.)

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*Reg. U. S. Patent Office
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BROADCASTING, February 13, 1967

Mark Lane and the other critics of the Warren Commission? The Commission itself? The eminent lawyers who wrote the Warren Report?

Can Louis Nizer, a leading spokesman for the supporters of the Warren Commission findings, accuse these critics of dealing in trivia, minutiae and distortion...of a disservice to the American people? Or are these critics merely guilty of honest, sincere attempts to find the truth?

Only the American public can decide who is irresponsible.

There are two, two-hour debates. The "Minority Report" with Mark Lane, Leo Sauvage, Harold Weisberg, Penn Jones, Jr., and Jacob Cohen; and the "Majority Rebuttal" with Louis Nizer, Albert E. Jenner, Jr., Alfreda Scobey and Mark Lane again. They explore the major arguments of both sides.

The "Minority Report" is moderated by Jim Bishop. David Schoenbrun moderates the "Majority Rebuttal," available in color, and featuring the first face-to-face confrontation between Louis Nizer and Mark Lane.

Wolper Television Sales has both of these vital and provocative two-hour programs available today.

WOLPER TELEVISION SALES, 485 LEXINGTON AVENUE, NEW YORK, N. Y. 10017 (212) 682-9100
8544 SUNSET BLVD., HOLLYWOOD, CALIF. 90069 (213) OL 2-7075



A METROMEDIA COMPANY

**Who is
irresponsible?**

You can fill the job today, but tomorrow?

They say talk is cheap. But if it is, why do we hoard it so much, especially when it comes to spending it in conversation with the next generation—the fellows and girls who will be running our business tomorrow.

If the interest trend of these young people toward broadcasting holds true, those of us in this field are cheating ourselves and our profession if we withhold our encouragement, our guidance and the personal association they need. We who are active in formal organizations like the Chicago Advertising Club are doing a lot in this area, but is it enough?

The other day I lunched with a prominent broadcast advertising executive here. He attributes his own career accomplishments to the direction he received in one of the CAC's broadcasting workshops.

Sparkle Missing ■ But like others he was quite concerned about the purported disinclination of many of today's students to choose advertising as a career. He attributed a great deal of their apathetic approach to more of a lack-luster sentiment than an actual disbelief in the processes, accomplishments and personal rewards of advertising.

I reminded my friend of the continuing programs of our 63-year-old CAC that are aimed at this problem and cited the results that have been obtained, his own experience but a part. Then I noted how many counterparts of the CAC there are elsewhere in the country and how many are doing the same thing. His reply caught me short.

"Yes," he said, "but think of the small percentage of the total spectrum of top advertising men and women who work at it. Imagine what would happen in the interest of all areas of advertising, not just the broadcast side, if these highly articulate and truly gifted people—the writers, producers and directors as well as major advertiser and agency executives—were to band together in their respective areas of endeavor and use the very medium of communication that the CAC symbolizes."

I confess I had been somewhat proudly documenting some of these very accomplishments by the CAC. Yet I suddenly realized he really had a point.

Marshall Talents ■ If the various advertising phases of the electronic media truly utilized the great wealth of talent at their command and also

secured the participation and support of this most dominant of advertising media today, you surely can envision the result. This is where an organization like the CAC comes into its own.

It is a challenge to inspire more of our prospective young communicators. The results of our projects so far may be gratifying, but they reveal a greater need.

Consider one of CAC's projects, the annual college career conference. Each year during the Easter vacation 60 colleges and universities in 20 midwestern states take part. The students, selected by their deans, pay their own expenses to come to Chicago and participate. They are willing to spend their own time and money to meet personally with the men and women in their particular interest-area of advertising. Many of them ultimately join Chicago companies after graduation.

Point of Career Decision ■ A lot of credit should be given to the Chicago agencies, advertisers and other firms who recognize the importance of this activity and give their money and the time of their people. However, here is where the specific public-relations job as to choice of vocation in advertising begins.

All media, agency, graphic arts and advertising interests are remiss. Despite the fact that these young people are really point-of-sale prospects for our business, only a limited number of key advertising personnel find the time to attend one of several open functions, lunches or dinners of the college conference where these young aspirants are seeking exposure.

Even at the risk of being accused as broadcast bent, I must report that the highest ratio of media interest during the last conference was television. Dur-

ing the three-day session the students as usual were given the option of a visit to the various media or to the agencies and service firms. TV stations and the related agency production departments ranked highest in their selection.

Certainly in view of the momentum of TV as a medium in recent years this is understandable. But what a fertile field of prospects for all the other areas of advertising endeavor.

The same principle applies to two more of the CAC's talent development and training functions, the university internship program and the annual fall advertising workshop. In industry organizations elsewhere, the hard work and dedication of a great number of spirited advertising men and women in similar projects are helping to expand the career horizons of the next generation.

Yet ironically it isn't enough. Too few top people take part.

Impact at Home ■ We are supposedly schooled in the art of communication in all its forms. Yet we neglect to use every available source at our command to reach, inspire and educate.

Above all, the broadcasting profession, with its tremendous spoken and visual tools within the American home itself, has a particularly vested interest in winning the attention of young people and inspiring them with the principles, ethics and challenges of advertising as well as the satisfaction and benefits that accrue to those who succeed in the field.

How good a bridge is being built to the inquiring, interested, but still unsophisticated candidate for a radio-TV career?

Mr. key executive, how do you answer?



Jim Beach is a broadcasting vice president of Foote, Cone & Belding, Chicago. He has been active in newspapering, broadcasting and advertising in Chicago since the early 1930's, working for the Atlass-owned stations, Balaban & Katz's pioneer TV outlet, and ABC-owned WBKB-TV Chicago. Before joining FC&B he was vice president of the ABC network central division. Mr. Beach also is past president of the Broadcast Advertising Club and local chapter of Broadcast Pioneers.

blat!



**Want to horn in on the scene?
Buy Jacksonville's first full color station.**

wfga-tv  jacksonville

N B C AFFILIATE / REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

RCA
TK42

"BIG TUBE" COLOR



The Secret's in the "Big Tube"

STUDIO CAMERA

... Makes Every Picture Sparkle



SPECULARS WITHOUT LIGHT STREAKS—Reflections (speculars) are handled without halo or flash. Jewelry, sequins, crystal, lighted candles are pictured as they actually appear.

The big 4½-inch image orthicon in the luminance channel of this live color camera makes a spectacular contribution to color performance. Its large image is the secret of the TK-42's greater sparkle and brightness. This has been proved in demonstrations and in actual use by broadcasters.

WORLD'S MOST EXCITING CAMERA

The combination of the "big tube" with three color tubes leads to sharper pictures, purer colors, more exciting contrasts. This provides unexcelled dynamic range, from hot reds to cool blues. It adds color dynamics to programs and commercials . . . gives production people a more versatile tool for creative effects.

TECHNICAL LEADERSHIP

With the TK-42 you get the benefits of RCA's technical advances: Self-correcting circuits, which permit it to operate for days without picture deterioration; transistorization for top reliability; modular design for highest performance and easy maintenance.

See your RCA Broadcast Representative for complete details or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.



LIVING FLESH TONES—Flesh tones are vibrant and realistic in widely varying light levels. Color tracking is accurate down to subtle shades.



DRAMATIC EFFECTS—The camera responds to mood lighting for highly dramatic effects. Silhouettes, for example, no longer present a problem.



SNAP AND SPARKLE—The "big tube" imparts high-definition brightness to produce a sharply defined color picture.



The Most Trusted Name in Electronics

Only 19 more to go!



WBTV ranks 20th among 185 CBS affiliates - ahead of Kansas City, Milwaukee, Houston, Providence and Cincinnati (tie).*

WBTV's "Early Report" tops all local early-evening newscasts in Washington, Atlanta, Cincinnati, Miami, Baltimore, Kansas City, Milwaukee, Dallas.**

WBTV delivers more Television homes than the leading station in Providence, Louisville, New Orleans, Denver or Syracuse*** — reaching 505,400 homes each week.****

WBTV
CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBTV/WBT-FM/WBTV/
WBTV/Jefferson Productions
Represented Nationally by
Television Advertising  Representatives, Inc.



**BUY
THE
BIG
ONE
WBTV**

**** ARB/65 Coverage Study

Big Daddy frowns on advertising

American Advertising Federation hears government spokesmen outline ways they think public should be protected from television and other promotion

There's a cold wind blowing for advertising today. Its name is consumer protectionism.

Its source is Washington and if moves already underway or proposed ever take hold, advertising as it is known in this second half of the 20th century may never be the same.

Radical changes in the function of the \$15-billion-a-year advertising industry indubitably will have a significant effect on advertising media, particularly on TV.

The chill news, which has been emanating from Washington for almost 18 months, grew even more frigid last week.

Item: The American Advertising Federation, holding its second government relations conference in a Washington hit by a 10-inch blizzard during its meetings, heard critical words from Donald F. Turner, assistant attorney general in charge of the Department of Justice's antitrust division and from

Senator Philip A. Hart (D-Mich.) (see page 28).

Item: Immediately after the AAF meeting adjourned, Senator Warren G. Magnuson (D-Wash.) introduced a bill in Congress to require safety precautions in appliances and other products used in the home (see page 28).

Item: A warning that, unless government and business work together, the government was going to impose restrictions on advertising came from Ned Doyle, executive vice president of the New York advertising agency of Doyle Dane Bernbach.

The rise of "consumerism" began almost two years ago when President Johnson appointed Esther Peterson, Assistant Secretary of Labor, as his adviser on consumer affairs.

It became a force to be reckoned with when Mrs. Peterson's office sponsored the first national consumer assembly in Washington last April. A second consumer's conference is being planned, again in April of this year.

Perhaps the most serious threat to advertising as it is practiced today came last June. This was in a speech by Mr. Turner in which he suggested that large-scale advertising could be considered an element in monopoly. The idea that advertising might involve a company in antitrust litigation sent shivers down the spine of Madison Avenue.

Second Turn for Turner - Last week Mr. Turner repeated this concern. Although he endeavored to minimize what he termed were "misapprehensions," his speech to the AAF was even more critical of advertising than his first talk (see page 28).

On Capitol Hill, a senator and a congressman are suggesting the establishment of testing facilities to determine the worth of competing products. Senator Hart announced last week that he intends to introduce legislation authorizing government agencies that test products for government buying to release the data to the public (see page 28). Earlier Representative Ben S. Ro-

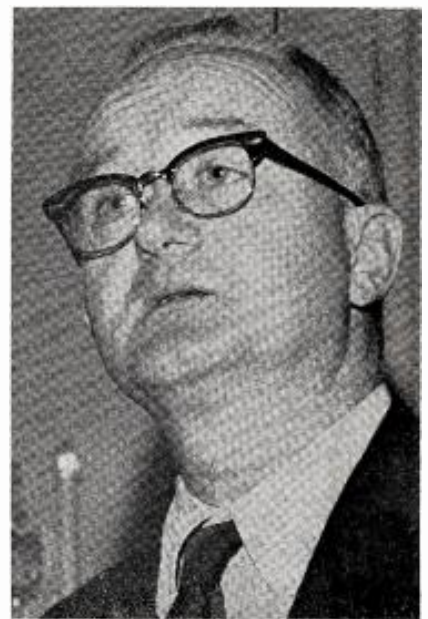
senthal (D-N.Y.) introduced a bill to provide research on products and to require that the products be tagged with "Info-Tags" telling consumers what they are made of.

But even beyond those acts aimed at providing the consumer with more information, the climate in Washington could be sensed in the passage by Congress last year of the automobile safety legislation. Even earlier the mood of Congress was evident with the passage of the law requiring precautionary messages on cigarette packages—and more recently by the announced intention of Senator Magnuson to require the tar and nicotine content of cigarettes to be mentioned in advertising.

Mr. Doyle's call for cooperation was not the first such warning from the advertising fraternity; last December William J. Colihan, executive vice president of Young & Rubicam, recommended that industry, advertising and media join with the government in a White



Senator Hart



Donald F. Turner

House consumer conference to work out plans for securing product information and channeling it to consumers.

Even more recently, Peter Allport, president of the Association of National Advertisers, urged industry to participate more actively in local consumer organizations and to intensify its efforts at self-regulation.

Rallying Round ■ Advertisers however found at least one friend in Washington. At last week's AAF meeting, Senator Everett Dirksen (R-Ill.), minority leader, warmed the audience when he said he would fight against government controls over advertising.

The group stood and cheered one of its own when Charles Gould, publisher of the *San Francisco Examiner*, opposed all government moves that might "tamper" with free enterprise.

The need for increased consumer information was deprecated by Bert C. Goss, chairman of Hill & Knowlton, New York public relations firm.

The defense of advertising repeated much of the criticisms of the government's intrusion into the field voiced by industry leaders last October at the meeting of the Association of National Advertisers in Colorado Springs. There, Neil McElroy, chairman of Procter and Gamble; Thomas Adams, Campbell-Ewald president, and John Hobson, chairman of Hobson, Bates & Partners, London, urged advertisers to close ranks against federal regulations (BROADCASTING, Oct. 31, 1966).

Turner's tune is unchanged

First, he denies those charges, then he repeats things they said he said

Donald F. Turner, antitrust chief of the Department of Justice, who last spring brought advertising into the antitrust picture as a possible element in monopolies, defended himself vigorously last week against what he termed were misinterpretations of his speech last June. But, he then went ahead and said some of the same things his accusers said he had said before.

As chief of antitrust enforcement for the Department of Justice, Mr. Turner's views are significant to the whole business community. When he says that large-scale advertising might be construed as an element in Sherman Act complaints, his views become meaningful to the advertising business.

Speaking to the Washington meeting

of the American Advertising Federation, Mr. Turner referred to the "misapprehension . . . bordering on the massive" drawn from a speech he delivered last June to the Federal Bar Association. At that time he posted the theme that large advertising budgets used by large companies could be considered an aid to monopoly positions. At that time he also suggested that a temporary limit on advertising expenditures might be imposed on a company convicted of violating the antitrust laws in order to permit competitors to reach a competitive level in the marketplace.

In last week's speech, Mr. Turner explained that he had said "simply that [advertising] appeared to have sufficiently adverse effects on competition in a sufficient number of cases to warrant concern; and that it fell sufficiently short of providing consumers with adequate information to cause concern on that ground alone. . ." (see separate story, page 30).

Acknowledging that there are differences of opinion among economists on the relation of advertising to monopoly, he said some studies indicate that this relationship is weak. But, he continued, a recent study shows that the correlation is "quite significant."

It is presumed that Mr. Turner was referring in the first instance to the findings reported by Dr. Jules Backman, research professor in economics at New York University, at the October meeting of the Association of National Advertisers in Colorado Springs. This report showed, Dr. Backman said there, that advertising is highly competitive, not anticompetitive (BROADCASTING, Oct. 31, 1966).

Mr. Turner declined to divulge the new study he referred to last week; this is another academic study, it was learned, which is due to be published soon in a professional journal. A copy of the manuscript had been submitted to Mr. Turner for his comments, and he has returned it to the author.

Significant ■ After this acknowledgment that there are two schools of opinion on the effect of advertising on monopoly, Mr. Turner essayed his own view: There is a relationship in some instances.

" . . . the existence or lack of existence of any relation between heavy advertising expenditures and monopoly is best tested by looking directly to the relation between advertising and monopoly profits. When this question is asked, it is my own view that the best analysis to date shows that the relation is a significant one, that advertising probably accounts for monopoly profits in a significant number of cases. . . ."

Repeating again what he had said last year, the antitrust chief said that "it may be perfectly appropriate" to

impose limitations on advertising expenditures for a short period of time in order to help "dissipate" the monopoly of a firm or group of firms found guilty of violating the Sherman Act. And, he added, "I have also suggested that advertising economies should not be accepted as a justification for a merger otherwise violating Section 7 of the Clayton Act. . . ."

A company can violate the Sherman Act by the "predatory" use of advertising expenditures, Mr. Turner observed. Just as price cutting below out-of-pocket cost is a violation of the Sherman Act, he said, "it is a violation to spend large amounts on advertising or other promotion which make sense only on the assumption that competitors will be driven out of business. . . ."

He concluded, however, that there is "no good reason to believe that such an approach [legislation to restrain advertising] is likely to be adopted or that it should be. . . ."

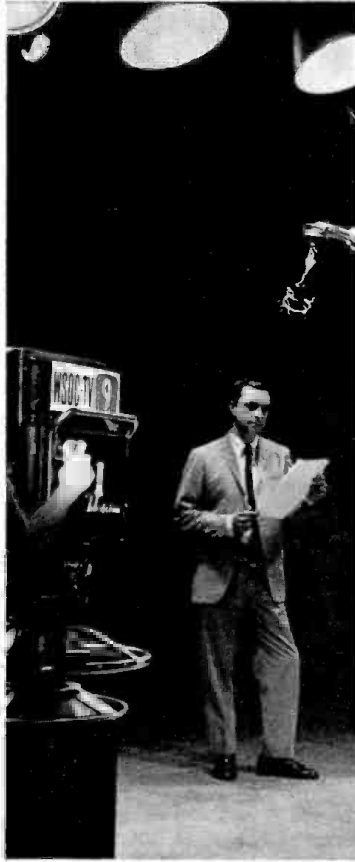
Hart plans law revealing facts

Believes government should let public in on studies that it makes

Senator Philip A. Hart (D-Mich.), a congressional leader in the consumer crusade, last week indicated the long-discussed government involvement in product information dissemination may be approaching the end of the talking stage and nearing the legislative stage.

Addressing the ninth annual government relations conference of the Advertising Federation of America in Washington, Senator Hart again touched on the proposal advanced by other federal officials that the government should supply product information to the consumer that advertising currently does not furnish. A spokesman later said the senator was drafting legislation that would authorize government agencies that test products to release to the public the information they gather. These include the Bureau of Standards and the General Services Administration, the main purchasing agent for the federal government. These two agencies now test almost every type of product imaginable—products ranging from luggage and clothing to trucks and construction equipment—to determine which are the best buys for the voluminous government shopping list.

This legislation is expected to be in-



Charlotte's WSOC-TV



The action station in the action city!

If you recently had moved to Charlotte, you would be among the new-comers that have swelled this city's population 58% in the past decade. Your family's favorite station here would be WSOC-TV. Top choice in homes with children; the college educated, young marrieds. Within a 75-mile radius of Charlotte there are 129 smaller cities and towns. Their populations range up to 47,000. WSOC-TV can give you more action for your money in this entire Charlotte market. Let us or your H-R man show you.

NBC-ABC/Represented by H-R



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIP AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WTIC-TV, Pittsburgh.

troduced within the next few weeks and it will reportedly try to steer clear of product recommendation. Instead it would merely report the results of tests on performance and content of this multitude of products, a move that might have far-reaching economic impact. If, for instance, the government report revealed that the ingredients or contents of all the items in a certain product line are nearly identical, the advantages or disadvantages generated through advertising could be negated.

In trying to clear the way for such a measure at the Washington gathering last week, Senator Hart said "the 58-second TV commercial could not be expected to list product net weight, the cost per ounce, the ingredients and so on . . . but that information ought to be available to the consumer somewhere along the chain of merchandising wants that lead to the check-out counter." And, he continued, "it should not hurt advertising if the government seeks to encourage the dissemination of basic facts in other ways."

Points to Problems ■ The lawmaker, who last year held hearings into complaints by smaller advertisers that large firms receive discriminatory advertising advantages from the broadcasting networks, also told the group that the responsibilities of government and industry should not be held to be incompatible. He noted, however, that some problems could and do arise in advertising that can have anti-competitive effects and, he said, moves or statements by antitrust agencies touching on advertising are motivated by a desire to encourage competition, not stifle free enterprise. "Advertising is not sacrosanct and shouldn't expect to be treated as if it is," he continued.

Senator Hart's proposal follows closely on the heels of a recommendation made recently (BROADCASTING, Jan. 16) by Representative Benjamin S. Rosenthal (D-N.Y.). Representative Rosenthal introduced legislation that would establish a government bureau to test products and tell the public about the findings through "Info-Tags" attached to the merchandise. This testing and tagging would be done with the cooperation of interested industries and would also try to shy away from product endorsement, confining itself to listing characteristics of the product. Representative Rosenthal also recommended, although he did not introduce legislation, that government fact-finding agencies release data that would aid consumers in making informed purchases.

The twin congressional moves are part of an increasing groundswell in the area of customer protection. Also in the forefront of this drive is Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Commit-

Ad code praised by LBJ

White House acknowledgment of advertising's efforts to keep its own house clean was shown last week. Delegates to the American Advertising Federation's Washington conference last week heard a message from President Johnson praising the advertising code of American business.

The code was developed last year by the ad men in conjunction with the Better Business Bureaus, and is based on a local campaign developed by the Advertising Club of Dallas.

The President noted that the "unparalleled prosperity we have enjoyed for the last several years reflects confidence in the quality of goods placed on our markets. That confidence has been respected and preserved by an overwhelming majority of American advertisers. It can be strengthened by promoting the code for truth in advertising."

More than 50 national organizations have subscribed to the code and the AAF members are concentrating this month on recruiting thousands of individual businesses to the code.

tee and its new Consumer Affairs Subcommittee. Senator Magnuson has already mapped out the road he intends to travel in this field (BROADCASTING, Jan. 23). In an address to the Senate, he outlined a plan of action which included a renewed effort to pass a bill requiring the display of nicotine and tar contents in cigarette advertising. He also covered such areas as support for a fair credit advertising act, similar to the long-delayed truth-in-lending bill; a guarantee disclosure act to require guarantees and advertising to clearly and conspicuously disclose the terms and conditions of the guarantee; and other bills to combat hazardous household products. He introduced the last bill last week. The move received the endorsement of the Electronic Industries Association which said it had been concerned with the subject for over 25 years and already had a consumer product safety committee active in this field. Also last week Senator Magnuson said he had been encouraged by the "apparent readiness of industry" to try to work out solutions with government officials in packaging problems as a result of the truth-in-packaging legislation passed last year. Earlier Senator Magnuson, who had been a supporter of a strong packaging bill,

had expressed doubt as to the adequacy of the act's voluntary packaging provisions.

Also in the Senate, a version of the truth-in-lending bill, that would require full disclosure of all credit charges by the lender, has received the support of 22 members after its introduction by Senator William Proxmire, (D-Wis.). Another piece of consumer legislation introduced recently was a bill to regulate trading-stamp companies. Introduced by Representatives Lester Wolff (D-N.Y.) and Ken Hechler (D-W.Va.), the bill would create an agency to regulate these firms, determine how much stamps add to the price and work out some system of taxation for unredeemed stamps.

Turner for more information

Criticism of emotional advertising emphasized by Justice official

Donald F. Turner, assistant attorney general in trust of the Department of Justice's antitrust division, last week repeated his observations about increasing the flow of consumer information to consumers, but this time he directed his remarks to advertising men and he was a little more critical of image and emotionally directed advertising.

Last June, Mr. Turner suggested, before the Federal Bar Association, that some form of transmittal of factual information on products be made more available to consumers.

Last week he added a few more details, but he admitted that Justice has done nothing in the field.

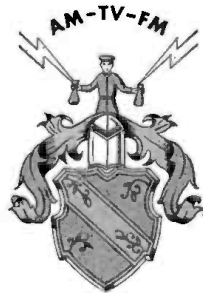
Mr. Turner's thesis is that advertising does not provide the consumer with the kind and amount of information he needs for making "rational choices." To Mr. Turner informed choice requires that the consumer knows (1) that a product exists, (2) how the product performs, and (3) how this performance "stacks up" against the performance of possible substitutes.

Thus, he observed, "if advertising tells the consumer no more than that a product exists, it doesn't do the informational job required. In fact, what is worse, if advertising neglects to tell the consumer objectively about a product's performance, but concentrates on mainly imaginary, emotional, or otherwise irrelevant product appeals, it misdirects the consumer's attention."

And, he added, if such advertising succeeds in "conditioned-response pur-

Wise guy

Talleyrand said, "There is one person who is wiser than anybody, and that is everybody." To our way of thinking, there is a lot of WISDOM in that statement. We keep it well in mind in our programming.



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

chasing behavior and suppresses or detracts from those relevant product characteristics that are essential to informed consumer choice, its effects on consumer purchasing behavior are not merely neutral, but negative."

Gives Examples ■ As an example of this negative effect, Mr. Turner named aspirin and gasoline—products that are virtually identical with those of competitors.

And, he added, the nature of the advertising medium "such as TV where the advertising message is by nature fleeting," makes it difficult for the advertiser to convey a significant amount of useful information.

The most promising approach for providing consumers with the information they would need to make correct choices in their purchases, Mr. Turner said, is through developing new sources of information and new methods of bringing this information to the attention of customers.

This would not only eliminate the adverse impact of large scale advertising on competition, he said, but the "effectiveness of advertising designed to persuade consumers that products were different would be sharply curtailed if not nearly eradicated."

The availability of information on product characteristics, Mr. Turner added, would have such beneficial results as "the probable redirection of advertising effort toward stress on those performance characteristics in which the particular seller's product is superior."

A fruitful subject for investment of research funds by the government,

foundations or other private groups, he added, might be an investigation of the various possibilities for developing a consumer information program.

In his concluding remarks, the anti-trust chief maintained that reliance upon the seller of goods "has not provided consumers with anywhere near the kind and amount of information they need in order to make intelligent choices among competing products. . .

"I find it hard to see any good reason why we should not make a serious effort to find new and effective ways of distributing products information to consumers. After all, this would give the informational techniques of private sellers some healthy competition, and I assume you all agree that competition is a fine thing."

Kind words, too, for advertisers

Dirksen, others point to benefits of free enterprise system in America

Advertisers found the picture last week not as black as it had been painted by some government officials—notably Senator Philip A. Hart (see page 28) and Assistant Attorney General Donald Turner (see page 28). The ad men found they had some federal support

in their corner.

Senate Minority Leader Everett M. Dirksen (R-Ill.) spoke out against government-controlled advertising and promised the AAF he would do everything possible to stop it. "It's not coming insofar as my feeble power will enable me to stop it," he told a luncheon audience Wednesday (Feb. 8).

Senator Dirksen was on hand to receive the AAF's first annual award for improving advertiser/government relations and his speech left no doubt as to why he had been chosen.

He expressed support for the First Amendment, that of free speech, and the "basic freedom" inherent in it. That right, he maintained, includes the freedom to "tell the people of this country what goods and services you offer so long as you don't rely upon fraud and deception in order to do it." That, he said, is a duty as well as a right.

Big Contributor ■ In addition to simply selling goods, advertising has made an "absolutely majestic" contribution to literacy, he pointed out. If the government, he continued, moves in on the feeling "that is in the hearts of most Americans—the simple right to pick and choose . . . then nearly everything is gone."

It is advertising that makes it possible, the senator charged, for "every housewife . . . husband . . . young man . . . boy and girl [to] walk out and look into the windows and see the merchandise and not be compelled to take this or that, but has the right to pick and choose because they read the ad."

The senator's speech was just what the ad men wanted to hear. But their loudest cheers had come earlier that day when a newspaper executive decried a government overpopulated with bureaus and agencies by saying "as a taxpayer I can't afford any more planned protection."

Charles Gould, publisher of the *San Francisco Examiner*, drew a standing ovation from the more than 350 delegates when he attacked all the government agencies that might "tamper with the free enterprise machinery." Free enterprise, he said, has made this country great, and unwarranted intrusion by the federal government has gotten to the point where it does little more than add to the taxpayer's burden.

Critical of Turner ■ He aimed a direct blast at Mr. Turner's plan to create a federal bureau to "grade and evaluate all consumer goods and services." This type of plan he told his receptive audience was nothing more than "foolish fantasy."

He also aimed a salvo at those critics who charge that advertising only makes the big bigger and who look at large advertising expenditures with one eye, keeping the other orb on possible mo-



The American Advertising Federation last week gave its first annual advertising and government relations award to Senator Everett M. Dirksen (R-Ill.) (r). The presentation, made by AAF Chairman Donald A. Macdonald, Dow Jones & Co., cites Senator Dirksen's "leadership" in improving advertiser-government relations and for "emphasizing the obligations both business and government have toward the preservation and further development of the American free enterprise system."

We've Added *More Color*
to Biscayne Boulevard!



America's Newest and Finest
Local Color Television Facility
is in Miami!

The Most Colorful
320 Feet on U.S.1!

WLBW - TV
MIAMI, FLORIDA



KIND WORDS TOO FOR ADVERTISERS continued

nopolistic practices. If this were the case, he said, how could Coca-Cola with its millions of ad dollars have allowed Pepsi-Cola to get a share of the soft-drink market?

And, he asked, why did the Edsel, with a multi-million-dollar advertising campaign and all the strength and prestige of the Ford Motor Co. behind it fail? The answer to these questions, he said, lie in the marketplace with the consumer and in the consumer's free choice of product.

A government supporter was Dr. James Goddard, chairman of the Food and Drug Administration, who said he had found much progress in drug advertising. FDA and advertisers, he said, are "beginning to make progress toward some issues that have divided us. . ."

And the chairman of the AAF—a union of the Advertising Federation of America and the Advertising Association of the West—Donald A. Macdonald, Dow Jones & Co., told the delegates at the opening session Monday (Feb. 6) that although advertising's place in the free economy has changed little over the years, "the climate in which it operates has chilled somewhat." He pointed to the "Partners-in-Advertising Progress" program initiated last summer as having "caused a feeling of positive direction to be generated throughout our organization."

The program calls for: safeguarding advertising against needless, unfair and unwarranted restrictive legislation; improving advertising and the environment in which it operates to build greater

public, government and business confidence, and promoting better understanding of advertising's function and its contribution to the economic growth.

Stronger Staff ■ The AAF members also approved a plan to strengthen the Washington staff. Donald Wilkins, AAF vice president and manager of the Washington office, said Thursday (Feb. 9) that he hoped to shortly add three staff members, including one staff executive, and move into larger quarters.

Outspoken Comment ■ Another critic of proposed government-sponsored consumer information was Bert C. Goss, chairman of Hill and Knowlton Inc., New York-based publications firm. What demands, he asked, are there from housewives "that the government set up a testing bureau and pass this information back to them?"

He pointed to the Consumer Union, "in existence for several decades" with a circulation that "remains infinitesimally small compared with the total number of consumers," and the free and minimal-charge government publications which gather dust in storerooms because they don't really meet a need.

When a government publication such as *Infant Care* or *The Child from One to Six* comes along, he noted, it "truly meets a need" and sells in quantities that dwarf the circulation of "Gone with the Wind."

But, he charged, there is a world of difference between "helpful hints volunteered" and a "proposal to use government 'ratings' of new products." Consumers haven't asked for the latter, he

noted, adding that putting the fate of new products in the hands of a political entity and granting government prestige to a selected producer "brings up all kinds of worrisome and serious threats" to our economic system.

That consumer opinion is apathetic, he said, is no secret. It is in line with the "general public's knowledge or lack of knowledge about economic affairs in general. Consequently, we should be very chary about saying consumers demand such and such or the public favors this and that. . ."

But, he cautioned, this public reaction or lack of it doesn't mean that when asked if there should be a law the public will not say yes. If there is to be effective consumer protection and service, he added, it must start from an adequate knowledge of the consumer.

From a major agency executive the advertisers were warned that the forces for consumer protection are growing and government-consumer industry problems will get worse in this era of a protect-the-consumer government. Ned Doyle, executive vice president of Doyle Dane Bernbach, New York, said it is "vitaly essential that government and business work together."

The public is entitled to protection, he said, adding it was unfortunate that business generally hasn't regulated itself well enough to have avoided the creation of so many government agencies.

Weather Casualty ■ Mr. Doyle was stranded in New York by a snow storm and his speech was read by Victor Elting Jr., vice president of Quaker Oats and a director of AAF.

The advertising executive was also critical of the government's failure to use "advertising skills" to solve international image problems. He proposed that businesses spending more than \$2 million a year contribute to a fund, that these funds be matched by the government, and that the money be used to sell the U. S. to others.

The skilled individuals in advertising, he said, "can do the job that no amount of skilled congressmen or informed ambassadors can do."

Advertising drew praise from John H. Johnson, publisher of *Ebony* magazine, for being a "major factor in building dreams in the ghettos of America" and for stimulating "hundreds of thousands to pull themselves up by their bootstraps in findings the wherewithal to make those dreams come true."

He assailed those who charge advertising with being an economic waste, claiming it is rather "an indispensable tool for eliminating economic waste and propelling our economy to higher levels of consumer satisfaction and service. Instead of sowing confusion, advertising performs the necessary service of educating and guiding consumers. . ."

'Ad day' programs seen as industry need

Advertising men last week were urged to go one step beyond the regular ad club luncheons by sponsoring advertising-day programs to properly tell advertising's story at the grass-roots level.

The suggestion came from Norman E. (Pete) Cash, president of the Television Bureau of Advertising, speaking in Washington on Wednesday (Feb. 8) at the TVB breakfast held in conjunction with the American Advertising Federation's annual conference (see page 27). TVB also showed its new film "Tel-empathy—the Language of Involvement" which describes how the viewer becomes involved in TV through programing and commercials.

Mr. Cash said that too little is known about and told about advertising's contributions to the life and economy of a community. Getting

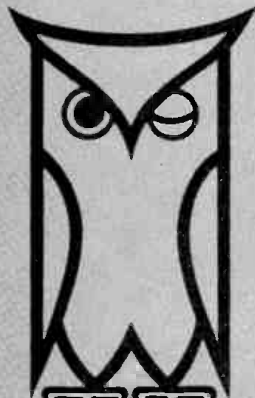
the story across by documentation in local communities can produce favorable opinion that will reach from the city level to the federal offices in Washington.

Advertising today is vastly misunderstood, he said, noting that "people in all sorts of positions have called our business all sorts of names. We are accused of creating monopolies, of keeping out the small advertiser, of misleading the public, of doing a wide range of things, few of which are good and few of which are correct."

The advertising-day proposal, as outlined by Mr. Cash, would be "a series of local meetings—beyond the ad club luncheons—to talk about users of advertising.

He explained that this group would include those who use advertising but don't realize it.

Who's Who in Des Moines Television?



WHO TV

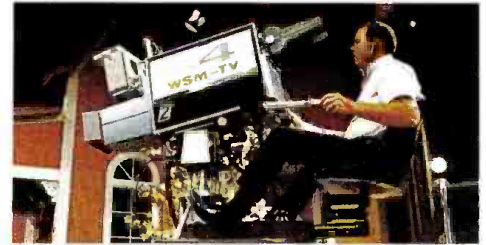
...that's who!

NB COLORFUL 13 • DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.



**Every week
new G-E live-color
cameras bring
Grand Ole Opry
to millions of homes
all over America.**



**WSM-TV in Nashville
owns four
General Electric PE-250's.**

Grand Ole Opry, for 41 uninterrupted years the country music sound heard 'round the world, is now delighting millions on color television.

For the first time, all the rhythm, character, and brilliance of this truly American musical spectacular are being captured in full color — for 14 major markets — by new G-E PE-250 live-color cameras.

A prestige program — a prestige station. A natural for G-E PE-250's, with their modern four Plumbicon* tube pickup, all-transistorized circuits, compactness, and light weight.

These are just some of the reasons why G-E PE-250's are used for Grand Ole Opry — and why they're on the air for other major stations and group ownerships across the country.

See for yourself. Watch the colorful Grand Ole Opry — in color — this week from Nashville. General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-39

*Registered Trademark of N. V. Philips' Gloeilampenfabrieken of The Netherlands.

GENERAL  ELECTRIC





(Our April Marketbook will
share the same fate.)

That's what happens when you publish the most up-to-date, comprehensive, nationwide TV coverage analysis available -- it really gets a going over. The scope of our April Marketbook makes it "must" reading for all. The first major redefinition of audience-marketing since 1961, it will include the latest TV-home data for every county in the U.S.; a completely new county-by-county break-down of every television market; plus an up-to-the-minute comparison of television markets vs. standard metropolitan markets.

The exhaustive research necessary for an in-depth study of this nature pays extra dividends to you as an advertiser . . . prolonged and repeated exposure to the pivotal decision makers vitally concerned with the flow of expenditures in *your* market. The specialized format provides you with a singular opportunity to present your facilities in the perspective of your immediate market conditions. Call or wire us today and reserve your space opposite your own market listings. Don't miss out -- it may be some time before such an opportunity presents itself again.

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The strategy that's selling Canadian Pacific Airlines

When Hoefer, Dieterich & Brown, San Francisco, was awarded the \$500,000 Canadian Pacific Airlines account last summer, its mandate was to develop traffic for the new daily nonstop jet flight from the northern California city to Vancouver, B. C. How the agency carried out this assignment by giving the client a new look and diversified media push was told to members of the San Francisco Advertising Club last week by James C. Nelson Jr., HD&B's vice president and creative director.

Addressing a luncheon meeting of the ad group, Mr. Nelson explained that the key problem was how to

make the airline look different from the 18 other lines flying into the San Francisco International Airport. "It was to be, in short, a new-product introduction," he said.

The official theme of this introduction became "Fly the airline with the Canadian accent" and the new product was put in a new package. Both theme and package were implemented by the refashioning of the uniform worn by the Canadian Pacific stewardesses to "reflect the character" of Canada. The object was "to interpret the place the airline came from" in "attractive and meaningful terms." The girls were given green hunting caps, scarlet jackets,

tartan skirts and silver-buckled shoes to wear. This visual accent was promoted in heavy print, outdoor and direct mail campaigns.

The same visual feeling was attempted in radio. A composer-arranger created a musical theme that suggested the "foreign but not-very foreign, more Canadian than Scotch-British, but not really devoid of a Scotch-British nature of the client, his product and the campaign."

The result was a flight of three 60-second and three 30-second spots running on a number of AM and FM stations in the San Francisco area. There is no TV at this time.

Wider wingspread via TV for TWA

Trans World Airlines Inc. is flying toward a record-breaking TV budget in 1967, spurred by its first network thrust to reach potential passengers in localities distant from the cities it directly serves

TWA's new strategy was outlined last week by L. D. (Larry) Stapleton, vice president in charge of advertising and sales promotion for the company, and Eugene A. Raven, vice president and management supervisor on the TWA account at Foote, Cone & Belding. In the first quarter of 1967 alone, TWA, in its first network TV effort, will spend approximately \$1.5 million, while continuing its steadily growing investment in spot TV which reached close to \$3 million in 1966.

The centerpiece of TWA's network TV splurge in the first three months of 1967 will be the company's full sponsorship on Wednesday (Feb. 15) of *The Golden Globe Awards* (NBC-TV, 10-11 p.m.), an annual presentation of the Hollywood Foreign Press Association for excellence in motion pictures and television in the U. S. and abroad. In addition, Mr. Stapleton said, TWA has bought one-minute participations in various network series between Feb. 15 and March 30 for a total of 20 announcements in the first quarter.

Mr. Stapleton pointed out that TWA's maiden flight into network TV has the primary objective of informing prospects that TWA is a national and international carrier and that potential passengers in cities other than those in which TWA originates service can easily make connections to TWA-served cities. The 60-second commercials focus on the

importance of the travel agent in arranging flights and accommodations; low fares to Europe; TWA's family plan, and its inflight services. A heavy promotional campaign stresses the role of interline carriers that connect with TWA.

Mr. Stapleton added that TWA's budget for network TV will come in part from increased expenditures and also from a reduction in magazine advertising, which heretofore had been the backbone of the company's effort in reaching prospects on a nationwide basis. He indicated that spot-TV expenditures in 1967 would remain at least constant with those of 1966 and that network TV could expand if first-quarter results live up to expectations.

TWA began conservatively in TV in 1962, spending about \$462,000 in the New York market only, according to Mr. Stapleton. It expanded to four markets in 1963 and by 1966 was represented in spot TV in 10 major cities



Trans World Airlines is slanting its commercials to various prospect groups, including (above) "the first rider," as part of a campaign emphasizing the national and international service provided by TWA.

for a total investment of almost \$3 million. Though Mr. Stapleton would not reveal TWA's total TV budget in 1967, the expectation is that with the added network spending, the figure should exceed \$5 million.

Barcolene's 'Defend' gets spot-TV push

The Barcolene Co., Boston, maker of Defend "germ-proof" fabric softener and spray disinfectant, has begun a \$250,000 campaign in about 10 major eastern markets with nearly all of the money—approximately \$200,000—devoted to radio and TV.

The two-product Defend campaign, organized by Barcolene's agency, Firestone & Associates Inc., Philadelphia, is expected to continue through the summer in such cities as New York; Boston; Philadelphia; Providence, R. I.; Baltimore; Washington; and Detroit, Grand Rapids, Flint and Saginaw, all Michigan. Emphasis is placed either on the softener's effect in "combating germs that cause staph infection, diaper rash and other illness," or on quality of the new spray product as a room deodorizer and controller of germs.

Compton gets all ADA billing

American Dairy Association, Chicago, announced last week it is consolidating its advertising account at Compton Advertising there. Compton already handles the fluid-milk segment of the business. Butter, cheese and other portions of the account presently at Campbell-Mithun, Chicago, will be moved to Compton in split phases ending Aug. 31. ADA has been a regular broadcast advertiser.

\$370 million in agency switches

\$230 million in radio and television billing changed hands in 1966; Plymouth was biggest account; 1967 starts at pace that may set record

The U. S. advertising-agency exchange operated at a dizzying pace in 1966 with approximately \$230 million in broadcast billing changing agencies. The accounts represented more than \$370 million in over-all advertising volume.

And the feverish activity of 1966 has carried over into 1967. In the first five weeks of 1967 alone, more than \$35 million in billing has been earmarked for new agencies, covering accounts of approximately \$21 million in TV-radio. The 1967 account moves already include business from such king-sized advertisers as Alberto-Culver, Hunt Wesson Foods, Lever Brothers, National Dairy Products Corp., American Home Products and Cities Service Oil Co.

Even More This Year ■ Judging by early 1967 activity, the year promises to overshadow 1966, which emerged as a record-shattering year on a grand scale in terms of both broadcast and total expenditures on the move. Total billing shifted in 1966 dwarfed 1965 (\$263 million) by more than \$107 million and the broadcast figure eclipsed the 1965 total of \$198.5 million by more than \$30 million.

Traditionally and characteristically the first six months of the year constitute "moving time" in the advertising community. And 1966 held to the pattern.

In the first half of the year, for ex-

ample, \$237.1 million in over-all billing was involved in agency transfers, of which \$146.2 million was in TV-radio. The last half was not quite so turbulent; an estimated \$133 million in total expenditures changed agency hands, of which more than \$84 million was in broadcast.

Why Move ■ The reasons for the transfers were varied and, in some instances, seemed paradoxical. For example, some stated explanations involved the desire to consolidate pieces of accounts under one roof to simplify operations, and, in others, to spread portions of accounts through various agencies to obtain diversified skills and approaches.

Other considerations dictating agency realignments were product conflicts in some cases, and in others, personality clashes or differences over policy.

The 1960's have been an era of volcanic changes in client-agency relationships. A five-year comparison of BROADCASTING studies on account movements (see table, page 44) shows that since 1962 total annual billing involved has more than doubled (from \$160.1 million in 1962 to \$370 million in 1966), while broadcast billing represented in changes has almost tripled (from \$85 million in 1962 to \$230 million in 1966). The past three years in particular point up the volatile nature of the advertising business.

Undoubtedly, one factor that has con-

tributed to the vast volume traded is that advertising itself has grown substantially over the past five years resulting in a broader base of investment at advertisers' disposal. The expansion ties in with a corollary development: The proliferation of new products and brands which sometimes has led to account realignments.

Fewer Mergers ■ The trend toward merger decelerated in 1966, but there were still repercussions from the consolidation spree of 1965 when an estimated \$700 million was involved in agency amalgamations. After a year of shakedown, some advertisers seemed inclined to assign at least some of their products to other agencies because of product conflicts or because of dissatisfaction with the merged organization.

Major account shifts during 1966 centered on the drug-and-cosmetic and the cigarette categories. More than \$100 million in drug-and-cosmetic billing and almost \$50 million in cigarette business were involved in reassignments.

The largest single agency hands during the year was the Plymouth Division of the Chrysler Corp., totaling \$30 million, which was assigned to Young & Rubicam from N. W. Ayer & Son. The account bills about \$12.5 million in TV-radio. For Ayer, the loss of the Plymouth ended a 23-year association.

The largest broadcast business on the

The top radio-TV account changes last year

Advertiser	Billing		New agency	Former agency
	Radio TV	Total		
	(in millions)			
1. General Foods	\$16.0	\$18.0	Grey, DDB	B&B, Y&R, FC&B
2. Gillette	15.9	21.1	BBDO, DDB, Tinker, FC&B	Clyne Maxon, North
3. P. Lorillard	13.0	15.0	Grey	L&N
4. Chrysler Corp.	12.5	30.0	Y&R	N. W. Ayer
5. Liggett & Myers	11.0	15.0	Compton	JWT
6. Alberto-Culver	10.1	14.0	JWT, Knox Reeves, Campbell-Ewald	BBDO
7. R. J. Reynolds	9.4	10.0	DFS	Esty
8. Miles Laboratories	9.0	10.0	Tinker	Wade
9. Colgate-Palmolive	8.8	9.5	Esty	D'Arcy
10. P. Ballantine & Sons	7.5	9.0	SSC&B	Y&R
TOTALS	\$113.2	\$151.6		

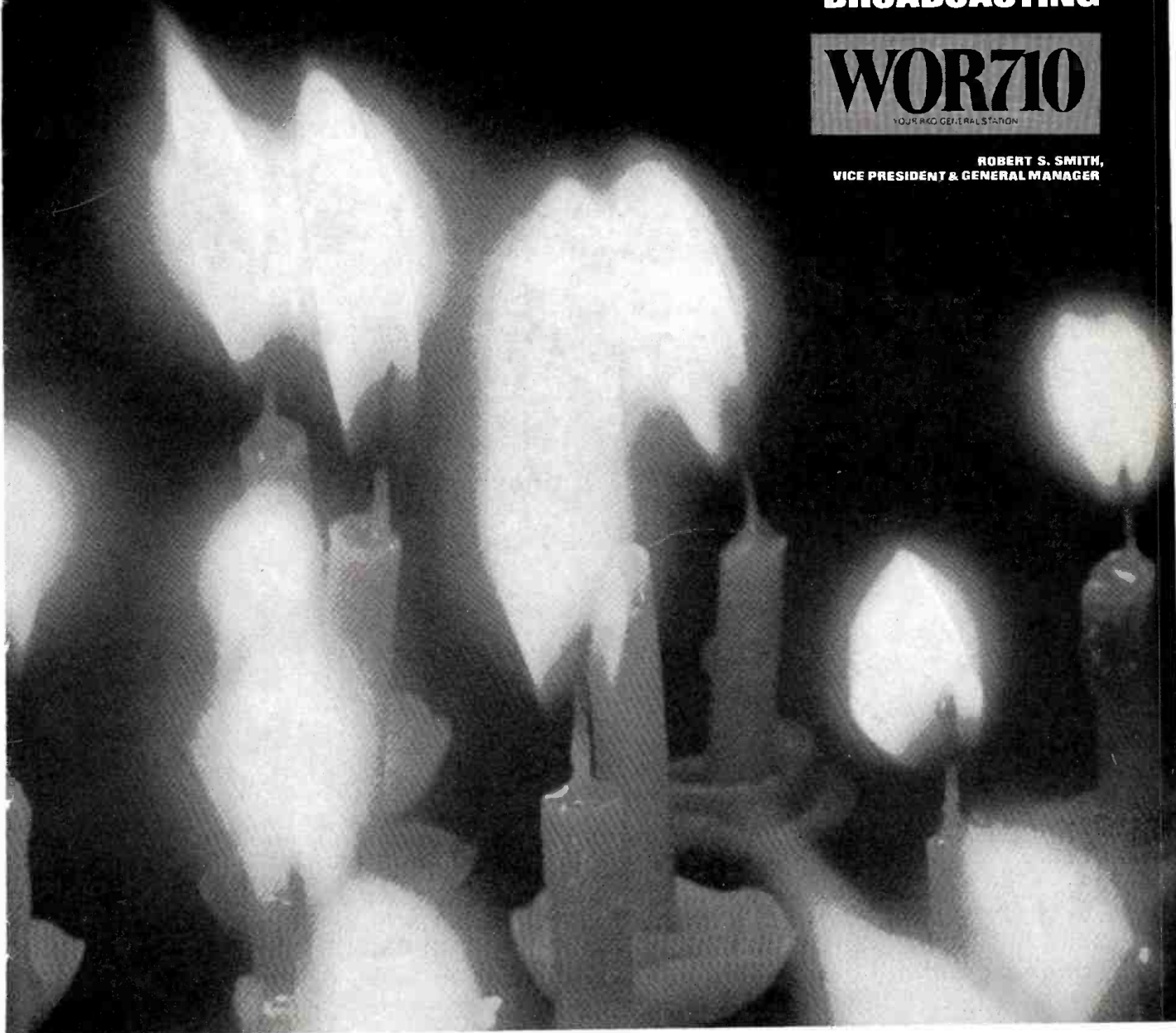
**THE 1967
SEVENTH ANNUAL
"MIKE AWARD"
TO WOR-AM,
FEBRUARY, 1967**

from Broadcast Pioneers, Inc.,
Broadcasters' Foundation, Inc.
for distinguished contributions
to the art of broadcasting
and in recognition of dedicated
adherence to quality, integrity
and responsibility in programming
and management.

**FEB. 22, 1922-1967
45 YEARS OF
DISTINGUISHED
BROADCASTING**

WOR710
YOUR RKO GENERAL STATION

**ROBERT S. SMITH,
VICE PRESIDENT & GENERAL MANAGER**



The accounts that moved in 1966

ACCOUNT	TO	FROM	BILLINGS (in millions)		ACCOUNT	TO	FROM	BILLINGS (in millions)	
			TOTAL	RADIO-TV				TOTAL	RADIO-TV
Admiral Corp.	Campbell-Ewald	Campbell-Mithun	\$8.0	\$3.0	Colgate-Palmolive Co. (Cue, Halo shampoo)	Esty	D'Arcy	9.5	8.8
Adolph's Ltd.	FC&B	Carson/Roberts	1.5	0.5	Continental Casualty Co.	PKG	MJ&A	2.0	1.6
Alberto-Culver					Crown Zellerbach Corp. consumer products	D'Arcy	DDB	1.7	1.0
VO-5 hairdressing					Duffy-Mott Co. Sunsweet Prune Juice	Rumrill-Hoyt	Tatham-Laird & Kudner	2.0	1.2
VO-5 conditioner					Mott's products				
Get Set					Fairmont Foods Dairy products	Bauer-Tripp-Foley	Tatham-Laird & Kudner	1.0	0.8
Mighty White	JWT	BBDO	10.0	7.1	Florida Citrus Commission	Lennen & Newell	Campbell-Ewald	3.5	2.5
VO-5 hairspray					Ford Motor Co. (corporate)	Grey	K&E	6.0	2.0
Kleen Guard					Frito Lay Inc.				
Subdue	Knox Reeves	BBDO	2.0	1.5	Frito corn chips & dip mixes	FC&B	D-F-S	3.9	3.85
Calm deodorant	Campbell-Ewald	BBDO	2.0	1.5	Cheetos	Y&R	D-F-S	0.3	0.2
American Bakeries Co.	Y&R	JWT	2.0	0.9	Gallo (specialty wines)	Burnett	FC&B	2.0	1.4
American Gas Assn.	JWT	Lennen & Newell	6.5	3.5	General Electric consumer electronics		Y&R	3.0	0.2
American Sugar Co.	Lewis & Gilman	Bates	2.0	1.4	General Foods				
Domino					Yuban coffees		B&B		
Anheuser-Busch Inc. Michelob beer	D'Arcy	LaRoche	1.1	0.1	Baker's chocolate and coconut		Y&R		
Armstrong Rubber Co.	Pritchard, Wood	L&N	4.0	2.0	Kool-Aid, D-Zerta, Pectins and Kool-Pops	Grey	FC&B	9.0	8.0
Associated Products (Rival Pet Foods)	D-F-S	Grey	1.5	1.2	Gaines Meal		B&B		
Bache & Co.	Albert-Frank-Guenther Law	Y&R	1.45	0.17	Dream Whip		Y&R		
P. Ballantine & Sons (beer)	SSC&B	Y&R	9.0	7.5	S.O.S., Tuffy and LaFrance	DDB	FC&B	9.0	8.0
Bankers' Trust	DDB	West, Weir & Bartel	2.2	1.5	General Motors corporate consumer	MJ&A	Campbell-Ewald	10.0	0.5
Braniff Airways	Wells, Rich, Greene	Tinker	6.5	0.15	Gillette				
Bristol-Myers Co. Vitalis	Y&R	Needham, Harper & Steers	5.0	4.0	Right Guard Foamy				
Softique	DDB	Needham, Harper & Steers	1.5	1.0	Sun Up	BBDO	Clyne Maxon	12.0	8.0
Resolve	DDB	Ogilvy & Mather	2.0	1.5	Heads Up				
Bristol-Myers Co. Ipana	Grey	Needham, Harper & Steers	2.0	0.15	Lady Gillette	DDB	Clyne Maxon	3.0	2.7
Canada Dry Corp. Carling Brewing Co. Stag Beer	B&B	J. M. Mathes	4.5	3.2	Techmatic	Jack Tinker	Clyne Maxon	4.1	3.6
Celanese Corp. of America Fibers Co.	Grey	West, Weir & Bartel	6.0	0.6	Gillette Paper-Mate	FC&B	North Needham, Harper & Steers	0.75	0.64
Chesebrough-Pond Angel Face Cutex	NC&K	JWT	1.5	1.0	Grove Laboratories Ammens	Gardner	Harper & Steers	1.0	0.9
Chrysler Corp. Plymouth	Y&R	Ayer	30.0	12.5	Hartz Mountain Products	Gumbinner-North	MJ&A	4.0	3.6
Climalene Co.	Allen, Anderson Niefeld & Paley	D'Arcy	1.0	0.9	Hassenfeld Bros. G.I. Joe	Fletcher	Bruns	4.0	3.6
					Hazel Bishop Inc. Plus White toothpaste	Spade & Archer	Daniel & Charles	4.2	2.8
					RD men's hair coloring				
					Amazing (shaving liquid)				
					Hertz Corp.	Carl Ally	NC&K	8.0	2.2
					Hudson Pulp & Paper	Marschalk	Grey	2.0	1.1
					Hunt-Wesson Foods		PKL	4.0	3.0
					Jackson Brewing		NH&S	2.0	1.1
					V. LaRosa & Sons	W-R-G	Hicks & Greist	1.0	0.9

move centered on portions of the General Foods account amounting to \$16 million in TV-radio, which were acquired by Grey and Doyle Dane Bernbach from Benton & Bowles, Young & Rubicam and Foote, Cone & Belding. The top-10 account realignments represented \$131.6 million in over-all billing and \$113.2 million in broadcast ex-

penditures (see box), as compared with \$103.3 million and \$84.3 million that were the respective amounts in 1965.

As always, account shufflings can be translated into acts of joy or of woe, depending on whether an agency is receiving or giving. A word of caution: Account changes do not always or necessarily indicate whether an individual

agency will wind up the year on the winning or losing side in terms of its total billing. It is one bench-mark. Other factors that affect an agency's billing are increased budgets from its existing advertisers and new-product assignments from them. In addition, the BROADCASTING study is pinpointed to broadcast-oriented accounts of \$1 million or more

ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV		ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV	
			TOTAL	TV				TOTAL	TV
Lever Bros.					Procter & Gamble				
Golden Glow	DDB	SSC&B	3.0	2.5	Dash detergent	PKL	D-F-S	5.0	4.5
Mrs. Butterworth's syrup	BBDO	JWT	0.8	0.4	Quaker Oats Co.	LaRoche, McCaffrey & McCall	DDB	3.5	1.9
Lever Brothers Inc. Stripe	Ogilvy & Mather	JWT	1.8	1.0	Quaker Oats and instant oatmeal, Mother's Oats				
Liggett & Myers Tobacco					Renault Inc.	Gilbert Adv. Agency	Daniels & Charles	2.0	0.9
L&M Filters	Compton	JWT	15.0	11.0	R. J. Reynolds				
P. Lorillard Co.					Camels	D-F-S	Esty	10.0	9.4
Kent	Grey	Lennen & Newell	15.0	13.0	Ronson Corp.	McCann- Erickson	Smith & Dorian	1.0	0.7
True	FC&B	Grey	3.0	2.0	Salada Food Corp.	NC&K	Goodis, Goldberg, Soren Ltd.	2.0	0.5
The Mennen Co.	JWT	W&L	4.0	1.0	Schick Electric Inc.	D-F-S	Norman, Craig & Kummel	4.0	2.5
Skin Bracer					Jos. Schlitz	Cunningham & Walsh	Post-Keyes- Gardner	4.0	2.5
Spray Deodorant					Shield Inc.	Harold Breitner & Co.	Norman, Craig & Kummel	1.0	0.6
Pushbutton Deodorant					Dante Inc.				
Lather shave cream					Singer Co.	Carson/ Roberts	JWT	1.0	0.4
Shave Talc					consumer-product (except sewing machines)				
Bath Talc					A. E. Staley	Campbell- Mithun	Clyne-Maxon	3.0	1.8
SofStroke shave cream					Sperry Rand Corp. (Remington)	Y&R	SSC&B	1.0	0.2
Scannon Ltd.					Studebaker Corp. STP Division	Arthur Meyerhoff	W. B. Doner Adv.	1.0	0.8
Mennen Co.					3M Co.				
Quinsana Foot Products	Grey	G-M-B	0.6	0.2	Chemical division	Y&R	MJ&A	1.5	0.4
Speed Stick Deodorant	Warren, Muller, Dolobowsky	G-M-B	0.5	0.3	Toni Co.	Tinker	Wade	2.0	1.7
Afta after-shave	Warwick & Legler	G-M-B	0.4	0.2	Casual hair color				
Miles Laboratories					United States Tobacco Co.	Needham, Harper & Steers	West, Weir & Bartel	1.0	0.1
Bactine					King Sano cigarettes				
Chocks vitamins					Skol chewing tobacco				
Nervine	Tinker	Wade	10.0	9.0	Mapleton smoking mix				
Mobile Oil Co.					Bowl of Roses smoking mix				
Specialized products	Fuller & Smith & Ross	Bates Bates	2.0 8.5	0.5 3.8	Vick Chemical Co.	B&B	Morse International	4.0	3.6
Consumer products	DDB				Formula 44				
Nestle Co.					Vicks cough drops				
Decaf instant coffee	VanSant, Dugdale & Co.	Warwick & Legler	1.5	0.5	Lavoris mouthwash				
Nestea products	Burnett	Warwick & Legler	2.4	2.2	Sinex nasal spray	Burnett	Morse International	4.0	3.0
Owens-Illinois Inc.					Vicks cough syrup				
Libbey Glassware	Mejdrum & Fewsmith	F&S&R	1.0	0.4	Wander Co.				
Philip Morris Inc.					Ovaltine	Earle Ludgin	Foote, Cone & Belding	1.5	0.75
Parliament	Burnett	Benton & Bowles	6.0	5.5	Warner-Lambert				
Alpine } Galaxie }	M-E	Burnett	3.0	2.6	DuBarry cosmetics				
Personna } Burma }	Wells, Riche Green Inc.	Benton & Bowles	2.0	1.0	Parfum Ciro				
Charles Pfizer & Co.					St. John's colognes				
Thos. Leeming & Co.	MJ&A	DDB	3.5	2.6	Jean D'Albret-Orlans				
Pacquin	Davis,	N. W. Ayer	1.0	0.3	Glissando	McCann- Erickson	L&N	1.5	0.7
Plymouth Dealers' Association—LA	Johnson, Mogul & Colombatto				West End Brewing Co.	W-R-G	B&B	2.0	1.2
Prince Macaroni Manufacturing Co.	Venet	K&E	0.6	0.3	Whirlpool	DDB	K&E	2.5	1.4
					Yardley of London	Bates	Johnston	1.5	0.6

and does not reflect print-heavy accounts.

Grey Big Gainer ■ The agency that led in new account acquisition in 1966 was Grey Advertising, which landed more than \$40 million in new business while relinquishing about \$6.5 million. Spearheading Grey's thrust was

the assignment of the \$15 million Kent business from Lorillard and sizable amounts from General Foods, General Electric, Celanese Corp., Ford Motor Co. and Bristol-Myers.

Young & Rubicam wound up 1965 with a comfortable edge in new-business procurement. It plucked almost \$40 million in billing by obtaining the choice

\$30 million Plymouth account, plus assignments from Sperry-Rand, Bristol-Myers, American Bakeries and the 3M Co. During the year Y&R surrendered almost \$14 million in billing from Balcantine, Bache & Co. and General Electric.

Doyle Dane Bernbach continued on its winning way in 1966. DDB obtained

an estimated \$29.5 million in new billing from General Foods (\$9 million), Mobil Oil (\$8.5 million), Bristol-Myers (\$3.5 million), Lever Brothers (\$3 million), Gillette (\$3 million) and Whirlpool (\$2.5 million).

Compton picked up the \$15 million Liggett & Myers (L&M Filters) business. Compton had no significant account defections during 1966.

Other agencies that made comfortable account advances during 1966 were Jack Tinker & Partners, Dancer-Fitzgerald-Sample, Leo Burnett Co., Campbell-Ewald and Wells-Rich-Greene. For the last-named agency, 1966 was its maiden year and it plucked almost \$12 million in billing income from mid-April through the end of December, at which time it was billing at the rate of more than \$15 million a year. This new agency is steaming along with such accounts as Braniff, West End Brewery and several Philip Morris products.

The Losers — On the dark side of the ledger, there were agencies that relinquish substantial billing during the year (some of which may have been recovered through increased spending from other clients). Agencies in this category included N. W. Ayer; Lennen & Newell; Clyne Maxon; Ted Bates; Wade; Norman, Craig & Kummel; D'Arcy, and Needham, Harper & Steers.

The sharpest jolt was handed to Ayer, which lost more than \$30 million of Plymouth business to Young & Rubicam. During the year there was no reported new business of consequence flowing to Ayer. It was the second straight year that Ayer lost a substantial and long-standing client: In 1965 United Airlines moved its \$11.6 million passenger account to Burnett, snapping a 26-year tie with Ayer.

It was a trying year for Lennen & Newell in the account realignment sector. It dropped approximately \$27 million in business while adding new accounts amounting to about \$3.5 million. L&N's heaviest setback was the loss of the \$15-million P. Lorillard (Kent cigarette) business, though the agency still retains more than \$15 million of Lorillard expenditures. L&N acquired the \$3.5-million Florida Citrus Commission account during the year.

Clyne Maxon fitted in to the category of agencies that merged and subsequently suffered account defections. Clyne Maxon, which operates as an independent agency of BBDO, dropped more than \$19 million of Gillette business during the year and the \$3 million A. E. Staley account, while reporting no substantial account additions.

Other advertising agencies with sizable account defections without accompanying account gains of significance were Ted Bates (\$12.5 million lost, \$1.5 million added); Norman, Craig & Kummel (\$12 million lost, nothing

They're moving more

For the past five years, and particularly since 1964, the pace of advertiser account switches has accelerated each year.

A five-year compilation by BROADCASTING of major TV-radio account moves from agencies at the end of each year reveals there was a slight increase in affected billing between 1962 and 1963, but subsequently, the moving boom was on.

Estimated dollars involved in account transfers of advertisers active in TV-radio for the past five years:

	Total (in millions)	TV-Radio Share (in millions)
1962	\$160.1	\$ 85.0
1963	163.6	101.0
1964	200.6	132.6
1965	263.0	198.5
1966	370.0	230.0

added); Needham, Harper & Steers (\$11.2 million lost, \$1 million added) and D'Arcy Advertising (\$10.5 million lost and \$2.8 million added).

No More Wade — The year was particularly sobering for Wade Advertising Inc. The agency ceased operations in 1966 after losing more than \$10 million of Miles Laboratory business. The decline at Wade began in late 1964 when Miles assigned its \$12-million Alka-Seltzer account to Tinker.

A pertinent footnote to account transfer developments: The actual amount of billing added or lost by an agency will not be reflected in total during a given year. An account may bill partially at one agency and partially at another, depending upon the effective date of the new assignment.

As in previous years, there was no clear-cut pattern to the up's and down's of agencies in account acquisitions. For example, Grey was the front-runner in 1966 and in 1964, but in 1965 proceeded at a sluggish pace in this area.

Sears testing spot radio's pull

Sears, Roebuck & Co., Chicago-based retailing giant which traditionally has put the lion's share of its \$100 million advertising budget into newspapers, is venturing deeper into broadcasting. Last week in selected markets across the country Sears began a three-month test of spot radio for its catalogue sales division, placed direct and apparently on short notice to the stations involved.

The campaign is designed to test the

pull of radio for selling specific items as against the traditional four-color print mailings used to reach consumers at various times of the year. One week the spots are selling appliances, another week men's and boys' wear, then rugs and carpeting, home care and improvement items, tires and boats, etc. Several items are featured each week. Sears stores in a number of areas, especially those with large rural or suburban markets, have been using local radio as well as TV on their own for some time. In the past couple of years, however, the national organization has been testing both broadcast media with greater frequency and recent changes in top marketing department executives have been considered favorable to a continuation of this trend.

Truth in advertising is urged by Dixon

Advertising men were called on last week to launch a new crusade for truth in advertising to be carried out at the grass roots level by local ad clubs.

The call came from Paul Rand Dixon, chairman of the Federal Trade Commission, and was directed to the American Advertising Federation. He noted that 55 years ago the former Advertising Federation of America undertook such a crusade and from that evolved the Better Business Bureaus and eventually the FTC.

A new crusade, he said, could start with local advertising that is outside the FTC's jurisdiction. The local clubs, Mr. Dixon said, would find the "hit-and-run artists who make state hopping a specialty under different corporate names . . . the callous and the indifferent—those who believe they have little to fear from state authorities . . . and the mom-and-pop-store advertisers who have never heard of the FTC and who have never taken the trouble to acquaint themselves with advertising standards of any kind."

Such a drive, he said, would not only clean up local advertising, it would "go far toward winning the confidence of consumers who read other ads too."

The FTC, he went on, is not a hobgoblin, as some ad men have pictured it, but is a "real friend" whose intentions are only to halt unfair methods of competition and false and deceptive practices. But it can only operate on interstate commerce and is helpless when it comes to intrastate activities, he pointed out.

Government and business alike want truth in advertising, Mr. Dixon said, "and we're going to get it." Effective state laws, "not too severe to be useful," and supported by local ad clubs can help reach that goal.



This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained to respond to

the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

LEDERLE LABORATORIES • A Division of American Cyanamid Company, Pearl River, New York

BROADCASTING, February 13, 1967



Who took the Super Bowl CPM title?

IT DEPENDS ON WHICH NETWORK'S VERSION YOU ACCEPT

Nielsen gave the Super Bowl football game to CBS-TV last week by a rating score of 23.0 to NBC-TV's 17.8—but then called time out for a recount.

There appeared to be no doubt that further tabulations would still show CBS-TV with the biggest audience in the two-network coverage of the championship game, played Jan. 15 between the National Football League champion Green Bay Packers and the American Football League Champion Kansas City Chiefs. Otherwise, however, the situation remained unclear late last week. And still to be determined was whether CBS or NBC advertisers got more for their money.

NBC sources reported Thursday morning, three days after the A. C. Nielsen Co.'s ratings appeared (see page 66), that Nielsen planned to do a retabulation based on contentions that the first count wrongly credited CBS with the coverage carried by a Birmingham, Ala., station and also included CBS-TV's delayed broadcast in Los

Angeles without including NBC-TV's.

Recount Promised ■ Nielsen sources confirmed that a retabulation was planned and said the coverage not only in those two cities was involved but also the coverage in Lexington, Ky., Dayton, Ohio, and Durham, N. C. They attributed the mixup to failure of NBC to notify them, prior to the ratings tabulations, that its coverage was used in these cities.

Still later Thursday, CBS-TV sources said they had checked Nielsen and had been told that all the questions had been resolved except the one involving Los Angeles, where it appeared that Nielsen had indeed counted the delayed broadcast by CBS's station but not the one by NBC's. Los Angeles, site of the game, was blacked out of the live coverage; CBS's KNXT(TV) carried a tape of the game from midnight to 4 a.m. the next morning, and NBC's KNBC(TV) presented its replay the next afternoon.

Nielsen authorities had no immediate comment on this report but said they

expected to have all the pieces sorted out soon, perhaps by Friday (Feb. 10). They indicated that results of the retabulation—whatever it might involve—would be available by the time the next Nielsen national report is issued Feb. 20.

The original Nielsen report's version of an average-minute rating of 23.0 for CBS and 17.8 for NBC represented a somewhat narrower gap than the American Research Bureau's national Arbitron ratings had shown. ARB gave it as 24.8 for CBS to 17.4 for NBC (BROADCASTING, Jan. 23).

Before plans for a retabulation were disclosed, both CBS and NBC had issued their own interpretations of the Nielsen numbers.

CBS said the Nielsen figures gave CBS "a 5.2 ratings lead and/or a 29% lead over NBC's coverage," and that "CBS had 56% of the Super Bowl audience."

NBC's Version ■ NBC put out an analysis noting that while CBS had 56.4% of the Super Bowl homes during the average minute, a higher number of viewers-per-set credited to NBC homes (2.38 viewers, as against 2.14 for CBS) reduced CBS's share of "people viewing" during the average minute to 53.8% and lifted NBC's to 46.2%.

NBC's analysis also said NBC's greatest strength was among "young adult" viewers (the 18-49 age bracket) and estimated that, in total, NBC's Super Bowl advertisers paid \$2.97 per thousand viewers while CBS advertisers paid \$3.10, assuming that the commercial cost of NBC coverage was \$68,000 a minute and that CBS's was \$84,000 a minute.

CBS researchers did not appear upset at being shown with a higher CPM. Instead, they noted that even before the Nielsen report appeared they had distributed a memo answering NBC "propaganda" about cost-per-thousand.

That memo said "all that apparently happened is that [NBC] underestimated the popularity of the Super Bowl and sold their coverage for too little money, while [CBS] realized how popular the game (and our coverage of it) would be, and sold the coverage to advertisers at reasonable prices."

CBS's Statistics ■ The CBS memo, dated Jan. 30, also assumed that if CBS got a 20.8 Nielsen rating and sold its coverage at \$85,000 a commercial minute, the cost-per-thousand-homes per commercial minute would be \$7.44,

Commercials in production . . .

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

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

3M Co., Minneapolis (Dynachrome film); three 60's, two 30's for radio. Victor B. Cowen, production manager. Agency: BBDO, Minneapolis. Dick Ruhme, agency producer.

Heller Corp., 1606 North Highland Avenue, Hollywood 90028.

Sears, Roebuck & Co., Los Angeles (stores); three 60's for radio, comedy-music. Hugh Heller, production manager. Agency: Star Advertising, Los Angeles. Will Quiram, agency producer.

KPIX(TV) San Francisco (station promotion); one 60 for radio, musical. Dave Williams, production manager. Placed direct. Logos Teleproductions, 3620 South 27th St., Arlington, Va. 22206.

Ford Motor Co./dealers (cars); three for TV, on tape, color. Gerry Mullins, production manager. Agency: J. Walter Thompson, Detroit.

Frank Davis, account executive. Berney Jones, agency producer.

Formula 409 Inc., South Norwalk, Conn. (Formula 409 cleaner); six for TV, on tape, color. Gerry Mullins, production manager. Agency: Wilson Harrell & Co., Westport, Conn. Charles Fagan, account executive.

Tele-Tape Productions; 234 West 44th Street, New York 10036.

First National City Bank, New York (services); one 60, one 20 for TV, live on tape, color. Lou Lessard, production manager. Agency: BBDO, New York. Bill Tannen, agency producer.

General Foods Corp., White Plains, N. Y. (Birds Eye gelatin mix); one 60 for TV, live on tape, color. Albert Becker, production manager. Agency: Young & Rubicam, New York. Roger Brann, agency producer.

General Foods Corp., White Plains, N.Y. (Mr. Wiggle); two 60's for TV, live one tape. Samuel J. Cox, production manager. Agency: Young & Rubicam, New York. Roger Brann, agency producer.

Logos Teleproductions, 3620 South 27th Street, Arlington, Va.

First and Merchants National Bank, Richmond, Va. (services); one for TV, on tape. Len Levin, director. Agency: Cargill, Wilson & Acree, Richmond. Rudy Ward, agency producer.

Columbia Nitrogen Corp., Richmond, Va. (fertilizer); one for TV, on tape. Len Levin, director. Agency: Cargill, Wilson & Acree, Richmond. Rudy Ward agency producer.



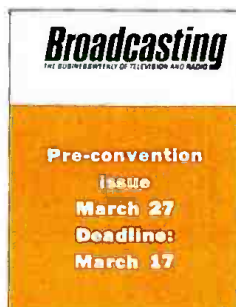
Four dimensional
NAB convention
coverage:

An unconventional
advertising
opportunity

1

Executives in the management, programming, creative and technical fields of network and local broadcasting will receive this issue before they leave for Chicago.

This primer for the convention will feature: TFE '67—a complete report on this year's television film exhibits with the emphasis on the intense development of color during the past year and what can be expected from it in the coming year; complete convention agenda; problems facing the convention and possible solutions; an outline of the engineering conference indicating speakers and topics; and a run-down of the major equipment manufacturers—what they'll be exhibiting and where.



2

In addition to Broadcasting's 30,000 regular subscribers, this issue will be delivered to all suites, rooms and exhibits at the convention.

It'll contain a complete report on "where to find" exhibitors, brokers, hospitality suites, station representatives, networks, program services and research organizations. Also this issue will contain a final wrap-up report on the problems facing the 1967 convention.

Broadcasting's convention issue is always a popular selling vehicle for advertisers who want to direct the delegates to their exhibit at the convention. It's your best point-of-sale medium in the business paper field.



3

4

For those who weren't there and for those who were there, but couldn't be everywhere, this post-convention issue will be a complete news-in-depth report on everything that happened at the convention.

Included will be a feature study on color programming, present and future . . . a wrap-up of syndication programming and sales at the convention . . . reports of network-affiliate meetings, FM, AMST and other non-official convention sessions . . . and a general look at all the exhibits, including sales made by the exhibitors. The post-convention issue always commands maximum readership.



This will be **Broadcasting's** definitive look at the new equipment shown at the 1967 convention. There'll be an analysis of new color cameras and accessories—complete with pictures, availabilities, and where to get them. Also, reports on video tape advancements, monochrome and color TV equipment, television transmitters, AM/FM transmitters, television tape equipment, audio equipment, AM, FM, and TV antenna systems and towers, radio and microwave relay equipment—in fact, all types of equipment used in radio, television and CATV will be studied in this special issue.





Here is a four dimensional sales package which will reach the entire Broadcast spectrum, and it has your name on it. Call or wire your space reservation today to:

Washington 20036
Maury Long, Vice President
and General Manager;
Ed Sellers, Advertising Director;
1735 DeSales Street, N. W.
Phone 202-638-1022

New York 10022
Warren W. Middleton, National
Sales Manager;
Eleanor Manning, Institutional
Sales Manager;
Gregory Masfield, Eastern
Representative;
444 Madison Avenue
Phone 212-755-0610

Chicago 60601
David J. Bailey, Mid West Sales
Manager;
360 N. Michigan Avenue
Phone 312-236-4115

Hollywood, California 90028
Bill Merritt, Western Sales
Manager
1680 N. Vine Street
Phone Hollywood 3-3148

as against \$7.45 for regular-season NFL games on CBS. If NBC's Super Bowl rating was 18.7 and its commercial-minute price was \$70,000, the memo continued, NBC's CPM in terms of homes would be \$6.82 as against \$7.42 for NBC's coverage of AFL regular-season games (assuming their commercial-minute costs at \$35,000).

Nielsen's plans for retabulation left CPM calculators on both sides with more arithmetic to be done.

Wells, Rich, Greene gets Wesson billing

The flourishing Wells, Rich, Greene Inc. agency, which earlier in the month went to the West Coast to pick up the \$500,000 Sicks' Rainier Brewing Co. account, last week was named agency for Wesson oil and a new product, Wesson buttery flavor oil. The Wesson brands are Hunt Foods & Industries Inc. products, another western account based in Fullerton, Calif. It's estimated that the new WRG business may bill as much as \$5 million annually.

Although the agency, perhaps the fastest growing in the business, recently opened a one-man office in Hollywood, the Hunt-Wesson Foods Division advertising will be handled out of WRG's New York headquarters. The Wesson billing was resigned last month by Papert, Koenig, Lois Inc. Wesson mayonnaise, Hunt pork and beans and the Blue Plate foods line, also handled by PKL, have not been reassigned.

The appointment of WRG apparently does not change Hunt's relationships with its other agencies. Young & Rubicam has been handling Hunt brand products and corporate advertising for the last 22 years. Benton & Bowles handles new-product research and planning.

Also in advertising . . .

Color TV vs. Magazines ■ The third annual "Color TV Penetration Study" of Blair Television is being distributed to Blair-represented stations, and is available to advertisers and agencies. The study compares color TV circulation versus magazine circulation in more than 50 markets in which Blair has station clients.

Easy Arithmetic ■ Katz Radio issued the 10th annual edition of its spot radio budget estimator used for quick computation of spot radio costs in the top-150 markets. For the first time, the estimator contains market-by-market costs for each of the four highest-cost stations in each of three major day parts (traffic time, daytime and evening). Copies are available from KATZ, 666 Fifth Avenue, New York 10019.

WJXT's 6 P.M. News reaches over

TWICE

as many homes per

1/4

hour than the other two stations combined Monday thru Friday

IT ALL ADDS UP

to more people watch

WJXT

Jacksonville, Florida CBS-TV4

Represented by TvAR

A POST-NEWSWEEK STATION

Source: ARB, Nov. 1966. Data derived from audience surveys are estimates subject to sampling and other errors. Refer to complete survey reports for details.

Cigarettes dominate TV buying

BAR reports P&G in usual role as biggest client, but 11 cigarettes are in top 25 brand listing

Procter & Gamble was the biggest advertiser in network television in January, but Reynolds Tobacco's Winston cigarette was the biggest brand, according to the Broadcast Advertisers Reports' estimates for the month, released last Thursday (Feb. 9).

The monthly report, a recap of weekly estimates based on monitoring, placed total TV network revenues (net time and program charges) at \$140,766,700. This total reflected a two-day gain of \$6,652,300 from \$132,114,400 previously estimated for the first 29 days of January (BROADCASTING, Feb. 6).

The January report, part of a new BAR weekly, monthly and quarterly service for agencies, advertisers and networks, estimated CBS-TV's January revenues at \$56,692,100, NBC-TV's at \$46,361,100 and ABC-TV's at \$37,713,500.

BAR's rankings of the top 25 network TV advertisers and top 25 network TV brands, in terms of estimated expenditures in January, were as follows:

TOP 25 NETWORK TV ADVERTISERS

1. Procter & Gamble	\$11,542,600
2. Bristol-Myers	7,271,600
3. American Home Products	4,900,700
4. General Foods	4,096,100
5. R. J. Reynolds Tobacco	4,074,300
6. Sterling Drug	3,453,700
7. General Motors	3,355,100
8. Ford Motor	3,348,800
9. Chrysler	3,250,500
10. Warner-Lambert Pharmaceutical	3,203,000
11. Philip Morris	3,169,800
12. Gillette	3,114,100
13. American Tobacco	2,837,000
14. General Mills	2,739,800
15. Colgate-Palmolive	2,716,700
16. P. Lorillard	2,709,300
17. Lever Brothers	2,672,000
18. Liggett & Myers Tobacco	2,515,400
19. Brown & Williamson Tobacco	2,204,500
20. Kellogg	2,029,600
21. Miles Laboratories	1,972,500
22. National Dairy Products	1,742,000
23. Richardson-Merrill	1,504,400
24. Block Drug	1,475,000
25. J. B. Williams	1,414,300

TOP 25 NETWORK TV BRANDS

1. Winston cigarettes	\$1,586,300
2. Anacin	1,566,300
3. Marlboro cigarettes	1,507,600
4. Salem cigarettes	1,340,300
5. Pall Mall Gold cigarettes	1,319,400
6. Kent cigarettes	1,206,900
7. Alka-Seltzer	1,198,600
8. Benson & Hedges 100 cigarettes	1,141,000
9. Bayer aspirin	1,078,300
10. Listerine	1,034,200
11. Crest toothpaste	962,800
12. Bold detergent	929,100
13. Contac	867,000
14. L & M cigarettes	866,000
15. Tareyton cigarettes	855,000

16. Colgate dental cream	845,200
17. Excedrin	830,800
18. True cigarettes	816,600
19. United Airlines	791,300
20. Chesterfield cigarettes	778,700
21. Bufferin	774,400
22. Kool cigarettes	753,000
23. Scope mouthwash	751,600
24. Sun gasoline	741,800
25. Tide detergent	656,300

Business briefly . . .

Colgate-Palmolive Co., through Ted Bates & Co., both New York, will sponsor return of *The Colgate Comedy Hour* as one-hour special on NBC-TV early in May.

Scott Paper Co., Philadelphia, through J. Walter Thompson, New York, will sponsor finals of *America's Junior Miss Pageant Saturday*, March 18 (8-9 p.m. EST) on NBC-TV.

Southern California Plymouth Dealers Association, through Davis, Johnson, Mogul & Colombatto, Los Angeles, has started new radio campaign on behalf of Barracuda car. More than 4,100 spots on Southern California and Arizona stations will be carried before the promotion winds up on March 31.

Liggett & Myers Tobacco Co., through Compton Advertising, both New York, is scheduling heavy network and spot TV campaign in 11 western states for new 100 MM L & M menthol tall filter cigarettes. L&M is introducing its "first" 100 MM menthol cigarette with theme "The crisp keen taste of the Northland." TV commercials were made in Alaska.

Breon Laboratories, a subsidiary of Sterling Drugs, through Warren, Muller, Dolobowsky, both New York, will use network TV and eight national magazines in its campaign for Diaperene, medicated baby care products line.

Green Giant Co., LeSueur, Minn., through Leo Burnett Co., Chicago, starts six-week television test campaign in Chicago Feb. 26 to get consumer reaction to new single portion line of its frozen vegetables. If product is successful, firm's campaign would expand elsewhere.

Wyler & Co., division of Borden Co., through Compton Advertising, both Chicago, has plans for a "Soup-er Lunch Week" (Feb. 22 to March 3) with heavy schedule on ABC Radio, CBS Radio and NBC Radio.

General Foods Corp.'s Jell-O Division,

White Plains, N. Y., is marketing new cream pie mixes in Syracuse, N. Y., and in St. Louis, with introduction backed by TV. Jell-O agency is Young & Rubicam, New York.

Nalley's Inc., Tacoma, Wash., through Carson/Roberts/Inc., Los Angeles, will start a giant give-away campaign in Southern California in mid-March to promote its chili labels. Heavy continuing TV schedule will support promotion.

Agency appointments . . .

▪ **R. J. Reynolds Foods Inc.**, New York, a subsidiary of R. J. Reynolds Tobacco, has appointed Pritchard, Wood Inc., same city, to handle development and marketing for several new food products. The agency, which is a member of the Interpublic Group of Companies, is now handling a number of R. J. Reynolds foods brands, including Vermont Maid syrup and My-T-Fine puddings.

▪ **International Business Machines Corp.**, New York, has appointed Carl Ally, same city, to handle advertising for its office products division. This account, which has billed approximately \$1.5 million, was a heavy user of spot TV during the fall season. The former agency was Benton & Bowles, which continues to handle IBM's recruitment advertising.

▪ **Whitehall Laboratories**, division of American Home Products Corp., New York, for Sleep-Eze sleeping tablets has named Carl Ally Inc., New York, for its \$1-million-plus account, effective March 1. Sleep-Eze, now handled by Ted Bates & Co., New York, is a regular user of spot and network TV.

▪ **Simoniz Co.**, Chicago, has named J. Walter Thompson Co. there to handle its consumer product account. Former agency was Dancer-Fitzgerald-Sample, New York.

▪ **Carling Brewing Co.**, Cleveland, for its regional Stag beer brand, names Winius-Brandon Co., St. Louis. Former agency was Edward H. Weiss & Co., Chicago.

Billboards to fade from ABC day shows

ABC-TV is moving toward eliminating commercial billboard announcements on its daytime schedule for all advertisers, except full or half sponsors.

Martin I. Pompadur, vice president, administration, ABC-TV, announced last week that as new programs join the daytime schedule, the new practice

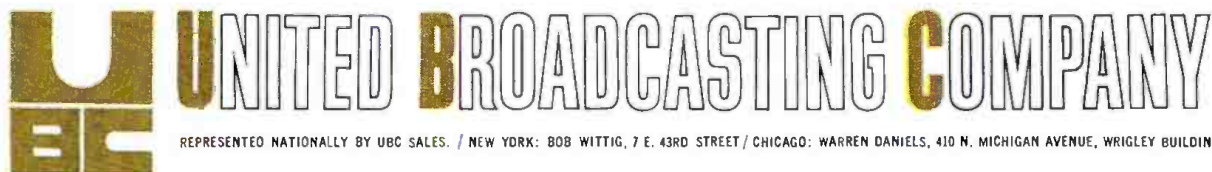
*Meet the fine executives behind
United Broadcasting
Company...*



*Successful men like C. Carroll Larkin
of WBNX Radio, New York City*

C. Carroll Larkin, Executive Vice President of United Broadcasting Company and General Manager of WBNX since 1962, has proven that community involvement is one of the most important factors in modern broadcasting. WBNX, which serves the Spanish-speaking community of New York, scored a first in 1964 when it programmed four hours of live Presidential Election coverage from Puerto Rico to listeners in New York. The station also presents monthly "Operation Friend" awards to individuals

who contribute to the well-being of New York's Spanish-speaking community, fifth largest in the world. In November 1966, WBNX was the only radio station participating in the "Annual Spanish Market Exhibit" at New York Coliseum. Attendance at this community event was nearly 300,000 in three days. Larkin feels that the ever-increasing audience and sales figures at WBNX can be related directly to the station's total involvement with the community it serves.



REPRESENTED NATIONALLY BY UBC SALES. / NEW YORK: BOB WITTIG, 7 E. 43RD STREET / CHICAGO: WARREN DANIELS, 410 N. MICHIGAN AVENUE, WRIGLEY BUILDING

will be placed into effect. It has been applied already to two series, *Dream Girl '67* and to *Everybody's Talking* and by April 3, the policy will cover five series totaling three hours of daily programming. (Billboards recapitulate each sponsor in a program.)

Effective in the fall, all ABC-TV daytime weekday series, new and old, will lose billboards, except for full or one-half sponsors, which a spokesman said, "are rare indeed in daytime." In addition, effective in the fall, billboards also will be eliminated on the network's weekend daytime and weekend news programs, except for full or one-half sponsors.

The network initiated a broad study last year of the feasibility of eliminating as much nonprogramming material as possible from the ABC-TV schedule. One result of that study: ABC-TV this season chose to drop its opening "color logo," which previously had introduced all prime-time and daytime color presentations.

Mr. Pompadur stated that ABC-TV currently is exploring with the NAB code review board, the television industry unions and leading advertising agencies the possibility of reducing the num-

ber and length of credits and other nonprogram material in its prime-time series.

Mr. Pompadur observed that the elimination of daytime billboards will mean a slight increase in the program content, a reduction in the number of interruptions and a "cleaner" look for the schedule.

Joint ANA-RAB session for executives set

Groups of advertiser, agency and research company executives will participate in a one-day workshop on radio in New York Thursday (Feb. 16) under the auspices of the Radio Advertising Bureau in cooperation with the Association of National Advertisers.

The workshop, which will be held at the St. Regis hotel, is designed to give "a comprehensive briefing on the effective use of radio today." It is the first time that the RAB and the ANA have undertaken a joint cooperative effort of this kind.

Speakers will include Herbert Zeltner, senior vice president of Needham,

Harper & Steers; Lester R. Frankel, executive vice president, Audits & Surveys; Paul Keller, vice president for research and media, Reach, McClinton; C. R. Corcoran, vice president and head of advertising, Equitable Life Assurance Society; A. O. Knowlton, director, media services, General Foods Corp. and Alan R. Ryan, director of marketing (crackers) for the Keebler Co.

Also Herbert R. Roberts, director of marketing, Mallory Battery; Sanford Buchsbaum, vice president, advertising, Revlon Corp.; Clair J. Gross, president of Jocelyn & Gross, Omaha; Lawrence Stapleton, vice president in charge of advertising and sales promotion, Trans World Airlines, and Norton Garfinkle, president, Brand Ratings Research Corp. During the luncheon period, the team of Bob Elliott and Ray Goulding (Bob and Ray) will trace the steps involved in producing a radio commercial.

The introductions to the workshop will be given by Miles David, RAB president, and Alfred Waack, vice president and advertising director, Household Finance Corp., and chairman of the ANA Radio committee.

THE MEDIA

Merger pot still boiling

Rumor of Justice suit in ITT-ABC case brings disclaimer

by department; pro-and-con congressional reaction grows

The FCC was marking time last week in its consideration of the proposed merger of ABC and the International Telephone & Telegraph Corp. But the controversial proposal continued to generate news.

In one development the Justice Department was called upon to deny a published report that it had decided to seek court action to block the merger in the event the commission denies the department's request that it reopen the case. The report, published in the *Wall Street Journal* on Monday, was followed by a 4½-point drop in the price of ABC stock.

In another development, the commission made public a score of letters and telegrams it had received from senators and congressman since the Justice Department on Jan. 18 asked the commission to reconsider its approval of the merger. Pro-merger-anti-Justice Department correspondence from the Hill—all of it from Republicans—outweighed in bulk that from opponents of the proposed merger.

One surprise in the file was the ap-

pearance of letters from Governor Paul Johnson of Mississippi and Justice Thomas P. Brady of the Mississippi Supreme Court. Both officials, who have had their problems with the Justice Department in other matters, expressed their opposition to the department's petition, and urged the commission to "stand fast."

The commission, which approved the merger on Dec. 21, 1966, two weeks ago stayed the effectiveness of its approval pending a review of evidence the Justice Department's antitrust division says it has that a hearing is necessary. The evidence is to be filed by Wednesday (Feb. 15); ABC and ITT are to present their replies by Feb. 23.

Newspaper Report ■ The *Wall Street Journal* report that caused consternation in the offices of ITT and ABC said that Justice Department officials "say it is safe to assume" that the department will go to court if the commission refuses to reopen the case—or even if it does hold a hearing and then reaffirms its original decision.

E. J. Gerrity, senior vice president

of ITT in charge of public relations and advertising, wired the department requesting clarification. In reply, Clifford Sessions, director of public information for the department, said that no "authorized spokesman for the Department of Justice has issued any statement concerning possible department action should the FCC either decline to order a hearing on the ITT-ABC merger, or after a hearing affirm its approval of the merger.

"Pending the FCC decision, there of course has been no determination of what action the department would take in either of these events."

The views in the letters and wires in the commission's file on the ABC-ITT case for the most part echoed those that members of Congress have expressed on the House or Senate floor or in statements. Copies of some of the statements were among the documents in the file. Since the mail is not part of the official record, it cannot—technically at least—have a bearing on the outcome of the case. But the material does reveal attitudes.

Affiliates Heard From ■ Activities on the part of ABC affiliates appeared to have been something of a factor in the decision of some members of Congress to express themselves. Senator Gordon Allott (R-Colo.) a member of the Senate Appropriations Committee, criticized Justice's handling of the case after, an aide said, he received "a pot-

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BROADCASTING, February 13, 1967



full of correspondence," including a letter from an ABC affiliate in his state. The senator expressed his criticism in a letter to Acting Attorney General Ramsey Clark.

The senator's letter, a copy of which was submitted to the commission, described as "deplorable" the department's last-minute entry into the case—the petition to reconsider was filed two days before the order approving the merger was to become effective. The senator said the department should either permit the merger to become effective or take court action if it feels antitrust law violations are involved.

Senator Jack Miller (R-Iowa) said ABC affiliates in his state "are up in arms." One of them, he said, called his attention to the fact that the conflicting standards the Justice Department and the Commission are applying is an example of inconsistency he has criticized on the part of government agencies in the past. In a letter to FCC Chairman Rosel H. Hyde, he said that a commission decision to resist the Justice Department and force it to "follow established court procedures" if it wishes to block the merger, "would be welcome news not only to the business community but to members of Congress who wish to point to the FCC as an example of how an independent agency should operate."

Representative Charles M. Teague (R-Calif.) put himself "on record in support of the position of the ABC-TV Affiliates Association that the merger should be approved," after he had been asked to do so by an ABC affiliate in his district.

Wires Filed ■ Some congressmen merely relayed copies of messages they had received from ABC affiliates. Representative Wendell Wyatt (R-Ore.) filed a wire from William J. Hubbach, manager of KATU Portland, who had urged him to speak out against the department's action and to send telegrams to Acting Attorney General Clark and Chairman Hyde.

Representative William E. Minshall (R-Ohio) forwarded a letter from Carl E. George, vice president and general manager of WGAR Cleveland, asking him to support the proposed merger. Mr.

George said the merger would strengthen the ABC radio network and help the network to "better serve the public interest."

Some of those filing letters and wires with the commission, however, were said to have needed no prompting at all. Senator George Murphy (R-Calif.), the old song-and-dance man of Hollywood, said in a wire that he was "amazed" at the Justice Department. He expressed the hope the commission would reaffirm its approval. An aide said the senator had a "personal" interest in the matter because of his background and knowledge of the broadcasting industry.

Others urging the commission to stand firm or expressing criticism of the Justice Department were Representatives Bob Wilson (R-Calif.), Richard Poff (R-Va.) and Frank Horton (R-N. Y.). In addition, Representative Ross Adair (R-Ind.) submitted the statement he made three weeks ago attacking the department's position (BROADCASTING, Jan. 30).

FCC Critics ■ Among the critics of the commission, whose letters and statements appeared in the file, one new one was Representative John D. Dingell (D-Mich.). He is chairman of the House Small Business Subcommittee that would conduct hearings on the proposed merger if the full committee chairman, Joe Evins (D-Tenn.), agrees to an inquiry.

Representative Dingell filed a copy of a letter he sent Acting Attorney General Clark on Jan. 18, the day the department filed its petition for reconsideration. He said it appears "both appropriate and indeed necessary" for the department to see that the matter is reopened.

Much of the remaining antimerger material consists of copies of letters and statements previously made public. The Dec. 22 statement by Senator Wayne Morse (D-Ore.), one of the early opponents of the proposed merger, saying he would seek a Senate Small Business Committee hearing, was in the file. So was the letter he and Senator Gaylord Nelson (D-Wis.), the first congressional critic of the proposal, sent to the commission two weeks ago saying they had agreed that hearings should be held.

Representative Silvio Conte (R-Mass.), another critic of the proposed merger, was represented by the Jan. 19 wire in which he said that favorable action on the Justice Department petition was necessary "to restore public confidence" in the commission.

The commission is handling the mail in accordance with rules governing ex parte—or off-the-record—contacts dealing with adjudicatory matters. Mail is referred to the executive director's office, which answers all such communi-

cations with a stock reply.

The answer notes that commission consideration must be limited to the record in the case and the pleadings filed by the parties.

Phone systems active in CATV

Large independents bring capital, management skills to new or growing systems

Last week in the Panhandle Texas town of Dumas (pop. 10,000) a new CATV system started operation. Some time in the next few weeks the 4,000-odd citizens of Taft, Calif., in the southern end of the San Joaquin Valley, are going to have a revitalized CATV system.

What is significant in these two separate events is that they represent a growing trend in the CATV field. Both are owned by independent telephone companies, and both have plans to engage in cable TV in each of the towns and cities in which they have telephone companies.

The Dumas system is one of two CATV systems owned by Transcontinental Cable Inc., a subsidiary of Transcontinental Telephone Co., Dallas. Transcontinental, which owns 180 independent telephone companies in six southwestern states, also owns the cable system in Jena, La., and has two in Texas under construction—Sunray and Rosebud. It has one franchise, also in Texas, at Andrews.

The company has an estimated \$300,000 invested in CATV, and its goal, according to Lucian W. Spencer, Transcontel's vice president for special projects, is "to own a CATV system in every town in which we have a telephone company."

Transcontel was formed in 1961, and grosses about \$10 million. In its upcoming third-quarter report for its fiscal year which ends March 31, Transcontel says that its income per share amounted to 52 cents. There are 1.8 million shares outstanding. Thomas L. Anderson is president.

The new California system comes to Taft customers also through a new entity in CATV, Continental Transmission Corp. Continental Transmission is a subsidiary of Continental Telephone Co., St. Louis, a holding company for independent telephone companies.

The Taft system is one of three owned by Continental Transmission that are operating in California; the other

Hot off the wire

WSRO(AM) Marlboro, Mass., has been frequented by thieves who may like to have their news first-hand. For the second time in four months the station's Associated Press news machine has been stolen.

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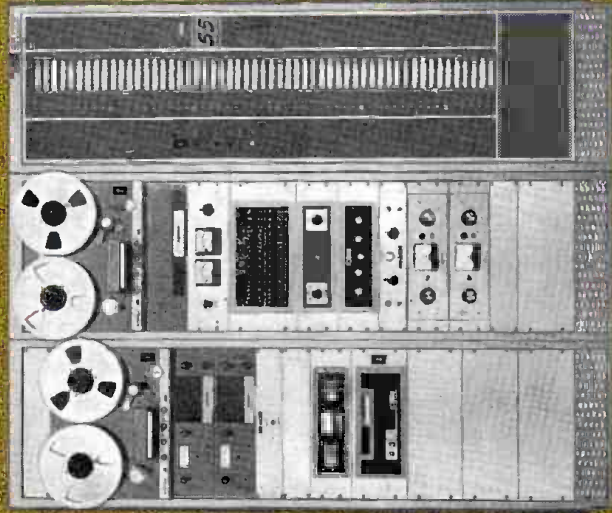
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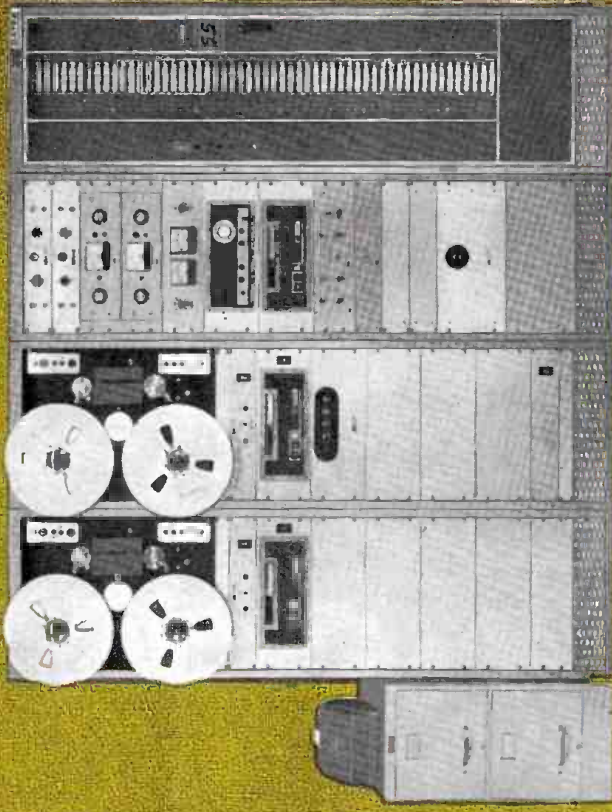
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GATES

two are at Big Bear, which it bought recently, and Victorville-Wrightwood. Continental also owns the CATV system in Russellville, Ark., and has franchises for George Air Force Base (near Victorville), Adelanto, Fort Irwin Army Base and the Nebo Marine Supply Depot, both near Barstow, all in California, and for Gardnerville-Minden, Nev. (near Carson City).

It is estimated that Continental Transmission has over \$2.5 million invested in California cable companies, with about \$250,000 earmarked for franchises.

As an example of Continental's plans

for CATV, the Taft system was completely reconditioned by Anaconda-Astrodata Inc. at a cost of close to \$200,000.

Continental Telephone Co (Contelco), which considers itself number three among the independent telephone companies (after General Telephone & Electronics Corp. and United Utilities Inc., both also engaged in the ownership and operation of CATV systems), was organized in 1960. At the end of last year, it owned, or had contracts for the purchase of, 100 independent telephone companies, serving over 780,000 telephones in 37 states (including

Alaska) plus Canada, the Bahamas, and Barbados.

For the nine months ended Sept. 30, 1966, Contelco reported gross revenues of \$55,561,808 and net operating income of \$13,027,124 (75 cents a share). Actually, with other nonrecurring income, the income per share amounted to 85 cents.

Charles Wohlstetter is chairman; P. J. Lucier, president of Contelco. Chief of the CATV subsidiary is George Summerscales Jr., as president of Continental Transmission Corp. J. Patrick Maguire is chief of CTC's western division.

Text of the NCTA's code of ethics

Here is the National Community Television Association's code of ethics adopted by the NCTA board of directors at its Clearwater, Fla., meeting (see opposite page).

PREAMBLE

The impact of television broadcasting upon traditional concepts and institutions has been felt in almost every phase of the American way of life. Television's ability to inform, entertain, sell products, avert disaster, elect candidates, and serve in countless other ways is unequaled by any medium of expression available to man.

We must never believe the pinnacle of accomplishment has been reached, or the ultimate refinement of the television art has been attained. For each new advancement in technology must be evaluated in light of the public service that can be performed. Each new medium must be given an opportunity to exercise its particular function and to be accepted by the public it serves.

So it is with the community antenna cable television industry. The CATV operator and cablecaster have a unique responsibility toward the public, for the medium under their command plays a dual role in the communications process. First, it provides a valuable reception aid to those areas of the country that do not receive adequate television service. Second, CATV has the inherent ability to provide expanded local programing services which heretofore were thought impossible or impractical by traditional broadcast methods.

The National Community Television Association is indebted to the National Association of Broadcasters for allowing it to use the television code as the foundation of the NCTA cablecasting standards.

PART I NCTA CODE OF ETHICS

As a condition of membership in the National Community Television Association, a community antenna cable television system has the obligation to pledge and adhere to this code.

With respect to the reception of television signals and of radio frequencies in the operation of a CATV system generally:

- To furnish service impartially at fair, equitable and nondiscriminatory charges.

- To furnish adequate equipment and

trained personnel to achieve and maintain a professional standard of technical performance.

- To provide courteous and prompt handling of all service requests.

- To deliver those television signals received by the system without any additions, alterations or deletions of the broadcast intelligence.

- To recognize and respect the rights of nonsubscribers to television reception without electromagnetic interference from the system.

- To keep the community adequately and accurately informed of the functions and services of the system.

- To operate the system in accordance with the best business practices and to comply with all legally applicable governmental regulations.

- To recognize and fulfill our obligations to further the civic development of the community.

PART II CABLECASTING STANDARDS

Those system operators involved in the origination of programs on the CATV System have the further responsibility to adhere to the following standards:

COMMUNITY RESPONSIBILITY

A cablecaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to serve the welfare of its citizens. When, in the judgment of the CATV operator, it is economically feasible to do so, one channel of the system should be devoted to programs of purely local nature.

The cablecaster has the responsibility to seek out opportunities to present television programs of an educational and cultural nature. In fulfilling this duty, the cablecaster should be aware that television has the ability to educate and inform, as well as entertain, and therefore the presentation of overtly instructional and cultural programs is a vital function of the cablecasting operation.

SELECTION OF PROGRAMING MATERIAL

In the selection of programing material and program topics to be presented over the CATV System, the cablecaster should constantly be aware that his duty is to the citizen and to society. Although it is recognized that dramatic programs will seldom be produced and presented over CATV systems, adherence to the following standards should

be considered as desirable and necessary.

a. Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. Words (including slang) derivative of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden.

b. Reverence is to mark any mention of the name of God, His attributes and powers. Attacks on religion and religious faiths are not allowed.

c. Contests constituting a lottery are forbidden.

d. Respect is to be maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e. Illicit sex relations must not be treated as commendable.

f. Sex crimes and abnormalities are unacceptable as program material.

g. Drunkenness and narcotic addiction are never presented as desirable.

h. The administration of illegal drugs will not be displayed.

i. The use of liquor in program content shall be de-emphasized. Consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j. The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation.

k. In reference to physical or mental affliction and deformities, special precautions must be taken to avoid ridiculing or offending sufferers and members of their families.

l. Exhibitions of fortune-telling, occultism, astrology, phrenology, palm-reading, mind-reading and numerology are acceptable when required by a plot or theme of a program or when presented in a positive, objective manner. Caution is to be exercised, however, that the presentation of such topics is not designed to foster superstition or excite interest or belief in the subjects.

m. Televised drama shall not stimulate news or special events in such a way as to mislead or alarm.

n. Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o. The presentation of cruelty, greed

NCTA seeks copyright grandfather clause

BOARD ALSO ADOPTS CODE OF CABLECASTING ETHICS

A new element was added last week to the position of the CATV industry on copyright legislation. The board of the National Community Television Association, meeting in Florida, voted to add to its previous position a call for a proviso in the pending legislation that would exempt from copyright liability all existing CATV systems as of Jan. 1.

The grandfather provision, NCTA

officials feel, would meet the contentions of copyright holders and broadcasters that it isn't the present cable antenna industry they fear, but the prospective systems engaged heavily in larger cities. This is based, NCTA sources say, on conversations with copyright licensees and broadcasters.

The grandfathering also would protect the present CATV systems from

hundreds of thousands of dollars worth of liabilities should the courts hold that cable systems have violated existing copyright laws. This is in reference to the United Artists v. Fortnightly Corp. case in which a federal judge already has ruled that CATV use of TV signals is a performance under present copyright law. The ruling has been appealed to the U.S. Court of Appeals in New York and was argued last month. No decision has yet been rendered.

New Code - The board also adopted a new code of ethics for CATV operators (see adjacent text), including a section on cablecasting (local origination by cable systems). It refers to CATV as providing reception aid to those areas not receiving "adequate" TV service and adds that CATV has the inherent ability to provide expanded program services "which heretofore were thought impossible or impractical by traditional broadcast methods."

The new NCTA code acknowledges its debt to the TV code of the National Association of Broadcasters, and conditions membership in NCTA on providing reception on a "fair, equitable and nondiscriminatory" charge basis; calls for TV signals to be relayed to customers "without any additions, alterations or deletions"; and recognizes the "right" of nonsubscribers to off-the-air reception without interference from the CATV system.

The standards enunciated for cablecasting stem almost directly from the NAB codes, including a section on political originations specifying identification of the speaker, calling for cable operators to abide by the provisions of Section 315 of the Communications Act and the FCC fairness doctrine.

The NCTA code states that CATV occupies a position of responsibility in the community and adds "when, in the judgment of the operator it is economically feasible to do so, one channel of the system should be devoted to programs of purely local nature."

In other actions, the NCTA board:

- Renewed the contract of Frederick W. Ford, president of the association, for another three years. Although details of the new contract were lacking at week's end, it is understood that Mr. Ford received a raise of \$10,000 per year, bringing his annual salary to \$60,000. The increment will be paid on a deferred basis, it is believed. Mr. Ford also receives reimbursement for expenses, as well as a limousine.

- Appointed a committee on technical training and education. This committee, empowered to work with schools and colleges, is headed by James Palmer, Centre Video Inc., State College, Pa.

- Received a report from Fairbanks & Co., management consultants, on the organization of the association and proposals for its expansion.

and selfishness as worthy motivations is to be avoided.

p. Criminality shall not be presented in a desirable or sympathetic manner. The condoning of crime or the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

q. The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

r. The use of horror for its own sake will be eliminated; the use of visual or aural effects which will shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound is not permissible.

s. Law enforcement shall be upheld and, except where essential to the program plot, officers of the law portrayed with respect and dignity.

t. The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

u. Suicide as an acceptable solution for human problems is prohibited.

v. The appearances or dramatization of persons featured in actual crime will be presented only in such light as to aid law enforcement or to report the news event.

w. The use of animals, both in a production of programs and as a part of program content, shall at all times be in conformity with accepted standards of humane treatment.

RESPONSIBILITY TOWARD YOUTH

1. A cablecaster is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a. In affording opportunities for cultural growth as well as for wholesome entertainment.

b. In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c. In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d. In eliminating reference to kidnapping of children or threats of kidnap.

e. In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f. In exercising particular restraint and care in crime or mystery episodes involving children or minors.

TREATMENT OF NEWS AND PUBLIC EVENTS

1. A CATV system's news schedule should be adequate and well balanced.

News reporting should be factual, objective and easily identifiable as news matter rather than commentary or analysis of the news.

2. Pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

3. Pictorial material should be chosen with care and not presented in a misleading manner.

4. A cablecaster should not present fictional events or other nonnews material as authentic news cablecasts or announcements.

POLITICAL CABLECASTS AND TREATMENT OF CONTROVERSIAL PUBLIC ISSUES

The medium of CATV has the capability to provide a forum for candidates for public office which exceeds the normal capability of standard broadcasting facilities. The cablecaster has at his disposal a medium of communications which is capable of making a major contribution toward a better-informed local electorate, which is indispensable to the proper functioning of our democratic system. He is urged to develop this art to the highest degree possible.

In furthering this goal, the cablecaster shall be guided by certain general principles, among them are:

a. Clearly identify the political cablecast as such and the persons or organizations responsible therefor.

b. Abide by the provisions of Section 315 of the Communications Act of 1934, as amended, and all rules, regulations and interpretations thereof to the same extent required by broadcast licensees of the Federal Communications Commission. (See also the Political Broadcast Primer.)

c. Abide by the Commission's report in the Matter of Editorializing by Broadcast Licensees of July 1, 1949, better known as the "fairness doctrine", and the rulings and interpretations thereof to the same extent required of broadcast licensees of the Federal Communications Commission. (See also the Fairness Doctrine Primer.)

d. Provide, insofar as well-balanced program schedule will permit, facilities to local candidates for public office in order that they may adequately present their platforms and policies on election issues.

CONTESTS

All contests presented over a CATV system should comply with all pertinent federal, state and local laws and regulations.

A cablevision report from Capitol Hill

In what was believed to be a pioneer event, a member of Congress last week reported to his constituents back home through "cable-casting," via community antenna television.

Representative Fred B. Rooney (D-Pa.) sent a special message on tape that will be distributed over the Clear-Pic Cable TV Co. system, Easton, Pa., a division of National

Transvideo, to his home district. Representative Rooney discussed legislative prospects in the new congress.

The Easton cable system interconnects over 10,000 homes in that area. Industry spokesmen said it was believed to be the first time a congressman had recorded a message in the Capitol to be forwarded to a cable company for distribution.



From left: Harry Crow, sales manager for Wilson Gill, Inc., audio-visual retail outlet in Washington; Fred Bergstrasser, sales representative

for Ampex; Wally Briscoe, administrative assistant for the National Community Television Association, and Rep. Fred B. Rooney (D-Pa.).

FCC orders hearings in two CATV cases

Valley-Vision Inc., California CATV operator, was ordered by the FCC last week to show cause why it should not be ordered to stop importing distant television signals into its Placerville, Calif., CATV system.

The CATV was also authorized to carry the local signals of KOVR(TV) Stockton-Sacramento, Calif., KXTV(TV), KVIE(TV) and KCRA-TV, all Sacramento, until another order is issued in the proceeding, the commission said.

The case involves the commission rule requiring CATV's to obtain FCC permission in a hearing before relaying signals beyond their grade B contours into any of the top-100 markets. Valley-Vision has been importing the signals of KGO-TV, KPIX(TV), KRON-TV KQED(TV), all San Francisco, KTVU(TV) Oakland-San Francisco, KHSL-TV Chico, and KLOC-TV Modesto, all California, into its Placerville system, which is part

of the Sacramento-Stockton TV market, ranked 27th.

The commission's show-cause order also cited Valley-Vision for violation of the FCC rule that requires a CATV to notify all TV stations within whose grade B contours its systems lie that it is beginning operations.

In its request for waiver of the top-100 rule filed last month, Valley-Vision said its "modest system would in no way affect the present operation of the VHF stations" in the Sacramento-Stockton market.

Another Hearing ■ In another CATV matter the commission designated for hearing a request by Kansas State Network Inc. for an investigation of proposed CATV operations within its coverage area. Kansas State is the licensee of KCKT(TV) Great Bend, Kan., which is a semi-satellite of KARD-TV Wichita, Kan.

The FCC said that an interim community antenna operation consisting of the pick-up of three network stations and one educational station would be

permitted for three area CATV's pending the results of the hearing. One of the systems will serve Russell, one Hays, and the other Great Bend, Hoisington and Larned, all Kansas.

The commission said that the interim operation was justified since the area involved "does not receive full network service off-the-air."

In other actions the FCC:

■ Denied request for waiver of the nonduplication rule filed by Beatrice Cable TV Co., CATV operator in Beatrice, Neb.

■ Denied petition for waiver of the nonduplication rule filed by TV Service Co., operator of a CATV system in Reading, Pa., for stations it relays that have grade B or greater strength.

L'Heureux resigns as NCTA's general counsel

Robert D. L'Heureux, general counsel of the National Community Television Association for the last six years, tendered his resignation at the NCTA board meeting last week in Florida. He said he intends to go into private practice in Washington. He also stated that he hopes to write a book on CATV.

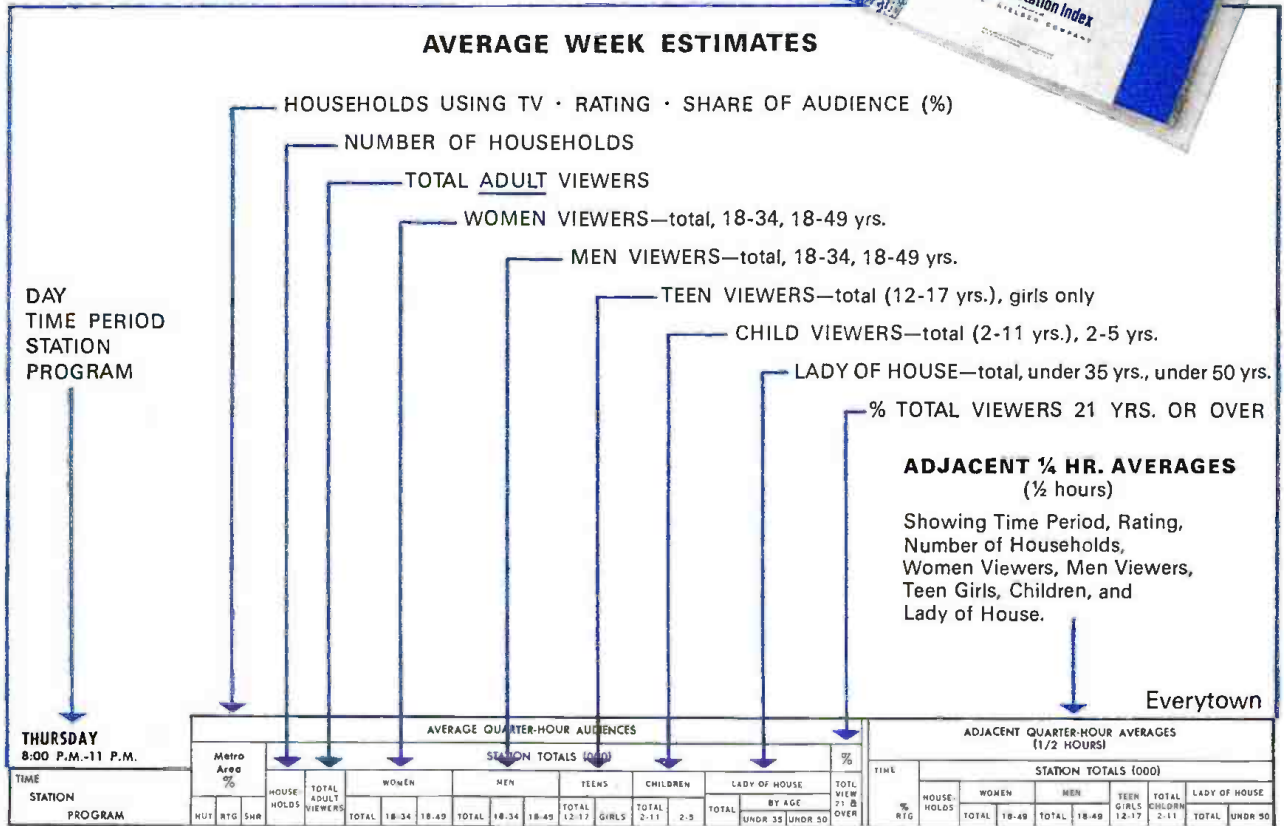
Mr. L'Heureux, a native of New Hampshire, was chief counsel of the Senate Commerce Committee and of the Senate Banking and Currency Committee during his 13 years on Capitol Hill. In 1956, he became administrative assistant to the late FCC Chairman George C. McConaughy and in 1957 returned to private practice. He joined the NCTA in 1961.

Although speculation as to his successor is considered premature, one name that has been mentioned is that of Bruce Lovett, associate general counsel of the association. Mr. Lovett joined NCTA in November 1965, from the law department of Western Electric Corp.

Separate ID's required

The FCC last week advised KAKE-TV, Wichita, and its satellite, KUPK-TV Garden City, both Kan., that the commission's station-identification rules require each station to identify itself separately. The commission said that current regulations do not permit a parent station, such as KAKE-TV, to make a station identification for both itself and its satellite "when the satellite is rebroadcasting the program of the parent station." The commission's interpretation came in response to the stations' request for clarification of the station-identification requirements.

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 BROADCASTING, February 13, 1967

Stanton signs on for the duration

NEW CBS CONTRACT EXTENDS TO HIS 80TH BIRTHDAY

Frank Stanton, president of CBS Inc., has been signed to a new, 21-year contract calling for five more years of active service followed by 16 years as a consultant.

The contract will continue Dr. Stanton's association with CBS through Dec. 31, 1987—less than three months short of his 80th birthday. He will be 59 on March 20. The signing put to rest persistent reports that Dr. Stanton was considering leaving CBS for other posts, perhaps in government.

Although details of the new agreement were not disclosed, it was understood they are closely comparable to provisions of his old contract.

These provided for a 10-year consultancy at annual pay equal to 50% of basic salary in the last year of active employment—\$150,000—with the consultancy pay to be increased in line with increases in the consumer price index for moderate-income families in large cities but never to exceed 100% of the original salary and also never to fall below \$75,000 a year.

The new contract also calls for consultancy pay at one-half of basic salary in the final active year, subject to similar cost-of-living adjustments, but it was thought the new basic salary figure may represent some increase over the old one. Details are required to be published in the company's proxy statement to stockholders in connection with the annual meeting, to be held in mid-April.

In 1965 Dr. Stanton received, aside from the \$150,000 salary, \$175,750

additional compensation, was credited with \$14,250 in deferred compensation and had accumulated \$58,800 in annual pension benefits that would be payable in addition to the consultancy fees. At then-current rates of change in the cost-of-living index it was estimated that his consultancy fee—under the old contract—would be about \$82,500 a year.

Word of the new contract was revealed Thursday (Feb. 9) by William S. Paley, CBS board chairman, in a memo telling officers of the company he was "happy" to report that it "assures CBS of his [Dr. Stanton's] active services for the next five years and of his consulting services for 16 years thereafter."

One of the few CBS executives in recent years to have a management contract, Dr. Stanton had been without one since last Dec. 31. At that time, a one-year extension of the old contract expired. Under its terms he could have invoked the provision for the 10-year consultancy but chose not to do so (CLOSED CIRCUIT, Jan. 16).

The new contract is retroactive to Jan. 1 of this year.

Dr. Stanton, who started with CBS as the number-three man in a three-man research department in 1935, became president Jan. 9, 1946 at the age of 37. In his five years of "active services" under the new contract are all served as president, he will have held the office for some 26 years when that phase of the contract runs out on Dec. 31, 1971.

Color sets up 82%

Estimated color-TV households in the U.S. rose 82% to 9,510,000 homes as of Jan. 1, 1967, as compared to 5,220,000 homes on Jan. 1, 1966, according to NBC.

Hugh M. Beville Jr., NBC vice president, planning, said the ratio as of Jan. 1, was 17.3% color homes of all TV homes (9,750,000 color sets compared to 9.6% (5,350,000) one year ago. He predicted consumer demands in 1967 would push color homes to a 16-million mark by the end of the year.

NBC, which during the fourth quarter of 1966 gave color home data on a monthly basis, now plans to return to regular quarterly reports. Its estimates are based on industry sources and special surveys of such factors as color set production, factory inventory, distributor and retail levels and set scrappage.

Peoples Broadcasting gets a new name

A 21-year-old name in broadcasting faded from the scene last week when Peoples Broadcasting Corp. changed its name to Nationwide Communications Inc. The company is a subsidiary of Nationwide Mutual Life Insurance Co. Both have their headquarters in Columbus, Ohio.

George W. Campbell, vice president and general manager of the communications company, said the name change indicates broadened activity in the communications field. This was taken to mean possible entry of Nationwide into the CATV as well as other fields.

Nationwide owns and operates WFRD-AM-FM Columbus-Worthington and WGAR-AM-FM Cleveland, both Ohio, and WATE-AM-TV Knoxville, Tenn. It also owns and operates the Green Meadows Country Inn, north of Worthington.

CATV phone tariff pleas dismissed

The FCC announced last week that it was dismissing a number of petitions challenging aspects of the CATV channel-service tariffs filed with the commission by telephone companies.

In doing so the commission said the consolidated investigation that it has ordered on the lawfulness of telephone tariffs and practices vis-a-vis CATV "is



Dr. Stanton (l) and Mr. Paley

adequate to permit the parties to the various pleadings to be heard. . . ."

The FCC last month said that it would consolidate a proposed hearing involving the legality of CATV channel service tariffs of three General Telephone Electronics Co. subsidiaries and eight United Utilities Inc. subsidiaries with separate inquiries now being held on the tariffs of 18 Bell systems and the California Water & Telephone Co., a subsidiary of GTE (BROADCASTING, Jan. 16).

The consolidated hearing will permit a deeper investigation of CATV industry charges that control of access to the poles on which CATV systems must string lines gives telephone companies unfair leverage in dealing with the systems.

The commission also said last week that Teleprompter Corp. and Manhattan Cable TV Service, which both have CATV systems in New York City, would be able to participate in the consolidated hearing.

Both companies have contended that the New York Telephone Co. failed to comply with a law requiring common carriers to obtain a certificate of convenience and necessity from the commission before extending their lines or building new ones.

Speakers set for NAEB financing conference

Principal speakers at the National Association of Educational Broadcasters' second conference on the long-range financing of educational television stations March 5-7 (BROADCASTING, Jan. 23), at the Statler Hilton hotel in Washington will include James R. Killian Jr., James McCormack and McGeorge Bundy.

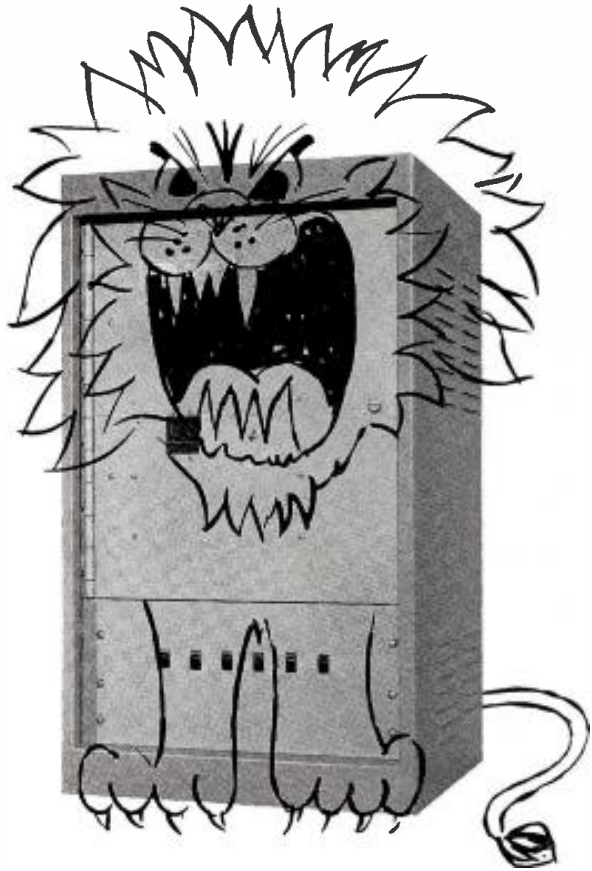
Mr. Killian, chairman of the corporation of the Massachusetts Institute of Technology and chairman of the Carnegie Commission on Educational Television, will address the first general session of the conference, Monday, March 6 at 9 a.m.

Mr. McCormack, board chairman, Communications Satellite Corp., will speak at the noon luncheon, with former FCC Chairman E. William Henry, making the introduction.

Mr. Bundy, president of the Ford Foundation, is to speak Tuesday, March 7 at a breakfast meeting.

The conference will formally open Sunday, March 5 at 6 p.m. with a reception to be followed by dinner. NAEB President William G. Harley will welcome the 300 educational television station managers and members of their governing boards. C. Scott Fletcher will speak as conference chairman and ETS executive consultant.

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Court action forces FCC's hand

IT ORDERS HEARING IN TWO ECONOMIC INJURY CASES

A U.S. Court of Appeals decision last month pointed the way to FCC action last week on two long-pending AM applications. Hearings were designated in the two cases, both on questions of whether grants would cause economic injury to existing stations with consequent damage to the public interest.

The applications are those of Eider C. and Wallace L. Strangland, doing business as Sioux Empire Broadcasting Co., for a daytime station on 1520 kc with 500 w in Sioux Falls, S. D., and of Norman W. Hennig for a new daytime station on 1330 kc with 1 kw in Tucumcari, N. M.

The Sioux Falls application was filed on Nov. 7, 1961, and was subsequently opposed, in 1963, by KISD Sioux Falls. Mr. Hennig filed his application on April 27, 1962, and KTNM Tucumcari filed its opposition the following year.

In each case, the established station asserted that the community involved was too small to support an additional station. Each said service in its area would deteriorate. Sioux Falls, a city of 65,000 has four AM's, including one educational station, one FM outlet, and

one television station. KTNM is the only station in Tucumcari, a community of 8,143, but a KTNM FM affiliate is scheduled to be on the air this month.

Commission Vote ■ The commission decision, in which five commissioners joined or concurred fully, and two concurred in part, was virtually dictated by the U.S. Court of Appeals decision overturning a commission decision in an economic injury case last month (BROADCASTING, Jan. 9).

That case involved the commission's denial of a petition by WHBT Harriman, Tenn., for a hearing on the application of Harriman Broadcasting Co. for a daytime station in Harriman (WXXL). Like the cases before the commission last week, it was an old one—the application was filed on Oct. 4, 1961, and was granted on Jan. 12, 1966.

The court held that the commission, in denying the petition for a hearing, had required too much "specificity" of the petitioner in its claim that the establishment of a new station would cause it economic hardship. The court also asserted that, in view of the "unexplained delay in the proceedings unrelated" to

the station's request for a hearing, the commission could not assume the petitioner had sought only to postpone the entrance of a competitor.

The commission, accordingly, felt the Sioux Falls and Tucumcari petitioners had made sufficient showing to get their hearings. However, commission officials cautioned that the decision should not be read as a relaxation of the strict standards the agency has until now required petitioners in economic injury cases to meet in seeking hearings.

Too Many Demands ■ One official acknowledged that the court indicated the commission had demanded "too much" of the petitioner in the Harriman case. But he added that if it hadn't been for the age of the cases, at least one of the petitions last week might have been denied.

Officials explained that the cases had been hung up until the end of 1965 principally because of a decision to await the outcome of an economic injury case that was on its way through the courts. That case, involving KGMQ Cape Girardeau, Mo.'s request for a hearing on an application by a would-be competitor, was sent back to the commission by the court in August 1964. The pleadings that the commission decided to require of plaintiffs as a result of the Cape Girardeau case were submitted by KISD and KTNM by late 1965. The rest of the delay was attributed by one official to "internal staff problems."

In both cases decided last week, the decision was supported by Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Kenneth A. Cox and James J. Wadsworth. Commissioners Robert T. Bartley and Lee Loewinger dissented in part and concurred in part, and Commissioner Nicholas Johnson concurred.

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Changing hands . . .

ANNOUNCED ■ The following station sale was reported last week subject to FCC approval:

■ KJFJ Webster City, Iowa: Sold by Don D. Treu to Robert E. and Ben T. Shaw of Dixon, Ill. for \$152,000. Shaws own chain of Midwest newspapers. KJFJ operates daytime only on 1570 kc with 250 w. Broker: Hamilton-Landis and Assoc.

APPROVED ■ The following transfer of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, Page 80).

■ Wicc Bridgeport, Conn. Sold by Kenneth M. Cooper and associates to Connecticut Broadcasting Co. for \$2,050,000. Connecticut Broadcasting is subsidiary of WPX Inc., licensee of WPX-FM-TV New York, and is owned by New York Daily News. New York station and newspaper are connected,

through interlocking ownership, with *Chicago Tribune* and its subsidiary, WGN Continental Broadcasting Co. Transaction does not include WICC's FM adjunct, WJZZ-FM, but purchaser has option to acquire FM at price understood to be in neighborhood of \$300,000. WICC operates on 600 kc with 1 kw days and 250 w nights. It was established in 1926 and operates 24 hours a day.

■ **KULA Honolulu, Hawaii:** Sold by A. J. Krisik and associates to Manning Slater and others for \$300,000. Buyers also own KRAK Sacramento, Calif. Mr. Krisik and his group own KGMS Sacramento, KAGO Klamath Falls, Ore., and control KFAX San Francisco. KULA is fulltime on 690 kc with 10 kw.

■ **WERT-AM-FM Van Wert, Ohio:** Sold by Van Wert Broadcasting Co. to WERT Inc. for \$185,000. WERT Inc. is owned jointly by Raymond I. Kandel and Cote Inc. Mr. Kandel holds interests in WMON Montgomery, W. Va., and KYVA Gallup, N. M.; Cote Inc., in WKLC-AM-FM St. Albans, W. Va.; KTUC and KFMM(FM) Tucson, Ariz., and WOHP Bellefontaine, Ohio. WERT is daytimer on 1220 kc with 250 w; WERT-FM is on 98.9 mc with 3.5 kw.

Agency heads to brief House Commerce panel

The key House Interstate and Foreign Commerce Committee held its first meeting of the current congressional session last week and announced it would hold a series of conferences with the heads of the federal regulatory agencies, including the FCC, but did not act on the composition and leadership of its subcommittees.

The round of agency hearings is expected to begin next week although the appearance of the FCC commissioners has not been definitely scheduled. Meanwhile the subcommittee structures will probably not be decided for the next few weeks. These procedural chores had previously been delayed until the dilemma over the seniority of Representative John Bell Williams (D-Miss.) had been resolved. His House Democratic colleagues elected to continue the punishment dealt out two years ago of stripping him of his seniority after he supported the opposition presidential candidate in 1964 (BROADCASTING, Feb. 6).

Now the subcommittee organization will await the assignments by each party and the return of the committee's top Republican, Representative William L. Springer (Ill.) to Washington.

The agency hearings planned by the committee, the first since 1957, are designed to introduce the members of

the committee and the heads of the regulatory bodies to one another and to inform committee members about the functions and responsibilities of the agencies.

ACLU wants pay TV on CATV and by wire

The American Civil Liberties Union advocated Friday (Feb. 10) the inclusion of both CATV systems and cable distribution in the FCC regulations for pay television.

The ACLU's position was embodied in a supplementary comment to its statement to the FCC last Oct. 7 in which it supported the FCC authorization for over-the-air pay TV. In its supplementary comment to the FCC, the union urged that "all homes served by cable and CATV must have the right to become individual [pay television] subscribers."

The ACLU stressed that pay TV offers a means of increasing diversity in broadcasting and asserted that "the initial regulations to establish [pay TV] broadcasting should require that [it] be made available to the entire population served by pay-TV carrier stations, both by cable and over-the-air."

The union pointed out that subscrip-

tion television was authorized by the commission in 1961 on a trial basis and in March 1966 it issued a further notice of proposed rulemaking on pay-television and solicited comments.

The ACLU noted that the commission's notice was "silent" on the eligibility of educational licensees for pay TV. It claimed that it is in the public interest for noncommercial stations to employ subscription TV for part of their schedules and said this could contribute to their financial self support.

Congressman critical of Carnegie CPTV plan

Representative George A. Goodling (R-Pa.), a 70-year-old incoming congressman who had previously served two terms in the House, last week took exception to the method of funding the Carnegie Commission's proposed public television effort and pointed to the possibility of governmental control of such a service.

He said the Congress would be asked to finance this "vast educational network" through tax money taken from the people. He said the proposed excise tax would have to be imposed on top of sales taxes that already exist in some

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states. He also noted the fund that would finance the Corp. for Public Television would be handled through the Treasury, avoiding the normal appropriation procedure, eliminating the surveillance of congressional committees and taking the expenditures out of the hands of Congress.

He also noted an article on the subject by conservative columnist David Lawrence pointing to the possibility that the educational TV system could fall under the control of the administration in power.

FCBA mail vote fails to admit FCC lawyers

Hope that FCC lawyers would become entitled to membership in the Federal Communications Bar Association faded last week when the results of a mail ballot of FCBA members became known.

The ballot was taken on changing the FCBA's by-laws to permit government attorneys to become members. There were 188 members voting and, under the association's by-laws, at least two-thirds of those voting must favor the change. The vote: 116 in favor of opening the roles, 72 opposed. Since

this failed to reach the required two-thirds, the motion failed.

This is the second time the communications bar has refused to open its membership to government lawyers. The first vote was taken last June at the annual membership meeting. Although a majority of members present at the meeting were in favor of the change, they could not muster the required two-thirds vote.

CATV deal prompts city to revoke franchise

A CATV company that relinquished its stock control to "outside interests" has received a city-council order revoking its franchise.

Crawford County Cablevision Inc., Bucyrus, Ohio, received the order as a result of stock expansion from 100 shares of no-par common to 10,000 shares of \$10-par-value common and sale of 90% of that stock to United Transmission Inc., multiple CATV owner, a subsidiary of United Utilities, both Kansas City.

In delivering the revocation order, the Bucyrus city council members noted that the sale had been made without

prior notice to or approval from the council, and that the "spirit, if not the letter" of the franchise had been violated.

Thomas P. Moore, co-owner of the CATV company and president-general manager of WBCO-AM-FM Bucyrus said the company, despite capital commitments to the franchise, will not press for court action.

Media reports . . .

They're expanding ■ WJLN Atlanta has moved from 1421 Peachtree St. N.E. to 1365 Peachtree St. N.E. Atlanta, into expanded studios which include new equipment, control rooms, production and office areas. There will be no change in format. Transmitting equipment and towers will remain in same location on Monarch Drive, S.E.

CRB marks third ■ WCRB-AM-FM's CRB network has announced WCRX (FM), 102.1 mc, Springfield, Mass. as the third station in its New England concert-oriented network. WCRX, broadcasting 15 hours daily, joins WCRB-AM-FM Waltham, Mass. and WCRQ (FM) Providence, R. I., which broadcast concerts by the Boston Symphony, New York Philharmonic and Cleveland and Boston Pops Orchestras.

EQUIPMENT & ENGINEERING

Miami TV gets move-in approval

Miami became home to another television station last week—its fourth commercial VHF outlet and the eighth station authorized to operate there.

The new one is WCIX-TV on channel 6, which was granted a construction permit in April 1964 to build a station in South Miami. The station, which has yet to go on the air, won FCC approval last week, on a 4-to-3 vote, to move some 10 miles north to Miami.

In approving the move, the commission was required to resolve a number of issues that four opponents of the move-in application had raised, including one of an alleged unauthorized transfer of control.

The move-in was originally opposed by WLBW-TV (ch. 10) Miami; Storer Broadcasting Co., permittee of WGBS-TV (ch. 23) Miami; Scripps-Howard Broadcasting Co., licensee of WPTV (TV) (ch. 5) West Palm Beach, Fla.; and the Association of Maximum Service Telecasters. Scripps-Howard, however, dropped its opposition in October.

In approving the move-in, the commission concluded that a "technical transfer of control" had occurred, but

said the permittee had not attempted to conceal the facts. Coral Television Corp. was ordered to file an application for commission consent to the transfer.

New Principal ■ The major change in ownership involved C. Terence Clyne, president of Clyne Maxon Inc., New York advertising agency. Mr. Clyne, who owned no stock in the corporation when the original grant was made, now owns 35% and is the permittee's largest single stockholder.

Other issues that the commission resolved in favor of the permittee included the impact the move-in would have on UHF development in the Miami market and the co-channel short spacing that would result.

The commission held that there would be no appreciable impact on UHF since WCIX-TV was already considered a Miami station; the new location would permit it to increase its coverage of the market from 90% to 99%.

The move-in, even if a requested transmitter move by WDBO-TV (ch. 6) Orlando, Fla., were approved, would result in a five-mile co-channel shortage. The commission said this was within the range of short separations that have been permitted.

The stations now operating in Miami

are WLBW-TV, WCKT (TV) (ch. 7), WTVJ (TV) (ch. 4), WSEC-TV (ch. 17) and WTHS-TV (ch. 2). WSEC-TV and WTHS-TV are educational outlets. WGBS-TV, which began operating in May 1953, suspended operations in 1957, and WTML-TV (ch. 39), for which TeleAmericas Corp. of Florida holds a construction permit, has not yet gone on the air.

Chairman Rosel H. Hyde and Commissioners Lee Loevinger and James J. Wadsworth voted for the grant, with Commissioner Kenneth A. Cox concurring. Commissioners Robert E. Lee and Nicholas Johnson dissented.

Equipment exhibitors to set NAB-show record

A record 116 equipment exhibitors have signed up for the National Association of Broadcasters 45th annual convention at the Conrad Hilton hotel, Chicago, April 2-5. The 1966 convention in Chicago attracted 114 manufacturers of broadcast gear.

About 50,000 square feet of exhibit space in four halls of the Hilton will be taken up by the manufacturers. They will be in the East, West, North exhibit halls and the Continental Room.

What it costs to put off painting

The FCC last week ordered WMID Atlantic City, N. J., to pay a \$5,000 fine for "repeated or willful failure" to paint its antenna tower. The commission had already sent a notice of apparent liability to the station last December (BROADCASTING, Dec. 12, 1966).

At the time the notice was sent the commission emphasized that the size of the forfeiture indicated the importance the FCC attaches to tower painting as an aid to air-navigation safety.

Agency records indicate that the FCC's field-engineering bureau warned WMID four times after Aug. 24, 1964, to paint its tower but that the station didn't notify the commission that the job was completed until last November.

FCC Commissioner James J. Wadsworth had previously stated that he was not satisfied with the \$5,000 fine. He reportedly felt that in view of the circumstances of the WMID case, the maximum forfeiture—\$10,000—would be more appropriate.

In another forfeiture action last week the commission sent a \$4,000 notice of apparent liability to KFLY-AM-FM Corvallis, Ore. The stations have allegedly violated the FCC's operator rules by operating both above and below authorized power.

Technical topics . . .

Show plans ■ Plans for the 1967 Western Electronic Show and Convention have been announced. Wescon will be held in the Cow Palace in San Francisco, Aug. 22-25. Cow Palace buildings have been laid out to accommodate 1,076 10-foot exhibit booths, four large technical meeting rooms, a motion-picture viewing room and eight lounge areas. Show officials estimate that about 675 companies will occupy the exhibit space and that the four-day attendance should total about 40,000.

New CATV cable ■ Phelps Dodge Copper Products, New York, has introduced a new air dielectric coaxial cable that reportedly meets the demands of the CATV market. The cable, designated Spirafil II, is constructed of a seamless aluminum outer conductor, a continuous, noncollapsible polyethylene helix and a solid copper inner conductor.

Light-weight zoom lens ■ Albion Optical Co., West Nyack, N. Y., has introduced the light-weight Varotal XX zoom lens for Image Orthicon Cameras. Priced at \$4,400, the lens, which has a focal range of 40 to 400 mm, is suitable for monochrome and color cameras in both studio and field use.

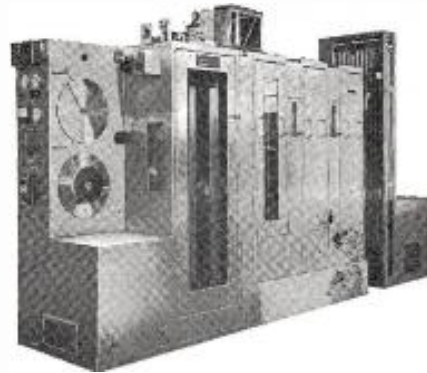
Antenna systems catalogue ■ Andrew Corp., Box 42807, Chicago 60642, has released Catalogue 25, giving detailed information and data on microwave, UHF, VHF, telemetry antennas, flexible coaxial cables, elliptical waveguides and related equipment and accessories.

Cameraman's headset ■ Roanwell Corp., New York, has available a new TV special headset (No. 106020), which is said to provide greater freedom of action with a 15-foot (extended) retractile cord, and push-to-talk switch. Unit is equipped with 30-ohm microphone, 275-ohm receiver (300-

3,500 cps frequency response), wide headband, foam-filled circumaural ear-cushion and soft hypalon over-temple pad.

Microphone savings ■ Altec Lansing, Anaheim, Calif., has announced price reductions up to 25% on its most popular microphones. Examples: the 677B lavalier, from \$39 to \$29.40; models 674A and 675A, both dynamic omnidirectionals, from \$30 to \$25.20 and \$34.50 to \$27. Engineering data and information can be obtained from Altec Lansing, 1515 South Manchester Ave., Anaheim, Calif. 92803.

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R-60S	Rev. & Neg./Pos.	B&W	16mm	60-100FPM
NP36	Neg./Pos.	B&W	16mm	90FPM
S-150	Neg./Pos.	B&W Spray	16/35	160FPM
FE-30	Ektachrome	Color	16mm	30FPM
FE-50	Ektachrome	Color	16mm	50FPM
FE-100	Ektachrome	Color	16 or 16/35	100FPM
FEC-100	Eastman Neg./Pos.	Color	16 or 16/35	100FPM
FEC-150	Eastman Neg./Pos.	Color	16 or 16/35	150FPM
FEC-200	Eastman Neg./Pos.	Color	16 or 16/35	200FPM
FEC-300	Eastman Neg./Pos.	Color	16 or 16/35	300FPM

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ETV readying regular network

Columbia's 'laboratory', backed by Ford Foundation, will provide interconnection on routine basis

The Ford Foundation's \$10 million educational television "laboratory" will not only inaugurate in October the first color TV series in noncommercial TV history, but will also establish ETV's first regular network operation, it was disclosed last week.

National Educational Television interconnected 75 of its affiliates throughout January to present the President's State of the Union address and three other special programs (BROADCASTING, Jan. 16, 30), and it plans two more such special events before October. But the Ford project provides the first regular interconnection.

Av Westin, executive director of the laboratory, explained last week that regular interconnection was not much more expensive than once-a-week interconnection, and that it will provide a live network for originations by NET and "stations down the line."

The Columbia University board of trustees meanwhile last week approved in principal what Dean Edward W. Barrett described as "a general supervisory responsibility" for the laboratory. It will be titled "The Columbia University Experimental Broadcast Laboratory," but the main areas of the university's responsibility remain to be defined in further negotiations with the foundation.

Awaiting McBundy ■ Dean Barrett said the division of responsibility for the laboratory will not be clearly decided for some weeks, and Mr. Westin postponed all budgetary questions until Ford Foundation President McGeorge Bundy's return from vacation in the British West Indies.

It is expected, however, that Columbia's responsibility will be exercised through its graduate school of journalism and Dean Barrett's position on an "editorial board." Other members are assumed to include NET president John White, as well as Fred Friendly, former CBS News president and currently TV consultant to the foundation, a Columbia journalism professor and director of the laboratory.

As Mr. Westin outlined plans for



Dean Barrett

NET's three-hour Sunday night series, it sounded like an unusually decentralized, miniature-network-news-and-public-affairs organization. It depends heavily on the program resources of a projected "advisory board" of at least 19 universities and institutions in addition to Columbia, and the production facilities of ETV stations around the country.

Mr. Friendly has been conducting preliminary talks with a number of universities to enlist their guidance in the program areas of education, science and cultural affairs, and their authorities in specific news areas. Among those universities are Harvard, Princeton, Yale, the Massachusetts Institute of Technology, the University of Chicago, Notre Dame and the University of Texas.

After the Pros ■ Mr. Westin has been working to line up stations' participations, and recruit "as many triple-threat professionals" as he can find to staff the laboratory's production center, planned for midtown Manhattan. The staff is expected eventually to number between 35 and 50.

The laboratory will be able to dis-

ETV network for N.Y.?

New York Governor Nelson A. Rockefeller has called a news conference Tuesday (Feb. 14) to discuss plans for the New York Network, a state-financed, \$300,000-a-year proposed hook-up of five noncommercial stations.

The network, comprising WNDT (TV) New York, WMHT (TV) Schenectady, WCNV-TV Syracuse, WXXI (TV) Rochester and WNED-TV Buffalo, is scheduled to begin operation next fall shortly after the Ford Foundation's ETV project starts (see above).

Plans are to program events of state and local interest—state political conventions, state legislative proceedings and news—particularly during evening hours and to pool instructional programming resources.

patch mobile units to local stations to assist their originating stories of national interest, and for "true" remotes, Mr. Westin said.

Next week, Mr. Westin will go to Washington for talks with executives of WETA-TV about establishing a base of operations there.

Ford officials said NET will handle interconnection for the program. But last week, when asked to comment on the seven-day-a-week interconnection, NET sources said they were unaware that more than once-a-week was planned.

The Sunday night series will have an extremely flexible format. "We may cover a story in a few minutes, or we may devote an entire three hours to it," Mr. Westin said.

Program areas will include, in addition to education, science and cultural affairs, consumer information, sociological topics, and political, economic and military news, all with heavy reliance on academic authorities "who are good on-camera," as he put it.

Mr. Westin, former executive producer of CBS News special events and elections units, described his approach as executive director of the Sunday night: "Everything of interest to people is news."

Republic set to sell its picture backlog

Republic Corp., which as Republic Pictures Corp. a couple of decades ago operated a busy movie-making business, cut its ties with the old days even more last week. It all but completed negotiations for full sale of its library of more than 850 films to Emery Pictures Inc., New York. The deal, which includes all distribution rights to the film product, calls for a cash purchase of \$3,350,000. The library that would change hands in the transaction represents all of the films produced by Republic prior to 1957, when it discontinued film production. Negotiations are expected to be completed and final papers signed imminently.

The company's remaining leftover from its production days is the 70-acre Republic Studios facilities in North Hollywood, currently under lease to CBS-TV.

Since plans call for Emery Pictures to have all distribution rights it's likely that once the deal is completed Republic's distributing divisions will cease to exist. The company's library had been handled by Hollywood Television Service and Republic Film Distributing International.

Radio series sales . . .

The Bud Wilkinson Sport Show (VIP Enterprises): KRYS Corpus Christi, Tex; KWCB Searcy, Ark.; WHWH Princeton, N. J.; KODY North Platte, Neb., and KSTB Breckenridge, Tenn.

Tax Tips (F-P Productions): WCMB Harrisburg, Pa.; WPON Pontiac, Mich.; WTIM Taylorville, Ill.; WHBQ Memphis; WKPR Kalamazoo, Mich.; WHYL Carlisle, Pa.; WMAN Mansfield, Ohio; WMUS Muskegon, Mich.; WMBA Ambridge, Pa.; KGLE Glendive, Mont.; WPAM Pottsville, Pa.; WLSH Lansford, Pa.; KDMI (FM) Des Moines, Iowa; WINI Murphysboro, Ill.; WKBN Youngstown, Ohio; WBNT Oneida, Tenn.; WGRO Lake City, Fla.; WAVI Dayton, Ohio; WMBO Auburn, N. Y.; WROX Clarksdale, Miss., and WBIZ Eau Claire, Wis.

Love & Marriage (F-P Productions): WAKO Lawrenceville, Ill.; WPBC Richfield, Minn.; WHTC Holland, Mich., and KMAM Butler, Mo.

Wonderful World of Sports (F-P Productions): KMAM Butler, Mo.

July 4, 1776, Tips on Tots, Points on Pets and Your Green Garden (Woroner Productions, Miami): KLAN Lemoore, Calif.

Americana Library and Thirteen Days

(Woroner Productions, Miami): KLAN Lemoore, Calif.; WHAW Weston, W. Va., and WMRN Marion, Ohio.

The First Christmas (Woroner Productions, Miami): KELO Sioux Falls, S. D., and KLAN Lemoore, Calif.

Easter the Beginning (Woroner Productions, Miami): KELO Sioux Falls, S. D.; KWIC Salt Lake City; CHER Sydney, N. S., Canada, and KLAN Lemoore, Calif.

The Joe Pyne Show (Hartwest Productions): WCSI Columbus, Ind.; KFH Wichita, Kan.; WSNY Schenectady, N. Y.; KWEL Midland, KMCO Conroe, and KSEL Lubbock, all Texas; WDX Orangeburg, S. C.; WJML Petroskey, Mich.; wcow Sparta, Wis., and WMWM Wilmington, Ohio.

The Barry Gray Show (Hartwest Productions): WKAT Miami; WHEC Rochester; WMC Memphis; WHBC Canton, Ohio, and WBPZ Lock Haven, Pa.

John Doremus Show (Functional Media Inc.): WKLS-FM Atlanta, WKAU Kaukauna, Wis.

Flying Saucers . . . Serious Business (Radiozark Enterprises Inc.): KBRs Springdale, Ark.; WKIS Orlando, Fla.; WRAJ Anna, Ill.; WVLN Olney, Ill.; KDMI (FM) Des Moines, Iowa; WLKN

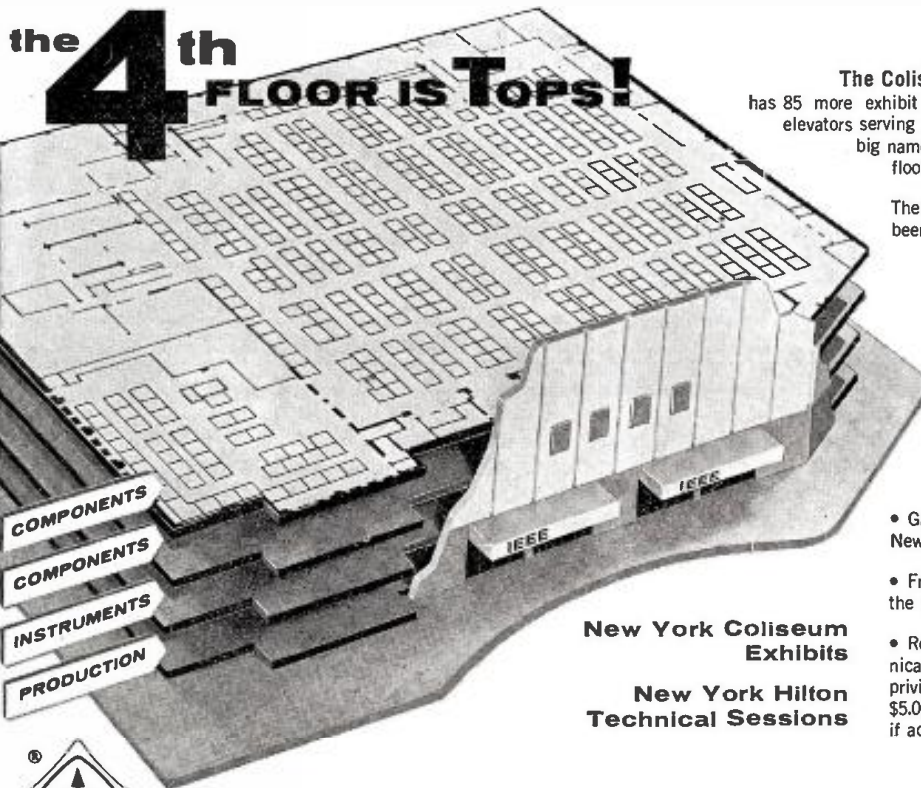
Lincoln, Me.; WHAI Greenfield, Mass.; WHMP Northampton, Mass.; WCSR Hillsdale, Mich.; KROX Crookston, Minn.; WCLD Cleveland, Miss.; WCNI Newport, N. H.; WBRV Boonville, N. Y.; WOTT Watertown, N. Y.; WPYB Benson, N. C.; KVOG Ogden, Utah; KONI Spanish Fork, Utah; WPDx Clarksburg, W. Va., and KTLO Mountain Home, Ark.

Strangest of All (Radiozark Enterprises Inc.): Wwcm Brazil, Ind.; KWCL Oak Grove, La.; KVOX Moorhead, Minn.; KRAD East Grand Forks, Minn.; WBYO-FM Boyertown, Penn., and WBEV Beaver Dam, Wis.

The First Christmas, Easter the Beginning and July 4, 1776 (Woroner Productions Inc., Miami): KOGA Ogallala, Neb.; KOVC Valley City, KEYJ Jamestown and KBMW Wahpeton-Breckenridge, Minn., all North Dakota; KWAD Wadena and KLOH Pipestone, both Minnesota, and WSDR Sterling, Ill.

Americana Library and Thirteen Days (Woroner Productions Inc., Miami): WJAG Norfolk and KOGA Ogallala, both Nebraska, and WSDR Sterling, Minn.

Tips on Tots (Woroner Productions Inc., Miami): 3KZ Melbourne, Australia; KOGA Ogallala, Neb., and WSDR Sterling, Ill.



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Auction aids restoration of flooded art

Pablo Picasso's painting, "Femme Couchee Lisant," was sold in an international auction via live satellite color TV during NBC's *Bravo Picasso!* special Sunday, Feb. 5.

The winning bid of \$105,000 was made in the studios of WBAP-TV (NBC's Fort Worth-Dallas affiliate) by the Fort Worth Art Center Museum. Other bids came from NBC-TV studios in New York and Los Angeles, BBC-TV studios in London,

and Paris' Petit Palais. The auction was conducted by Parke-Bernet Galleries, New York, and Sotheby & Co., London, for the benefit of the Committee to Rescue Italian Art, organized after the floods in Florence, Italy.

Bravo Picasso! was the first color satellite transmission from Paris and the first colorcast in Mexico, presented with Spanish language commentary by Telesistema Mexicano.



WBAP-TV studio becomes international art auction house.

CBS leads latest Nielsen

Report, covering beginning of second season, shows 'Invaders' and 'Mr. Terrific' near the top

The ratings pendulum that has swung from NBC to CBS and then back to NBC this season rests again with CBS. The network in last week's Nielsen report achieved the highest average-audience rating (7:30-11 p.m. NYT) that any network has recorded in any two-week Nielsen report this season, a 21.6 compared to NBC's 20.2 and ABC's 17.8.

It also marked the second national Nielsen win in a row for CBS. From the point of view of audience levels, however, all three networks could crow. NBC, for example, scored its second highest ratings average; tops for NBC was 20.4 registered in the seventh national report. ABC's average in the new report, the ninth, was but one-tenth of a point below its high point of 17.9 scored in the first Nielsen report covering the start of the season.

CBS now has led in four reports,

NBC has been in five. NBC noted, however, that it continues to have the advantage in ratings points (now three-tenths of one point) in the over-all rating average for the 7:30-11 p.m. period this season. The figures NBC—19.5, CBS—19.2, ABC—16.8.

Of interest in last week's Nielsen report were the averages of the Jan. 5 Super Bowl audiences for CBS and NBC, both of which carried the telecast of the game (see page 46).

Second Season ■ The ninth regular Nielsen also took in the first two weeks of the start of the so-called second-season period in which the networks had made revisions in their nighttime schedules.

In second-season ratings development:

■ Two new shows, CBS's *Mr. Terrific* (Monday, 8-8:30 p.m.) and ABC's *The Invaders* (Tuesday, 8:30-9:30 p.m.) moved into the top show listings

in the Nielsen report.

Terrific, scoring a 24.5, was 14th in the Niensens, *Invader* was 21st with a 23.1. The report, however, did not include CBS's new *Coliseum* or *Smothers Brothers Comedy Hour*, both of which started on later dates, *Coliseum* on Jan. 26 and *Smothers* on Feb. 5.

■ *Smothers Brothers* in its first appearance scored favorably in the overnights against NBC's *Bonanza*, network TV's rating heavyweight over the past several seasons.

The Arbitrons showed *Smothers Brothers* within a whisker of *Bonanza* in both rating and share in the Sunday 9-10 p.m. slot: *Smothers* had a 23.4 to *Bonanza's* 23.8 rating, with share about 36 for both programs. ABC's movie in its first hour that period had an 18.5 rating and a 28 share. In the Trendex, *Smothers* again had about a 36 share, though Trendex also reported a rating of 21.7 for the movie, 21.6 for *Smothers* but a much lower rating (15.1) for *Bonanza*.

■ ABC released both a Trendex and a New York Nielsen report in support of its claim to have movie-blitzed the opposition last Wednesday (Feb. 7) in the 8-11 p.m. period. ABC programed Samuel Goldwyn's "Guys and Dolls" (Frank Sinatra, Marlon Brando, Jean Simmons and Vivian Blaine) as its Wednesday movie.

ABC said a special Trendex gave the movie a 24.2 rating and a near 44 share for the three hours. During that period, the other networks programed their

The top ten

National Nielsen-ratings top sponsored network television programs Based on Nielsen estimates in second NTI report for January 1967 (two weeks ending Jan. 22)

Rank	Program	Nielsen average audience (†)	
		Rating	% U.S. No. households (000)
1.	Bob Hope Christmas Show (S) (NBC)	38.0	20,860
2.	Cinderella (S) (CBS)	31.4	17,240
3.	Bonanza (NBC)	30.7	16,850
4.	Andy Griffith (CBS)	30.0	16,470
5.	Lucy Show (CBS)	28.4	15,590
6.	Friday Movie (CBS)	27.6	15,150
7.	Jackie Gleason (CBS)	27.3	14,990
8.	Ed Sullivan (CBS)	27.0	14,820
9.	Hogan's Heroes (CBS)	26.6	14,600
10.	Saturday Movie (NBC)	26.2	14,380

*Subject to definitions and reminders contained in the NTI report.

**Telecast only one week of this report interval.

(†)Households reached during the average minute of the program.

(S)"Special" or pre-empting program.

Programs are rated in terms of total duration. Telecasts with curtailed duration or station facilities are excluded.

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In 1719, when the Spanish quit, half the booty was still under water.

Over 200 years later, a retired builder, one Kip Wagner, found a silver piece-of-eight stamped with a cross and a Spanish coat-of-arms on a sandy beach near Sebastian Inlet, Florida.

In the ten years since that simple discovery, Mr. Wagner and his partners have uncovered gold, silver and jewels worth over one million dollars.

"TREASURE TROVE OF THE CENTURY" is the story of this fascinating adventure. An adventure, which at this minute, is still going on in the shallow waters near Sebastian Inlet.

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It is available now, for the first time, but to *only one station* in each city.

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It turns out Ronald Reagan never left TV

Former television-series-regular Ronald Reagan, less than two months in office as governor of California, obviously intends to make more use of the medium than most politicians in communicating with the people. He already has appeared in three specially produced, privately underwritten telecasts that have been distributed or offered to all of the state's 49 commercial TV stations.

The programs, called *Report to the People*, are part of a promise the governor made last year when he was campaigning for office. At that time he said that if elected he would make some kind of monthly report to the people. But the reports will not necessarily follow a monthly or any other pattern. They will be produced and offered, sometimes more or less than once a month, whenever the governor decides "he really has something to say."

Whatever their ultimate frequency, the reports already have succeeded in creating a small but heated furor in the state. California Democrats openly label the Republican governor's talks as "propaganda." They claim he presents only one side of

the story and does not provide a chance for a free exchange of views. Charles Warren, chairman of the Democratic State Central Committee, has threatened to go to the FCC for equal time.

Some of the commercial television stations in the state also are perturbed because they feel the governor has chosen this technique for discussing ways and means of his administration sometimes at the expense of the give-and-take of televised news conferences. They regard the special reports as electronic handouts or news releases and are reserving the right to edit or disregard them entirely as they see fit. They don't feel that equal-time regulations apply to these broadcasts if they are determined to be news releases that are edited for their news value.

Three, So Far ■ As of last week one live and two filmed *Report to the People* programs had been produced and telecast. The two filmed reports, shown last month, are acknowledged by Nancy Clark Reynolds, the governor's assistant news secretary, to have been "news hand-

outs." One was two minutes and 10 seconds and the other was one minute and 56 seconds. They were distributed to all 49 commercial TV stations in the state and inserted in the early and late news programs of a total of 46 stations. Reportedly, KMEX-TV Los Angeles, a Spanish-language station, KMTW(TV) Corona, a new UHF outlet, and KAAR(TV) San Diego, because it was off the air at the time, did not carry the special reports. Walter Cronkite, however, ran both of them on his CBS-TV evening news series.

By far Governor Reagan's most ambitious program was on Feb. 5. That day he took to the air for a 15-minute in-depth report on California's current fiscal crisis. KABC-TV Los Angeles donated its facilities on a pool arrangement for the live telecast. This report was offered to any station in the state that wanted to make a tape or was able to pick it up live. In all, 27 stations carried the report, many of them live at 5 p.m. on a Sunday.

The second of the filmed reports and the live telecast were produced in Los Angeles. The first filmed re-

regular schedules with NBC in the Trendex scoring an average 14.2 rating and 25.8 share, and CBS getting 12.8 and 23.2. The New York instant Nielsen showed the movie in New York to be in the low-30 average-rating range, NBC in the high 18's and CBS around 14. ABC said the rating performance indicated it had more than doubled its normal Wednesday night audience.

NBC countered the ABC claim by issuing an Arbitron 20.5 average rating for "Guys and Dolls." NBC said this fell below a 20.7 national Nielsen average for the "nights at the movies to date this season."

Other ratings highlights:

■ *The Bob Hope Christmas Show*, a 90-minute special on NBC, was the leading audience-getter in last week's national Nielsen report (see box listing top 10). Its 38.0 made it the second-highest-rated program of the season (*The Bridge on the River Kwai* on ABC earlier in the season had an average 38.3 score).

■ Also in the national Nielsen, *Huntley-Brinkley* with an 18.0 in its early-evening time period on NBC attracted an audience of 9,880,000 homes per minute. The network said this was the "largest audience ever for an early-

evening news program in an NTI [Nielsen Television Index] report."

■ In that same report, NBC won four nights (Wednesday, Thursday, Saturday and Sunday) and CBS won in the other three nights.

NBC sees need for global news setup

NBC News is considering the establishment of "self-contained" news bureaus in several major cities around the world to transmit stories to the U. S. by communications satellite.

The projection of a "global news transmission system" was made last week by Walter D. Scott, NBC chairman, in an appearance before the Detroit Economic Club.

According to Mr. Scott, NBC News might well feed reports from abroad in much the same way it now transmits from points within this country. The overseas "gateway" cities, he said, might include London; Rome; Tokyo; Bangkok, Thailand; Caracas; Rio de Janeiro; Lagos, Nigeria, and New Delhi.

The news offices would have complete

facilities, including the equipment and production people necessary to prepare stories for satellite transmission.

Problem-Solving ■ A main thrust of Mr. Scott's address was in the area of problem-solving in global television, proposing the inevitability of a worldwide organization of broadcasters who "can provide a wholly effective nerve center to serve emerging needs rising from television's rapid global growth."

Mr. Scott noted International Telecommunications Union and the European Broadcasting Union efforts in setting standards, in procedural operations, frequency allocation and (particularly EBU) in programing, but indicated these would not be adequate on a worldwide scale.

There's a need globally "not only for a central file of programs available for purchase or exchange but for a clearinghouse to deal with such factors as time differentials, copyrights, union arrangements, scheduling clearances and simultaneous translation.

"Major long-range planning, as well as day-by-day coordination, will be required if anything resembling Eurovision [the TV network operated in Europe by EBU] is to be attempted on a global scale."

Skill Bank ■ Mr. Scott said a world

port, shot in Sacramento, was produced by Snazelle Productions Inc., under the supervision of Mrs. Reynolds. Snazelle, a San Francisco and Los Angeles commercial production house that handled work for Mr. Reagan during his campaign and now is producing a film of the governor's inauguration for the state archives, is likely to produce all of the special reports in the future. The television projects, though, are the specific responsibility of Mrs. Reynolds, who is on leave of absence from KPX(TV) San Francisco, where she was an on-air political reporter for the last four years.

How Much Money ■ According to Mrs. Reynolds, Snazelle agreed to do the first filmed report for \$1,000 as a way of determining what such a production would actually cost. A bill hasn't been received for the second filmed production but Mrs. Reynolds estimates that just the cost of distributing the some 40 prints will run between \$1,300 and \$1,600. The governor's office is paying the toll-line charges for the live telecast, with the physical-production costs supposedly contributed by KABC-TV as public service time for a nonpartisan message. Again, while the bill is not yet in, Mrs. Reynolds figures that these line costs will run several

thousand dollars.

The money to pay for these broadcasts is coming out of a source called "The Reagan Reports to the People Fund." This is described as finances left over from the governor's campaign war chest and from a stipend that was used to run Mr. Reagan's "interim government" during the two-month period between election and inauguration. The total revenues in this special television fund were not disclosed.

"No state funds have been used nor will they ever be used," Mrs. Reynolds stresses. "You'd be surprised," she adds, "just since the reports to the people have come out we're getting contributions to it."

The woman news aide indicates that most of the future reports will be of the short filmed variety. She describes these "as just an outline of what the governor feels the problem is and what he proposes in the way of solving it." She doesn't think there'll be more than possibly a total of four or five of the longer 15-minute reports.

"We don't have any pattern," she explains. "Frankly, I'm glad we don't because if it isn't spontaneous and it isn't something the governor wants to do then there's no point in doing it at all."

group could provide personnel exchanges and training courses so as to spread broadcasting skills over the map while helping their counterparts in the emerging nations.

"The world's broadcasters can, of course, proceed without such an international organization, but the world's people will be the poorer as long as they do," he said.

In noting the current speed of advance in international TV, Mr. Scott said that additional ground stations are being opened throughout the world. He said that by the end of 1967, Spain, Thailand and the Philippines will be added to the countries now having ground stations operating.

50 foreign films bought by Official

Official Films Inc., New York, last week announced it has paid \$2.5 million to acquire over 50 foreign feature films (about 60% of them in color) for TV syndication in the U. S.

Official, packaging the dubbed films

as two separate groups, plans to distribute Group I (26 titles plus a children's special) this year, with 20 of the films sold directly to TV outlets, and the remaining seven directed initially to theaters and 18 months later to TV. Group II (still in production) is tentatively scheduled for release eight to 10 months after Group I.

Backing up its TV syndication, Official also will invest \$85,000 for a promotional tie-in campaign, which does not include its advertising budget. The money will be used for a contest to promote the films on TV. Official will award contest winners with free tickets and an all-expense-paid flight to the 1968 Cannes Film Festival.

Official's Group I features such names as Jean-Paul Belmondo, Geraldine Chaplin, Marcello Mastroianni, Charles Aznavour, Dana Andrews, Anita Ekberg, Francois Hardy, Vittorio Gassman, Akim Tamiroff, and Micheline Presle. Among the films earmarked first for TV include nine in color: "The Amorous Corporal," "The Band that Went to War," "The Beckett Affair," "Devil at my Heels," "How to Rob the Bank of Italy," "The Man from Mykanos," "Our Man in Casablanca," "The Spy Who Loved Flowers," and "Via Macao."

TV groups joining to produce series

Four group-station owners have banded together to create and produce 12 one-hour musical specials in color for use on their own outlets and for syndication in other markets, according to a joint announcement being made today (Feb. 13).

The multiple-station owners involved in the project are Storer Broadcasting, Taft Broadcasting, WGN Continental Broadcasting and KTLA-Golden West Broadcasters. They voiced the view that this marked the first time that such a large group of broadcasters (covering 17 stations) had cooperated in an undertaking of this size.

The series of 12 specials is titled *A Very Special Occasion*, and is described as an "intimate performance" by two recognized musical stars in each one-hour segment. The programs will be produced in Hollywood with Hal Stein in charge of over-all production. Mr. Stein has been associated with WGN-TV and WBKB(TV), both Chicago. Writer-director Johnny Bradford will serve in those capacities on the series and Jerry Fielding will be music director.

Production already has begun on the specials. They are aimed for prime-time use, starting in September, on the 17 stations owned and operated by the four broadcast groups and on other TV outlets that may purchase them. Storer Programs Inc. is handling distribution of *A Very Special Occasion* and is now offering them throughout the U. S. and abroad.

The group project is designed to alleviate the shortage of quality TV programming available for syndication. The undertaking is said to be an outgrowth of Development Program Associates, an organization of station operators which has been seeking to stimulate program production by holding meetings of buyers and sellers. DPA does not finance productions.

Cronkite warns of media under attack

The believability of the news media is under attack and their effectiveness will be hampered unless they have the courage to speak out for the truth, CBS News correspondent Walter Cronkite asserted last week in a talk at Johns Hopkins University in Baltimore.

Mr. Cronkite, who gave the Frank R. Kent Lecture at the university, dwelt at length on the U.S. government practice of issuing misleading information

UPI finds wide range in state house radio-TV rules

Many state legislatures do not object to television and radio coverage of their general sessions, and those that do usually base their opposition on the ground that such coverage either interrupts their work or is used by some legislators as an opportunity for electioneering, the United Press International reported last week.

A nationwide survey by UPI was cited as the basis for its report.

Nebraska, Idaho, Utah, Colorado, Rhode Island, New Hampshire, Maine, Wisconsin, South Carolina, Tennessee, Oregon and Indiana were named as being among states whose legislatures permit broadcast coverage, although, according to UPI, "many of the electronic media do not take advantage" of this permission.

The report said that "only a rela-

tive by few legislatures apparently have instituted outright bans" on broadcast coverage of their general sessions, but that many prefer to keep committee meetings closed, "or at least open to only 'pencil and paper' reporters."

UPI said Vermont has rules prohibiting live broadcasts or sound cameras but waives them occasionally on condition that broadcast newsmen are unobtrusive. Coverage of California house and senate was said to be permitted on special occasions.

New Mexico was reported to have a divided policy that permits TV and radio crews on the floor of the house if they're unobtrusive but requires them to cover the senate from a special gallery.

In New York the senate allows no

broadcast coverage but the assembly permits TV cameras but no taping of debates, UPI continued. In Florida and Mississippi and "in many of the states permitting electronic coverage, the question is left up to the presiding officers with no formal rules," while the Ohio legislature permits live but not recorded coverage.

In South Carolina, it was noted, the senate limited TV coverage during a 1966 filibuster that officials thought would give national audiences a bad impression of the state. In Missouri two weeks ago the house voted to allow broadcast coverage but empowered the speaker to decide when and by whom in a resolution that, although aimed primarily at radio-television, also included print media (BROADCASTING, Feb. 6).

or remaining silent or being evasive on vital issues, particularly on the Vietnam conflict. He added that the nuclear age, which has resulted in the new problem of "news management," demands that the public "know more, not less, about

the decisions of government and the men who make them.

"I would like to suggest that one of the reasons for the great confusion which racks this nation today over the Vietnam war is the fact that we were committed without a proper airing of the facts . . . all the facts," Mr. Cronkite declared. "The administration and preceding ones did not level with the American people on the nature or scope of the commitment which, I submit, they themselves must have known was one of the ultimates of our policy."

He did not omit the news media from criticism, however. Mr. Cronkite indicated public skepticism already has been permitted by "a lazy press to taint the press itself." He said the press appears only to be self-serving when it becomes alarmed over news restrictions, news management and "government lies," and added:

"The public fails to realize that what is at stake is not a narrow pride of product on the part of the publisher or the broadcaster, but the citizen's own unquestioned right to know."

TV not free to viewer says adman in rebuttal

Television is not free to the public, Everett Nelson, vice president and director of media, Tatham, Laird & Kuder, Chicago, shot back last week at Herbert Maneloveg, his counterpart at BBDO, New York, although Mr. Nelson said he would agree that television's second season is "sickening" (BROADCASTING, Feb. 6).

The BBDO media official had noted

that television at least is "free" for the viewer in commenting on the poor programming trend before the Hollywood Radio and Television Society a fortnight ago. On the contrary, Mr. Nelson argued last week, TV "is probably the

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Talk show set for mayor

The chief executive of the self-styled "entertainment capital of the world," will himself become a weekly television entertainer beginning next month. Los Angeles Mayor Sam Yorty will star in a weekly 90-minute television conversation show, to be shown locally first but with national syndication a distinct possibility in the future. The program, titled *The Sam Yorty Show*, will be carried on KHJ-TV Los Angeles, starting in March.

It will feature guest interviews. The mayor also will answer questions asked by the studio audience or put to him by Jack Rourke, president of Jack Rourke Productions, producer of the show. Mr. Rourke will act as host for the program. He'll handle introductions and do the lead-ins to commercials. Mayor Yorty, it's emphasized, will not be involved with the commercials in any way.

The mayor has an option in his contract with the RKO General station for the show to be syndicated nationally on the other stations in the group.

most expensive medium there is from both sides of the fence—the viewer as well as the advertiser.”

Mr. Nelson pointed out that there is nothing free about the purchase of a \$500, \$300 or even \$100 television set “nor is it free to buy a service contract or pay the service bills.” Electricity to operate the set isn’t free, Mr. Nelson said, adding that the “investment” of one’s time costs something too.

TV excluded from covering Nazi’s speech

A Midwest television station has strongly protested a university’s action barring “the eyes of the visual media” from scrutinizing an American radical political figure. WFRV-TV Green Bay, Wis., objected to Lawrence University’s censorship of television coverage of a speech by American Nazi leader George Lincoln Rockwell while recognizing the press credentials of newspapermen.

Mr. Rockwell addressed the university community in its 1,400-capacity chapel on Feb. 8. The university excluded the general public and TV because of an alleged lack of space.

In a letter to the university’s president, WFRV-TV News Director Dick Kay argued that the electronic media should have the same rights as print media in presenting news to the public. Further, he asserted, the clinical objectivity of the camera presents to the public the immediacy of the news event instead of the impressions, observations and quotes filtered through a newsman and set into type.

Program notes . . .

Familiar locale ■ It was a visit back to the site of WMAR-TV Baltimore’s old home when the station telecast a color special at the opening of the Morris A. Mechanic Theater. The newest legitimate theater in the U. S. was built on grounds formerly the location of the Old Sun Building, home of the *Sunpapers* for many years and, starting in 1947, of the newspaper’s WMAR-TV. Coverage of the opening of “Hello Dolly,” starring Betty Grable, included interviews with David Merrick, Maryland Governor Spiro T. Agnew, and Baltimore Mayor Theodore R. McKeldin.

Thematic package ■ National Telefilm Associates, Hollywood, has developed a new feature-film package, consisting of only three properties, especially formatted for Easter programming. Included are “Day of Triumph,” with Lee J. Cobb, “I Beheld His Glory” and a 20th Century-Fox picture, “The Great Commandment.”

A date is announced ■ CBS-TV has

announced that its special broadcast of Arthur Miller’s *The Crucible* will take place on Thursday, May 4 (9-11:15 p.m. EDT) The special broadcast, pre-empting the *CBS Thursday Night Movie*, will be sponsored by Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois, New York.

Homosexuality explored ■ CBS-TV will carry on its *CBS Reports* series on March 7 (10-11 p.m.) a program titled “The Homosexuals.” It will explore the attitudes in the U. S. of the medical profession, the law and homosexuals themselves and will include results of a national sampling of the public’s views on homosexuality.

Animated World War I ■ A new adventure cartoon series in color, *The Golden Eagle*, is being produced by Cambria Studios, Hollywood, for distribution by the Trans-Lux Television Corp. Initial episodes of the series, which is based on exploits of World War I flying aces, are expected to be ready by March in time for the NAB convention and TFE ’67, a Trans-Lux official reported.

CBS-TV has own ideas about features for TV

If NBC-TV seems sold on two-hour feature films made for television and ABC-TV is making motions in this direction, can CBS-TV be far behind? Boris D. Kaplan, director of nighttime programming, CBS-TV, Hollywood, indicates that the network’s current position is one of highly interested and watchful waiting. He told BROADCASTING last week that how much of a commitment is eventually made for the TV movies is dependent on the answers to some still imponderables about the new programming trend.

Mr. Kaplan, who supervises the 23 prime-time CBS shows produced on the West Coast, acknowledges that tailor-made movies seem to be doing well when included in a mix of other feature presentations but wonders how successful they’d be on their own, as an exclusive series of premiere features. He also questions whether or not it may be the heavy promotion tail that’s wagging the movie projects. The big enigma is whether they stand alone?

Meanwhile, CBS-TV, he points out, has quietly gone about producing two movies of its own. They are *Gentle Ben* and *Fire Creek*. Mr. Kaplan assures that no matter how determined the trend steers other network movie productions to pres-

‘Fugitive’ is back on revised daytime lineup

ABC-TV has announced a revision of its daytime program lineup, incorporating four new shows including reruns of *The Fugitive* series that continues also in the nighttime schedule, but in color. *Fugitive* series in the daytime (Monday-Friday, 1-2 p.m. EST) will be reruns of programs shown in earlier seasons on the network. Most changes take effect April 3.

The revised schedule: *Dateline: Hollywood* (new, 10:30-11 a.m.), *Supermarket Sweep* (11-11:30 a.m.), *One in a Million* (new, 11:30 a.m.-12 noon), *Everybody’s Talking* (new, 12-12:30 p.m.), *Donna Reed Show* (12:30-1 p.m.), *Fugitive* (new, 1-2 p.m.), *Newlywed Game* (2-2:30 p.m.), *Dream Girl* (2:30-3 p.m.), *General Hospital* (3-3:30 p.m.), *Dark Shadows* (3:30-4 p.m.), and *Dating Game* (4-4:30 p.m.).

Changes for the *Donna Reed Show* and *Everybody’s Talking* took effect Feb. 6.

entation on television first, the CBS features will be released initially to theaters and won’t play on home screens for maybe two years.

Plots, Costs, Schedules ■ *Gentle Ben*, which will play theaters as “Gentle Giant,” is about a boy and a bear. It was produced on location in Florida for the network by Ivan Tors Productions. It stars Vera Miles and 7-year-old Clint Howard. The last hour of the feature has been taken out and developed as a pilot for a possible series for the 1967-68 season. The movie was filmed on a schedule of 25 days, which was extended to 35, and cost in excess of \$1 million.

Fire Creek is being produced for the network by Warner Bros. It’s still being shot, much of it on location at various West Coast sites. James Stewart, Henry Fonda and Inger Stevens are starred. The production is operating on a 48-day shooting schedule and budgeted in excess of \$2 million.

CBS-TV, of course, will have first crack at both of these pictures after they’ve completed their theatrical run. For the time being, at least, this is the way the network seems inclined to wager its bets in the ever-looming larger movies-for-TV gamble.

U.K. growth key: communications

Robert Sarnoff tells business group in London that 'information revolution' can be exploited

An era of great prosperity for Great Britain was predicted last week by Robert W. Sarnoff, president of RCA, provided that nation makes full use of new communications and information technology.

Mr. Sarnoff's wide-ranging analysis of Britain's economic future was made in a speech last Tuesday (Feb. 7) before the Westminster Chamber of Commerce in London. He stressed that by exploiting fully the "information revolution" Britain can flourish through global communications leading to continental and eventually intercontinental common markets.

As an example of RCA's confidence in Britain's growth potential, Mr. Sarnoff said, the company last year entered into a joint venture in the United Kingdom for the manufacture of color television picture tubes. He prophesied a \$280 million color TV market in Great Britain in 1972, doubling again in another five years.

Mr. Sarnoff described coming developments in the transmission and processing of information through the use of a network of centralized computer systems linking major business capitals of the world. He cited four examples of the service the new information technology would provide to business and industry as follows:

Executives would deal face-to-face over private TV circuits with representatives around the globe; a dialing system would permit stockbrokers to bring onto a screen the latest reading of the world's principal stock and commodity markets and would place orders



Mr. and Mrs. Robert W. Sarnoff boarding a plane for Britain.

directly through private lines to central computers at the exchanges; exporters would have instant data on the status of their overseas markets, the latest economic and financial developments and purchasing trends; industrialists expanding operations at home or abroad would be aided by computerized teaching systems to retrain workers or equip unskilled labor for modern production.

International TV sales . . .

Meet Marcel Marceau (RKO General Productions): BBC II, London.

I Spy, Get Smart, Kentucky Jones, Richard Boone, Hanna-Barbera Car-

toons, NBC News Documentaries (NBC International): TVE Madrid.

Argentina-Brazil soccer match (Screen Gems): KTLA(TV) Los Angeles.

Wanted—Dead or Alive (CBS Films): Radio-Television Nationale, Dakar, Senegal, and Radio-Diffusion and Television Malagasie, Tananarive, Malagasy Republic.

Peter Gun, Mr. Lucky, Jim Bowie (Fremantle International): Television Corporation Ltd., Sydney, and General Television Corporation Ltd., Melbourne, both Australia.

NET to carry ball for global show

The U. S. will be represented by National Educational Television in the first global telecast. *Our World*, a live two-hour documentary co-produced by at least 17 nations, is slated to be seen on NET stations on Sunday, June 25 (3-5 p.m. EDT).

Transmissions for the show will be relayed by a system of five satellites: Early Bird over the Atlantic, Lani Bird II over the Pacific, both Soviet communications satellites, and a new satellite over the South Atlantic to be launched by the Communications Satellite Corp. late this month or early in March. *Our World* will be seen in 30 countries on five continents.

The project was originally proposed to the three U. S. commercial networks by the European Broadcast Union, but negotiations bogged down in differences over programing and publicity, and the networks withdrew.

CBS News President Richard Salant estimated the cost to the three networks would have been \$750,000, and commented, "I just don't see the sense of using satellites for something that can be done on film."

U. S. withdrawal left a gaping hole in the project's "zone 3," India and Japan, Canada, the U. S. and Mexico. A spokesman for the Canadian Broadcasting Co., clearinghouse for zone 3, last week described the effect of the networks' decision: "We could have done it without U. S. participation, but it would have been much more difficult and expensive. We would have had to use long lines to interconnect your West Coast ground station with Vancouver and Mexico."

'On the Dime' ■ NET President John White described the situation in sharper terms: "Canada was going to withdraw without American participation; the

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whole project was in danger. We [NET] were on the dime, so we committed ourselves without underwriting. Now, if we can't raise the money, we'll have to take it out of general funds."

NET's participation is estimated to cost "under \$200,000."

Another problem facing the educational network is arranging Sunday clearances—78 of NET's 112 stations are dark on Sundays. But Mr. White said he thought "the problem will not be a major obstacle," and the general mood at NET is optimistic.

Programming Vice President William Kobin, who returned last week from a meeting in Geneva with the international broadcasting unions, described the *Our World* project as "a unique example of the use of television—the most powerful means of communication ever invented—in the service of international cooperation and understanding."

Overseas groups to get Ford Foundation grants

The Ford Foundation has promised three groups separate grants totaling \$635,000 to help expand educational radio and television in developing countries overseas and to establish a training program for African journalists.

Gifts of \$200,000 each are being offered to the Asian Broadcasting Union, which services over 20 nations from headquarters in Tokyo, and to the Centre for Educational Television Overseas in London, a group which trains personnel from Asia, Africa and Latin America in the operation of instructional television for schools and community centers. The third grant of \$235,000 is being added to \$550,000 already received by the International Press Institute in Nairobi, Kenya. The IPI conducts the only formal journalism training program in east, central and west Africa.

Ownership changes asked for two Canadian outlets

The Canadian Board of Governors received change-of-ownership proposals for CJOR Vancouver, B. C. and CFAR Flin Flon, Manitoba.

James Pattison proposes to take over complete voting control of CJOR from Ralph T. Cunningham for \$235,000. John Donaldson, Gerald Altman, Keith McMyn and Alexander Young will become minority shareholders if the proposal is approved.

CFAR requests were made by Attorney Gary Brazzell and businessmen

Moves toward customers

RCA Great Britain Ltd. early this year plans to establish a new production facility at St. Helier, Jersey, Channel Isles, to supply headwheel panel assemblies for RCA video tape recorders used in Europe, Africa and the Middle East.

Eugene J. Dailey, vice president, subsidiary companies, RCA International Division, said the new plant will enable quicker deliveries of the assembly to that part of the world. The units are said to be the heart of a video recorder subsystem that requires periodic refurbishing.

Gordon Travis and Jules Baert who requested a transfer of two-thirds of the stock in CFAR, totaling \$25,000. Present owners are Gunter Henning, Raymond Mullaney and Philip Cordell. After the application was filed, the transferees decided to purchase all the shares, therefore an application covering the remaining third will be submitted to the board later. The purchasers plan to operate CFAR through a holding company.

Satellite network plan for Canada opposed

Canadian railroad, telephone, network television and station interests are attempting to shoot down a proposal for a new Canadian TV network based on a privately owned satellite system.

Five briefs were filed in opposition to a plan proposed by the late Kenneth Soble, president of CHCH-TV Hamilton, Ont., and the Power Corp. of Canada, a Montreal-based holding company. The

proposal envisioned 97 new TV stations linked by satellites, all under the control of one firm. Meeting the Board of Broadcast Governors' deadline for position papers were the Canadian Broadcasting Co., the privately owned CTV network, the Telephone Association of Canada, the Canadian National and the Canadian Pacific railways and the Yorkton Television Co. Ltd., licensee of CKOS-TV Yorkton, Sask. A hearing is set for March 7.

Opposition to the CHCH-Power Corp. proposal centered on the need for a new network and on concentration of ownership. Use of satellites for TV networking was not disputed in the briefs, and was deemed inevitable for a country whose population is dispersed in a relatively narrow, 3,000-mile-long belt along the U.S. border.

The railroads and the telephone companies held that they have long been in the communications business and felt they should be included in any communications satellite plans. CKOS-TV joined the two existing networks in opposing a third network. The Yorkton station said another network would put it and similar stations in "an untenable position financially."

PKG and British agency team up in Europe

Post-Keyes-Gardner, Chicago, and the Brunning Group, seventh largest British advertising agency, have joined to form a new company to handle international operations for both agencies. The new firm is PKG-Brunning International Ltd., London.

Geoffrey Goodyear, formerly with Grant Advertising, is managing director of PKG-Brunning. In addition to handling international business for PKG and Brunning, the new joint venture also will seek its own clients and will expand operations into Europe through use of existing Brunning offices in Germany, France, Italy and Spain.

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The best yet for CBS Inc.

Sales, earnings for fourth quarter, full year set new records

CBS's sales and earnings for the fourth quarter of 1966 and for the year were the highest in the company's history.

William S. Paley, chairman, and Frank Stanton, president, reported last week that net income last year exceeded 1965's by 31% and sales increased in the period by 16%.

The fourth-quarter sales and earnings not only were tops for that period but were the highest for any quarter in CBS's history.

Net income for the year totaled \$64,-115,649, the report noted. Per-share earnings were up 69 cents.

CBS said that cash dividends of \$1.25 and a 2% stock dividend were paid by the company in 1966. The per-share dividend reflected an increase to 35 cents per share in the fourth quarter.

The CBS board of directors on Feb. 8 declared a cash dividend of 35 cents per share on common stock, payable March 10, 1967, to shareholders of record at the close of business on Feb. 24, 1967.

For the fourth quarter ended Dec. 31:

	1966	1965
Per-share earnings	\$1.12	\$0.85*
Net sales	257,341,345	219,421,815
Income before taxes	43,996,915	33,752,855
Income taxes	20,908,986	16,497,784
Net income	23,087,929	17,255,071

For the year ended Dec. 31:

	1966	1965
Per-share earnings	\$3.11	\$2.42*
Net sales	814,533,821	699,732,488
Income before taxes	122,415,649	97,050,762
Income taxes	58,300,000	48,000,000
Net income	64,115,649	49,050,762
Average number of shares	20,630,991	20,257,095

*Adjusted for the 1965 stock dividend.

Levin proposes new MGM subsidiary

Philip J. Levin, dissident director of Metro-Goldwyn-Mayer Inc. who has been threatening to lead a proxy fight to gain control of MGM by an insurgent group, proposed to stockholders last week the formation of a new subsidiary,

MGM Telefilms, whose chief assets would be the company's library of motion pictures for sale to TV.

In a letter to stockholders, Mr. Levin said his notion for a spin-off of MGM's library from the motion picture company stems from a belief that the film library is worth more than is shown on the MGM books. His plan envisions the sale of up to 20% of MGM Telefilms stock to the public, with MGM itself retaining 80%. He said his idea is modeled after the Screen Gems-Columbia Pictures set up, under which 12% of SG stock is traded to the public.

Mr. Levin and his supporters are expected to make a bid for control of MGM during the company's annual stockholders meeting in New York on Feb. 23. Last December Mr. Levin filed with the Securities and Exchange Commission signifying his intention to begin a proxy fight.

MGM President Robert H. O'Brien, commenting on the latest proposal by Mr. Levin, said the dissident director and his group "have packaged another assemblage of unrealistic promises which once again have demonstrated their lack of knowledge and experience in the motion-picture business." He asserted their plan "is not in the interest of the company, either short term or long range, and is not at all what they claim Columbia Pictures did."

Merger rumors hit at Disney meeting

A first-quarter report and an informal discussion of network television and film-to-television plans highlighted the annual meeting of Walt Disney Productions, held last week at the Company's Burbank, Calif., studios.

In answer to a shareholder's question E. Cardon Walker, vice president, marketing, said that the company has no plans to sell its film library, which the New York Society of Security Analysts has valued at least \$205 million. Mr. Walker indicated that Disney Productions may lease several films at most to television for one-time and repeat presentations, but will keep the bulk of the product for re-issue in theaters.

Roy O. Disney, president and chairman, who with his brother founded Walt Disney Productions some 43 years ago, emphatically denied reports that the company would be sold or merged with another organization.

Merger and sell rumors have persisted since the death of Walt Disney last December (BROADCASTING, Dec. 19, 1966). Roy Disney pointed out that

the Disney family, which collectively owns more than one-third of the 2 million shares outstanding, have enough strength to repel any outside attempt at control.

Net Down - Financial news released at the meeting was less assertive. Net income of the company and its wholly owned domestic subsidiaries, for the first fiscal quarter ended Dec. 31, dipped some \$30,000 after reflecting a 3% stock dividend declared last November. Gross revenues, however, were up almost \$2 million.

For 3 months ended Dec. 31:

	1966	1965
Earnings per share	\$1.03	\$1.10
Gross revenues	20,536,000	18,750,000
Net income	2,092,000	2,122,000

Columbia will expand board for French bank

Two representatives of the Banque de Paris et des Pays Bas are expected to join the board of directors of Columbia Pictures Corp., it was announced last week during the company's annual meeting of stockholders.

The Columbia board will be expanded from nine to 11 to accommodate the two representatives from the French bank, it was stated. A. Schneider, president of Columbia, said after the meeting that "it's likely the two new members will be important Americans."

The Banque de Paris et des Pays Bas acquired 37% of Columbia stock over the past several months. It has expressed its confidence in the Columbia management, quashing earlier reports that it would align itself with a dissident group of stockholders that had planned to take over control of Columbia. Approximately 17% of the French bank's shares are held under a voting indenture by the United States Trust Co. of New York in order to comply with governmental regulation restricting ownership by foreign companies in U. S. broadcast operations to 20% or less. (Columbia holds 88% of the stock of Screen Gems, which owns and operates TV-radio stations.)

Wometco makes it 8 years in a row

Wometco Enterprises Inc., Miami-based diversified company with broadcast holdings, recorded the highest annual profit in the firm's 42-year history. It was the eighth successive yearly increase since Wometco first became a publicly owned company in 1959. Sales

for the year were up 24.3% over 1965.

The company attributed the 1966-fiscal-year gains to increased sales by all of the firm's divisions, expansion by acquisition, effective budgeting, cost cutting, and productivity gains from new facilities.

Last year Wometco acquired Blue Circle Companies, a chain of quick-service restaurants in Tennessee and Alabama; Castell Vending Co. and Fresh Brew Coffee Service Inc., a vending and industrial food service operation in Alexandria, Va.; a vending company in Florida, and Master Films Ltd., Calgary, Alberta, merged with Wometco's Canawest film production subsidiary in Canada.

Wometco broadcast interests include WTVJ(TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and a 48.5% interest in WFGA-TV Jacksonville, Fla. Other Wometco interests are in soft drink bottling, a chain of motion picture theaters and the Miami Seaquarium.

For the year ended Dec. 31:

	1966	1965
Earnings per share	\$1.82	\$1.62
Gross income	49,600,000	39,900,000
Net income	4,040,000	3,600,000

NGC net off for quarter

National General Corp., Beverly Hills, Calif., theater exhibitor and owner of one community antenna television system, reported higher first quarter gross but lower net operating income. Poor public acceptance of fall movie product and unprofitable real estate activities were cited as the causes for the disappointing first quarter performance.

For the 13 weeks ended Dec. 27, 1966:

	1966	1965
Earnings per share	\$0.07	\$0.20
Gross income	17,504,572	17,002,450
Net operating income	241,457	694,236

Warner Bros. dividend

Warner Brothers Pictures Inc. board has declared a dividend of 12½ cents per share on the company's common stock, payable May 5 to stockholders of record on April 7.

The board also elected the following officers: Jack L. Warner, board chairman; Benjamin Kalmenson, president and chief executive officer; Wolfe

Cohen, Morey Goldstein, Richard Lederer, Victor Blau, John K. Maitland, Walter MacEwen and Robert F. Levine, vice presidents.

Financial reports . . .

■ Walt Disney Productions Inc., Burbank, Calif., has filed plans for a \$600 million Florida big brother project to the West Coast's Disneyland. The new creation near Orlando, Fla., will include an ultra-modern community complex, two conventional communities and an industrial center in addition to a giant entertainment park. The complex, to be called Disney World, is expected to open by 1971.

■ RKO General, group owner, has acquired a second New England resort hotel, the 120-room Belmont Hotel in West Harwich-by-the-Sea on Cape Cod, Mass. Price was not disclosed. It bought its first hotel, the 200-room Equinox in Manchester, Vt., in 1963.

■ Bartell Media Corp., group station owner and CATV operator, expects its 1966 net income to exceed \$1 million, from profits of \$289,455 in 1965.

FANFARE

Cherne named for TVAR's Owl award

The Television Advertising Representatives, New York, will present its crystal "owl" award for creative management accomplishment this year to Leo Cherne, executive director of the Research Institute of America.

Mr. Cherne, who is scheduled to speak on Feb. 17 during the station rep's annual creative management conference in New York, is to be honored for his "unusual distinction" over the past year as a chief operating executive. He works at the head of the world's largest private-industry supported business advisory organization with membership of over 75,000 business concerns. The TVAR convention, in addition to the rep's own officials, is expected to draw the management of its stations and of its parent Westinghouse Broadcasting Co. Luncheon speakers will include top marketing executives from leading companies.

NAB and KMAN get Connie awards

The National Wildlife Federation and the Sears, Roebuck Foundation have cited broadcasters for their contributions

to conservation during the second annual President's Conservation Achievement Program held in Washington.

The National Association of Broadcasters received the federation's national distinguished service award for broadcasters' contributions, through public-service programs, editorials and newscasts, to public understanding of natural resource conservation. KMAN Manhattan, Kan., received the federation's national conservation achievement communications award for its extensive informational programing such as fishing and hunting reports, emergency locator service, fishing clinic and editorials.

Both awards included presentations

of a whooping-crane statuette ("Connie" award) and a \$1,000 grant.

Drumbeats . . .

Irish bagels ■ WSBK-TV Boston (ch. 38) coverage of St. Patrick's Day parade will be sponsored by three firms: a bank, a bakery and an auto dealer. In an ecumenical approach to television advertising, the bakery—Green and Freedman—will distribute free green bagels along the parade route. Unfortunately, neither the bank nor the auto dealer will be giving away samples of their green wares.

Commercial awards ■ The seventh-an-

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nual International Broadcasting awards for the top radio and television commercial produced last year will be presented on March 7 at the Hollywood Palladium. Competing for prizes in the annual competition sponsored by the Hollywood Radio & Television Society are 1,876 TV and 1,145 radio commercials submitted by producers from 28 countries.

Lincolnland sweepstakes ■ Two agency media men and a woman are \$500 richer for their predictions of the number of homes watching KOLN-TV Lincoln, Neb. Directing attention to the station's new 1,500-foot tower, the contest asked entrants to predict the increased NSL or ARB rating resulting from greater coverage of the Lincoln-Hastings-Kearney market. First-prize winners were Stan Miguel, Dancer-Fitzgerald-Sample, San Francisco; Joy Harper, Doyle Dane Bernbach, Los Angeles, and Wes Parma, Leo Burnett, Chicago. Television Bureau of Advertising's Harvey Spiegel judged the contest.

Deadline ■ Third annual public service

awards competition of the National Safety Council for the broadcast and print media was announced last week with entries due May 1. Based on 1966 efforts, awards will be given this fall. Address: 425 North Michigan Avenue, Chicago.

Interest in Asia ■ WLBW-TV Miami has learned that its viewers have more than a cursory interest in Southeast Asia events. When the station, on its noon news program, offered free Vietnam news maps, the supply of 1,100 maps was spoken for within 10 days.

Pioneer dinner ■ Some 650 broadcasting veterans and their guests attended the first installation dinner dance of the Pacific Pioneer Broadcasters on Jan. 26. Highlight of the affair, held in the International Ballroom of the Beverly Hilton hotel, Beverly Hills, Calif., was presentation of the first "Carbon Mike" award to Ralph Edwards. The award, a replica of the microphones used in the early days of radio, was given to Mr. Edwards as

a pioneer in the creation of audience participation shows, including *Truth or Consequences*, now in its 27th year on the air. Pioneers' president Art Gilmore also gave the organization's first honorary life membership to comedian Pat Buttram, who was master of ceremonies for the evening.

Newsbook ■ NBC Enterprises has collaborated with Ridge Press-Random House Inc., New York, in the publication of *There Was a President*, a 160-page hardbound digest of NBC News's 7 1/2-hour coverage of the Kennedy assassination, edited by Adolph Suedsdorf.

Promotion book ■ A new book on radio promotion and publicity has been published by Jack Macdonald, director of promotion for KOL, the Goodson-Todman-owned radio station in Seattle. Titled "The Handbook of Radio Promotion and Publicity," it runs 175,000 words and sells for \$25. Examples of more than 1,500 on-air promotions are included.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Wall



Mr. Hampel

Robert C. Wall Jr. and Alvin Hampel, VP's at Young & Rubicam, New York, also named director of art department and copy chief, respectively.

Ernest W. Eversz, VP-creative director of Chicago office of Foote, Cone & Belding, named vice chairman of plans board. **John E. O'Toole**, VP-creative director of Los Angeles office of FC&B, returns to Chicago to succeed Mr. Eversz.

Stuart M. Newmark, VP for Foote, Cone & Belding, Los Angeles, opens own agency, S. M. Newmark & Associates, same city.

Eugene W. Wilkin, VP-development, Guy Gannett Broadcasting Services, Portland, Me., elected governor of first district, American Advertising Federation. First district of new organization, formed by merger of Advertising Federation of America and Advertising Association of West, includes Maine, Massachusetts, Rhode Island, Connecticut, New Hampshire and Vermont.

John D. Meyer, VP, and **Richard D. Beatty**, with Campbell-Ewald Co., De-

troit, named account supervisors on Admiral Corp. account. **Harold J. Hogan**, account executive with C-E, Detroit, named account supervisor. **Peter B. Lyon**, with C-E, Detroit, and **Stephen P. Dougherty**, with MacManus, John & Adams, Detroit, named account executives on Admiral account for C-E there.

W. Kendall Brown, executive VP with Gaynor & Ducas Inc., New York, joins The Zlowe Co. there as executive VP in charge of operations. **Richard L. Brecker**, with Gaynor & Ducas, New York, joins The Zlowe Co., that city, as senior VP.

Alan J. Citrin, account executive for A. C. Nielsen Co., Chicago, joins ABC Television Spot Sales, New York, as manager of research, replacing **Lew Erlicht**, who becomes account executive for ABC's WKGB-TV Chicago.

Patrick J. Bohlen and **John E. Clarke**, VP's and account supervisors, and **James J. Tommaney**, director of research, with LaRoche, McCaffrey and McCall, New York, named senior VP's and members of firm's executive committee.

Bob Finke, account executive with WGMS-AM-FM Bethesda, Md.-Washington, appointed general sales manager.

Herbert Farber, manager of research and development at KYW-TV Philadelphia, named research manager for Television Advertising Representatives, New York.

Michael Cassidy, with KFRC San

Francisco, appointed general sales manager. **Howard Zwick**, formerly with KHJ Los Angeles, KTRG-TV Honolulu and KDON Salinas, Calif., joins sales staff of KFRC.



Mr. Lipsitz



Mr. McGovern

Hilary J. Lipsitz, account group head, and **Raymond E. McGovern**, head of legal department, with BBDO, New York, named VP's.

Charles M. Pickering, sales manager of WKBG-TV Cambridge-Boston, outlet of Kaiser Broadcasting Corp. and *Boston Globe*, named national sales manager. **Thomas P. Cancilla**, account executive at Kaiser's WKBD-TV Detroit, named local sales manager of WKBG-TV.

Robert Melberth, account executive at WING Dayton, Ohio, named sales manager.

Jeanne Rains, on art staff of Carson/Roberts/Inc., Los Angeles, joins Erwin Wasey Inc., same city, as senior art director. **William Havens Drum**, marketing manager and assistant general manager of The Quaker Oats Co. in Mexico, joins EW, Los Angeles, as account executive.

Fred Hilliard, graphic designer for

The Boeing Co., Seattle, appointed art director for Frederick E. Baker Advertising, that city. **Michael P. Matson**, creative director with Kraft, Smith, Ehrig Inc., Seattle, joins copy staff of Baker there.

Don Fabrizio, with Thomas & David Inc., Trenton, N. J., joins The Philadelphia Agency, Philadelphia, as assistant art director.

Harvey Q. Hickman, account executive for McCann-Erickson, Los Angeles, named account supervisor.

William L. Conklin, previously with Paul H. Raymer Co., New York, and Peters, Griffin, Woodward, New York, joins Stone Representatives, that city, as account executive.

F. Travis L. Hemlepp, assistant advertising manager, Best Foods division, Corn Products Co., New York, joins Clyne Maxon, same city, as account executive.

John R. Boissy, with WQMR and WGAY(FM) Silver Spring, Md.-Washington, joins Ernest S. Johnston Advertising, Washington, as account executive.

Robert M. Feldman, with H-R Radio Sales, New York, and **Robert T. Fenimore**, eastern sales manager, BROADCASTING magazine, New York, appointed account executives for WOR-TV, that city.

George J. Moussaian, account executive at WLWD(TV) Dayton, Ohio, appointed account executive with WHIO-AM-FM-TV, that city.

Bruce Neil Wallen, account executive with Clyne Maxon Inc., New York, joins Geyer, Morey, Ballard there in account management.

Richard Pickens, previously with Clairol Inc., New York, and with BBDO, New York, joins Spanish International Network, that city, as producer.

Ralph McCasky, TV account executive, Adam Young Inc., Chicago, joins sales staff of Metro TV Sales, same city.

Miles West, account executive for Foster & Kleiser, Los Angeles, joins traffic and production department of N. W. Ayer & Son, that city.

Homer H. Lee, with WGTO Cypress Gardens, Fla., appointed station's

Tampa-St. Petersburg, Fla. representative.

MEDIA



Mr. Ferguson

Robert W. Ferguson, executive VP of WTRF-TV Wheeling, W. Va., named president and general manager of WTRF-FM-TV.

William T. Berry, with KAGT Anacortes, Wash., named president of station's board

of directors.

Donald W. Taverner, with noncommercial WQED(TV) Pittsburgh, elected chairman of board of trustees of Eastern Educational Network, Boston. Others elected: **John W. Kiermaier**, noncommercial WNDT(TV) Newark, N. J.-New York, president; **John W.**

Dunlop, Maine State ETV Network, VP of programing; **J. Michael Collins**, noncommercial WNED-TV Buffalo, N. Y., treasurer.



Mr. Merriman

Don Merriman, sales manager of WAMS Wilmington, Del., appointed manager.

Cecelia E. Gauss, with WABJ Adrian, Mich., appointed assistant general manager.

Edward M. Guss, station manager of KDKO Littleton, Colo., resigns to return to South for personal business interests. **David M. Segal**, president of KDKO, will now manage station.

Lucky Lawrence, program director of KRUX Glendale, Ariz., appointed as-

Your HEART FUND fights them all

The image shows a hand holding several pamphlets with titles: "RHEUMATIC FEVER AND RHEUMATIC HEART DISEASE", "facts about congestive heart failure", "varicose veins", "high blood pressure", "heart attack", and "strokes".

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sistant station manager. **Stan Richards**, previously with KLIF Dallas, succeeds Mr. Lawrence as program director.

Lou Sherman, with WFBM-AM-FM-TV Indianapolis, appointed assistant to program director of WFBM and assistant to manager of WFBM-FM.

Austin Joscelyn, former West Coast director of operations for CBS, joins Julian Myers Telecasting, permittee of new UHF station in Ventura, Calif. (BROADCASTING, Jan. 30).



Mr. Moys

Jack J. Moys, VP and general sales manager of KPOJ Portland, Ore., resigns to become president, general manager and part owner of KXA Seattle.

Robert W. Saxvik, KBAR Burley, named president of Idaho State Broadcasters Association. Other officers elected: **Jim Davidson**, KIDO Boise, VP; and **John Mix**, KRPL Moscow, secretary.



Mr. Talbott

Douglas C. Talbott, chief engineer for Cox Cablevision Corp., Atlanta, named general manager.

William G. (Jerry) Smith, manager of KGLD(TV) Garden City, Kan., appointed station manager of KCKT-TV Great Bend, Kan. **Charles Banks**, account executive with KGLD, named station manager. Both are Kansas State Network stations.

Wilson Wearn, WFBC-AM-FM-TV Greenville, elected president of South Carolina Broadcasters Association. Also elected: **William Bochman**, WBY Sumter, president-elect; **Carter Hard-**

wick, wis-TV Columbia, VP-TV; **Jim Whitaker**, wscs Charleston, VP-radio.



Mr. DeBare

Charles A. DeBare, general attorney, ABC Owned Television and Radio Stations and ABC Radio, New York, named director of legal and business affairs.

Richard Patrick Herbst, business manager, KPLR-TV St. Louis, appointed assistant controller, WPIX Inc. (WPIX-FM and WPIX-TV New York). He succeeds **James J. Flynn**, who becomes business manager, Connecticut Broadcasting Co. (WFTT Bridgeport, Conn.), subsidiary of WPIX Inc.

Joe Brooks, with WIBF-FM-TV Jenkintown, Pa.-Philadelphia, appointed administrative assistant to William L. Fox, president.

PROGRAMMING

James J. McDonald, director of creative services for Radio Free Europe Inc., New York, named VP of Palamar Productions Inc., that city.

Herb Lazarus, manager of sales coordination for 20th Century-Fox Television, New York, named to newly created position of sales manager for 20th Century-Fox TV International, that city.

Robert L. Dellinger, account director for McCann-Erickson Inc., Los Angeles, resigns to become VP and director of communications for Petersen Publishing Co., that city. He will have supervisory responsibility for firm's corporate advertising, promotion and PR programs and will work closely with company's film division, Petersen Productions, in creation of new television

and motion picture properties.

Joseph C. Tirinato, account executive with ABC Films, Atlanta, named to newly created position of southern division manager.

Adrian Joseph, promotion writer for KNXT(TV) Los Angeles, named associate program producer.

George L. Hall, director of teaching resources center, University of Delaware, Newark, Del., joins National Association of Educational Broadcasters, Washington, as associate director of national project for improvement of televised instruction. **Larry White**, with noncommercial WMHT(TV) Schenectady, N. Y., joins NAEB to work on Samoan project in office of research and development.



Mr. Gates

James S. Gates, program director for KTTV(TV) Los Angeles, named VP.

Emmet Lavery Jr., business affairs executive for 20th Century-Fox Film Corp., Hollywood, named VP in charge of business affairs for Paramount Pictures Television, same city.



Mr. Wyland

George Wyland, VP, creative director of television department of Fuller & Smith & Ross, New York, joins Filmex Inc., that city, as VP, director of creative services.

David Seltzer, writer for Garry Moore and Steve Allen, appointed head of television program development for Wolper Productions, Hollywood.

George Prescott, with WGTQ Cypress Gardens, Fla., named program director.

Richard G. Stratton, film department manager at WMAL-TV Washington, appointed to newly created post of operations manager.

Joe Bacarella, program director of WCAR Detroit, appointed director of operations at WXYZ, that city.

Mike O'Rourke, with KPHO-TV Phoenix, named manager, TV production, replacing **Dave Hummel**, who joins Procter & Gamble, Cincinnati, as supervisor, commercial production.

Jim Hirschfeld, producer and director with WCAU-TV Philadelphia, appointed production manager.

Jerry Amerine, production manager with KCKT(TV) Great Bend, Kan., appointed production manager of KCOY-TV Santa Maria, Calif.

David Gushurst, production manager of noncommercial WCET(TV) Cincin-

AAF chooses new officers

Donald A. Macdonald, Dow Jones & Co., was elected chairman of the board of the American Advertising Federation at a meeting in conjunction with the AAF's conference on government relations in Washington last week (see page 32).

Also elected were: **Charles W. Collier**, AAF president; **Charles W. Whitebrook**, Bishopric/Green/Fielsen Inc., treasurer; **Robert M. Light**, Southern California Broadcasters Association, secretary; regional vice chairmen: **R. K. (Jack) Foley**, Pacific Power & Light Co., western region; **Kenneth Laird**, Tatham-Laird & Kudner, central region;

Samuel Thurm, Lever Brothers Co., eastern region; **Jack P. Timmons**, KWKH Shreveport, La., VP and chairman of council of governors; **Fran Harris**, WWJ Detroit, VP-women's advertising activities; **Norman E. Cash**, Television Bureau of Advertising, VP-affiliated groups; **Frederick E. Baker**, Frederick E. Baker Advertising, VP-ethics; **Bert C. Goss**, Hill & Knowlton Inc., VP-government relations; **Dr. J. LeRoy Thompson**, Dow Jones & Co., VP-education; **Walter E. Terry**, D'Arcy Advertising Co., VP-public relations; **R. P. Campbell**, General Foods Corp., VP-company members.

nati, resigns to become program director for closed circuit in-school television systems of Norwood (Ohio) Public Schools.



Mr. Mead

Peter Radford Mead, research director for Corinthian Broadcast group at H-R Television, New York, joins MCA TV there as research director.

Lee Gray, with WHK Cleveland, named program director.

Jan Kadar, Czechoslovakian director, signed by MPO Videotronics Inc., New York, to exclusive one-year contract.

Tom Miller, formerly with MGM, New York, and *The New Yorker* magazine, joins publicity staff of American International Pictures, that city.

Lee Grosscup, former New York Giant quarterback, joins KCPX-TV Salt Lake City, as sports announcer. Mr. Grosscup continues his coverage of American Football League games on NBC-TV as well as his scouting assignments for AFL Houston Oilers.

Robert Horowitz, supervising film editor for Screen Gems, New York, named director of technical services. **Eddie Foy III**, associate casting director for SG, Hollywood, appointed talent executive.



Mr. Horowitz

NEWS

Jack Russell joins NBC News as correspondent and radio coordinator in Vietnam. Mr. Russell has been in Tokyo for CBS News.

Robert B. Tuckman, news editor with Vietnam staff of AP, appointed correspondent in charge of AP staff in Vietnam, succeeding **Edwin Q. White**, who returns to U. S. for reassignment.

Robert D. Manewith, radio news supervisor for WGN Chicago, appointed director of news. **Gene Filip**, director of news for WGN, named director of news for WGN-TV.

Jay Anthony Kerans, previously news editor at KWK St. Louis, and **KHOW Denver**, appointed news director of WEW St. Louis.

Frank Filesi, with KIXL Dallas, appointed news and sports director.

Robert Wagner, news director of WALA-TV Mobile, Ala., appointed news chief of WGR-TV Buffalo, N. Y.

Charles Cruttenden, reporter for *San Francisco Examiner*, joins KGO-TV San Francisco as editorial writer.

ATS nine move to H-R

Nine former Advertising Time Sales Inc. salesmen have joined various H-R Television Inc. and H-R Representative offices as a result of the recent consolidation of ATS with H-R. New assignments include those of **Martin Daniels** and **John Andariese** to H-R Television's western division and of **Dee Heather** to the eastern sales division, all operating out of New York. Regional appointments by H-R Television cover **Robert Schroder**, Chicago; **Jim Neal**, Dallas; **Charles Rembert**, San Francisco and **R. M. Hetherington**, St. Louis. H-R Representatives has added **Richard Delaney** in New York and **Jim Murphy** in Chicago. As previously announced, **Thomas B. Campbell**, former president of ATS, and **Art Elliot**, ex-ATS executive vice president, have joined H-R Television in executive capacities.

Art Kevin, KHJ Los Angeles, elected president of Radio-Television News Association of Southern California. Other officers elected include **Charles Arlington**, KFVB Los Angeles, first VP; **Bill McSherry**, ABC-TV, awards chairman, and **Pat O'Reilly**, KNXT(TV) Los Angeles, freedom of information chairman.

Jim Hale, KOMU-TV Columbia, elected president of UPI Broadcasters of Missouri. **Phil Nash**, KMPL Sikeston, elected VP.

Robert C. Haumesser, news director for WLS-TV Roanoke, Va., named manager of Roanoke bureau of WLVA-TV Lynchburg, Va.

Gordon W. Peterson, news director at WNEB Worcester, Mass., named to news staff of WEEI Boston.

Bob Harper, former Vietnam correspondent for ABC News, and news director for WTVM(TV) Columbus, Ga., and WCOV-TV Montgomery, Ala., joins staff of WJAS Pittsburgh.

Dick McGee, reporter and newscaster for KTVI(TV) St. Louis, appointed administrative assistant to St. Louis Mayor Alfonso J. Cervantes.

Peter C. Bordwell, with WEAW Evanston, Ill., joins news department of WLS Chicago.

Don Bradley, with KAAR(TV) San Diego, joins news staff of KCOY-TV Santa Maria, Calif.

Alan Renshaw, Army information officer in Saigon, rejoins news staff of WAVY Portsmouth, Va.

FANFARE



Mr. Winckler

Reavis G. Winckler, director of public relations and promotion for KTTV(TV) Los Angeles, named VP.

Martin Petroff, director of publicity for *Esquire* magazine, New York, joins CBS Radio there as manager of press services.

Rosalie Rosenberg, formerly assistant to VP in charge of promotion and community affairs at WFTV(TV) Orlando, Fla., joins KHJ-TV Los Angeles in charge of station promotion. **Connie Harvey**, publicist for Greek and Huntington Hartford Theaters, Los Angeles, joins KHJ-TV as assistant to director of publicity and press relations.

David Pollock, coordinator of community information services for KNXT(TV) Los Angeles, named on-air promotion writer.

Carl Kennedy, with KPHO-TV Phoenix, named supervisor, TV promotion, replacing **Terry Groener**, who resigns to join Salt River Project. **Roger A. Ball** joins KPHO-TV as promotion assistant.

EQUIPMENT & ENGINEERING



Mr. Powley



Mr. Sorrells

Allan T. Powley, chief engineer for WMAL-FM-TV Washington, retires effective Feb. 28 with 19 years of service. **Theodore F. Sorrells**, assistant television studio supervisor, replaces Mr. Powley. **Jack E. Phillips**, TV transmitter supervisor, named to newly formed position of assistant chief engineer.

Dixon Grose, technical director at noncommercial WNDT(TV) Newark, N. J.-New York, named manager of technical operations.

Harry D. Dickinson, director of marketing for instrument division of Thompson-Ramo-Wooldridge, named VP, marketing for Houston Fearless Corp., Los Angeles.

Harold M. Miller, VP and treasurer and controller of RCA Victor Distributing Corp., Chicago, RCA subsidiary, named director, financial operations and analysis, for RCA, New York.

Charles Lipow, with ColorTran Industries, Burbank, Calif., named VP, with responsibility for general super-

vision of sales, advertising and PR departments.

William H. Butler, marketing manager for video tape recorders at Westel Co., San Mateo, Calif., appointed to newly created post of product manager, closed-circuit television tapes, Memorex Corp., Santa Clara, Calif.

Wesley (Wes) Younger, with KOAG Arroyo Grande, Calif., named staff engineer at KCOY-TV Santa Maria, Calif.

Carroll D. Courtner, manager of Pendleton Community TV System Inc., Pendleton, Ore., for nine years, appointed special service representative to CATV industry for Pruzan Co., Seattle.

C. D. Owens Jr., director of personnel for Sinclair Oil Corp., New York, named management consultant for Ameco Inc., Phoenix.

ALLIED FIELDS

Louis West, account executive at J. Walter Thompson Co., New York, appointed account executive for A. C. Nielsen Co., that city.

Edward Shafer, CATV consultant, joins Foster Associates Inc., Washington independent consulting firm, as VP in charge of CATV matters. Mr. Shafer was president of Edward Shafer & Co., Washington, cable television consulting firm he founded in 1964.

Robert Good, with Young & Rubicam, New York, joins KBK Associates Inc., market and media research firm

in Los Angeles, as senior project director.

INTERNATIONAL

Lt. Col. P. I. Bartholomew, regional controller, TWW Ltd. (Wales & West of England television), Cardiff, named managing director jointly with **John Baxter**, managing director for last five years. Mr. Baxter leaves the company next July to return to independent film production.



Dr. Treasure

Dr. John Treasure, director in charge of research and marketing, and chairman-elect (since November 1965), J. Walter Thompson Co. Ltd., London, takes over as chairman from **William Hinks**, who retires after 42 years service with company. **Sir John Rodgers** and **Christopher Thomas** named joint deputy chairmen, succeeding **A. P. Mitchell-Innes**, who retires after 32 years service.

Christopher Casserley, account group manager of London Press Exchange, London, appointed manager of BBDO-City, financial advertising and PR division of BBDO, that city.

DEATHS

DeWitt C. Mower, 56, sales manager of WKYR Cumberland, Md., died of cancer Feb. 4 at George Washington

University hospital in Washington. Mr. Mower had been Midwest sales manager for Trans-American Broadcasting and Television Corp. (1936-40), on Chicago sales staff of WOR New York (1943-44), and Chicago account executive and western sales manager for Mutual Broadcasting System (1944-45). Surviving are his wife, the former Pat Griffith, and two daughters.

J. Paul Renault, 58, assistant treasurer and assistant secretary of Doremus & Co., New York, died Feb. 5 at Parkway hospital, Forest Hills, N. Y. Mr. Renault joined agency in 1928. Surviving are his wife, Hipatia, and daughter.

Abdullah Jubran, 70, retired announcer for Voice of America, Washington, died of brain thrombosis Feb. 1 in Beirut, Lebanon. He joined VOA announcing staff in Washington in 1953, and worked for that organization for eight years. He is survived by his wife, Zakia, two daughters, and five sons.

Orman (Dirk) Rambo, 24, television actor, who along with his brother Norman once played twin sons in the 1962-63 CBS-TV series *The New Loretta Young Show*, burned to death Feb. 5 when his car was involved in a crash in Hollywood. At time of his death, Mr. Rambo was under contract to Universal City Studios as television and movie actor.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 1 through Feb. 8 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, 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

Macon, Ga.—WTVY Inc. Seeks UHF ch. 41 (632-638 mc); ERP 256 kw vis., 26.4 kw aur. Ant. height above average terrain 430 ft.;

ant. height above ground 446.9 ft. P.O. address: Box 1089, Dothan, Ala. 36302. Estimated construction cost \$427,798; first-year operating cost \$240,000; revenue \$300,000. Geographic coordinates 32° 46' 43.5" north lat.; 83° 33' 57.5" west long. Type trans. RCA TTU-10A. Type ant. RCA TFW-30J. Legal counsel Miller and Schroeder; consulting engineer John Creutz, both Washington. Principals: Charles Woods, chairman of board, F. E. Busby, president and Dr. Paul Flowers, secretary-treasurer, et al. Mr. Woods has interests in oil, land company, electronics, investment company and wood corporation. Mr. Busby has interests in land corporation, wood company, construction company and nursery. Dr. Flowers is in banking, cattle investors, insurance, hospital corporation and real estate. WTVY Inc. is licensee of WTVY(TV) and permittee of WTVY-FM, both Dothan, Alabama, the former of which has application pending for renewal of license. WTVY Inc. also has application pending for new TV, ch. 28, in Durham, N. C. Ann. Feb. 8.

FINAL ACTIONS

*Bassett, Neb.—Nebraska Educational Television Commission. Broadcast Bureau granted VHF ch. 7 (174-180 mc); ERP 316 kw vis., 63.1 kw aur. Ant. height above average terrain 1,480 ft., above ground 1,502 ft. P.O. address: c/o Jack G. McBride, 12th & R St., Lincoln, Neb. 68508. Estimated construction cost \$556,802; first-year operating cost \$56,000. To be supported by appropriations. Studio to be located in Bassett; trans. to be located in Bassett. Geographic coordinates 42° 19' 41" north lat.; 99° 28' 56" west long. Type trans. RCA TT-25-DH; type ant. RCA TW-18A-7F. Legal counsel Dow, Lohnes & Al-

	<h2>EDWIN TORNBERG</h2> <h3>& COMPANY, INC.</h3>
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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 8

	ON AIR	CP'S	NOT ON AIR
	Lic.	CP'S	CP'S
Commercial AM	4,095 ¹	13	82
Commercial FM	1,555	47	258
Commercial TV-VHF	478 ²	17	24
Commercial TV-UHF	92 ²	27	121
Educational FM	295	5	25
Educational TV-VHF	60	7	6
Educational TV-UHF	41	8	47

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 8

	VHF	UHF	Total
Commercial	519	248	767
Noncommercial	73	96	169

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ¹	1,533	570 ²	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

bertson, consulting engineer Jansky and Bailey, both Washington. To be administered by ETV commission. Action Feb. 2.

Fayetteville, N. C.—Cumberland Broadcasting Corp. Broadcast Bureau granted UHF ch. 40 (626-632 mc); ERP 28.8 kw vis., 5.75 kw aur. Ant. height above average terrain 430 ft., above ground 497 ft. P.O. address: c/o Jackson F. Lee, Box 649, Fayetteville 28302. Estimated construction cost \$180,000; first-year operating cost \$124,380; revenue \$135,000. Studio and trans. locations both Fayetteville. Geographic coordinates 35° 02' 42" north lat., 78° 58' 47" west long. Type trans. RCA TTU-2A; type ant. RCA TFU-24DM. Legal counsel Marmet & Schneider, consulting engineer Willis C. Beecher, both Washington. Principals: Jackson F. Lee, Richard R. Allen, W. L. Smith, Wilson F. Yarborough (each 25%). Mr. Lee is licensee and general manager of WFAI Fayetteville. Mr. Allen is owner of concrete manufacturing and construction companies and director of bank. Mr. Yarborough is automobile dealer, director and president of two banks. Mr.

Smith has plumbing and heating supply holdings, real estate investment company holdings. Action Feb. 1.

Syracuse, N. Y.—Broadcast Bureau granted Onondaga UHF TV Inc. UHF ch. 43 (644-650 mc); ERP 214 kw vis., 21.4 kw aur. Ant. height above average terrain 680 ft., above ground 351 ft. P.O. address: c/o Stephen Jacobs, Radio Station WONO, 210 Hills Building, Syracuse 13202. Estimated construction cost \$243,075; first-year operating cost \$150,000; revenue \$175,000. Studio and trans. both located in Onondaga Township, N. Y. Geographic coordinates 42° 56' 48" north lat., 76° 07' 04" west long. Type trans. GE TT-25A, type ant. GE TY-106C. Legal counsel Lauren Colby, Washington. Principals: Stephen Jacobs, Henry Fogel, Howard W. Hall, Richard A. Wells, Albert G. Lintel Jr. (each 20%). Mr. Jacobs is president of WONO Syracuse. Mr. Fogel is VP of WONO. Mr. Hall is attorney. Mr. Wells operates food vending machine company. Mr. Lintel is 50% owner of commercial heat treating and metal furnishing firm. Action Feb. 2.

OTHER ACTIONS

■ Review board in Vineland, N. J. television broadcast proceeding, Docs. 16702-3, granted joint petition for approval of agreement filed on Aug. 30, 1966, by Tri-City Broadcasting Inc. and T. V. Broadcasters Inc. as amended; dismissed application of T. V. Broadcasters Inc. and retained in hearing application of Tri-City Broadcasting Co. Action Feb. 3.

■ Office of opinions and review on Feb. 3 granted motion by Ultravision Broadcasting Co. for extension of time to Feb. 10 to file responsive pleadings to application for review of review board's action of Jan. 24 in proceeding on its application and that of WEBR Inc. for new TV's to operate on ch. 29 in Buffalo, N. Y. (Docs. 15254-5).

■ Review board in Syracuse, N. Y. television broadcast proceeding, Docs. 14388 et al, granted appeal to review board from order quashing Lenhard-Harder subpoenas, filed Dec. 20 by Six Nations Television Corp., and appeal to review board from order quashing Markert-Oliver subpoenas, filed Dec. 20 by Six Nations; vacated examiner's rulings granting motions to quash such subpoenas *duces tecum*; denied cross-appeal filed on Dec. 28 by Leonard P. Markert Jr. and Marian S. Oliver; modified subpoenas *duces tecum* served upon Kenneth P. Lenhard as executive secretary of the New York State Association of Plumbing-Heating-Cooling Contractors Inc., George W. Harder as secretary of the New York State Council of Mechanical Trade Contractors, Leonard P. Markert Jr. and Marian S. Oliver as executive secretary of Master Plumbers Association of Syracuse and its vicinity; denied request for temporary relief filed on Jan. 19 by Leonard P. Markert Jr., and directed Mr. Markert to appear in this proceeding at such time as examiner may designate. Action Feb. 2.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Feb. 3 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., rescheduled hearing from Feb. 8 to Feb. 13 (Docs. 15461, 16760-1, 16758).

■ Hearing Examiner Jay A. Kyle on Feb. 2 in proceeding on TV applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp., both Dallas, Tex., granted petition for leave to amend filed by applicant D. H. Overmyer Communications Co. and accepted tendered amendment to specify ch. 27 in lieu of ch. 29 and to make related changes in associated engineering data; returned application to the processing line (Docs. 16388-9).

RULEMAKING PETITIONS

Raleigh, N. C.—Requests institution of rulemaking proceedings to assign UHF ch. 50 to Raleigh. Action Feb. 3.

CALL LETTER APPLICATIONS

■ *University of New Hampshire, Keane, N. H. Requests *WKED-TV.
 ■ Radio Longview Inc., Longview, Tex. Requests KHER(TV).

Existing TV stations

FINAL ACTIONS

KZAZ(TV) Nogales, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to Apr. 30. Action Jan. 30.

KORK-TV Las Vegas—Broadcast Bureau approved data submitted pursuant to report and order in Doc. 16187 to specify ch. 3, 60-66 mc, in lieu of ch. 2, 54-60 mc, ERP 33.1 kw vis., 6.31 kw aur., trans. location to 24 miles WSW of Las Vegas, Potosi mountain, Nev. increase ant. height to 3820 ft. Action Feb. 1.

*KFME(TV) Fargo, N. D.—Broadcast Bureau granted mod. of license covering change in name to North Central Educational Television Inc. Action Feb. 6.

WATE-TV Knoxville, Tenn.—Broadcast Bureau granted mod. of license to change name to Nationwide Communications Inc. Action Feb. 6.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted application of Coral Television Corp. to change trans. site, reduce vis. ERP, and increase ant. height of WCIX-TV, ch. 6, and to change station location from south Miami to Miami, to become a Miami, Fla. station. Commission found that there had been technical transfer of control of corp., and ordered permittee to file short-form FCC Form 316 for commission consent. Commissioner Cox concurred; Commissioners Bartley, Lee and Johnson dissented. Action Feb. 8.

Broadcasting

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CALL LETTER ACTION

■ WISE-TV, Thoms Radio-TV Enterprises, Asheville, N. C. Granted WANC-TV.

New AM stations

APPLICATION

Montgomery, Ala.—Barbara Benms. Seeks 740 kc, 50 kw. P.O. address: 111 Richardson St., Lookout Mountain, Tenn. 37360. Estimated construction cost \$153,320; first-year operating cost \$80,000; revenue \$120,000. Principal: Mrs. Bern is 5% stockholder of WBAM Montgomery. Ann. Feb. 8.

FINAL ACTIONS

Nogales, Ariz.—Broadcast Bureau granted 1340 kc, 0.25 kw. P.O. address: 1118 North Grand Ave., Nogales. Estimated construction cost \$9,200; first-year operating cost \$40,000; revenue \$46,000. Principal: Frank Baranowski, owns motel and restaurant. Action Feb. 1.

Jupiter, Fla.—Lighthouse Broadcasting Co. Broadcast Bureau granted 1000 kc, 1 kw, DA-D. P.O. address: R. M. Chamberlin, Box 397, Vero Beach, Fla. Estimated construction cost \$77,776; first-year operating cost \$48,000; revenue \$65,000. Principals: William T. Woods, Mrs. Jennie Ziegler, Sanders K. Bowers, Mrs. Valerie Chamberlain and Basel M. Dukes (all 9.7%), Mrs. Ora J. Miller (6.79%), William K. Hyettaine (5.82%), Gwendolyn B. Pennock (5.82%), and others. Principals have business interests in Jupiter area. Action Feb. 1.

Dover-Foxcroft, Me.—Frank Alvin Delle Jr. and Eugene Joseph Gosselin d/b as Radio Voice of Dover-Foxcroft. FCC granted 1340 kc, 250 w-U. P.O. address: c/o Frank Alvin Delle Jr., Radio Station WLKN, Box 1450, Lincoln, Me. Estimated construction cost \$19,410; first-year operating cost \$32,000; revenue \$55,000. Principals: Frank Alvin Delle Jr. and Eugene Joseph Gosselin (each 50%). Mr. Delle is general manager and one-third partner of WLKN Lincoln, Me.; Dr. Gosselin is physician and surgeon in Colonis, N. J. Action Feb. 8.

Bryson City, N. C.—Swain County Broadcasting. FCC granted 1590 kc, 500 w-D. P.O. address: Route 3, Crenshaw Road, Knoxville, Tenn. Estimated construction cost \$13,885; first-year operating cost \$30,000; revenue \$36,000. Principal: Hubert C. Hill. Mr. Hill owns awning and window company, and is employed at Alcoa Aluminum Co., Marysville, Tenn. Action Feb. 8.

Kingstree, S. C.—Williamsburg County Broadcasting Co. FCC granted 1090 kc, 1 kw, D. P.O. address: Box 648, Hillsville, Va. Estimated construction cost \$20,683; first-year operating cost \$51,929; revenue \$60,105. Principals: Dale W. Gallimore, Harold Y. Hodges and M. H. Jacobs (each 33 1/3%). Mr. Gallimore has 50% interest in WHV Hillsville. Action Feb. 8.

Henderson, Tenn.—C. R. Womack. Broadcast Bureau granted 1580 kc, 250 w-D. P.O. address: Box 33, Jackson, Tenn. 38302. Estimated construction cost \$15,578; first-year operating cost \$35,856; revenue \$41,300. Mr. Womack is engaged in various real estate and building supply operations, has less than 25% in savings and loan association and life insurance company. Action Feb. 1.

OTHER ACTIONS

■ Review board in Elmhurst, Ill. standard broadcast proceeding, Docs. 16695-6, granted petition filed Feb. 2 by Central Du Page County Broadcasting Co., and extended to Feb. 13 time to file reply to opposition and comments to the petition to enlarge issues filed Nov. 25 by Central Du Page County Broadcasting Co. Action Feb. 7.

■ Review board in Westwego, La. standard broadcast proceeding, Docs. 16879-81, by memorandum opinions and orders granted appeals from adverse ruling of hearing examiner filed on Nov. 23 by West Jefferson Broadcasting Inc. and Holmes Broadcasting Inc.; reversed examiner's order granting petition of KCIL Inc. to intervene and making KCIL a party; dismissed motion to enlarge issues filed Oct. 17 by KCIL Inc.; granted joint motion or dismissal of application and approval of agreement, filed Jan. 6 by Audubon Broadcasting Corp., Holmes Broadcasting Inc. and West Jefferson Broadcasting Inc.; dismissed with prejudice application of Audubon Broadcasting Corp.; dismissed George A. Mayoral as party to proceeding; retained applications of Holmes Broadcasting Inc. and West Jefferson Broadcasting Inc. in hearing status; denied in part and dismissed as to remainder petition to enlarge issues filed Oct. 17 by Holmes Broadcasting Inc., and dismissed as moot petition to enlarge issues filed Oct. 17 by West Jefferson Broadcasting Inc. Action Feb. 3.

■ By memorandum opinion and order,

commission granted in part and denied in part petition filed by Tucumcari Broadcasting Inc., licensee of KTNM Tucumcari, N. M., requesting denial of the application of Norman W. Hennig for a new AM to operate on 1330 kc, 1 kw in Tucumcari. Application was designated for hearing with Tucumcari Broadcasting Inc. named party to proceeding. Commissioner Bartley concurred in part and dissented in part and issued statement in which Commissioner Loevinger joined; Commissioner Johnson concurred and issued statement. Action Feb. 8.

■ By memorandum opinion and order, commission designated for consolidated hearing mutually exclusive applications for AM's of Shawnee Broadcasting Co., Aliquippa, for 1130 kc with 250 w, class II; Lawrence County Broadcasting Corp., New Castle, requesting 1140 kc, 5 kw, DA-D, class II, and Brownsville Radio Inc., Brownsville all Pennsylvania, for 1130 kc, 1 kw, class II. Commissioner Johnson concurred and issued statement. Action Feb. 8.

■ By memorandum opinion and order, commission granted in part and denied in part petition to deny application of Eider C. and Wallace L. Stangland, d/b as Sioux Empire Broadcasting Co., for new AM to operate on 1520 kc with 500 w in Sioux Falls, S. D., filed by KISD Inc., licensee of KISD in Sioux Falls. Application was designated for hearing and KISD Inc. was named party to proceeding. Commissioner Bartley concurred in part and dissented in part with statement in which Commissioner Loevinger joined; Commissioner Johnson concurred with statement. Action Feb. 8.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 30 designated Hearing Examiner Jay A. Kyle to serve as presiding officer in the proceeding on AM application of Stokes County Broadcasting Co. (WKTE) King, N. C.; scheduled prehearing conference for Feb. 10 and hearing for March 20, 1967 (Doc. 17143). And designated Hearing Examiner Forest L. McClennan to serve as presiding officer in proceeding on AM applications of L & S Broadcasting Co., Jacksonville, N. C., Roy H. Park Radio Inc. (WNCT) Greenville and John C. Hall, Ayden, both North Carolina; scheduled prehearing conference for Feb. 15 and hearing for March 21 (Docs. 17148-50).

■ Hearing Examiner Millard F. French on Feb. 2 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co., all Lorain, Ohio, denied petition to postpone hearing filed by Sanford A. Schartz (Docs. 16876-8).

DESIGNATED FOR HEARING

Garner, N. C. Edward G. Atsinger III—By order, commission designated for hearing application of Edward G. Atsinger III for new AM in Garner, N. C., to rebut presumption that applicant realistically proposes to serve Raleigh, raised under commission's 307(b) suburban communities policy. Commissioner Bartley concurred with statement; Commissioner Johnson concurred with statement. Action Feb. 8.

Existing AM stations

APPLICATIONS

WHLF Centerville, Tenn.—Seeks CP to increase power from 1 kw to 5 kw. Ann. Feb. 3.

KBSN Albert L. Crain, Crane, Tex.—Seeks CP to change frequency from 970 kc to 1060 kc, and increase power from 1 kw to 5 kw.

FINAL ACTIONS

WMBM Miami Beach—Broadcast Bureau granted renewal of license. Action Feb. 1.

WLBB Carrollton, Ga.—Broadcast Bureau granted mod. of CP for extension of completion date to April 15. Action Feb. 6.

KLEY Wellington, Kan.—Broadcast Bureau granted license covering new AM. Action Feb. 6.

WNBS Murray, Ky.—Broadcast Bureau granted mod. of CP to change ant. location to 150 ft. west of site; condition. Action Feb. 6.

WLEF Greenwood, Miss.—Broadcast Bureau granted mod. of CP for extension of completion date to March 9. Action Feb. 6.

WCOK Sparta, N. C.—Broadcast Bureau granted mod. of CP to change ant. trans. and studio location, to approximately 1.8 mile southwest of downtown Sparta, on NC hwy. 21, Sparta. Action Feb. 6.

WGAR-AM-FM Peoples Broadcasting Corp., Cleveland—Broadcast Bureau granted mod. of licenses to change licensee name to Nationwide Communications Inc. Action Feb. 6.

WRFD-AM-FM, SCA Peoples Broadcasting Corp., Columbus-Worthington, Ohio—Broadcast Bureau granted mod. of licenses to change licensee name to Nationwide Communications Inc. Action Feb. 6.

WMRN-AM-FM, SCA, Marion, Ohio — Broadcast Bureau granted mod. of licenses covering change in licensee name to Marion Broadcasting Co. Action Feb. 6.

WLUZ Bayamon, P. R.—Broadcast Bureau granted license covering new AM. Action Feb. 6.

WMNT Manati, P. R.—Broadcast Bureau granted CP to change ant.-trans. location to Hwy. #685, 0.3 miles N. of hwy. #2, Manati. Action Feb. 6.

Broadcast Bureau granted mod. of CP to American Colonial Broadcasting Corp. (WKVM) San Juan, P. R. to increase power to 50 kw; conditions. Action Feb. 7.

WATE Knoxville, Tenn.—Broadcast Bureau granted mod. of license to change licensee name to Nationwide Communications Inc. Action Feb. 6.

KALL Salt Lake City—FCC granted CP to change to 910 kc, 1 kw, 5 kw-LS-U time. Commissioner Bartley abstained from voting; Commissioner Johnson concurred. Action Feb. 8.

■ Broadcast Bureau granted renewal of licenses for following stations: WBAR Bartow, Fla.; WBX Jacksonville Beach, Fla.; WRNH Quincy, Fla.; WDBO-AM-FM, SCA Orlando, Fla.; WFBA San Sebastian, P. R.; Orlando, Fla.; WFLA City Beach, Fla.; WHYY Orlando, Fla.; WLAC-AM-FM San Juan, P. R.; WISA Isabela, P. R.; WVIV-AM-FM Jacksonville, Fla.; WJBS DeLand, Fla.; WKVM San Juan, P. R. WFID-FM, SCA Rio Piedras, P. R.; WPRK(FM) Winter Park, Fla.; WMEG Eau Gallie, Fla.; WMMB Melbourne, Fla.; WNVY Pensacola, Fla.; WRBD Pompano Beach, Fla.; WTTB Vero Beach, Fla.; WWPB Palatka, Fla.; WBGW (FM), SCA Tallahassee, Fla.; WSRE-FM Fort Lauderdale, Fla.; WXKL Winter Haven, Fla.; WESH-TV Daytona Beach, Fla.; WGTL Kannapolis, N. C.; WRRN, SCA Warren, Pa.; WSOL Tampa, Fla., and WLOF Orlando, Fla. Action Jan. 31.

INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Ernest H. Reynolds Jr., tr/as Hall County Broadcasting Co., for permit to change facilities of WLBA Gainesville, Ga., from operation as class II station on 1580 kc, 5 kw, 1 kw-CH, daytime only, non-directional to operation as class II station on 1130 kc, 10 kw., 1 kw-CH, daytime only, nondirectional and granting application of John T. Pittard tr/as Shawnee Broadcasting Co. for permit to change facilities of WSNE Cumming, Ga., from operation as a class III station on 1410 kc, 1 kw, DA, daytime only, to operation as class II station on 1130 kc, 1 kw, daytime only, nondirectional (condition); Docs. 16301, 16312. Action Feb. 2.

OTHER ACTIONS

■ Review board in Hutchinson, Kan. standard broadcast proceeding, Docs. 16588-90 and 16848, by memorandum opinion and order granted joint petition for approval of agreements between applicants and for dismissal of applications filed Dec. 28; approved agreements; dismissed applications of KWHK Broadcasting Inc. and KAKE-TV and Radio Inc., and retained applications of Columbia Broadcasting System Inc. (WCAU) and Plains Broadcasting Inc. (KGYN) in hearing status. Action Feb. 3.

■ By memorandum opinion and order, commission denied petition to terminate evidentiary hearing and other relief, filed Oct. 14, 1966, by Tinker Inc. (WEKY), (Doc. 16125). Commissioner Cox concurred; Commissioner Johnson not participating. Action Feb. 8.

ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on Feb. 3 in proceeding on application for license renewal of KHAI by Royal Broadcasting Inc. and C.P. application of KHAI Inc., for new AM facilities, both Honolulu, scheduled hearing conference for Feb. 8 at 1:30 p.m. (Docs. 16676-7).

■ Hearing Examiner H. Gifford Irion on Feb. 1 in renewal proceeding involving WXUR-AM-FM Media, Pa., advanced prehearing conference from Feb. 20 to Feb. 7 (Doc. 17141).

■ Broadcast Bureau by letter of Feb. 7 notified Robert J. Martin, WGWC Selma, Ala., that he has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest the forfeiture.

FINES

■ By memorandum opinion and order, commission ordered Delaware Broadcasting Co., licensee of WILM Wilmington, Del., to pay forfeiture of \$150 for exceeding its licensed power and failing to calibrate properly remote antenna meter. Original notice of apparent liability was for \$250 but because one of three cited violations was not clearly established, commission reduced fine to \$150 in its order adopted today. Action Feb. 8.

■ By memorandum opinion and order, commission ordered Mid-Atlantic Broadcasting Co., licensee of WMID Atlantic City, N. J., to pay forfeiture of \$5,000 for failure to paint its antenna tower as required by rules, despite numerous warnings and citations. Order affirmed previous notice of apparent liability in this amount. Action Feb. 8.

■ Commission issued notice of apparent liability to North County Broadcasting Inc., licensee of WICY Malone, N. Y., for \$500 for operation of transmitter on various days in Aug. and Sept. 1966 by improperly licensed operator. Commissioner Johnson concurred. Action Feb. 8.

■ Broadcast Bureau by letter of Feb. 7 notified WSSB Inc., WYPR Danville, Va., that they have incurred apparent forfeiture liability of \$250 for violations of rules, including remote control equipment provided for raising and lowering transmitter power was inoperative at time of inspection. Licensee has 30 days to pay or to contest forfeiture.

■ By memorandum opinion and orders, commission ordered Impact Radio Inc., licensee of WPXI Roanoke and Image Radio Inc., licensee of WCFV Clifton Forge, both Virginia, to pay forfeitures of \$25 and \$100, respectively. Both fines were assessed for late filing of renewal applications. Action Feb. 8.

CALL LETTER APPLICATION

■ WXHR, WKBG Inc., Cambridge, M.: ss. Requests WCAS.

CALL LETTER ACTION

■ Hemingway Broadcasting Inc., Hemingway, S. C. Granted WKYB.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Norristown Broadcasting Inc., Norristown, Pa., to change facilities of WNAR from 1110 kc, 500 w-D class II, to 1110 kc, 5 kw, 1 kw(CH), DA-2-D, class II. Commissioner Johnson concurred and issued statement. Action Feb. 8.

New FM stations

APPLICATIONS

*Chicago—University of Chicago. Seeks 88.3 mc, ch. 202, 0.018 kw. Ant. height above average terrain 128.25 ft. P.O. address: 5801 South Ellis Ave., Chicago 60637. Estimated construction cost \$20,863; first-year operating cost \$5,000. Principals: To be administered by board of trustees. Ann. Feb. 8.

Oregon City, Ore.—Metropolitan Radio Corp. Seeks 106.7 mc, ch. 294, 100 kw. Ant. height above average terrain 635 ft. P.O. address: 1305 Third Ave., Seattle 98101. Estimated construction cost \$58,500; first-year operating cost N.A.; revenue N.A. Principals: J. Elroy McCaw, president (45%), A. Stewart Ballinger, executive vice president (35%), H. Dewayne Kreager and Willard J. Wright (each 10%). Mr. McCaw is president, director and 50% stockholder of Central Broadcasting Corp., licensee of KELA Centralia, Wash. and 100% owner of KTVW Inc., licensee of KTVW-TV Tacoma, Wash.; director of New York Institute of Technology; president, director and 100% owner of Northwest Advertising Co.; director of Rand Development Corp., and director and 25% owner of International Funding & Trust Co. Ltd. Mr. Ballinger is in real estate. Mr. Kreager is in real estate, electronics, insurance, is trustee and has shares in telephone company and electronics equipment. Mr. Wright is lawyer. Ann. Feb. 8.

Scranton, Pa.—The Scranton Times (co-partnership), Jean O'Hara Lynett, executrix of estate of Edward J. Lynett, deceased and Jean O'Hara Lynett, administratrix D.B.N.C.T.A., of estate of Elizabeth R. Lynett, deceased. Seeks 107.1 mc, ch. 298, 0.123 kw. Ant. height above average terrain 1170 ft. P.O. address: Scranton Times Building, Scranton. Estimated construction cost \$30,274; first-year operating cost \$50,000; revenue \$25,000. Principal: Jean O'Hara Lynett owns The Scranton Times newspaper and WEJL Scranton, Ann. Feb. 3.

Pulaski, Va.—Pulaski Broadcasting Corp. Seeks 107.1 mc, ch. 298, 2.85 kw. Ant. height above average terrain minus 58 ft. P.O. ad-

dress: Box 351, Pulaski. Estimated construction cost \$6,570.40; first-year operating cost \$5,049; revenue \$6,000. Principals: John A. Columbus, president. Proposed FM staffed by present WPUV Pulaski. Ann. Feb. 8.

FINAL ACTIONS

Clare, Mich. — Bi-County Broadcasting Corp. Broadcast Bureau granted 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 160 ft. P.O. address: 11170 North Mission Rd., Clare 48817. Estimated construction cost \$14,114; first-year operating cost \$4,800 over AM; revenue \$9,000 over AM. Bi-County Broadcasting is licensee of WCRM Clare. FCC erroneously announced grant to Clare, Wis. (BROADCASTING, Jan. 30). Action Jan. 17.

Yazoo City, Miss.—Gateway Broadcasting Co. Broadcast Bureau granted 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 140 ft. P.O. address: 310 Schaeckelford Dr., Greenville, Miss. 38702. Estimated construction cost \$49,455; first-year operating cost \$25,000, revenue \$25,000. Principals: J. P. Sartain (80%) and Joel Netherland (20%). Mr. Sartain is owner of contracting, home building general real estate and subdivision development business. Mr. Netherland is presently employed with WGVM Greenville, Miss. Action Jan. 31.

*Exeter, N. H.—The Trustees of the Phillips Exeter Academy. Broadcast Bureau granted 90.1 mc, ch. 211, 0.008 kw. Ant. height above average terrain 74 ft. P.O. address: Exeter 03833. Estimated construction cost \$980.00; first-year operating cost \$500.00. Principals: Mark F. Hutchins, station manager. F. William Andres, president of trustees. Action Feb. 2.

Coshocton, Ohio—Coshocton Broadcasting Co. FCC granted 99.3 mc, ch. 257, 1.20 kw. Ant. height 440 ft. P.O. address: 114 N. Sixth St. Coshocton 43812. Estimated construction cost \$19,400; first-year operating cost \$9,000; revenue \$10,000. Coshocton Broadcasting Co. is licensee of WTNS. Application is permittee on AM and will duplicate during its broadcast day. Action Feb. 1.

OTHER ACTIONS

■ By order, commission stayed effective date of initial decision of Hearing Examiner Millard F. French, released July 1, 1966, which ordered grant of application by Boca Broadcasters for CP for new FM at Pompano Beach, Fla. Stay will remain in effect pending review of initial decision and further order of commission (Doc. 15806). Action Feb. 6.

■ By memorandum opinion and order, commission denied Marshall Broadcasting Co.'s petition to deny, and granted application of Triad Stations Inc. for new class A FM on ch. 244 (96.7 mc) with ERP 3 kw, ant. height 220 ft. in Marshall, Mich. Action Feb. 8.

RULEMAKING PETITION

Horseheads, N. Y.—Requests institution of rulemaking relative to amendment of the FM table of assignments in order to assign ch. 285A to Horseheads. Ann. Feb. 3.

CALL LETTER APPLICATIONS

■ Jackson Parish Broadcasters, Jonesboro, La. Requests KTCC-FM.

■ Fond du Lac County Broadcasting Co., Fond du Lac, Wis. Requests WFON(FM).

CALL LETTER ACTIONS

■ Lunde Corp., Ames, Iowa. Granted KLFM(FM).

■ Normandy Broadcasting Corp., Glen Falls, N. Y. Granted WWSG-FM.

■ Corpus Christi Broadcasting Co., Corpus Christi, Tex. Granted KSIX-FM.

■ KDSX Inc., Denison-Sherman, Tex. Granted KDSX-FM.

■ M.W.C. Broadcasting Co., Memphis, Tex. Granted KMFS(FM).

■ Wescoat Broadcasting Co., Wenatchee, Wash. Granted KPQ-FM.

DESIGNATED FOR HEARING

■ On reconsideration of its action of Jan. 6 commission redesignated for consolidated hearing, applications for new class A FMs to operate on ch. 280 (103.9 mc)—Cherokee Broadcasting Co. with ERP 1.6 kw, ant. height 390 ft. in Murphy, N. C.; and Fanin County Broadcasting Co. with ERP 3 kw, ant. height 240 ft., in Blue Ridge, Ga. Commissioner Cox concurred in part and dissented in part and issued statement. Commissioner Lee absent. Action Feb. 1.

Existing FM stations

FINAL ACTIONS

*KFCA(FM) Phoenix—Broadcast Bureau granted CP to increase ERP 57 w, ant. height minus 39 ft. Action Feb. 1.

WMMB-FM Melbourne, Fla.—Broadcast

Bureau granted license covering new FM. Action Feb. 1.

WGOS(FM) SCA, Miami Beach—Broadcast Bureau granted renewal of licenses. Action Feb. 1.

WCNH-FM Quincy, Fla.—Broadcast Bureau granted license covering new FM. Action Feb. 1.

KBGN-AM-FM Gene K. Shaw, Caldwell, Idaho—Broadcast Bureau granted mod. of licenses covering change in licensee name to Gene K. Shaw, tr/as Christian Broadcasting Co. of Idaho. Action Feb. 6.

KOWH-FM Omaha — Broadcast Bureau granted CP to change ant.-trans. location 0.25 miles west of 60th St., Omaha, decrease ant. height to 510 ft. Action Feb. 6.

WIZR-FM Johnstown, N. Y.—Broadcast Bureau granted mod. of CP to increase ant. height to 300 ft. Action Feb. 6.

WIST-FM Charlotte, N. C.—Broadcast Bureau granted CP to increase ERP to 100 kw, ant. height 300 ft. Action Feb. 7.

KDLR-FM Devils Lake, N. D.—Broadcast Bureau granted license covering new FM. Action Feb. 6.

WRRN(FM) Warren, Pa.—Broadcast Bureau granted license covering change in ERP to 25.5 kw. Action Feb. 6.

WCMN-FM Arcibco, P. R.—Broadcast Bureau granted license covering new FM. Action Feb. 1.

KVVO-FM Cheyenne, Wyo.—Broadcast Bureau granted CP to change ERP to 680 watts, ant. height to 68 ft. Action Feb. 6.

OTHER ACTIONS

■ By order, commission denied request by Sierra-Pacific Radio Corp. for waiver of Sec. 73.203(b) of rules and returned its application to change station location of KOSO(FM) from Patterson, Calif., to Mt. Oso, Calif. Commissioner Johnson concurred with statement. Action Feb. 8.

KRON-FM San Francisco — Commission waived Sec. 73.211(d) of rules and made partial grant of application of KRON-FM for mod. of CP from 96.5 mc, #243; 28.5 kw; 1,770 ft. to 96.5 mc, #243; 50 kw (H); 50 kw (V); 1,220 ft. Commissioner Johnson concurred. Action Feb. 8.

■ Broadcast Bureau granted mod. of CP's for extension of completion dates for following: WERI-FM Westerly, R. I. to Apr. 16; WPGU(FM) Urbana, Ill. to May 28; WCTT-FM Corbin, Ky. to July 26; KOB-FM Albuquerque, N. M. to Aug. 23; WICH-FM Norwich, Conn. to Aug. 23; KWVL-FM Waterloo, Iowa to Aug. 28; WORX-FM Madison, Ind. to Apr. 28; KBUB-FM Reno to Sept. 7; KLBS-FM Los Banos, Calif. to Apr. 30; KBHF(FM) Bozeman, Mont. to Aug. 3; KATI-FM Casper, Wyo. to Aug. 6; WWQS(FM) Orlando, Fla. to Aug. 18; WFMS(FM) Indianapolis to Mar. 15; KWPM-FM West Plains, Mo. to Apr. 10; WMSH-FM Elizabethtown, Pa. to Aug. 6; WORO(FM) Corozal, P. R. to Aug. 23; WRVF(FM) River Falls, Wis. to Aug. 6, and KLLI(FM) Ukiah, Calif. to July 31. Action Feb. 7.

■ Broadcast Bureau granted extension of completion dates for following: WITA San Juan, P. R. to Mar. 15; KFTW Fredericktown, Mo. to Mar. 28; WDKC(FM) Albany, N. Y. to Aug. 6; KIKS-FM Lake Charles, La. to Aug. 1; WPOR-FM Portland, Me. to July 1; WVBR-FM Ithaca, N. Y. to Apr. 15; WMFJ-FM Daytona Beach, Fla. to May 1; WGLB-FM Port Washington, Wis. to Aug. 3; WBZI(FM) Xenia, Ohio to July 26; KCAF-FM Gainesville, Tex. to July 31; KPLX(FM) San Jose, Calif. to Apr. 28; KFMC(FM) Provo, Utah to July 9; KMND-FM Mesa, Ariz. to Aug. 1; WWBD-FM Bamberg, S. C. to July 1, and WMKC(FM) Oshkosh, Wis. to Mar. 15. Action Feb. 6.

■ Broadcast Bureau granted mod. of CP's for extension of completion dates for following FM's: KITT(FM) San Diego, Calif. to Apr. 15; KRZI(FM) Portland, Ore. to July 18; WIZR-FM Johnstown, N. Y. to July 24; WRAG-FM Carrollton, Ala. to July 31; WRRZ-FM Clinton, N. C. to July 15; WVFV(FM) Dundee, Ill. to Mar. 28, and WWCOW-FM Waterbury, Conn. to July 22. Action Feb. 6.

CALL LETTER APPLICATION

■ WNEW-FM, Metromedia Inc., New York. Requests WFEM(FM).

CALL LETTER ACTION

■ WMMB-FM, Broadcast Enterprises Inc., Melbourne, Fla. Granted WYRL(FM).

Translators

ACTIONS

K77BN Prineville, Ore.—Broadcast Bureau
(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please.) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Live wire FM, single station market, needs aggressive sales/announcer to assist mgr., salary and commission plus override, contemporary music, midwest. Box A-309, BROADCASTING.

Experienced broadcaster to move into management of established Texas daytimer by 1-May. All applicants thoroughly checked. Must know announcing and sales. Box B-76, BROADCASTING.

Station manager, suburban Chicago—Must have successful experience in direct sales, sales training, supervision and management; ability to recruit, train and supervise an effective staff is essential. Long established profitable stations. Initiative within established policies. Complete information in confidence first letter including detailed employment history and compensation requirements. Future equity possible but not essential. Mr. Wheeler, WEAW, Evanston, Illinois. 312-869-8900.

Just purchased small market station in eastern North Carolina. Good opportunity for manager with guaranteed salary plus percentage of station gross. Also some ownership if desired. Contact Box 512, Altavista, Virginia.

Sales

Salesman—1st phone-announcer. Daytimer. Western Penna. Salary, Commission, expenses. Group ownership. Box B-85, BROADCASTING.

Sales manager wanted for major mid-western market AM-FM operation. Young, experienced, promotional minded, creative sales ideas, well organized and good track record. \$10,000 plus override. Send resume to Box B-119, BROADCASTING.

\$10,000.00 per year and more will be yours if you are a solid radio salesman who is accepted by this outstanding midwestern medium market radio station . . . and believe it or not its FM. This is not background, low overhead, "Mickey Mouse FM" but aggressive well programmed professional stereo radio. We promote heavily, have excellent ratings. It may be just what you're looking for. Send full resume to Box B-121, BROADCASTING.

Young man—prefer college background—any selling experience helpful. Strong, single. Midwestern radio station. Box B-150, BROADCASTING.

Central California MOR station. Good salesman can make very good money. \$500.00 guarantee against 20%. Clean, reliable, high calibre applicants only. Send picture and resume to Bob Eulich, KIRV Radio, P.O. Box 2373, Fresno, California 93723.

Tacoma — Professional radio salesman — proven track record—management capability — top money — plus — rush resume — to top money — KMO — Tacoma, Washington.

Have opening in sales effective in March. First staff opening in over four years. Good working conditions but be prepared to make effective sales calls and be part of a progressive station and community. Clint Formby, Mgr. KPAN, Hereford, Texas.

The Green Bay Packers would want you if it were football. But the game is selling. And ours is a championship team. If you're good and want to be associated with the best, name your price. WLEE, Richmond, Va. Atlantic 8-2835. Ask for Mrs. Parsons.

Wanted low power, hard working salesman to live in the sunshine and peaceful surroundings. Unlimited AM and FM, no gimmicks just good music and voices, no snow birds. WSEB, Sebring, Florida.

"If you are a great local salesman we need you. We will offer you more money and an opportunity for management. Call or write for details—all replies strictly confidential —Mike Schwartz—WTYM Springfield, Mass. 413-525-4141."

Announcers

Top 40 dj, medium market. New England immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Wanted: Young experienced announcer capable of Program Director slot 5KW, Med mkt. Box A-173, BROADCASTING.

Announcer-newsman for midwest MOR daytime single station market. All benefits. Modern operation near metro area. Send tape, photo, resume. Start \$125 week. Box A-270, BROADCASTING.

An opening for announcer with 1st phone for fulltime middle-of-the-road—top 40 in suburb of eastern top 10 market. Box A-352, BROADCASTING.

Immediate opening for announcer with 3rd, with at least two years of commercial experience. \$130 per week for good, stable personality. Growing midwest market. MOR station. Send tape, resume and references to Box B-32, BROADCASTING.

Major midwest market station needs good 1st phone announcer. Box B-87, BROADCASTING.

Looking for first class ticket—chief engineer with good voice for air shift—2nd market, Illinois. Salary open—complete details first letter. Send tape Box B-77, BROADCASTING.

Major southeastern radio station needs man for nightly talk interview-telephone show. You should be exciting rather than controversial; intelligent instead of flamboyant. Send tape, resume, and salary requirements. Box B-88, BROADCASTING.

Tired of the city? Vermont station needs "wide awake" morning man who is also good with news. Good salary for right man plus many benefits. Send resume to Box B-98, BROADCASTING.

Experienced r&b broadcasters for major market with tough competition. We mean business. 3rd class endorsed permit required. Send recent photo, tape and resume to Box B-107, BROADCASTING.

Make the major Michigan market with C/W music. Good commercial delivery, strong voice, production conscious. M.O.R.'s, wouldn't you rather switch than fight. Box B-109, BROADCASTING.

Bring a bright sound to mid-day, plus production immediately. Right salary for right man . . . southwest . . . send tape and resume. Box B-115, BROADCASTING.

Like yesterday! First phone personality for afternoon drive slot on swinging country station in one of nation's most competitive medium markets. Will pay for talent! Incentive bonus, insurance, etc. Write Box B-124, BROADCASTING or call 806-744-4567 today!

Announcer for Maryland AM-FM operation. Some experience preferred. Evening shift. Send tape, resume. Box B-126, BROADCASTING.

Opportunity for announcer with first class ticket to get started in radio. Radio station located in the beautiful Eastern Shore of Maryland about to lose its first class operator. We present an exciting opportunity for a first class beginner to learn the radio business. Salary open. Please send tape, resume and photo immediately to Box B-135, BROADCASTING.

Announcers—(cont'd)

C&W Station with modern Nashville sound needs outstanding jock, with all round station experience. Come on over to our side and be a winner. Box B-144, BROADCASTING.

Start at \$500.00 a month if you're a modern type C&W announcer, who can help hang onto top ratings. If you do sports, engineering or sell, you can earn even more. Write immediately! Box B-146, BROADCASTING.

Announcer-salesman \$100.00 wk. sales 15%; opportunity to make \$125-150 week. Send photo, resume, tape. Box B-164, BROADCASTING.

Wanted—Mature, experienced announcer at 5 kw station in one of midwest's most substantial medium markets. Excellent starting salary. TV potential. Send tape and resume to KCRG, Cedar Rapids, Iowa.

Alaska's top AM expanding into FM-TV. Openings for announcers and newsmen. Natural, unaffected delivery and mature, rich, good-music voice required. Professionals only; no beginners. Excellent pay. Airmail photo, experience, tape and references to: KHAR, Pouch 7-016, Anchorage.

5-kw regional AM needs early morning man—must have 1st phone. No maintenance. Desire family man with rural background from central mid-west. Fine schools, churches and recreational facilities. Solid station, FM and TV expansion program underway. Pay top salary, for experience plus all extras. Write Jim Jae, Jr., General Manager, KHMO, Hannibal, Missouri.

Immediate opening for experienced announcer. Opportunity in sales. A good small midwest market. Excellent salary plus commission. Call manager, Ralph Meador, KLEX, 816-259-3232.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

Experienced radio announcer for AM-FM stereo group owner, favorable rent, wonderful climate and beautiful area. You will like working with us. Blue Cross and life paid. Airmail tape and story to KRSN, Los Alamos, New Mexico.

Immediate opening for announcer and newsman. Experience desirable but not necessary. Excellent opportunity with one of Oklahoma's most progressive radio groups. Send resume, audition tape, references, and recent photo to Bob Brewer, KTAT Radio, Frederick, Okla.

Highly respected, thousand watt in beautiful eastern Oklahoma needs two good full-time announcers. Draft is taking our best men. College town—Lotsa Lakes. Larry Filkins, General Manager, KTLQ, Talaequah, Oklahoma.

Immediate opening 1st phone announcer. Afternoon board shift. production. Lively MOR format in beautiful smog free southern California. Salary open. Contact Mike Wyn, KUDE, Box K-1320, Oceanside, California. Phone 714-757-1320.

Rocky Mountain opening for announcer with above average ability, who is ready to move up! Top rated modern country and western station is expanding. J. Woodside, KVOC, Casper, Wyoming.

Announcer. Night man with third ticket. Good music. Production ability desirable. A bright individual who will take time to prepare his news and music will be selected at this 5 kw station. Many employee benefits. WCOJ, Coatesville, Pennsylvania.

Immediate opening for experienced announcer, who is qualified to do news and dj work for an easy listening station. Send tape, experience and references to William M. Winn, radio station WSEB, Bradford, Penna.

Announcers—(cont'd)

1st phone announcer needed immediately. Good salary. Call Station Manager, WHAG, Hagerstown, Maryland. 301-739-8016.

Experienced announcer with mature voice for modern country and Western sound. Prior country music experience not a prerequisite. Send tape, background and picture if available. No phone calls. WJQS, King Edward Hotel, Jackson, Mississippi.

Immediate opening for versatile disc jockey. Contact Blair Eubanks at Radio Station WPAQ, Mount Airy, North Carolina, 10,000 watts, 740 KC, immediately.

Good position for inexperienced announcer wishing to break into radio. MOR newspaper owned AM-FM stations in Indiana lake region. Must have first phone. Good salary. Moving allowance. Call collect, manager WRSW, Warsaw, Indiana.

Opening for production man-dj with heads up, contemporary sound . . . at Straus Broadcasting Group's Utica-Rome, New York operation. Excellent opportunity for individual with flair for recorded production and bright, air presentation. Must have third phone. Rush tape and resume to Bill Quinn, Program Director, WTLB, Utica, New York.

Experienced announcer needed immediately at established "middle-of-road," ABC, Virginia station. Better than average pay with salary open, dependent on ability. Send tape & resume to WTON, Staunton.

Needed immediately—Middle-of-road morning man with 1st phone. Good permanent position with opportunity for advancement. \$150 per week, \$5.00 raise every 6 months. 42 hour air-shift, 48 hours total. Car necessary. Call radio station WTOR, Torrington, Connecticut, 203-489-4181.

Announcer—morning man with personality for good music station. Must be experienced. Salary plus talent, some TV possible. Play-by-play sports helpful. Contact Ed Huot, WTRC, Elkhart, Indiana.

Experienced announcer for 5,000 watt adult NBC station in outdoor, family living area. Send photo, resume, tape, Box KK, Twin Falls, Idaho.

Combination announcer—salesman. Sacred format. Box 13535, Orlando, Fla.

Need bright morning man for M.O.R. Mutual full-timer. Excellent future for right man. Send tape, resume and photo first letter. Confidential. P.O. Box 685, Manitowac, Wisconsin.

Experienced, family, draft-exempt announcer for growing southern station. Good pay, easy shift, pleasant format, and year round comfortable weather. Call 305-585-5533.

1st phone announcer for AM-FM—75 miles from New York City. We're under new management. Our opening is now. Call 516-727-1570 collect.

Technical

Chief engineer for AM & FM radio station in western South Carolina. You'll be your own boss. Must be strong on maintenance. 15 hours air-work a week. We offer liberal fringe benefits—life insurance, family hospitalization, bonus, etc. Salary \$140 weekly. Box A-315, BROADCASTING.

Florida west coast AM-TV operation requires a maintenance engineer with extensive television experience. Please reply immediately. Box A-323, BROADCASTING. Or Code 813-949-4404, collect.

Chief engineer needed for Florida AM-TV stations. Attractive living conditions. Experience in AM-directionals and all phases of television engineering required. Write Box A-325, BROADCASTING, or call code 813-949-4404 collect today.

Looking for first class ticket—chief engineer with good voice for air shift—2nd market, Illinois. Salary open—complete details first letter. Send tape, Box B-78, BROADCASTING.

Experienced Engineer-Announcer to become chief. Daytimer. Two tower. Excellent equipment. Ohio. Box B-84, BROADCASTING.

Technical—(Cont'd)

First phone transmitter shift. 5 KW regional. Production work, five day week, good salary, fringe benefits, recreational area. Send resume to Box B-103, BROADCASTING.

First phone technician. Upgrade to major station in Detroit. Send resume. Box B-137, BROADCASTING.

Are you ready to walk into this ready-made opportunity? If you are a fully experienced engineer, like creative work, can plan a new installation and handle some board work, you may be the man we are looking for. Box B-145, BROADCASTING.

Immediate opening. 1st or 3rd class board operator for Chicago area station. Steady. Box B-159, BROADCASTING.

Engineer-announcer, capable of maintenance, opportunity for sales 15%, guarantee \$115-125 week. Send photo, resume, tape. Box B-185, BROADCASTING.

Immediate opening—engineer with first phone—some announcing required. Iowa full time 5 kw AM with excellent working conditions. Contact Dale Wood, KOEL, Oelwein, Iowa.

Transmitter engineer. Experience helpful, but not necessary. W.A.M.D., Aberdeen, Md.

Chief engineer—maintenance, some news ability. Good salary and all employee benefits. WRRR Radio, Spring Valley, N. Y. (16 miles from New York City.) Immediate. Phone 914-623-8001.

Wanted chief technical engineer for 1 kw AM NDA and 3 kw FM, some announcing or sales. WSEB, Sebring, Florida.

Wanted for western New York and western Pennsylvania. Licensed 1st or 2nd class radio telephone to work on microwave equipment. Write New York Penn Microwave Corp. 35 W. William Street, Corning, New York 14830. Call 607-936-3034.

NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

Milwaukee Metro area. Presently employed wanted for stand by list. Preplan you advancement. All positions. Confidential. Mail only Box A-292 BROADCASTING.

For immediate opening. Prefer college grad and some experience for Virginia station affiliated with major network, newspaper, and TV. Write Box B-35, BROADCASTING.

30,000 southwest market needs news director. . . . Move up from staff newsmen to head man. . . . Good pay. . . . Send tape and resume. Box B-116, BROADCASTING.

Experienced newsmen to gather, write and deliver local news and handle special events. Progressive station in rapidly growing Maryland area. Good salary and fringe benefits. Tape and resume to Box B-127, BROADCASTING.

Newsmen—Young hustler with "beat" coverage experience. Must have authoritative voice. WDBO, top rated, CBS radio & TV affiliate in the rapidly growing Orlando market, is expanding its radio news department and needs an additional, aggressive newsmen. Excellent station, market, climate, opportunity and working conditions. Send tape, resume, and complete info to Station Manager, WDBO, Orlando, Florida.

Serious-minded young man wanted for gathering, writing, airing local news on team with excellent reputation. Must have good voice, some experience or journalism training. No jocks need apply. Good future with Straus Broadcasting group. Send tape, resume to: Phil Tucker, News Director, WTLB, Utica, New York.

Production—Programming, Others

Copy writer/announcer/production man. Must be worker. Will be accepting auditions between now and April. Only format type, non screamers need apply. No tapes returned. Send copy samples. Box A-304, BROADCASTING.

Production—Programming, Others

continued

Production director capable of doing pop music airshift. A young man seeking management & wishing to learn sales. Stable organization with benefits and paid vacation. We cover Baltimore, Annapolis, Washington triangle . . . \$150 weekly. Send tape and resume to Jack Armstrong, WYRE Radio, Box 1551, Annapolis, Md.

RADIO

Situations Wanted—Management

And/or management, sales, programming, announcing. Southern Wisconsin. Third ticket. Experienced. Reply Box B-83, BROADCASTING.

Program Director who developed one of New York State's most successful operations with music and news, would like to relocate as program director or manager. Stable, reliable. Box B-87, BROADCASTING.

Want market identity? Be careful! It could make you a leader. Leaders get shot at! Feel reckless? Need a creative PD? MOR/GM. Let's plot! Avail. soon! Box B-90, BROADCASTING.

Man-wife team reached peak in present market. Presently manager, age 36. Proven success. Both have over 15 years experience, in all phases including: National-local sales, network contacts, news—programming—copy—payroll—accounts receivable—billing—on air, radio and TV. Excellent financial and personal references. Prefer Wisconsin-Minnesota-Iowa-North Dakota-South Dakota-Michigan markets. Cash available for investments if possible. Box B-91, BROADCASTING.

Educated, experienced sales, programming, thorough knowledge, understanding modern-day radio—family man. 30's, seeks GM position, buy-in arrangement. Consider only full authority financially stable organization, or bring in capital for control. Minimum \$14,000.00, percentage net. Currently employed—no hurry, awaiting right opportunity. Prefer Southwest, consider any area. Box B-157, BROADCASTING.

Now selling at substantial profit what was three years ago the biggest dog in Florida multi-station market. Ready for another challenge. Box B-161, BROADCASTING.

General manager with successful background in all phases of radio now selling interest in competitive market station. Capable of taking on full responsibility of making or keeping your station a well-run, well sold, profitable operation. Box B-162, BROADCASTING.

Forget ratings. Get revenue from listener loyalty. New sales concept. Free consultation if you accept advice. Call collect if willing to change format and staff. Dick Palmquist 213-767-9682.

Sales

Sales manager. South only. "Good music" format preferred. Box B-158, BROADCASTING.

Situations Wanted—Announcers

Browbeaten your news staff lately? Hire me for the summer. Age 21; third class ticket. Write Box A-295, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box A-253, BROADCASTING.

Desire college sports. Family, college degree, 7 years experience, TV. Available now or Fall. Box A-349, BROADCASTING.

Only a handful of telephone-talk men are capable of an interesting, controversial, rating successful show. I am one. Presently in top 10 market, available February 15th. Present employer for reference. Box A-364, BROADCASTING.

Disc jockey—announcer. Some experience in small market operation. Broadcast school graduate. Young and willing to work hard. Draft exempt. Third phone with endorsement. Will take top forty or MOR. Phone 212-456-3090 or write Box B-25, BROADCASTING.

Announcers—(cont'd)

Top rated "telephone talk show" personality available. Audience builder. Degree in social science—Journalism—Mature broadcaster radio and TV interested in the west coast only. Write Box B-27, BROADCASTING.

DJ-announcer—Negro, 3rd phone, production minded, available now. Box B-28, BROADCASTING.

Top 40 first phone. Light voice, heavy on maintenance, FM, directional, and automation too. I've been there, now I want a home. Contract required. Box B-70, BROADCASTING.

Sportscaster-play-by-play wants challenge. Real pro-8 years experience. Seeks opportunity with sports minded operation. TV and/or radio. Last three years pro baseball. Young, aggressive wants step up with future. Excellent talk-interview. Dedicated. Excellent background in broadcasting. College grad. Let's talk! It's the opportunity and future. Box B-79, BROADCASTING.

Beginner, DJ Announcer, family man, college background, 3rd endorsed, recent N. Y. broadcast graduate with tight board training military complete; will relocate. Box B-80, BROADCASTING.

Young D/J announcer, tight board, authoritative news voice, excellent production man, 21, third endorsed, married, college graduate, 5 years experience, rock or MOR, play-by-play, management potential. Box B-82, BROADCASTING.

College student, first phone, experienced, full-time work plus excellent college. Box B-89, BROADCASTING.

Announcer. Desire slot at top-40 station. First phone. Some experience. I want a chance more than money. Will relocate. Box B-92, BROADCASTING.

Colored DJ Announcer, Grad of N.Y.S.A.S. Single. Will relocate, can also do combo, 3rd endorsed, tape resume, photo on request. Box B-99, BROADCASTING.

Announcer newscaster, 2 years experience. Family, responsible, salesman, not floater or Prima Donna. Box B-100, BROADCASTING.

I'm stagnating here. College grad., 28. Mature voice, wit, responsible. Five years top-40, MOR. West coast only. Box B-110, BROADCASTING.

Experienced major market personality dj with first phone, good voice, and wit is looking for a real challenge and more money. Family man. Box B-114, BROADCASTING.

Sportscaster. Experienced, professional play-by-play all sports. Employed sports director. College graduate. Family. Box B-117, BROADCASTING.

Announcer dj, family man. Wants to settle. Relocate. Box B-120, BROADCASTING.

First phone beautiful music announcer! Extensive achievements in building large adult audiences. Interview. No maintenance or tapes. 201-227-1103 or Box B-128, BROADCASTING.

Middle road, contemporary, modern country. \$200 minimum. Call Jack—214-824-8720—Write Box B-129, BROADCASTING.

\$200 wk—Creative top-forty jock !!! Box B-130, BROADCASTING.

Baseball play-by-play wanted: Sportscaster with 4 years experience seeks position in minor leagues, any region. Presently employed. Box B-132, BROADCASTING.

Experienced news-sports director . . . Sportscaster . . . DJ . . . Draft-exempt. . . Available immediately. Box B-142, BROADCASTING.

DJ, Announcer, newscaster, experienced, unmarried, willing to relocate. Box B-143, BROADCASTING.

One year's experience, college, third phone, good voice. Box B-147, BROADCASTING.

Announcer, salesman, copywriter. Present MOR position 2 years. First phone. Desire California. Box B-148, BROADCASTING.

Young top forty young all night young. Box B-151, BROADCASTING.

Announcers—(cont'd)

Top 40 personality with 5 years experience looking for move up. Good production, voice, etc. Papa, 3rd class. Currently employed. Box B-167, BROADCASTING.

Midwest rock 'n' roll singer and musician of no recognition one year in radio would like to scream at hard rock format. Prefer Texas and other southwest, eastern seaboard and west coast. Consider others. Knows music inside and out and would like at least semi-free music choice. Must have extremely livable salary but depends on locale. Married, 27, two children, service completed. Box B-168, BROADCASTING.

"A Savage in your studio? (Shazam)!, commercials into gold." Top-40 Secret Ingredient—E. W. T. S.: Excitement without the scream. Military completed. Young-n-Bright. Network experienced. Good station? Make it better. . . . Ron Savage, 1153 E. Slocum Street, Philadelphia 50, Pa. WA 7-5192.

San Francisco, San Jose, Oakland area. recent announcing school graduate seeks work. Has endorsed third license. Good voice. 28 years old. Strong on news announcing. Gary Dibble, 1260 Drake Avenue, Burlingame, California. Phone 343-6891.

Dynamic announcer, 7 years experience, network experience. Call Charlie Bailey 919-832-4917.

DJ announcer. Chicago vicinity. Will consider relocating. Beginner, single, draft-exempt. Third endorsed. Broadcast graduate. Top forty or MOR or FM. E. Misiora, 2332 W. Cullerton St., Chicago, Illinois (60608), Area code 312-CA 6-7376.

Technical

Now available, chief engineer, supervisor, administrator. Twenty years in broadcasting. Presently with a nationally known consultant. Box B-50, BROADCASTING.

Nineteen years experience chief engineer, manager, sales announcer. Desire Southwest Coastal. Family man, must have permanency. Box B-95, BROADCASTING.

Available. First phone. AM directional-TV transmitter experience. Preferably west. Herbert—303-275-5754.

Engineer experienced AM directional FM stereo transmitters. All phases studio audio maintenance. Relocate. Available immediately. Phone 214-LY 4-2647. 313 East Queen, Tyler, Texas.

NEWS

TV-Radio newsman, announcer, news and commercial writer, public affairs programmer. Strong on news and commercials. Box A-360, BROADCASTING.

Experienced college graduate newsman. Strong gathering and writing. First phone, no maintenance. Prefer Texas, Arizona, California. Box B-101, BROADCASTING.

Newsman . . . married veteran with degree and experience. Seeks move to larger market. Air opportunity with radio-TV desired, will consider either. Writes, reports, shoots, edits, delivers . . . hustles. Box B-111, BROADCASTING.

Production—Programing, Others

Free! For return of tapes. Civilian A.F.R.S. jazz host. California and Iowa shows currently. Hour or more 5 nights a week. Perfect for FM, college, and/or Negro-programmed audience. Knows jazz! Free 13-week trial. Will pay anyone selling show and split profits thereafter. Box B-106, BROADCASTING.

Masters, Columbia teachers, fifteen years broadcasting experience. . . . Desires opportunity college communications dept. Box B-108, BROADCASTING.

Midwestern morning personality. . . . Programming. Wants western location with group operation. Box B-141, BROADCASTING.

Male copywriter. Ten years solid sell experience. radio and TV. Box B-154, BROADCASTING.

Girl genius wants agency, rep., station, P.R., etc. No secretarial. L. Wood, P.O. Box 52, Lakeland, Florida 33802.

TELEVISION—Help Wanted

Management

Full charge bookkeeper for southern California TV station. Excellent opportunity for growth to business manager. Starting salary \$500.00 to \$600.00 per month. Group station, modern offices, pleasant associates. 5-day week. Box B-118, BROADCASTING.

Personnel administrator to \$9,000.00. Excellent benefits. National diversified organization requires administrator in New England area. Excellent opportunity for individual with diversified personnel background. Position includes administering personnel program and union relations (no contract negotiations). Candidates should have college degree and diversified personnel background including Wage & Salary Administration. Business experience should be in entertainment industry or allied field. Job offers outstanding opportunities for bright, capable, industrious self-starter. Resume must include experience, education and past earnings. An equal opportunity employer. Box B-155, BROADCASTING.

Sales

Group owned station in upper midwest, three-station market, needs aggressive sales manager. Will administer local and regional sales dept. and national sales. Must have ability to guide and direct salesmen in all phases of local and regional sales plus working with national representative. Guarantee plus percentage. Excellent potential for advancement. Please send resume and photo to Box B-131, BROADCASTING.

Midwestern network station—tops in medium three station market—needs a go getter salesman to fill vacancy in three man sales department. Current salesman makes in five figures. Salary plus "skies the limit" commission set up. The boss expects top results. That's me. Box B-163, BROADCASTING.

Announcers

TV station in top ten market is looking for the most talented young man in the country to host daily dance party show. The man we want must be humorist—showman—salesman—with excitement. Opportunity knocks. Send publicity, background info & video tape if possible to Box B-170, BROADCASTING.

Announcer—must be experienced, for on-camera and booth work. Need man with solid background. Send resume, picture & VTR to: John M. Hamer, WHTN-TV, Huntington, W. Va.

WSVI-TV (Channel 8) St. Croix, U. S. Virgin Islands will add additional staff member immediately. The man we want is an announcer with a first phone. No maintenance required. Must be professional and versatile enough to perform multiple duties, such as typing, copy, traffic. Will consider radio man ready to step up to television. Experience is desirable, but your ability to perform for us is more important. Prefer a single man due to critical housing situation, but all others will receive full consideration. Starting salary is \$115.00 for a 44 hour week. St. Croix offers ideal year-round climate, plenty of sun, excellent swimming, fishing, diving. We offer a permanent position to the man who would like to grow with us. Send complete information to Manager, WSVI-TV, Christianssted, St. Croix, Virgin Islands.

Technical

Florida West coast AM-TV operation requires a maintenance engineer with extensive television experience. Please reply immediately to Box A-324, BROADCASTING or code 813-949-4404, collect.

Chief engineer needed for Florida AM-TV stations. Attractive living conditions. Experience in AM-directionals and all phases of television engineering required. Write Box A-328, BROADCASTING or call code 813-949-4404 collect today.

Consulting engineering firm needs qualified engineer for permanent addition to staff. AM, FM, TV and microwave projects. FCC, broadcasting, or systems design experience, or engineering degree required. Have positions at several levels from trade school graduate to experienced, registered professional engineer. San Francisco area. Send complete resume to Box B-22, BROADCASTING.

Experienced studio operators, first class license required; State experience and salary requirements. Chief engineer, KCRL, 1790 Vassar Street, Reno, Nevada 89502.

Technical—(Cont'd)

Man with 1st class FCC license for studio switching and transmitter operation. Permanent position with unlimited opportunity for advancement. Contact chief engineer, WBJA-TV, Box 813, Binghamton, New York 13902.

Boston's educational TV with latest sophisticated equipment needs a good ear! If you can handle music productions, multi mike pickups, are technically qualified, you're our man. All others need not apply. Send resume to Francis Abramowicz, WGBH-TV, Boston, Mass.

Broadcast technician with 1st class license for medium size, midwestern radio-television operation. Full color TV operation provides lots of challenge for both technical and production talents. Write or phone 216-782-1144, W. P. Williamson, Sr., WKBN Broadcasting Corp., Youngstown, Ohio.

Transmitter engineers: Just 50 miles will separate you and the beautiful fish-filled fun-filled Northwoods country of Wisconsin when you come to work for Channel 9 in Wausau. Many other colorful advantages too. Call John Gort at 715-842-2251 and ask him to finish painting the picture for you.

If you hold a first class radio-telephone license and have had experience with television transmitters, VTR, and microwave you will fill excellent employment opportunities with the Donrey Media Group. Forward resume to Personnel, P.O. Box 1359, Ft. Smith, Arkansas. Equal opportunity employer.

Chief engineer for unusual television originating and translator complex in rural area in northern New York. Great opportunity for the right man. Contact Dr. Frank W. Cyr, Rural Supplementary Educational Center, Stamford, New York 12167.

NEWS

Pennsylvania TV station expanding its news. Openings for authoritative on-air newsmen who know how to write and dig. One of those selected will be anchor man on nightly newscast. Box B-156, BROADCASTING.

Production—Programming, Others

Director—Must be strong supervisory. Must be able to take charge of all on-air operations on shift. Experience necessary. Midwestern VHF in top 50 market. Salary open. Send resume to Box A-310, BROADCASTING.

Group Broadcaster has immediate opening for experienced producer-writer in major midwest market. Writing, color and film knowledge desirable. Send brochure, resume, and, if possible, samples of your work. Box B-96, BROADCASTING.

Left-handed weathercaster, right-handed sports play-by-play man, ambidextrous technical directors, any-handed program director, announcers and assorted other hands in all departments for new million watt, well-equipped, UHF, major market, east. Send all replies in confidence, to Box B-105, BROADCASTING.

Program-promotion director needed by leading network station. Should be competent to direct fifteen man department. Please send full resume in confidence to Victor H. Sterling, General Manager, WPTA, Fort Wayne, Indiana, zip code 46808.

Situations Wanted—Management

Frustrated economist and planner with top level staff experience and management ability, impatient with snail's pace advancement in present position with major broadcast organization. Looking for broader management responsibility in operating or staff position with growth-oriented broadcasting, film, ad agency, rep. or communication organization. Box B-102, BROADCASTING.

Seeking an experienced administrator? TV station management veteran (15 years) available as an assistant manager or other administrative positions. Highest references, complete resume on request. Phone 507-437-2819 or write Box B-138, BROADCASTING.

Situations Wanted

Announcers

TV conversation show host available. Late night "Kup" type or daily program wanted. Radio telephone talk okay too. News background includes two tours as Vietnam correspondent. Don't be afraid of local programming! Talk to me. All replies confidential. Box B-149, BROADCASTING.

Technical

Now available, chief engineer, supervisor, administrator. Twenty years in broadcasting. Presently with a nationally known consultant. Box B-51, BROADCASTING.

Engineer, experienced with video tape, microwave, transmitter and studio equipment. Box B-81, BROADCASTING.

Chief engineer with 12 years experience in television seeks position as chief in a medium market. Engineering Physics degree. Experienced in all phases of TV broadcasting. Prefer south or east region. Age: early 30's. Box B-93, BROADCASTING.

Chief or assistants job. 10 years plus: Experience, UHF & VHF equipment. Xmtr. studio installation, trouble-shooting. College engineering. Presently employed. Box B-122, BROADCASTING.

Attention NBC, CBS, ABC—This is one way to get past the receptionist. Seeking position as cameraman. 15 months experience. No engineering. Presently living in N. Y. Box B-160, BROADCASTING.

Young technician with 3rd endorsed RCA TV graduate, some experience with network in N. Y. Willing to relocate. Box B-94, BROADCASTING.

NEWS

TV news editor whose news shows have highest Nielsen rating, now in top five market. Desires position in news administration, management. Seven years of exceptional newspaper, TV news, and documentary experience. Married, draft exempt. Box A-369, BROADCASTING.

TV-radio newsman, 30, married, B.A., presently employed major market, seeks greater responsibility, challenge. Box B-123, BROADCASTING.

Announcer-newsman, six years present job, desires opportunity to join Television and/or Radio News Department. Minimum \$175.00 a week. Box B-134, BROADCASTING.

One man news department! Gathers, films, writes, airs. 6-years Radio-TV. Box B-139, BROADCASTING.

TV Announcer, newscaster, reporter, 5 years experience, write news, edit, shoot, and produce film. Salary unimportant, hardwork, opportunity and challenge wanted. Pilot, meteorologist, teacher, family man. Also sales minded. Box B-152, BROADCASTING.

TV only, photographer/newsman, experienced, capable, immediate, all phases. Box B-153, BROADCASTING.

Production—Programming, Others

Promotion-traffic-continuity—Ten year creative/management vet of small and large TV/Radio operations, seeks opportunity with large station or group. Strong on detail and organization. Top references. Draft deferred. Box A-372, BROADCASTING.

Experienced cameraman with first phone desires change. Prefers midwest. Box B-125, BROADCASTING.

Art director—scenic designer—artist—studio manager. 12 years network live TV and film production and programming. Thorough art direction. Program development. Box B-136, BROADCASTING.

Combination assistant manager/program director / newscaster / film editor / coordinator and sometimes janitor wants you! Box B-140, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Prompting equipment. Prompters, mounts, cables, videotypers, etc. Please state make, condition and price. Box A-321, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helixax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co. Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

RCA BTF3B 3 kw broadcast transmitter with new exciter (BTE-10B) 99.5 MHz. Presently in regular operation. Available immediately for cash. Contact Dennis O'Rourke at 333-0406 or write % WL0L, 1621 LaSalle Avenue, Minneapolis, Minnesota 55403.

Tower, stainless type G-36 guyed steel. 30lb. wind design, weighs approx. 16,000 lbs., Height approx. 415 ft., 20 ft. sections. With two beacon assemblies and guy wire. Make FOB offer to Manager, WCOV-TV, Box 2505, Montgomery, Alabama.

Complete 1050' Truscon Triangular guyed tower designed to support Channel 2-6 6-Bay antenna, \$40,000. KTBS-TV, Shreveport, La.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

New—used towers, ground wire available, P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

Twelve (12) 500 foot length of used belden black and white TV camera cable, type 8280, complete with connectors. Call or wire Telequip Corporation, 516 OR 1-6806, 224 Glen Cove Avenue, Long Island, New York.

Sony MX 777 mike mixer, 4 months old. Best offer over \$100. Audio sonic, 418 North Main, Columbia, Illinois 62236.

Transmitter resistors; 1 x 4 inch cartridges. 15 megohms at 1 ma. Brother Matthew, Christian Brothers High School, Quincy, Illinois, 62301.

For sale: UHF Equipment good operating condition, tuned to channel 36, station changed power, frequency; 4-TT25A1 12½ kw transmitter, complete with color correction equipment, less Klystrons. 4 TV21C1 demodulator, 4TX11A1 GE sweep generator. 4PY24B2 GE filterexer. TY25D GE antenna. 1183-T3 GR frequency and modulation monitor, calibrated and rebuilt February 1965. stainless T33 450' guyed tower, 500' Andrew 3½" coaxial line. Telephone Don Kassner, Vice President, WCCB-TV, Charlotte, N. C. 372-0357.

AMPEX, 351-2 stereo recorder in portable case. Excellent condition, \$1,495.00. M & M Tape Corporation, P.O. Box 6636, Birmingham, Alabama.

G.E. 35 kw LB transmitter, complete with spare tubes and spare parts. Excellent condition. Channel 2, 5 bay G.E. antenna needs reharnessing. (2) RCA TK-41 complete color chains in use only 6 months, Box B-172, BROADCASTING.

Gates MO-2639 modulation monitor, \$185.00. Continental TRC-S1-T1 remote control, \$200.00. 200 feet RG-50U COAX new, \$200.00. 2-RCA BA-1A preamps, \$50.00 pair. WCTR, Beckley, West Virginia.

Magnecorder, PT6A Recorder. Unmounted, good condition, \$165.00. Broadcast Services, P.O. Box 6683, Birmingham, Alabama.

MISCELLANEOUS

Tape duplication—high speed—for educational or news and fine music programming—distribution service. Daily or weekly continuous contracts desired—fast service from Washington, D. C. Write Box B-166, BROADCASTING.

Miscellaneous—(Cont'd)

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays!—85 one-liner gag-files now available on topics such as Radio, Weather, Traffic, Music, etc.—Sample dozen \$7.50. Write for complete list & Broadcast Comedy Catalog. Show-Biz Comedy Service—1735 East 28th St., Brooklyn, N.Y. 11229.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry. North Hollywood, Calif. 91605.

30 minute tape—"quicktee" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Vintage radio programs available. All the old favorites. Write for further information. Box B-30, BROADCASTING.

Market brochures, coverage maps, rate cards; custom designed sales aids and presentations. Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months. ASEE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year. Grantham School of Electronics, 1505 N. Western Ave. Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Elkins has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 8, May 10, July 12, Oct 4. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

Instructions—(Cont'd)

"Warning" accept no substitute, REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin Mar. 13—Apr. 17—May 22—June 26. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R.E.I. opens in Kansas City. The same famous (5) week course for the first class Radio Telephone license that is available in Sarasota, Florida, will also be available in Kansas City, Missouri. The next class begins Mar. 13, 1967 For details and reservations write to home office, R.E.I. 1336 Main St., Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York city's only licensed school specializing in 1st class FCC prep and announcing for Radio & TV. Active job service coast-to-coast. Veteran approved. Announcer Training Studios—Lic. N. Y. State Ed. Dept., 25 W. 43rd St., New York, N. Y. OX 5-9245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class Feb. 27. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1853, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

RADIO

Help Wanted

Announcers

JOCKS

We are now representing top 40 stations in 15 million plus markets. We need (boss) & (personality) jocks. Big \$\$\$ if you have the talent. Rush tape and resume to (where its happening).

Jerry Jackson—V.P.
Nationwide Broadcast Personnel Consultants
645 N. Michigan Ave.
Chicago, Illinois

NO FEE
(It's free baby)

Announcers—(cont'd)

WE WANT THE FINEST PERSONALITY AVAILABLE

He is now working and doing well but he wants to do better. He is young, bright, clever. He knows how to build ratings, client good will and a large, young adult audience. If you are this man and want to earn more than 15 thousand dollars the first year, send tape resume to

Box A-366, Broadcasting.

Help Wanted

Get paid while you learn!

Join the training program that produced many of our top Radio/TV Executives.

Learn all phases of broadcasting in the comprehensive 2-year management training program of our major-market Radio/TV Station. Requirements: a college degree in any field and fulfillment of military requirements.

Opportunity for advancement to permanent management positions with our company or affiliated stations. Many of our top personnel have progressed to their present positions from this training program.

Write or call collect: Robert Goodwin
The Evening Star Broadcasting Co.
4461 Conn. Ave., N.W., Washington, D.C.
Phone (202) 537-1100
WMAL-AM-FM-TV, Wash., D.C.
WLVA-AM-TV, Lynchburg, Va.
WCIV-TV, Charleston, S.C.
An Equal Opportunity Employer

Sales

BROADCAST SALES ENGINEER

Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of broadcast equipment. Sell top line of electronics equipment primarily to AM, FM and TV stations. Leading company with history of high profit and rapid growth.

Salary plus commission—with full fringe benefits and travel expenses paid. An Equal Opportunity Employer.

Send resume to:

Box B-104, Broadcasting.

RADIO—(Cont'd)

Help Wanted

Production—Programing, Others

**ANNOUNCER
FOR NO. 1
50KW
COUNTRY
STATION IN
SACRAMENTO**

1st Phone required. Not limited to Country Music background. Rush tape and resume to:

Jay Hoffer
KRAK
P. O. Box 6347
Sacramento, California

Situations Wanted—Announcers

—MIDNITE TO YAWN—

NY Metro area jock would like midnite to dawn shift, NYC or vicinity. Young, natural, with creative flair. Nite-owl by nature, and would like daytime hours free to extend career horizons. Experienced in rock, MOR, easy-listening, and telephone talk.

Box B-14, Broadcasting.

TELEVISION

Help Wanted

Management

CATV PLACEMENT

Immediate openings nationwide for Division Managers, Division Engineers, Branch Managers, and Technical for local systems. Also, all other positions in CATV and related fields. Send type-written resume today to

Ron Curtis, Nationwide CATV Personnel Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611. Confidential, All Fees Employer Paid!

Announcers

TOP-10 MARKET TV OPPORTUNITY

On-camera Newsmen/Meteorologist/Sports man needed immediately for network affiliate. Salary open. Send VTR or SOP and typewritten resume for immediate consideration to

Ron Curtis, Nationwide Broadcast Personnel Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611. Confidential, All Fees Employer Paid!

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LOOKING FOR A JOB?**

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Help Wanted—Production Programing & Others

**OPERATIONS MANAGER
WTVJ-TV MIAMI**

This progressive CBS, Miami affiliate seeks an operations manager who has demonstrated his ability to achieve Management objectives, with a combination of practical and creative Production abilities. Station is full color with modern equipment; applicant should have working knowledge of equipment capabilities. Position reports to the General Manager with full departmental authority in addition to responsibility for heavy schedule of local and national commercial and program production. Salary commensurate with experience and abilities. All replies confidential.

Send resume to:
**Paul Daegling
WOMETCO ENTERPRISES, INC.
P. O. Box 2440
Miami, Florida
An Equal Opportunity Employer**

TELEVISION PRODUCTION SPECIALIST

Needed to take charge of closed circuit television productions supporting Basic Combat Training at Fort Jackson, S.C. Beginning salary, \$9,221, liberal benefits, and good incentive. Job requires leadership capabilities and six (6) years technical experience in radio and TV with one (1) year directly connected with TV productions.

**WRITE: CIVILIAN PERSONNEL OFFICE
OR FORT JACKSON, S. C. 29207
CALL: 803-765-7575**

TELEVISION

HELP WANTED

NEWS

TV NEWS-WRITER

Large eastern station needs experienced TV Newswriter/editor to join expanding news department. Some on-the-air experience desirable but not essential. Submit resume to:

Box B-61, Broadcasting.
An Equal Opportunity Employer

NEWSCASTER—TV NEWS

Expanding news coverage and news color broadcast afford bright new opportunity for ambitious TV Newscaster in TV News Department of large eastern station. 2-3 years experience required. Submit resume to:

Box B-49, Broadcasting.
An Equal Opportunity Employer

NEWS—(Cont'd)

TV NEWS DIRECTOR WANTED

He knows people and how to talk with them.
He knows the TV viewer and how to communicate facts.
He can come into my home, tell me what happened, why it's important, and how it affects me.
He can direct other members of a small staff and develop their skills.
He has been thriving on unique challenges for some time.

We know what he is, but we don't know who he is.

If you do, send resume and VTR to:
Box B-133, Broadcasting.

TELEVISION

Help Wanted

Technical

CHIEF ENGINEER

Central California
High-Power UHF
Group Operation

Color Film & VTR
Aug., 1967 Air Date

Resume to:
Box B-86, Broadcasting.

TECHNICAL PLACEMENT

Send your type-written resume today to be confidentially represented to our station and manufacturing clients. NO FEE!

CHECK AREA OF INTEREST
TV RADIO MFG.

- Director of Eng
- Xmtr Supervisor
- Studio Supervisor
- Xmtr Technician
- Studio Technician
- Video Tape Technician
- Electronic Engineers
- Manufacturing:
- Studio Design
- Xmtr Design
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Name
Address
Salary desired

NO PLACEMENT FEE!!!



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Situations Wanted—Management

BROADCAST EXECUTIVE

Challenging opportunity sought by mature, experienced broadcaster with broad station management background. AM-FM-TV. Excellent reputation and contacts with networks, clients, agencies, FCC and other broadcasters. Available for management or other interesting and rewarding TV or TV-Radio assignment anywhere in U. S.

Box B-113, Broadcasting.

EMPLOYMENT SERVICE

EAST IS WHERE THE MONEY IS
No one knows the East like we know the East. We're here. Have you documentation (tape) of outstanding performance? Contact us. We'll represent you in confidence to the top jobs in the East.



Bailey Agency
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518-434-9185

BUSINESS OPPORTUNITY

CATV DEAL OF A LIFETIME

Corporation has franchises, needs development capital. 30% of system cost in cash gets you 60% of stock. Let's exchange information in confidence.

Box B-97, Broadcasting.

FOR SALE—Stations

Lix Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

(Continued from page 84)

granted license covering new UHF-TV translator. Action Feb. 1.

K12FF Winston, Ore.—Broadcast Bureau granted license covering new VHF TV translator. Action Feb. 1.

■ Broadcast Bureau granted licenses for following VHF TV translators: K09EV and K07ER Chelan Station T. V., Chelan Station, Wash. Action Feb. 1.

CATV

OTHER ACTIONS

■ By order, commission directed Valley-Vision Inc., owner and operator of CATV system at Placerville, Calif., to show cause why it should not be ordered to cease and desist from extending signals of television stations beyond their grade B contours in violation of Sec. 74.1105 and 74.1107 of commission's rules. Valley-Vision Inc. was authorized to operate its CATV system carrying local Sacramento, Calif. television signals until further order in this proceeding. Commissioner Bartley concurred in part, dissented in part and issued statement; Commissioner Loevinger dissented. Action Feb. 8.

■ FCC by memorandum opinion and

FOR SALE

Stations (Cont'd)

CALIFORNIA

Very desirable 1kw daytime one roof operation located excellent growth and living area.
South Central coast city. Grossing \$91,000—29 percent down.
Principals only.

Box B-171, Broadcasting.

RADIO STATION AM-FM FOR SALE

5,000 Watt AM. In fast growing college and industrial town.

Box B-169, Broadcasting.



SELLER:
What's my property worth?
BUYER:
What's his property worth?
ANSWER:
Contact...

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Ariz.	single	fulltime	\$125M	SOLD
S.E.	small	daytime	67M	terms
Miss.	medium	daytime	130M	29%
R.M.	metro	fulltime	140M	terms
N.E.	suburban	daytime	650M	29%

CHAPMAN ASSOCIATES

2048 PEACHTREE, ATLANTA, GA. 30309

order, denied "Petition of Indiana Broadcasting Corp. for Special Relief," filed by Indiana Broadcasting Corp., licensee of WANE-TV Fort Wayne, Ind., directed against proposed CATV system of GT&E Communications Inc. at Angola, Ind. Further, commission dismissed as moot a "Petition for Temporary Relief Pending Further Proceedings," filed by GT&E Communications Inc. Commissioner Bartley concurred with statement; Commissioner Cox dissented with statement; Commissioner Wadsworth not participating. Action Feb. 1.

■ FCC by memorandum opinion and order, denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules, filed by Beatrice Cable TV Co., operator of CATV system in Beatrice, Neb. Commissioner Bartley dissented; Commissioner Loevinger concurred. Action Feb. 8.

■ FCC by memorandum opinion and order, denied petition filed by WBEH Inc. (WBEH-TV Buffalo, N. Y.) against Jamestown Cablevision Inc., proposed operator of CATV system in Lakewood, N. Y., but imposed condition that system not carry prereleased programs of foreign stations. Commissioner Bartley concurred and issued statement in which Commissioner Loevinger joined; Commissioner Cox concurred in part, and dissented in part, and issued statement in which Commissioner Lee joined. Action Feb. 1.

■ By memorandum opinion and order, commission granted petitions filed by Long Island Cablevision Corp., and Suffolk Cable of Shelter Island Inc. for waiver of Sec. 74.1107 of commission's rules to permit their CATV systems to serve Riverhead, Sag Harbor, Bridgehampton, Southampton, Greenport, the Westhampton area and portions of Brookhaven township as well as Shelter Island, all on Long Island, N. Y., in Hartford-New Haven, Conn. market, which is ranked 14th. In same memorandum opinion and order, commission denied request of Long Island Cablevision Corp. for waiver of carriage and program exclusivity requirements of Sec. 74.1103(a), (e) and (f) of commission's rules. Commissioner Bartley concurred in part, dissented in part, and issued statement; Commissioner Loevinger concurred in the order. Action Feb. 1.

■ By memorandum opinion and order, commission granted in part and otherwise denied for partial reconsideration of its order to show cause in Bethlehem, Ormrod, Freemansburg and Greenwalds, all Pennsylvania, CATV proceeding (Doc. 17064). Provisions of Sec. 74.1105 and 74.1107 of rules were waived to permit carriage of signals of New York stations WOR-TV, WNEW-TV, WABC-TV and WPIX-TV in Bethlehem, Pa., by Twin County Trans-Video Inc. and hearing was terminated as to CATV system of Twin County which serves Bethlehem. Commissioner Bartley concurred and issued statement; Commissioner Cox concurred in result. Action Feb. 1.

■ FCC by memorandum opinion and order, denied petition for waiver of non-duplication requirements of Sec. 74.1103 of commission's rules among stations it relays which have grade B or greater signal strength, filed by TV Service Co., operator of CATV system in Reading, Pa. Commissioners Bartley and Loevinger dissented. Action Feb. 8.

■ Commission, by letter, advised Sierra Video Co., that its petition addressed to proposed extension of its present three-channel system to include additional signals and cover an additional geographical area (100-121) would not be contrary to the provisions of Sec. 74.1107 of rules, and that waiver thereof is therefore not necessary. However, operation is subject to priority requirements of Sec. 74.1103 of rules. Commissioner Bartley dissented in part, concurred in part and issued statement: "Assuming arguendo the validity of the CATV rules, I would, in the circumstances before us, grant full relief as requested by the CATV's." Commissioner Loevinger concurred. Action Feb. 8.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 2 designated Hearing Examiner Charles J. Frederick to serve as presiding officer in proceeding in Doc. 17698—in matter of General Telephone System and United Utilities Inc. Tariffs for channel service for use by community antenna television systems—which has been consolidated for hearing with Docs. 16928 and 16943. On Feb. 3 designated Hearing Examiner Herbert Sharfman to serve as presiding officer in proceeding on petitions by

General Electric Cablevision Corp., both Peoria Heights & Bartonville, Ill., for authority pursuant to Sec. 74.1107 of rules to operate CATV systems in Peoria television market; scheduled prehearing conference for Feb. 17 and hearing for March 15 (Docs. 17144, 17155).

■ Hearing Examiner Millard F. French on Feb. 6 in proceeding in the matter of cease and desist order to be directed against Twin County Trans-Video Inc., owner and operator of community antenna television systems in Ormrod, Freemansburg and Greenwalds, all Pennsylvania, granted petition for leave to intervene filed by borough of Freemansburg, a municipal body, situated in Northampton county, Pa. (Doc. 17064).

■ Hearing Examiner David I. Kraushaar on Feb. 3 in proceeding on petitions by Cosmos Cablevision Corp., North Augusta, and Aiken Cablevision Inc., Aiken, both South Carolina, for authority to operate CATV systems, granted petition for intervention filed by Augusta Telecasters Inc. (Docs. 17056-7).

■ Hearing Examiner Herbert Sharfman on Feb. 2 in proceeding on petition of Florian R. Burczynsky, Stanley J. Jasinski and Roger K. Lund, d/b as Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Company Inc., granted motion of Courier Cable Inc. for further revision of hearing schedule to extent of canceling procedural schedule, and ordered hearing in indefinite continuance pending developments.

Ownership changes

APPLICATIONS

WROD Daytona Beach, Fla.—Seeks assignment of license from WROD Inc. to Elyria-Lorain Broadcasting Co. for \$295,000. Principals: Otto B. Schoepfle, president. Assignee is licensee of WEOL and WBEA (FM) Elyria, Ohio. Ann. Feb. 3.

KRIB Mason City, Iowa—Seeks transfer of control from William H. Sandberg to Verne C. Ekberg. Mr. D. Eryce Ekberg is president and general manager of Mason City Broadcasting, permittee. This will increase holdings of Ekberg to 75%. Consideration \$6,000. Ann. Feb. 3.

WKLV-FM Grand Rapids, Mich.—Seeks assignment of license from Kenneth W. Van Prooyen to West Michigan Telecasters Inc. for \$57,000. Principals: Lewis V. Chamberlain Jr., president, and William C. Dempsey, executive vice president, plus stockholders. Assignee is permittee of WZZM-TV Grand Rapids, applicant for license for new TV in Grand Rapids and CP for new TV in Battle Creek, all Michigan. Ann. Feb. 3.

WSEL-AM-FM Pontotoc, Miss.—Seeks assignment of license from Lee H. Thompson and W. S. Bridges d/b as Pontotoc Broadcasting Co. to Pontotoc Broadcasting Inc. Ann. Feb. 3.

WMID Atlantic City—Seeks assignment of license from Mid-Atlantic Broadcasting Co. to Seaside Broadcasting Inc. for \$350,000. Principals: Anthony Productions Inc. (100%). Merv Griffin, president. Herbert Bloomberg, vice president. Royal E. Blake-

man, vice president and treasurer and Raphael G. Scobey, secretary. Mr. Griffin is president, director and 100% shareholder in April Enterprises Inc., July Enterprises Inc., and August Enterprises Inc. and president and director of WENE Inc., operator of WENE Endicott, N. Y. Anthony Productions Inc. produces *The Merv Griffin Show*. Mr. Blakeman is vice president, secretary and director of Freeman Publishing Co., Mid-Hudson Publications Inc., Philadelphia Suburban Newspapers Inc. and Acme Newspapers Inc.; vice president, assistant secretary and director of Royal Crown Cola Co. of Riverside Inc.; vice president, treasurer and director of WENE Inc. and secretary and director of Manson Enterprises Inc., Willis Enterprises Inc., Marjorie Enterprises Inc. and Soma Enterprises Inc. Mr. Scobey is assistant secretary and director of Freeman Publishing Co., Mid-Hudson Publications Inc., Philadelphia Suburban Newspapers Inc. and Acme Newspapers Inc.; secretary and director of Royal Crown Cola of Riverside Inc. and WENE Inc. Mr. Bloomberg is vice president, director and stockholder of WENE Inc., which is owned 80% by January Enterprises Inc., 100% stockholder of Northeast Broadcasting Co., licensee of WWCO-AM-FM Waterbury, Conn. Ann. Feb. 8.

KZEE Weatherford, Tex.—Seeks involuntary transfer of control of Bartlesville Broadcasting Co., Lucille Jean Case, deceased, to J. Fred Case, individually as executor of estate. Stock transfer. Ann. Feb. 3.

ACTIONS

■ FCC adopted an order on petition by Department of Justice for reconsideration in Doc. 16828 staying commission's action of Dec. 21, 1966, which approved applications of American Broadcasting Companies Inc. (ABC) for assignments and transfers of licenses for seventeen broadcasting stations to new corp. of same name which will be a wholly-owned subsidiary of International Telephone and Telegraph Corporation (ITT). Commissioners Bartley and Wadsworth dissented and issued separate statements; Commissioners Cox, Loevinger and Johnson concurred and issued separate statements. Action Feb. 1.

WBHP Huntsville, Ala.—Broadcast Bureau granted assignment of license from Wilton Harvey Pollard to Radio WBHP Inc. Principal: Mr. Pollard is individual licensee. He will retain 98.5%, his wife Plez daughter Anne Elliot and son W. H. Jr. will each receive 0.5%. No consideration. Action Feb. 6.

KULA Honolulu—Broadcast Bureau granted voluntary assignment of license from KULA Broadcasting Corp. to Hercules Broadcasting Co. of Hawaii Ltd. Principals: Manning Slater, president and treasurer; J. Kenneth Bradley, secretary and chairman of board; H. G. Fearnhead, vice president (10%); and Hercules Broadcasting Co., Del. corp. (90%). Mr. Slater is president and general manager of KRAK Sacramento, Calif. Mr. Bradley is attorney. Mr. Fearnhead is stockholder, director and vice president of Sierra Community Antenna Service. CATV system in Oakhurst, Calif. Hercules Broadcasting is licensee of KRAK Sacramento, Calif., and is applicant for TV station in

Sacramento. Consideration: \$300,000 with \$1,000 for covenant not to compete. Action Feb. 3.

WGUC-AM-FM Mendota, Ill.—Broadcast Bureau granted assignment of license from Jeanne V. Morgan d/b as Vanco Broadcasting Co. to JEL-CO Radio Inc. for \$95,000 plus \$30,000 for 10 year agreement not to compete. Principal: John F. Hurlbut, president. Action Jan. 31.

WCOY Columbia, Pa.—Broadcast Bureau granted voluntary assignment of license from Tri-Cities Broadcasting Corp. to Krancer Communications Inc. Principals: Ronald A. Krancer, president (100%); Anne Krancer, and Lawrence D. Biele. Mr. Krancer is self employed. Mrs. Krancer is housewife. Mr. Biele is attorney and secretary-treasurer of WKTV Utica, N. Y., KAUZ Wichita Falls, Tex., and Central New York Cable TV Inc., operator of CATV system in Smith Hill-Utica, N. Y. Consideration: \$135,000. Action Feb. 2.

Trigg-Vaugh Stations Inc.—FCC granted transfer of control from Trigg-Vaugh Stations Inc. to Doubleday Broadcasting Inc. for \$14,125,018. Stations include: KOSA-TV Odessa-Midland, KROD-AM-TV El Paso, KITE-AM-FM Terrell Hills-San Antonio, and KDTV (TV) Dallas, all Texas; KRNO San Bernardino, Calif.; KHOW Denver, and KDEP-AM-FM Albuquerque, N. M. Principals: Robert G. Barnes, Thomas R. Burns, Edward E. Fitzgerald, George A. Hecht, Kenneth McCormick, Charles W. Pitkin, all vice presidents; Raymond R. Ammarell Jr., vice president and director; Nelson Doubleday, chairman of board, president and director; Lillian F. Robins, Wilbur French and Olive Ferguson, assistant secretaries; John O'Donnell, vice president, treasurer, secretary and director; F. Huntington Babcock, Douglas M. Black, Elbridge T. Gerry, Henry B. Guthrie, Robert G. Payne, John F. Sengstock, Mrs. Barbara Nye Carter, Miss Dorothy Cooper, Philip A. Johnson, Harry E. Maule, Jeanette Porter Meehan, Edna M. Neal, Ella F. Townsend; Nellie Doubleday Sargent (3.9%), Janet Doubleday (9.0%), Ellen McCarter Doubleday (3.8% with John F. Sengstock as trustee for Nellie Doubleday Sargent), Ellen McCarter Doubleday and John F. Sengstock (3.4% as trustees for Nelson Doubleday), Nelson Doubleday and John F. Sengstock (3.8% as trustees for Nelson Doubleday), John F. Sengstock (14.4% as trustee for Ellen McCarter Doubleday), John F. Sengstock (3.1% as trustee for Meltze Doubleday Sargent), John F. Sengstock (4.3% as trustee for Nelson Doubleday), Mr. Sengstock owns 50 shares outright and as trustee for various family trusts of less than 3% each he holds an aggregate of 14,060 shares common (8.9%). Nelson Doubleday is also a trustee for various family trusts of less than 3% each, aggregate 14,135 shares common (8.9%). Robert G. Payne is trustee for various family trusts of less than 3% each, aggregate 5,000 shares common (3.2%). Henry B. Guthrie is executor and trustee for common stock held under the name of Gerlach & Co. in amount of 32,903 shares (20.8%) and is also executor and trustee for common stock held under name of King & Co. in amount of 13,325 shares (8.4%). Action Feb. 1.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Feb. 8. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Guadalupe, Calif.—The city council has passed an enabling ordinance setting terms for a CATV franchise. The 10-year franchise will require 2% of the annual gross receipts to be returned to the city. The application fee was set at \$250 with a corporate surety bond of \$25,000. Applicants are being sought.

Middletown, Calif.—Middletown Cable Vision Co. (Dan Gillespie, owner) has applied for a 20-year franchise. Installation would be \$10 with a \$5 monthly charge. Lake county would receive 3% of the annual gross receipts.

■ Anderson, Ind.—GE Cablevision Corp. (multiple CATV owner), a subsidiary of General Electric Co., has been granted a

20-year franchise. Installation will be \$15 with a \$4.75 monthly charge.

Van Wert, Ind.—Van Wert Community Enterprises Inc. (Richard R. Shultz, F. Donald Hangartner and David L. Zeigler, incorporators) has applied for a franchise.

■ Hutchinson, Kan.—Hutchinson Cable Television Inc. has been granted a 20-year, nonexclusive franchise. Publishing Enterprises Inc., Multi-View TV Systems Inc. and Cable TV Construction Inc. had also applied.

Ashtabula, Ohio—Lake Erie Television Co., a subsidiary of Time-Life Broadcast Inc., New York (multiple CATV owner), has applied for a franchise. Other applicants are Realms Corp., Indiana, Pa., and Total-View Inc., Chagrin Falls, Ohio. Ashtabula Cable TV Inc., currently holds a franchise.

■ Salineville, Ohio—Village Cablevision Corp., Lisbon, Ohio, has been granted a 10-year franchise. Installation will be \$5 with a \$4.50 monthly charge.

Shelby, Ohio—Continental Cablevision Inc., Tiffin, Ohio (H. I. Grousbeck, president), has applied for a franchise. Installation will be \$10 with a \$4.95 monthly charge. Other applicants are United Transmission Inc., a subsidiary of United Utilities Inc., and Direct Channels Inc. of Akron, a subsidiary of Direct Channels Inc., both multiple CATV owners.

Upper Sandusky, Ohio—Existing franchise held by Twin Valley CATV, Hillsdale, Mich., has been transferred to Continental Cablevision Inc., Tiffin, Ohio.

Zanesville, Ohio—Zanesville-Muskingum CATV Inc., a subsidiary of Neptune Broadcasting Inc., Steubenville, Ohio (multiple CATV owner), has applied for a franchise. Other applicants are Columbus Dispatch-WBNS-AM-FM-TV Columbus, Ohio; Better Television of Zanesville, a subsidiary of Viking Industries, Hoboken, N. J. (multiple CATV owner), and WHIZ-TV Zanesville, Ohio.

Cleona, Pa.—Lebanon Valley Cable Television Co. Inc. has applied for a franchise.

■ Scottsdale, Pa.—National Cable Television Corp. has been granted a 15-year franchise. Monthly charge will be \$4. Another applicant was WHJB Greensburg, Pa.

■ West Elizabeth, Pa.—Steel Valley Cablevision Inc. has been granted a 20-year franchise. Installation will be \$5 with a \$4.50 monthly charge. Company will pay 3% of gross revenues.

Newberry, S. C.—Georgia Cable and TV Co. and Midland Cablevision Co. have each applied for a franchise. Jefferson Standard Cable Television Co., Charlotte, N. C., reportedly has tentatively withdrawn its application.

BERN Kanner is on the choo-choo. "The 'Orient Express' I call it," he says, alluding to the train made famous in numerous prewar movies that seemed to take months to reach a destination. The train Mr. Kanner says he's on "pulls out around January and arrives sometime in March." These first three months make up the TV purchasing period, "when time is not really your own."

As he spoke recently, a phone call came in from one of the TV networks. He left his cool, draped office on the 14th floor of 666 Fifth Avenue in New York City, took the call elsewhere.

His wife is sympathetic, though she's in suburbia—in Chappaqua, N. Y.—one hour and a half up the line on the New York Central. She also worked at Benton & Bowles—as Mr. Kanner's secretary when he was a buyer—just before they were married in 1955. Alice, he says, knows something about the business—and that's important. "It's not a 9-to-5 business and her understanding makes my job a hell of a lot easier."

Senior Vice President Kanner's job at Benton & Bowles takes in a broad responsibility for media planning as well as radio and TV program selection at an agency that bills about \$110 million a year in broadcast, with roughly 60% in network and 40% in spot. The media and programing departments between them have 220 people.

Mild Manner ■ The pressure is high. And yet, Mr. Kanner, who's known to lash out publicly on issues that appear to his agency to be in conflict with client interests (on color rates, piggyback premiums, special charges for 30's and the like), is mild in manner and soft in voice.

At home, there are his four children and an informal decor that's Early American, a motif he's carried with him into his office furnishings. On a cold day off, he may be found wrapped in several sweaters, gloves and woolen cap playing paddle tennis, an outdoor winter game that's become a fad for many dedicated tennis buffs who miss the summer play.

Just how much time he gets for this sort of thing when the Orient Express shrieks its departure time, he didn't explain.

The business, though, gives him "personal gratification." He enjoys meeting people and the challenges: "It's exciting. Things are always happening, never dull and never routine. Yet, unlike what the movies say, it's not a glamour activity but a business and should be considered such."

Choice ■ He got into advertising 14 years ago by choice, not by accident. Just before graduation from New York University, he wrote to several major agencies in New York. Two interested him and he selected Benton & Bowles

Media manager kept on the run with TV buying

because of its philosophy of over-all control in New York. "A one-city agency," he said, "was of great appeal." (It's still that way. The agency does not operate with large branch offices in different cities).

Mr. Kanner spent five months in the mail room, was assigned to media and was moved through the ranks, buying broadcast, getting the feel of TV even as it exploded in its great surge of growth in the 1950's. Promotions came steadily, until in 1966 he took charge of media management.

B&B is an important force in the TV business, its major clients includ-

WEEK'S PROFILE



Bernard Kanner—senior vice president and director of media management, Benton & Bowles; b. Feb. 1, 1929, New York; staff sergeant, U.S. Army special services, Japan, 1946-48; New York University, BS in journalism; started in mail-room in 1952 with B&B, promoted successively to member of media department, staff assistant in media analysis, broadcast buyer, all-media buyer, assistant associate media director; vice president and associate media director, 1961; manager of media department, 1962; director of media, 1963; associate director of media management and member of board of directors, March 1966; senior vice president and director of media management, April 1966; m. Alice Higgons, secretary, B&B, 1955; children: Donna, 11; Craig, 9; Pamela, 7; Megan, 2; hobbies and interests—tennis and paddle tennis (member, Seven Bridges Field Club, Chappaqua, N. Y.); devotee of American history, early American restorations, travel, reading.

ing, among others, Procter & Gamble, General Foods, Texaco, S. C. Johnson, Beech-Nut Life Savers and Vick Chemical. P&G and General Foods are two of the very few advertisers remaining who make pilot shows through their agencies. This involves B&B in pilot development, working with writers, producers, directors and stars—and for Mr. Kanner, mostly "being there" in Hollywood to protect the interests of the client.

Basically, he says, the agency executive has to be an advertising man who applies skills (broadcast knowledge in his case) in planning for his client. He cautioned against what he said was a "tendency in the business to buy for the sake of buying without recognition of a client's needs and opportunities."

There's a problem of what he described as an "ever-increasing cycle of costs in advertising—how high is up?" At some point in time, he continued, "there has to be a backlash," citing the piggyback concept and the 30's as moves toward advertiser economy—"and if prices of 30's go up, the advertiser will find something else."

The so-called "big advertiser," he said, actually buys by brands, all of which have restricted budgets that must pay out. If sales don't show increases comparable to ad rate hikes, established brands get less advertising for their expenditures.

Concern ■ Program-buyer Kanner expressed concern over the acceleration of feature film in network TV. Everybody, he said, is aware of the effect, but "is this the future of TV?" Everybody, too, he noted, talks about TV's lack of the "new, innovative, the different"—"but I don't know what this really means. Plots haven't changed emotionally since the time of ancient Greek plays."

He was sure of one thing, though: "TV is suffering from the lack of good people—good writers, producers and performers." Too many TV people are lured and lost to the feature motion picture.

At his office, Mr. Kanner appears superficially at least to have some insulation against the stress and strain of the Orient Express. It's refreshingly furnished with pieces from an earlier era. His desk is a Jefferson library table; his chair, a Windsor; the inkstand, Early American (in pewter with quill); the wastepaper basket is half of a copper coal scuttle.

On the floor near the desk sits a miniature demonstration model of a washing machine, dating back to the 1880's, that actually works. "They used to bring these around as a dramatic selling message, you see"—a point that could lead to a speculative discussion of demonstration TV commercials and back to Mr. Kanner's business of broadcast advertising.

The bees around the honey

UNLIKELY as it may seem, noncommercial television appears to be developing a need that in the long run may be as crucial as its need for money. It is a need for unity of purpose among the leading forces of noncommercial TV. Lately these forces have been pulling and hauling in different directions.

We have, for instance, the detailed blueprint offered by the Carnegie Commission on Educational Television, which despite occasional lapses into idealism is unarguably the most carefully thought-out plan yet offered. The Carnegie group proposed that ETV stations be provided a choice of the best programs possible and envisioned occasional live networking, but it explicitly rejected the idea of ETV as "a network." National Educational Television, which is now the only major national supplier of ETV programs and would be one of two under the Carnegie plan, meanwhile has moved deeper into live nationwide ETV networking. And the Ford Foundation, to "show the power of live noncommercial network television," has announced a \$10 million grant and is working with Columbia University on plans for a three-hour weekly ETV network series in which NET's role is, at least as yet, at best unclear.

Perhaps it is only coincidence that all this comes at a time when ETV's prospects for improved financing never looked better. But it gives the impression of infighting around a gusher that is about to come in. NET understandably would like to expand its scope as a programmer as well as become a force in live networking. The \$2.4-billion Ford Foundation can hardly be looking to make a buck itself; but philanthropically endowed creations, like government bureaucracies, possess a sure sense of self-preservation, and the question inevitably arises: Is it part of the thinking that the "laboratory" that Ford is setting up with Columbia would be able to evolve the "other" national program center—alongside NET—that Carnegie Commission envisioned?

We do not attempt to pass judgment here on any of these various positions or aspirations. What is wrong is that noncommercial television appears confused and often at odds with itself. That is no way to go before Congress, which by general agreement will have to become the chief single source of ETV support. Reasonable differences can be reconciled by reasonable men; reasonable men should not dramatize their differences to the point of delaying, if not jeopardizing, their far bigger common goal or advancing noncommercial television itself.

Whatever happened to editing?

E were astonished to read in a number of our favorite newspapers last week that "almost three out of four TV viewers think TV stations, as government-granted semi-monopolies, should be subject to some kind of control of profits."

But then we read on to discover that this finding was based on returns of the weekly "TV Opinion Ballot" that is syndicated by the North American Newspaper Alliance. As such, it was nothing to get alarmed about.

Or was it?

For a couple of years newspapers have been regularly printing the NANA ballots and, with little discernible editing, printing NANA's interpretation of the results. On a number of occasions the ballots have contained loaded questions that easily forecast the nature of the votes. On at least an equal number of occasions, the results have been described as indicating a national poll representative of the general population. Last week's example was in point.

Here is the question that led to the results that were published last week:

"The Federal Communications Commission recently reported that last year (1965) 15 key TV stations made an average profit of 43% on net sales. This is fairly typical of all stations in major cities. Since the stations, unlike most businesses, operate as semimonopolies under government-granted license, do you think profits of TV stations should be controlled? (As they are with such complete government-granted monopolies as public utilities.)"

Well, now, let's take some of the load out of that question. The "15 key stations" that are mentioned are presumably those owned by the television networks, and the O&O's did indeed have *total profits* (not "average profits") *before federal income tax* of 43% of net revenues. In the same year, the networks collectively made pre-tax profits of only 8% of revenues from their network operations (and indeed one of them, ABC, lost money in networking that year). The relatively high rate of profit from O&O stations is a needed stabilizer in the risky business of network operation.

Furthermore a 43% pre-tax return is *not* "fairly typical of all stations in major cities." As a group the 100 UHF stations, many of them in major cities, suffered a net loss in 1965. There are unaffiliated VHF's in big cities that would settle right now for a pre-tax profit in 1967 of a fraction of 43% of revenues.

Now what about those semimonopolies? It is true, of course, that the V's with network affiliations in the largest markets are enjoying a high rate of return. But they face increasing competition from new stations and new services. They have no guarantee whatever of an indefinite preservation of the status quo.

None of the above was likely to be known to the average newspaper reader responding to the NANA poll. In the face of so slanted a question, we find it quite remarkable that 26.6% of the respondents opposed government controls. And by the way, how many people in what circumstances and what places answered the "TV Opinion ballot?" NANA has yet to volunteer the answer to that.

There probably isn't much that broadcasters can or ought to do to induce NANA to straighten out its questions or explain the wholly unprojectable nature of response. The broadcasters may take private comfort, however, in knowing that some of the very newspaper editors who are most critical of broadcast journalism are showing serious imperfections in their own work. Doesn't anybody on the papers read copy on that syndicated stuff any more?



Drawn for BROADCASTING by Sid Hix
"But he didn't say which Lever brother to write to."

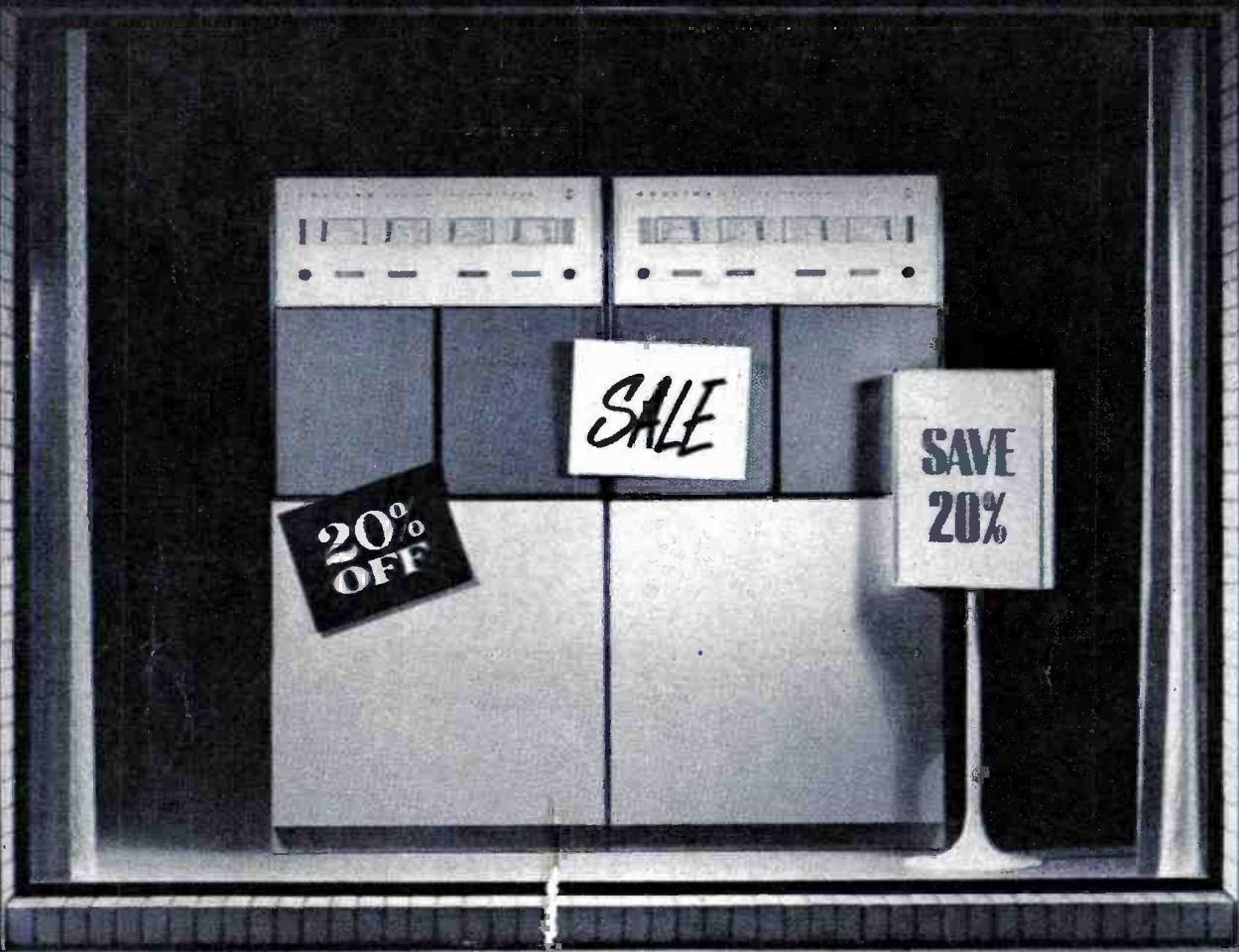
**Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.**



20

KPRC OF HOUSTON

Collins could sell FM transmitters for 20% less



BUT then they wouldn't be the best in the world

All Collins transmitters could be sold for less.

- Corners could be cut on transformers (narrowing safety margins for continuous operation).
- Less shielding could be used against spurious radiation (sacrificing some degree of stability).
- Standards on components, wiring, cabling and switches could be lowered.
- Collins' rigid testing could be bypassed.
- Meeting proper load conditions could be left to luck.
- Money devoted to research and development could be saved.
- Collins' 2-year warranty could be cut to the 1-year period of other manufacturers.

All these compromises could lower the price – as well as the *quality, performance* and *reliability* of the product – about 20%. But then Collins transmitters wouldn't be known for their careful engineering, conservatively-rated components, and precision manufacturing techniques.

Collins gives the broadcaster a discount in the form of quality and service. And that's worth a lot more than 20%.

For technical information on any FM transmitter ranging from 250w to 20kw, contact Collins Radio Company, Broadcast Communication Division, Dallas, Texas. Area Code 214. AD 5-9511.

COMMUNICATION / COMPUTATION / CONTROL



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