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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TV code board wants to tidy up commercials. p23  
Radio's big investors: food companies, automobiles. p36  
Cobb running alone for NAB joint-board chairmanship. p44  
Controversial issues bury copyright bill until 1968. p64

COMPLETE INDEX PAGE 7

## The Twin Cities' Most Respected Television News Team!

Carl B. Peters, Jr. - Monday  
Moorhead, Minn.  
5/16/67

\*CREATIVE RESEARCH ASSOC., INC.  
"1966 STUDY OF TWIN CITY TV MARKET"

# WCCO TELEVISION

NAT'L. REPRES.: PETERS, GRIFFIN, WOODWARD INC.



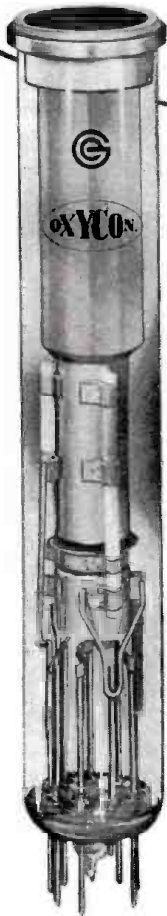
DAVE MOORE NEWS

DEAN MONTGOMERY NEWS

GEORGE RICE EDITORIALS

BUD KRAEHLING WEATHER

HAL SCOTT SPORTS

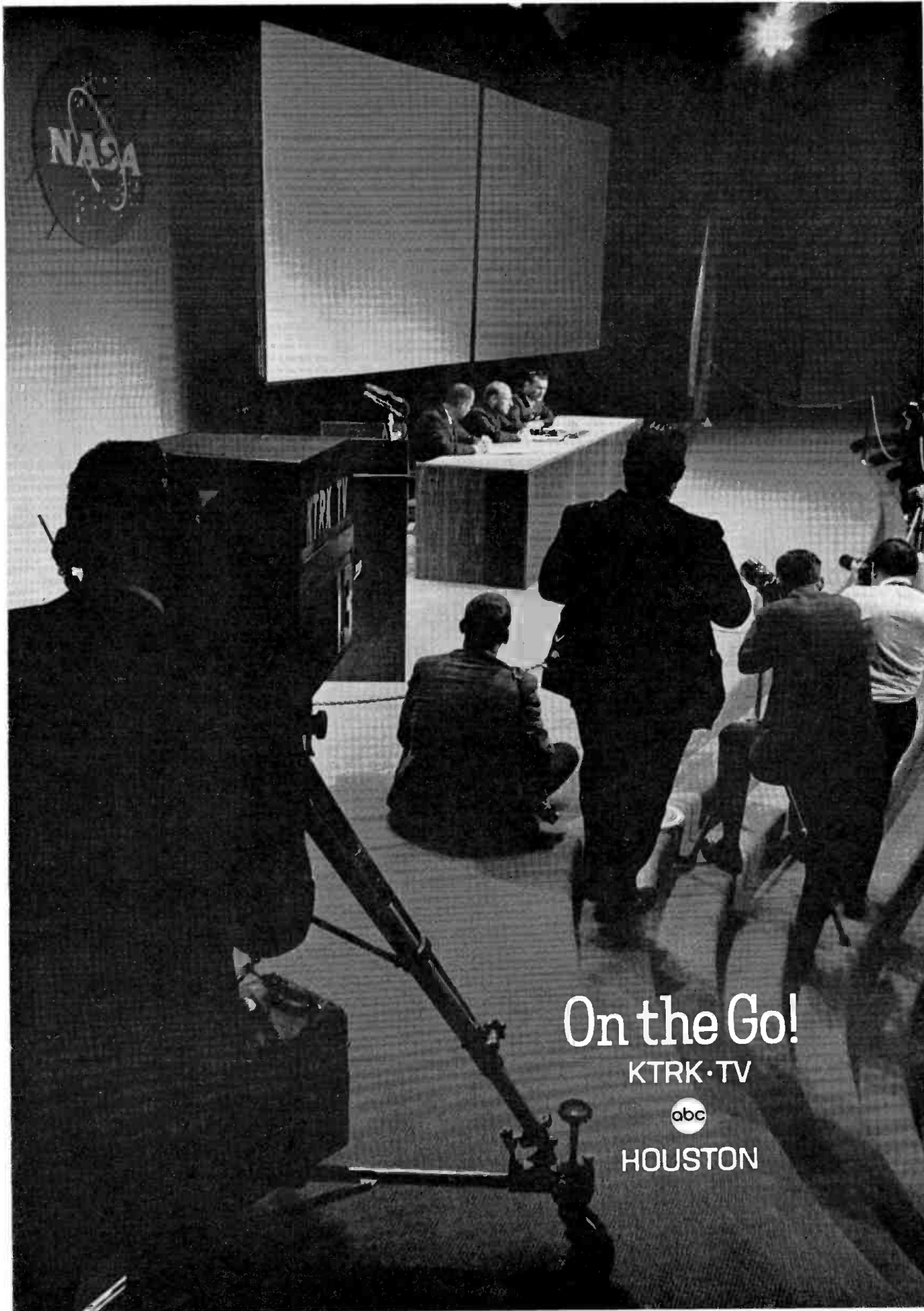


**YOUR NEW WORD  
FOR OUR NEW  
LEAD OXIDE VIDICON...**

**IT'S A DIRECT  
REPLACEMENT  
FOR YOUR PRESENT  
1" VIDICON...**

*available now from*

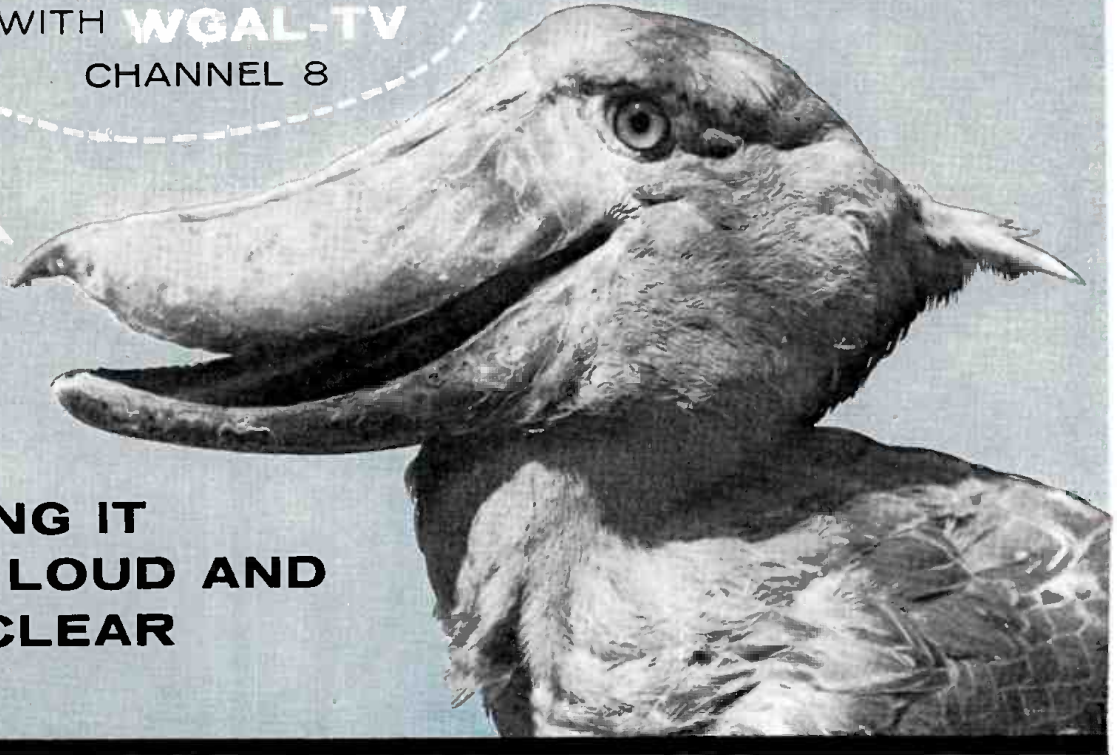
**GE GENERAL ELECTRODYNAMICS**  
4430 FOREST LANE BOX 798, GARLAND, TEXAS 75040 TEL. (214) BR 6-1161



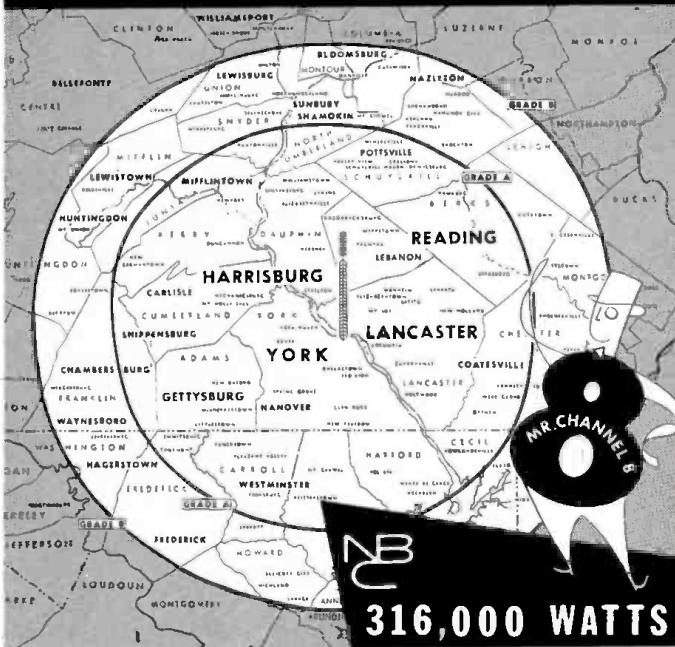
On the Go!  
KTRK-TV  
abc  
HOUSTON

LANCASTER-  
HARRISBURG-YORK-  
LEBANON IS  
**ONE TV MARKET**  
WITH **WGAL-TV**  
CHANNEL 8

**SING IT  
LOUD AND  
CLEAR**



**MULTI-CITY TV MARKET**



**CHANNEL 8** reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

Another priceless plus: 26%\* color penetration for its all-color local telecasts and NBC programs.

\*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

**WGAL-TV**

**Lancaster, Pa.**

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

**Steinman Television Stations** • Clair McCollough, Pres.  
**WGAL-TV** Lancaster-Harrisburg-York, Pa. • **KOAT-TV** Albuquerque, N.M.  
**WTEV** Providence, R.I./New Bedford-Fall River, Mass. • **KVOA-TV** Tucson, Ariz.

## Market entry

Soon to join company of station groups that have "gone public" is Corinthian Broadcasting Corp., which reportedly is considering sale of minority of its stock some time this summer. Major Wall Street house reportedly would underwrite limited public issue, looking toward filing of appropriate application with Securities and Exchange Commission, probably within month. Corinthian officials declined to discuss matter.

*John Hay Whitney, principal stockholder in Corinthian, would retain controlling interest even after sale of portion of his stock and possibly of some stock held by his associates. Despite report, public offering, if it eventuates, would not be designed to recoup Mr. Whitney's newspaper losses (New York Herald Tribune and World Journal Tribune) but rather would be part of long-range estate planning.*

## Conference on comp

NBC officials indicated some directions their thoughts are taking in work on new TV affiliation contracts last week in session with three-man subcommittee of affiliates, and got some affiliate thinking in return. Apparently all was harmonious, but inconclusive. Exchange of views, part of consultation arrangement worked out when NBC first started talking about updating TV contract forms (BROADCASTING, April 10), is to be followed by NBC submission of proposals to three-man group next week, session with affiliates' full nine-man contract committee June 14 and, according to current timetable, submission of new forms to all NBC-TV affiliates by July 1.

*Three-man contract subcommittee was composed of all surviving heads of NBC-TV Affiliates Board of Delegates: Harold Grams of KSD-TV St. Louis, current chairman, and A. Louis Read of WDSU-TV New Orleans and Jack Harris of KPRC-TV Houston, former chairmen. They conferred Thursday morning with NBC officials headed by David C. Adams, senior executive vice president. While new contract terms, specifically including compensation system, were said to be still under development, affiliates reportedly were assured that no stations would suffer financially. One NBC official's post-meeting assessment of new contract: "I don't think it'll be controversial."*

# CLOSED CIRCUIT

## Hardware store

Ford Foundation-endowed Public Broadcast Laboratory of National Educational Television apparently will include news control center comparable to key network installations. Engineering firms invited to bid on project say foundation's TV consultant, Fred Friendly, is talking in terms of six incoming microwave circuits, presumably feeding as many video-tape machines. Such operation appears necessary in light of plans discussed at recent National Educational Television convention, calling for heavy reliance on local affiliate production (see story page 67). Only comment from increasingly secretive laboratory authorities was: "We'll have whatever we need; sometimes four, sometimes 10 machines."

## One man's vote

Entire philosophy of broadcast regulation could change with shift of single vote on seven-man FCC. That's condition bothering broadcasters and lawyers because of 4-3 division on basic issues, largely as reflected on votes on station transfers involving group owners. Four-man majority normally comprises Chairman Hyde and Commissioners Lee, Loevinger and Wadsworth. Three-man minority customarily finds Commissioners Bartley, Cox and Johnson together, though on some occasions, one or more of them may abstain, which is vote neither for nor against.

*Worrisome factor is that if any member of existing majority should leave, successors vote could be enough to swing balance from what's generally regarded as judicious position to that of activist or crackdown new majority.*

## Party line

Continuing acquisitions of CATV systems by telephone companies is accentuated by latest, and biggest, transaction in which Continental Telephone Corp., St. Louis holding company, is merging with C&U Communications Corp., Norwich, N. Y. C&U not only is major telephone group in central New York, but also multiple-CATV owner as well as group broadcaster. C&U owns six cable systems, serving 1,800 customers, as well as WCMR Oneida, N. Y., and five FM's stretching across middle of state. Continental recently acquired Barstow, Calif., CATV, with 5,800 subscribers, from

Jack Kent Cooke. Another recent sale was by Bruce Merrill who sold his Pecos, Tex., system, with 1,500 customers, to Trans-Continental Telephone & Electronics Inc., Dallas.

## O&M gets the message

Ogilvy & Mather, New York, seems deeply impressed with communications theories of Professor Marshall McLuhan, prophet of electronic immediacy. It was learned last week O&M commercials are being categorized as "hot" or "cool" (McLuhan criteria) and studied on that basis for their effectiveness.

## Hold that line

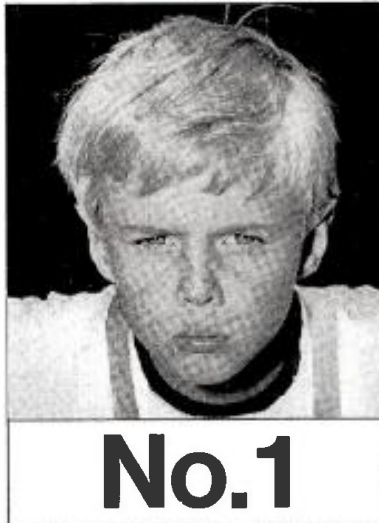
Representatives of Association of Maximum Service Telecasters called on several FCC commissioners last week in apparent effort to arrest what AMST considers heavy flow of CATV waivers, particularly in distant signal cases. One commissioner reported group said that, in permitting importation of distant signals, commission is concentrating on pieces of problem to neglect of big picture, and in process is eroding its rules. AMST mission was discussed at commission meeting Wednesday, with at least one commissioner who was contacted, Robert E. Lee, indicating he would in future take harder look at staff recommendations on waivers.

*FCC's CATV task force chief, Sol Schildhouse, defended his group's recommendations as being in line with his understanding of commission wishes. AMST group included president Jack Harris, KPRC-TV Houston; C. Wrede Petersmeyer, Corinthian Broadcasting; Lawrence E. Richardson, Post-Newsweek stations; Lester W. Lindow, AMST's executive director, and Ernest W. Jennes, counsel.*

## Auditor Stagers

FCC is among independent agencies called upon by House Commerce Committee to supply it with information on travel, expenses and honorariums, if any, of commissioners since Jan. 1, 1966. Chairman Harley O. Staggers (D-W. Va.) said he felt it was function of his Commerce Committee to examine such matters under its "legislative oversight" responsibility. He said he was not looking for anything in particular and "didn't expect to find anything," but request obviously had upsetting effect.

# Watch out for number 1.



DENVER, KBTW, MONDAY-FRIDAY, 5:30-6:00 PM.  
(Number One daytime show in the entire market.)\*

WASHINGTON, D.C., WTTG, MON.-FRI., 6:30-7:00 PM.  
(Number One in his time period.)\*

ST. LOUIS, KMOX-TV, MONDAY-FRIDAY, 12:00-12:30 PM.  
(Number One in his time period.)\*

SAN FRANCISCO, KTVU, MON.-FRI., 5:30-6:00 PM.  
(KTVU's Number One Show, sign-on to sign-off.)\* \*\*

NEW YORK, WCBS-TV, MONDAY-FRIDAY, 9:00-9:30  
(Number One in his time period.)\* \*\*

PHILADELPHIA, WCAU-TV, MON.-FRI., 9:30-10:00 AM  
(Number One in his time period.)\* \*\*

DENNIS THE MENACE,  
146 half-hours available from  **SCREEN GEMS**

The data used herein are estimates from the \*November 1966 and \*\*January 1  
ARB reports and are subject to qualifications published by the ratings service.

# WEEK IN BRIEF

TV code board to roll up its sleeves and hammer out new commercial time standards. In sight are clustering, limited post-show credits and maximum of three back-to-back spots. Industry response is light. See . . .

## CODE TO TIDY UP . . . 23

Magic word at AWRT convention is 'creativity' as advertising and broadcasting spokesmen hit out at boredom in commercial selling. Salesmen, clients, agencies scored for complacency. See . . .

## CREATIVITY CRISIS . . . 28

Spot-TV business down 2.5% in first quarter, according to BAR. Figures substantiate what reps and stations have been claiming. January and February showed small gains, March showed a big loss. See . . .

## SPOT TV DOWN . . . 33

GM leads 1966 spot-network radio advertisers with \$23.5 million. Food companies, as group, account for almost 20% of medium's total billings. Tobacco products run third on list with 10%. See . . .

## RADIO'S CUSTOMERS . . . 36

One-horse races developing for NAB posts. Martin and Howell bow out, leaving Cobb as sole seeker of joint chairman's seat; Armstrong leaves run for radio board chairmanship to Dudley. See . . .

## ONE-HORSE DERBY . . . 44

FCC's Johnson returns to boyhood homeland in mellow mood. Defends radio-TV programing, hits impotent FCC, says public interest might be better served if industry regulated itself. See . . .

## A MELLOWER NICK . . . 50

FCC considers changing CATV rules that could be beneficial to UHF's—depending on whether U may gain additional carriage or be faced with invasion of its market by another signal. See . . .

## CATV CHANGE . . . 52

New process that turns monochrome film into color is shown at ABC-TV. Claims advantages of ABTO color over conventional film for TV news are speed, less expense, more flexibility with present gear. See . . .

## ALCHEMY AT ABC . . . 56

Copyright bill pronounced dead in this session of Congress. Key decisions on CATV and performers' rights to royalty payments from broadcasters is postponed. Compromise seems likely next year. See . . .

## BILL SEEMS DEAD . . . 64

Summaries of TV stations' financial reports from FCC records are not what it wants, ASCAP tells Judge Ryan. Music-licensing firm insists it needs full financial data from stations. See . . .

## ALL OR NOTHING . . . 69

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

**52.3%**  
**PENETRATION**

# **KMOX RADIO**

**One of America's**  
*great*  
**Radio Stations**

Source: Based on ARB Oct.-Nov. 1966 Metro Area Cumulative Audience estimates, subject to qualifications which KMOX Radio or CBS Radio Spot Sales will supply on request.

CBS Owned  
Represented Nationally by CBS Radio Spot Sales



## CPB networking role defined by committee

Senate Commerce Committee's report on Public Broadcasting bill issued late Friday (May 12) attempts to clear away confusion on desirability of establishing interconnection facilities—but not networks—for ETV's. Subcommittee changed bill to permit Corp. for Public Broadcasting to contract directly with carriers for interconnection, yet denied CPB authority to operate network (BROADCASTING, May 8).

Full committee accepted subcommittee amendments last week and approved bill for floor action, possibly this week (see page 51).

As explained in report, interconnection means distributing programs for stations to schedule as they see fit, as contrasted with "network-type operation" under which stations would carry programs on centrally set, fixed schedule. Committee envisions, however, "special occasions when live or simultaneous broadcasts [would be] desirable."

Report also presents committee answers to other questions raised at hearing (BROADCASTING, May 1, April 17). Should CPB charge for programs it supplies to noncommercial outlets? Not usually, Senate group says, but CPB should decide on case-by-case basis. Committee notes that charge to financially hard-pressed stations "would be inconsistent with intent of legislation."

Should CPB have authority to dis-

### One down, one to go

NBC-TV has major automotive advertiser committed to six minutes of sponsorship of football game featuring U. S. college all-stars that would be relayed from Germany to U. S. live by satellite on June 25.

Network would like to presell another six before closing purchase of rights to game to be played in Frankfurt under State Department auspices for service-men overseas.

NBC estimates it would need to sell out all commercial time (18 to 20 minutes), offered at \$20,000 per minute, to assure break-even point.

tribute programs to commercial stations? Again, committee says generally no, but leaves door open if it is found necessary in order "to serve people who could be reached in no other way."

During hearing, recommendation to insulate CPB from politics by denying government's General Accounting Office power to review corporation's books prompted criticism. In letter reprinted within report, U. S. Comptroller General Elmer Staats argued that his agency, as watchdog for Congress, should have access to financial information. Committee, however, suggested outside audit would be acceptable.

Report also contains paragraph citing testimony of Judge Nat Allen, president of National TV Translator Association, advocating action by FCC to raise limit on translator power. Committee urges FCC to give "early consideration" to Judge Allen's suggestions.

## Greater radio use by retailers seen in N.Y.

Reappraisal of advertising practices by retailers in New York has been prompted by demise of *World Journal Tribune* which left city with only three major papers.

Both retailers and broadcasters see reassessment resulting in greater use of radio in market, although, as one Gimbel's executive said: "It's curious, but we've not yet been approached by radio salesmen since WJT folded."

City's big stores have been aggressively courted by mass circulation magazines and suburban newspapers. Broadcasters, displaying sentimentality usually reserved for newspapermen, are said to feel it was inappropriate, as one official put it, to "pick WJT's bones the minute it died." Stations in market, however, are mounting campaign directed at retailers, and plans have been made by Radio Advertising Bureau to apprise advertisers of radio's ability to fill gap in three-paper city (see page 37).

## Worldvision in Spain

ABC International said Friday (May 12) that Victor Sagi Television S. A. in Spain has become Worldvision Network associate through reciprocal sales agreement. Contract represents ABC's 27th international and first European member. ABC will be representative for one-quarter of time available for sale on Television Espanola (TVE), government owned and part commercial.

## Sloan safety awards are announced today

Alfred P. Sloan Foundation is announcing today (May 15) recipients of 16 radio-TV awards for highway safety. Winners include three station staffers who receive \$1,000 each; ABC Radio, CBS News, one TV, four radio stations and six advertisers, all receiving bronze plaques.

Cash awards go to Lee Rashall, editorial director, KGO San Francisco; Brian Scruby of KDKA-TV Pittsburgh, and Jim Young of WATL-TV Atlanta.

Plaques go to ABC Radio; CBS News and Shell Oil; WOWL Florence, Ala.; WGN Chicago; WTMJ Milwaukee; WAER (FM) Syracuse, N. Y.; WPRO-TV Providence, R. I.

In addition to Shell Oil, advertisers cited for radio and TV programs were Nationwide Insurance Co.; Johnstown, Pa., plant of Bethlehem Steel Corp.; Mobil Oil Corp.; Farmers and Mechanics Savings Bank of Minneapolis; General Motors Corp. Awards presentation will be made May 23 at banquet in New York.

## UHF'ers to eye CPB

Proposed Corporation for Public Broadcasting is scheduled for critical look at meeting of Committee for Full Development of All-Channel Broadcasting in New York, on May 25.

Sheldon K. Turner Jr., KDTV(TV) Dallas (ch. 39) is scheduled to discuss adverse effect administration's proposal may have on UHF.

Pay Television is one of six other items on agenda. At last meeting resolution urging FCC to establish nationwide system of pay TV was defeated. Minority report is scheduled to be discussed and entered into record.

## Seeks stay of FCC order for sweet charity's sake

CATV case is developing at FCC in which commission could find itself cast in role of meanest man in town.

CATV involved is Community Service Inc., which is non-stock, non-profit company owned by city of Frankfort, Ky., and which turns over its profits to good works.

Commission on April 18 denied its petition for waiver of nonduplication

more AT DEADLINE page 10

## WEEK'S HEADLINERS

Edward P. Morgan, for 12 years commentator on his own ABC Radio show sponsored by AFL-CIO, appointed



Mr. Morgan

senior correspondent for Public Broadcast Laboratory (PBL), autonomous unit of National Educational Television. Dean Edward W. Barrett of Columbia University Graduate School of Journalism appointed chairman of PBL editorial board, as well as to five-year term on board of directors of NET

(see page 67).



Mr. Jones



Mr. Adams

Ernest A. Jones, president, MacManus, John & Adams, Bloomfield Hills, Mich., elected chairman of board and chief executive officer (see page

37). Charles F. Adams, executive VP, elected president and chief operating officer. Senior VP's elected executive VP's were Robert E. Britton (Chicago division), Donald E. Jones (New York division) and James A. Walker (Twin Cities division).

J. Michael Early, general manager of WWL-TV New Orleans, named to newly created post of VP for broadcasting at Loyola University, that city. Loyola owns and operates WWL-AM-TV in New Orleans. William A. Dean will remain manager of WWL. Mr. Early had been with WWL for over 25 years as labor relations and management consultant, and has been general manager of WWL-TV for past six years.

For other personnel changes of the week see FATES & FORTUNES

rule as it applies to WLEX-TV and WKYT-TV, both Lexington, Ky. Order requiring system to comply with rule becomes effective Thursday (May 18).

CATV, accordingly, has asked commission for 45-day stay of order to give it time to prepare petition for reconsideration.

Community noted that compliance with order would disrupt service it has provided Frankfort since 1952. In past 11 years, it said, it has contributed \$24,260 to local charities, and recently pledged \$20,000 for new, local YMCA building.

Community maintains that Lexington stations do not put Grade B contour over Frankfort and, so, are not entitled to protection. Commission said CATV system had not supported that contention.

### Bergman 'adult' films now available for TV

Feature films directed by internationally famed Ingmar Bergman of Sweden will be carried on TV in U. S. for first time next fall, it was announced Friday (May 12) by Robert Seidelman, president of Teleworld Inc., which has placed into distribution package of 31 new films, including 10 Bergman productions.

Initial sales of package have been made to WOR-TV New York and KHJ-TV Los Angeles, which plan special presentations of Bergman films, probably in late prime-time segments because of their adult themes.

Among Bergman pictures are "The Virgin Spring" and "Through a Glass Darkly" (both Academy award winners

in 1961 and 1962 respectively) and "The Magician," "Wild Strawberries," "A Lesson in Love," "The Devil's Eye," "Winter Light" and "The Seventh Seal." Other features in package include "The Rat Trap," "The Soldier," "Marco the Magnificent" and "Harlow" (Carol Lynley).

### Authors urge more tests on courtroom television

Washington editor and lawyer have rendered Scotch verdict of not proven on contentions of lawyers and judges who would bar TV from courtroom in criminal trials.

Before cameras are banned completely from nation's courtrooms, further tests and experimentation should be undertaken, say Alfred Friendly, *Washington Post*, and Ronald L. Goldfarb, attorney. They make their findings in *Crime and Publicity*, being published today (May 15) by Twentieth Century Fund (335 pp. \$5).

Discussing "The Pen and the Lens," authors conclude that arguments against permitting TV into courtroom because of alleged interference to participants is "exaggerated"; that suspicion image of law will be vulgarized or commercialized is "superconservative bugbear". They also call for TV to eliminate its "intrusions," but see no problem there. States that permit TV in courtroom should be allowed to continue, they say; those that prohibit TV should be encouraged to relax total ban and permit experimentation.

Authors conclude that controversy over fair trial and free press cannot be solved by imposing curbs on news

media. Solution, they agree is self-restraint on part of courts, lawyers and police officers.

### Bobby Baker becomes issue in Los Angeles radio case

Bobby Baker has become factor in already involved and lengthy FCC comparative hearing in which 11 applicants are seeking 1110 kc frequency in Los Angeles.

Commission's Review Board, acting on petition of three applicants, on Friday (May 12) added conditional issue calling for determination of facts surrounding monetary contributions of officials of one applicant, California Regional Broadcasting Corp., made to or through former Senate aide.

However, issue may not be reached. Board directed that it is to be considered only in event comparative qualifications of Regional are deemed by examiner to be of decisional significance. Board said it is not clear which of 11 applicants will remain eligible after resolution of technical and other issues.

Issue grows out of testimony in trial last winter that resulted in Mr. Baker's conviction on counts of conspiracy, fraud, theft and income tax evasion.

According to testimony, William and Howard Ahamson, principal owners of Regional, were among California savings and loan officials who participated in raising \$96,000 that was turned over to Mr. Baker in 1962.

Contribution was allegedly made after Mr. Baker indicated \$100,000 donation might be helpful to savings and loan industry in its effort to defeat then pending tax legislation.

That's right. He's exactly who you think he is.  
The nation's No. 1 salesman. Going strong every weekday on the CBS | Radio Network.  
Want to make something out of it? You can. Profits.



# CRA-ZEE!



NATALIE SCHAFER



TINA LOUISE



JIM BACKUS



ALAN HALE, Jr.



DAWN WELLS

starring **BOB DENVER** as Gilligan  
with  
A BOATLOAD OF COMIC ROBINSON CRUSOES  
and a colorful parade of guest stars

# "GILLIGAN'S ISLAND"

a body of land  
completely surrounded by laughter

## AVAILABLE FOR YOUR STATION



BILL JOHNSON

# Sold!

in **NEW YORK**  
**LOS ANGELES**  
**PHILADELPHIA**  
**DETROIT**  
**BOSTON**  
**ATLANTA**  
**MINNEAPOLIS**  
**CINCINNATI**  
**PORTLAND, ORE.**  
**COLUMBUS, O.**

**INDIANAPOLIS**  
**SALT LAKE CITY**  
**HONOLULU**  
**JACKSON, MICH.**  
**ROANOKE-**  
**LYNCHBURG**  
**PROVIDENCE-**  
**NEW BEDFORD**  
**BELLINGHAM**  
**NASHVILLE**

and other markets...

write, wire or phone

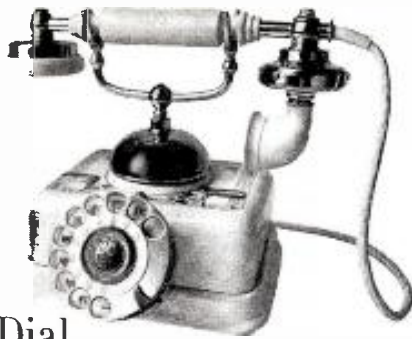


**98 HILARIOUS HALF-HOURS**  
**62 IN COLOR**



a Gladasya Production on CBS-TV Network

729 Seventh Avenue, New York, N.Y. 10019  
Area Code 212-245-6000



Dial  
two billion,  
one hundred  
twenty-four million,  
two hundred  
ten thousand,  
nine hundred.\*

If a sunny voice  
answers, you've got  
New York's Drake Hotel.

And if it's elegance, warmth and fine service you're after, dialing the ten digits is well worth the effort! Seasoned travelers return to the Drake again and again, not only because of its wonderful telephone service (our phone ladies really worry about your messages), but because it's been newly refurbished, centrally air conditioned, and completely modernized without losing any of its fascination.

They stay at the Drake because of its new velvet walled lobby, its big, high ceilinged rooms, and its spacious bathrooms with their king size towels and big cakes of soap.

And, of course, they appreciate its convenience, for how many other special hotels are within walking distance of almost everything?

The next time you plan a trip to New York, dial the Drake. Our sunny-voiced telephone ladies will be happy to confirm your reservation.

\*If you can't think in the billions, dial  
(212) 421-0900



A Loew's Hotel • Preston Robert Tisch, President

## DATEBOOK

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

■Indicates first or revised listing.

### MAY

May 14-16—Annual spring meeting of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.

May 15—Ninth annual Emmy Awards dinner and telecast of the Chicago chapter of the National Academy of Television Arts and Sciences. (Colorcast by WMAQ-TV Chicago.) Pick-Congress hotel, Chicago.

May 15—Station Representatives Association presents its annual Silver Nail-Gold Key awards luncheon program. Plaza hotel, New York.

May 16—Broadcast Advertising Club of Chicago "Broadcasting Man of Year" award dinner. Ambassador West, Chicago.

May 16—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.

May 16—Foote, Cone & Belding annual meeting of stockholders. Hotel Commodore, New York.

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

May 17—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

May 17—Quarterly meeting of the Alabama CATV Association. Speakers include Doug Jarvis, Southeastern Trans-Video Inc., Dallas, and Bill Daniels, Daniels and Associates, Denver. Guest House Motor Inn, Birmingham.

May 17—Annual meeting of the stockholders of The Outlet Co. to elect directors and to transact other business. 176 Weybosset St., Providence, R. I.

May 17-18—Television code board meeting of the NAB. Washington.

May 17-20—Annual spring convention of Illinois Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. St. Nicholas hotel, Springfield.

May 17-20—Annual spring convention of Montana Broadcasters Association. Speakers include George Bartlett, NAB vice president for engineering. Finlen hotel, Butte.

May 18—Annual meeting of the Montana AP Broadcasters Association. Finlen hotel, Butte.

May 18-21—Western States Advertising Agencies Association 17th annual conference. Theme is "The Other Side of the Looking Glass"; businessmen outside advertising review the business. Palm Springs Spa hotel, Palm Springs, Calif.

May 22-23—National Foreign Policy Conference for Editors and Broadcasters sponsored by the Department of State. Speakers include the secretary of state and other high ranking government officials. Department of State, Washington. Any domestic newspaper, magazine, radio or television network or station or other information medium engaged in informing the general public about foreign affairs may request an invitation to one or all of these conferences for its bona fide representative by writing to the Director, Office of Media Services, Department of State, Washington 20520.

May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored

### REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

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

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 22-23—Executive council meeting of the Inter-American Association of Broadcasters. Buenos Aires.

May 24—Spring meeting of the New York State Community Television Association. Hotel Syracuse, Syracuse, N. Y.

May 25—Monthly luncheon, Federal Communications Bar Association. James O'Connell, director of telecommunications, Office of Emergency Planning, and telecommunications adviser to President. Willard hotel, Washington.

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Robert Pauley, president of ABC Radio and Vincent Wasilewski, president of the National Association of Broadcasters. Carrousel Inn, Cincinnati.

May 25-27—Annual spring meeting and engineering conference of the Alabama Broadcasters Association. Sheraton Inn, Huntsville.

May 26—West Coast seminar of the National Association of FM Broadcasters. Mark Hopkins hotel, San Francisco.

May 26—Annual meeting of the UPI Broadcasters of Pennsylvania. Marriott motor hotel, Philadelphia.

May-26-28—Annual convention of Pennsylvania News Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; David Schoenbrun, foreign correspondent, and Tom O'Brien, vice president for news of ABC Radio. Marriott motor hotel, Philadelphia.

May 27—Regional news seminar of the Radio-Television News Directors Association. Speakers include John H. DeWitt Jr., president of WSM Nashville; William Monroe, Washington director of NBC News; Ernst Wildt, Paillard Inc.; Elmer Lower, president, ABC News; and Joe Dembo, director of news, CBS Radio, New York. Studios of WSM-TV, Nashville.

■May 27-28—Annual meeting of Louisiana-Mississippi AP Broadcasters Association. Royal Orleans hotel, New Orleans.

May 29-June 3—Assembly meeting of the Inter-American Association of Broadcasters. Buenos Aires.

### JUNE

■June 1—First annual Golf Open sponsored by the Broadcasting Executives Club of New England. Framingham Country Club, Framingham, Mass.

June 4—Nineteenth annual Television Academy Awards sponsored by the National Academy of Television Arts and Sciences. Hosts will be Joey Bishop and Hugh Downs. (ABC-TV 9-11 p.m. EDT) Century Plaza hotel, Hollywood, and Americana hotel, New York.

June 5-6—Annual spring meeting of Washington State Association of Broadcasters. Bayshore Inn, Vancouver, B. C.

June 6-7—The 1967 general conference of

BROADCASTING, May 15, 1967

# Who gets credit for the country's 100 millionth phone?

It didn't come from the Bell System even though we install 11,500 a day.

It didn't come from General Telephone even though they install 1,500 a day.

And it didn't come from United Telephone even though they install 300 a day, nor from Continental Telephone's 200 a day.

Nor did it come from the Southland Telephone Company, Atmore, Alabama—with their two a day.

The 100 millionth telephone (more phones than the rest of the world put together) came from

all of us—the Bell System and each of 2,300 Independent telephone companies across the nation. With our thanks to our customers for making the first 99,999,999 phones possible.





Here he is — the hottest super-hero since Buster Crabbe. He's Amazon Ace, and his Extremely Thrilling adventures can help your station survive (not to say triumph) in the Vast Jungle that is Radioland in 1967. Amazon Ace will catapult you past the Crocodiles of Competition, just as Chickenman Struck Terror in their Hearts! All this, plus:

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For exclusive license in your market for 13 weeks of the Amazing AMAZON ACE Series (which includes 65 Extremely Thrilling episodes and 20 Dynamic promo spots) write or wire Dick Morrison at



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CBS-TV network affiliates. Speakers include John A. Schneider, CBS/Broadcast Group president; Stuart T. Martin, chairman of affiliates association; Thomas H. Dawson, president of CBS-TV network; Michael H. Dann, senior vice president-programs; David Blank, vice president-economics and research, CBS/Broadcast Group; William B. Lodge, vice president-affiliate relations and engineering, CBS-TV; Richard S. Salant, CBS News president; Walter Cronkite, CBS News correspondent; Carl Ward, vice president-affiliate relations, CBS-TV. Hilton hotel, New York.

June 6-8—Annual convention, Armed Forces Communications and Electronics Association. Speakers will be Major General William B. Latta, commanding general, U. S. Army Electronics Command; Robert W. Galvin, chairman, Motorola Inc.; Leonard Jaffe, director, space applications programs, National Aeronautics and Space Administration. Panel on "Digital Communications—the Challenge," concerning television among total digital communications, is one of several scheduled sessions. Sheraton-Park hotel, Washington.

June 8-9—Combined convention of Alaska Broadcasters Association and Alaska AP membership (including newspapers). Speakers include FCC Chairman Rosel H. Hyde. Travelers Inn, Fairbanks.

June 8-10—Annual spring meeting of South Dakota Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Madison.

June 8-10—Summer broadcasting conference on "The professors and the professionals in broadcasting" sponsored by Memphis State University. Memphis State University, Memphis.

June 8-11—Convention of the National Association of Farm Broadcasters. Chateau Frontenac, Quebec City, Que.

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

June 10—Annual meeting of the California AP Radio-Television Association. Century Plaza hotel, Los Angeles.

June 10-14—Annual convention of the eastern and central region of the American Advertising Federation. Speakers include Edward L. Bond Jr., president and chief executive officer, Young & Rubicam, New York. Shamrock-Hilton hotel, Houston.

June 11-12—Ninth annual meeting of the American Academy of Advertising. Theme of the conference is: "Problems in Advertising Manpower." Shamrock hotel, Houston.

June 11-14—Annual summer meeting of Florida Association of Broadcasters. Speakers include William Carlisle, NAB vice president for station services. 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 12-13—Eighth Chicago spring conference on broadcast and television receivers sponsored by the Institute of Electrical and Electronics Engineers. O'Hare Inn, Des Plaines, Ill.

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

June 12-14—Second annual Television Audience Measurement Seminar sponsored by the School of Journalism of the University of Nebraska. Speakers include Gale Metzger, research director, and Joseph Matthews, western sales manager, A. C. Nielsen; R. R. Ridgeway, vice president, production, and C. A. Kellner, vice president station services, American Research Bureau; Howard Mandel, research director, National Association of Broadcasters; Mark Munn, man-

**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**

ager, media and program analysis, Leo Burnett Co.; and Dr. John Thayer, research director, Peters, Griffin, Woodward Inc. Nebraska Center for Continuing Education, Lincoln, Neb. For further information contact University of Nebraska, School of Journalism, Room 319, Nebraska Hall, Lincoln, Neb.

June 13—Annual stockholders meeting of ABC. New York.

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

June 14-16—Annual spring meeting of California Association of Broadcasters. Mark Hopkins hotel, San Francisco.

June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Speakers include William Walker, NAB director of broadcast management. Marriott Twin Bridges motel, Arlington.

June 16—Annual meeting of Vermont Association of Broadcasters. Marble Island Country Club, Colchester.

June 16-18—Summer meeting of the Oklahoma Broadcasters Association. Western Hills Lodge, Wagoner.

June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Speakers include Howard Mandel, NAB vice president for research; Lyn Christian, WPIX-FM New York. Holiday Inn, Callaway Gardens.

June 19-24—14th International Advertising Film Festival, to be held in Cannes, France, sponsored by Screen Advertising World Association. International cinema and television commercials will be judged. Information may be obtained from Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

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

June 25-28—Consumer Electronics Show sponsored by the Electronic Industries Association. Americana and New York Hilton hotels, New York.

June 25-29—Annual convention and board of directors meetings, National Community Television Association. Palmer House, Chicago.

June 25-29—Western region convention of the American Advertising Federation. Lafayette hotel, Long Beach, Calif.

June 25-July 1—Summer board meeting of the National Association of Broadcasters. Williamsburg Inn and Lodge, Williamsburg, Va.

June 25-July 1—First radio, television and film festival and seminar sponsored by the public relations section of the American Library Association. San Francisco.

June 27-29—World Advertising Conference 1967. Speakers include S. K. Kooka, commercial director of Air India, and William Bernbach, president of Doyle Dane Bernbach, New York. Royal Festival Hall, London.

■Indicates first or revised listing.



## OPEN MIKE®

### ANPA replies on TV research

EDITOR: I appreciate your very fair and reasonable editorial on our proposal for a review of television research methodology (BROADCASTING, May 8). I would not be silly enough to suggest that advertisers' \$2.8 billion investment in television is not based on real values in the form of sales effects. I do believe that some part of that investment, perhaps a substantial part, starts with a cost-per-thousand comparison with other media, based on audience rather than on only provable measure of sales effects.

Every widely used research method has certain failings as well as certain advantages, but any method which requires sustained cooperation (like agreeing to become a member of a panel) is bound to produce something less than the representative cross section which can be obtained by one-shot interviews. Your critical comments about the personal coincidental interview method are not shared by most professional researchers. If it were impossible to get a good sample of people through evening interviewing, there would be no marketing or opinion surveys that included men or working women.

I tried to explain in my letter to Sam Thurm [chairman, Association of National Advertisers] why we did not offer to underwrite the methodology study we proposed. We believe that advertisers will give far greater credence to a study they pay for than to any underwritten by an interested party.—*Leo Bogart, executive vice president and general manager, Bureau of Advertising, American Newspapers Publishers Association, New York.*

### Answers artists' demands

EDITOR: If performers succeed in getting their amendment tacked on the copyright bill (BROADCASTING, April 17), our station will do what comes naturally.

We'll play records, and pay, but we won't announce who the performers are. It's simple.—*William E. Sullivan, executive vice president, WOTT Watertown, N. Y.*

### Lauds NAB coverage

EDITOR: I want to compliment your organization on having done such a fantastically thorough job on reporting all the new products at the NAB convention.—*George D. Margolin, vice president and general manager, Front Projection Corp., New York.*

BROADCASTING, May 15, 1967

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IN THE TRADITION  
 OF TODAY'S  
 BRAVE,  
 NEW  
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 SUPERMEN  
 COMES NOW

# CAPTAIN GLUTZ

OF THE SPACE  
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Blast through space with Cap-  
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 Mazda Mercy, in pursuit of "the  
 evil but not altogether unattrac-  
 tive" Walter Sleazy! Ride with  
 Cadet Clod and Space Indian as  
 they do battle with "them dreaded  
 Space Finks!" Listen to the horrible  
 voices of Doctor Many-mouth!

And take your listeners along!

They'll thank you for it. Their  
 loyalty to this fun-and-pun-studded  
 satire on Star Tunnels and Time  
 Treks may make you Number One  
 (or, what's even harder, keep you  
 there) in your market area.

Captain Glutz's adventures are  
 truly awe-inspiring. So if you want  
 your awe inspired (and Glutz's ex-  
 clusive services in your market —  
 65 wild episodes and scads of  
 promos, built to run for 13 weeks)  
 write or wire Dick Morrison at



BOX 9360, FORT WORTH, TEXAS

## Radio's adaptability fits programming to a special market

As an advertising vehicle, radio has unique and distinguishing features: low cost, an attractive efficiency and audience selectivity. But one often overlooked is an adaptability to special marketing situations.

It was just such a characteristic that made possible a most unusual buy for our client, Standard Brands' Fleischmann's margarine.

At the outset, we sought to create a radio show especially for the product. The show had to provide a platform for the margarine against its heavy-user profile, relate to current creative strategy and provide a merchandising base for our promotions to the field.

CBS Radio's *Dimension on Health* was selected to satisfy these aims. But to grasp how the show met the objectives, one must understand the product, its users and its marketing strategy.

Fleischmann's enjoys a dominant share in a highly competitive market. We searched for media with the same audience characteristics. In addition, among the copy points made in Fleischmann's advertising message is one with health overtones: "so low in saturated fat." The importance of this has increased with the public's greater awareness of the relationship between food and health.

**Germinal Idea** ■ A breakthrough was provided by the then group product manager on Fleischmann's margarine, Roy Fishman, who suggested a program relating to family health. The program should be both newsworthy in content and geared as a service to the listener. His suggestion was the impetus for *Dimension on Health*.

It was agreed that the ideal format should be a relatively short program of about five minutes covering a broad spectrum of health subjects. We also favored a flexible formula in which different programming techniques could be used to sustain interest levels.

To achieve necessary impact, we believed the show must also have a frequency of broadcast of at least three times a week and up to five. And we wanted a continuing effort of 52 weeks a year.

With these guidelines the agency then met with the various radio networks to determine the feasibility of developing such a program. By this time, we had decided that no existing program quite met our specifications.

At that point there developed one of those happy circumstances of coincidence that transform a good idea into

a working reality. CBS Radio was programming a *Dimension* feature, "Conflict in Marriage," Monday through Friday, 11:30-11:35 a.m. The contract for the series was to terminate early in 1966, and the network was developing new programming ideas for the time period. Among the programs being considered as a replacement was one on health. Consequently, our ideas dovetailed perfectly.

**Veteran Team** ■ CBS tapped Charles Kuralt, a 10-year news veteran, as anchorman, and teamed him with Earl Ubell, the noted science journalist, who was to write the program. This unique team produced three pilot tapes. Not only did this program more than meet requirements, but the time period was especially suited for our needs. And CBS's enthusiasm was as great as ours.

The program would present news of medical accomplishments which could better the lives of listeners and their families. The intention of the program was to call on CBS news correspondents around the world, a flexibility that has already enabled Mr. Kuralt to obtain for *Dimension on Health* a correspondent's report on the search for a vaccine to fight the common cold. It has also provided listeners with a direct report from a CBS newsmen in Saigon with information on the medical war being fought to save the lives of wounded American soldiers.

The health series began in January 1966. In the relatively short period of time, the program has attracted a loyal following. The mail pull of the program has been unusually heavy and, of equal significance, quite articulate on often complex and technical subjects. Some of these letters have been provocative enough to be answered on

the program.

It is also apparent that the program's appeal is not limited to a lay audience. For example, in February at a meeting of the Medical Society of the State of New York, CBS accepted a certificate of appreciation from the society for its "outstanding health education series." CBS Radio is the first network to be so honored.

**Testing Appeal** ■ Based on these readings on the program's listener acceptance, the network and sponsor decided to test the program's pulling power. A program was produced on the care and maintenance of the medicine cabinet and reported on what the well-stocked medicine cabinet should contain. It further provided tips on disposal of outdated bottles and what to do about other situations that might confront the listener.

On this program, as well as on other *Dimension on Health* broadcasts during the same week, Mr. Kuralt offered a special folder on the subject prepared in cooperation with health groups. The response was overwhelming. The count exceeded the agency's estimate, and according to the network, CBS processed as many requests for this promotion as any in recent experience.

While we would never suggest relating mail pull and the response to a booklet offer to any quantitative measure of the audience, we do believe they provide a qualitative gauge to listenership. The audience is obviously responsive and genuinely interested in information in the vital area of family health. This is also Fleischmann's margarine's market, and as such we can only foresee a most beneficial partnership between Fleischmann's margarine and CBS's *Dimension on Health*.



Walter E. Staab is a vice president and media director of Ted Bates & Co., New York. Mr. Staab's assignments include Standard Brands, to which he refers in this article, the Chase Manhattan Bank and International Playtex accounts. He joined Bates in early 1965. Previously he had been associated with Kenyon & Eckhardt, New York, as a media group head. Mr. Staab is active in the American Association of Advertising Agencies' board committee on consumer magazines.

# NOW IN HALF-HOUR FORM!



Laurel & Hardy meet **INDESTRUCTO!** and a rogues' gallery of assorted villains in their super-hero roles as **ROOSTERMAN** and **FEATHER BRAIN**. Laurel & Hardy.... **NOW** available in **HALF-HOUR** form (39 shows)...or 156 five-minute cartoons. And all in sparkling color!



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## A GOOD 15-STATION BUY GETS YOU 3/4 OF CHICAGO

Two reach the "youth market"  
almost exclusively . . .

One or two are strong in morning  
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Three offer high male late-night  
packages . . .

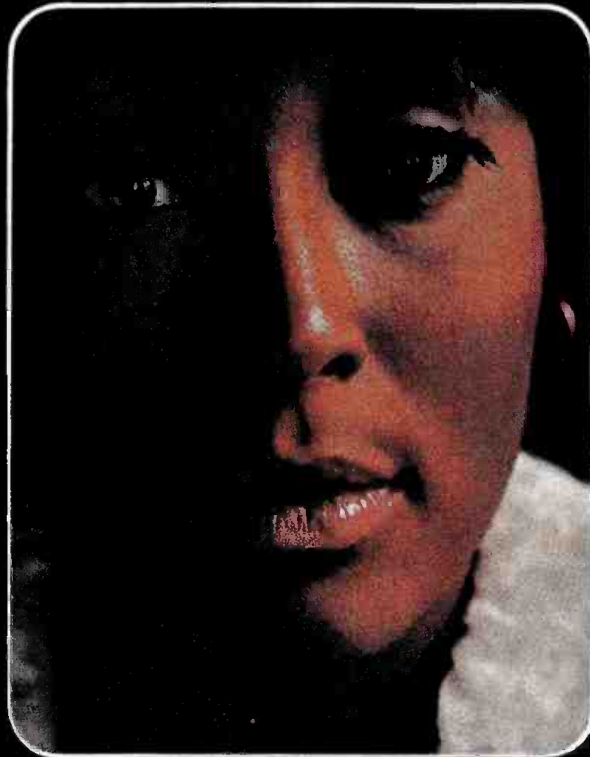
Four deliver good upper-middle income female . . .

Etcetera . . .

etcetera . . .

etcetera

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## A GOOD ONE-STATION BUY (WVON) GETS YOU THE OTHER 1/4 BY ITSELF!

With its loyal Negro audience alone, WVON reaches 25.2%\* of the total Chicago market.

WVON (the 24-hour Home of the Soul Sound) ranks Number Three\* among all Chicago stations!

WVON in Chicago reaches a larger Negro audience than the total population of such cities as Dallas, Atlanta, or Kansas City.

There's a lot more to be said for the station with Chicago's most dedicated listeners . . . if you'd like to talk about it, contact:

Bernard Howard & Co., Inc., National Representative

## WVON /1450 AM

For your copy of "A Survey of Brand Preferences Among Chicago Negro Families" by J. S. Wright, Ph.D. and Carl M. Larson, M.B.A. of the University of Illinois, write on your company letterhead to Robert Bell, General Manager, WVON, 3350 S. Kedzie, Chicago, Ill. 60623.

\*Source: Pulse, January-February, 1967. Estimates subject to qualifications available upon request.



**CG can start things popping in Indiana. If you want it to put more fizz in your soft drink sales, uncap a schedule with Blair Television.**



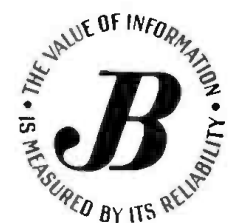
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# Code to tidy up TV commercials

Comments bring proposals for slightly shorter limits, more clustered commercials, maximum of three spots together and a limitation on post-show credits

The television code board of the National Association of Broadcasters meets in Washington Wednesday and Thursday (May 17-18) to discuss and possibly act on a substantive change in commercial time standards.

It's understood that the proposal to be made by the NAB Code Authority—on the basis of comments from stations, groups, networks, reps and advertisers—will include:

- Retaining distinctions between prime time and nonprime time and essentially retaining the allowable amount of commercial time in each. The present standard of 10 minutes, 20 seconds of commercials per hour in prime time and 16 minutes, 20 seconds per hour in nonprime time would be reduced to 10 minutes and 16 minutes, respectively.

- Setting up an interruption policy that could encourage clustering of commercials. In prime time two interruptions would be allowed in each half hour and four interruptions in each hour; in nonprime time three interruptions would be allowed in a half-hour and six in each hour. These interruptions would be in addition to station breaks.

- Permitting a maximum of three commercials in any in-program interruption or in a break. The code would no longer spell out maximum time that could be devoted to breaks (currently 70 seconds in a prime-time half-hour and 130 seconds in any nonprime period).

- Ceasing to count piggybacks as two commercials. The three-commercial maximum in an interruption or a break will be judged as three units of time, without reference to the nature of the message or messages within each unit.

- Excluding public service announcements from being counted as a commercial element in prime time. PSA's are presently counted in prime time, but not in other hours.

- Eliminating all billboards except

those for single or alternate sponsors. This would eliminate the overwhelming majority of billboards that are now on participating shows.

- Counting all promotions as non-program elements. Promos for the same show are now excluded from the commercial time count.

- Limiting post-show credits—counted as program material—to 30 seconds. Any time taken up after 30 seconds will be counted in nonprogram time. This would eliminate a reference to below-the-line credits, the only ones that are now counted as a nonprogram element.

**Members Pondering** ▪ The proposed revisions in the time standards went out to the code board members last week. It's not certain that they will hammer out a new policy this week,

but if they don't a meeting has already been tentatively set for June 12 and 13 in Washington.

The sudden speed, after years of "patchwork" changes with which the code board is acting is indicative of the interest the industry has in the subject. Any amendment to the code has to be ratified by the NAB television board, and the code board would like that ratification to come during the NAB board of directors meeting in Williamsburg, Va., June 26-30.

Assuming the code board develops the language and the parent TV board adopts it next month, the new regulations would go into effect in September 1968. Since a major part of the proposal calls for limiting interruptions in shows, the code authority feels that there are already too many programs

## Viewers comment on code time standards

The public seems more interested in television time standards than do the broadcasters. That's one possible conclusion that could be drawn from incoming mail at the National Association of Broadcasters Code Authority.

In the two months since it first asked for industry comments on conceptually changing the TV time standards, the code has heard from about 50 parties.

In a little more than one week, about 60 laymen—at the suggestion of *Changing Times* magazine—have written to the code office commenting on commercial cluster, and a code spokesman said the "vast majority" have been in favor of cluster.

The article in the May issue of *Changing Times* asked "how you'd like to have all TV commercials

grouped at the middle or end of a program? Broadcasters want to know. They are worried over public grumbings about too many commercials. They suspect that if they ran them all together, everyone would be happier."

However, the magazine surmised that broadcasters would carry clustering to a zenith matched in a few European countries. Instead of a spot every "five minutes or so, you would see a five or 10-minute string of them all at once. Next year a few TV stations may institute the cluster technique as a regular thing."

Anyone with an opinion, it added, should "send it to your local station, to one of the national networks" or the NAB. It gave the address of the NAB, and code officials speculate that may be the reason for the heavy mail.

in the can for 1967-68 that would be unable to meet the new standards if they were to be put into immediate effect.

This week's meeting comes almost three months after the code board met in Scottsdale, Ariz., and adopted a concept aimed at simplifying and streamlining the time standards (BROADCASTING, Feb. 27). To this end the code board asked the staff to canvass the code subscribers and other interested parties, develop a consensus view and come back with recommendations.

**Comments Relatively Few** ■ The comments, however, have come in from only a small portion of the industry. The code authority has received specific recommendations from about 50 parties—far fewer than it hoped would reply. The overwhelming majority of station responses came from network affiliates, with only a few independents bothering to offer an opinion on what should be done and how it should be handled.

The code authority feels that if its proposals are adopted, a lot of programs would have to "reformat" to fit the new standards, although it's felt that the majority of the programs would "find it quite easy to adapt."

Some modification of the standards would probably be sought by the networks and syndicators for the late-night talk and variety shows, which at this point would have to be extensively reformatted to fit the new rules.

In discussing the code authority's survey, Howard Bell, code director, said "most of the industry seems to favor the same commercial ceiling now in effect . . . most people want some kind of interruption standard . . . the major-

ity feels an appeals standard is impractical and unworkable."

Describing the code's battle against piggybacks, which he views as a defeat, Mr. Bell said "the industry should concede the fact that the marketplace has made the decision for us." The code policy of counting piggybacks as two commercials, he added, "has proved to be unworkable and impractical."

He said from the station point of view, the difficulty in scheduling piggybacks has been "overwhelming." From the code's point of view, he continued, it "hasn't been a feasible standard."

**Important Viewpoints** ■ Three major comments, which were sent to the code authority in the past 10 days were:

- Station Representatives Association called for maintaining the current per-hour time standards, limiting in-program interruptions and the number of appeals (CLOSED CIRCUIT, May 1).

- Association of National Advertisers called for setting up minimum amounts of program time and clearly defining nonprogram elements (CLOSED CIRCUIT, April 17).

- Westinghouse Broadcasting Co. called for a reduction in commercial time, a ceiling on product impressions and provision for clustering.

SRA suggested that the prime and nonprime commercial limitations be retained, but spelled out the maximum amount of commercial time that could be taken within the program. For a prime-time half-hour it would permit four minutes (of a total of 5-minutes, 10-seconds), and in a nonprime half hour, it would permit six minutes (of a total 8-minutes, 10-seconds).

SRA proposed limiting interruptions to two per prime-time half-hour program and three in a nonprime half hour show. It also advocated "at least two minutes of program content" between in-program interruptions and "two minutes of program content between interruptions and breaks."

For 5-15 minute programs, it proposed one interruption within a program and 15-30 minute shows could have two interruptions.

It also suggested limiting the number of viewer appeals to eight per prime-time half-hour (a maximum of five within the program) and 11 per nonprime half hour (no more than eight within the program).

In a covering letter, Edward P. Shurick, H-R Television, SRA president, said the proposals were made with network affiliates in mind and he recommended that "serious, thorough consideration be given to separate code provisions for nonnetwork stations."

James O'Grady, Adam Young Co., chairman of the SRA trade practices committee that drafted the comments, said: "SRA is first and foremost interested in the good of the industry and the need for eliminating clutter, with the realization that the key to our well-being is viewer satisfaction."

**Simpler Standards** ■ Following a positive approach, at least as far as the public is concerned is how ANA would change time standards. Peter Allport, ANA president, said it supports making the time standards simpler and more flexible, and feels it "can best be accomplished by guaranteeing the viewing public a specified amount of program time within each time period, and by clearly defining nonprogram elements. We suggest that 51 minutes of actual program content in a one-hour period, and 25½ minutes in any prime-time half-hour is reasonable."

In addition, the ANA wants "broadcasters and advertisers" to have "flexibility" in using the nonprogram time "to innovate and to improve the medium." ANA feels setting the number and placement of interruptions "would lead to even more rigidity than at present."

"The television industry has enjoyed excellent prosperity during the last several years," Donald H. McGannon, Westinghouse chairman and president, told Mr. Bell. As a result of this prosperity, he said, "each of us should be concerned with positive contributions to be made to assure continued forward progress."

"Expanded commercialization" would have "a detrimental effect on the medium," Mr. McGannon said in an apparent allusion to various proposals for increases in station-break time and to NBC's move "reserving the right" to put 16 instead of the current 14 com-

## Reynolds Tobacco to drop 'Hillbillies' for code

In compliance with the voluntary Cigarette Advertising Code, R. J. Reynolds Tobacco Co., Winston-Salem, N. C., announced last week it will discontinue its advertising on the *Beverly Hillbillies* on CBS-TV (Wednesday, 8:30-9 p.m.), effective with the end of the current program season.

A spokesman for Reynolds said its action was consonant with the regulation of the code that provides that a code member should not advertise cigarettes on a TV program series with a viewing audience that exceeds 45% of persons under 21 years of age. According to recent audience

composition surveys, he added, *Beverly Hillbillies* now has more than 45% of its total audience among persons under 21.

Reynolds has been half-sponsor of *Hillbillies* through the William Esty Co., New York, since the series started in 1962. The other advertiser, the Kellogg Co., through Leo Burnett Co., Chicago, has renewed for next season. Recent Nielsen ratings place *Hillbillies* in ninth place among network program series, and according to a CBS-TV spokesman, the network anticipates no problem in selling the one-half sponsorship relinquished by Reynolds.



## Agency spokesman suggests 62-second station breaks

One agency plan for revision of the NAB television time standards has drawn praise for its thoroughness and careful handling of elaborate detail, even among advocates of other approaches. The plan was submitted by the Leo Burnett Co., New York.

The plan was described by Gene Accas, Burnett vice president, in submitting it last February as reflecting "a view of broadcasting—that of its users—not generally evident in the promulgated rules and regulations that govern broadcasting."

It divides nonprogram material into two categories — advertising (commercials and also billboards, since they relate to in-program commercials) and "viewer information" material (promos, titles, credits, station and network identification, etc.) —and prescribes time limits for each of the two categories.

Station breaks would be extended to 62 seconds, day and night, and not more than three brands, products or services, including noncommercial as well as commercial presentations, could be scheduled consecutively in either prime or nonprime time. However, the plan would set up different time allowances for "advertising material" (commercials and billboards) in prime as opposed to nonprime periods.

The proposal for prime time, described as "a frank stand for status quo for prime-time in-program density" and a move to lessen that density in network movies, calls for no more than four minutes, 20 seconds of

"advertising material" (commercials and billboards) per half-hour. This ceiling includes commercials in station breaks.

**TV Cleanup** ■ The Burnett plan for nonprime periods, described as an effort to extend "the general, logical clean-up of television" uniformly into all day parts, prescribes not more than seven minutes, 20 seconds of "advertising material" per half-hour, to consist of six minutes of commercial, not more than 20 seconds of billboards, and 62 seconds of station break (of which 60 seconds could be commercial).

Limits of "viewer information" would be the same in both prime and nonprime periods: 45 seconds for a half-hour program, 60 seconds for an hour, 70 seconds for a 90-minute program and 80 seconds for a show of two hours or longer.

Station breaks could carry only advertising or public-service messages.

The code's current definition of piggybacks would be eased somewhat by allowing multiproduct announcements to be counted as a single announcement if (1) the products or services are compatible and related in character and use and (2) are presented in both audio and video as "a harmonious, nonirritating unit to the viewer."

Multiproduct announcements not meeting these requirements could not be scheduled contiguous to more than one other presentation. Regardless of the treatment, at no time could more than three "advertising

material" and/or public service or "viewer information" announcements be scheduled consecutively.

**Limits the Same** ■ Products or services scheduled within a single commercial time unit would not have to be those of the same corporate advertiser. Multiproduct announcements would all be subject to the same limitations, however, whether they came from national, regional or local advertisers.

The Burnett plan said the multiproduct proposal might be controversial but was designed "to meet real and growing problems" including rising TV unit costs, "the hamstringing of brand marketing plans that can result," a desire to limit program interruptions "and the relative impossibility, in multibrand, multiagency advertising economy of creating and producing 'integrated commercials'" as currently defined by the code.

The multiproduct changes also will help the smaller advertiser who cannot afford longer announcements, and in general are "realistic, practical and anticipate the inevitable of tomorrow by making it the reality of today," the Burnett report said.

The plan would limit program interruptions to two per half-hour.

Among other suggestions, it also proposes a ban on the broadcasting of separate "conflicting" audio and video messages: News crawls, voice-over-credits, promos and stay-tuned announcements, would be specifically prohibited.

mercials in its movies next fall.

The Westinghouse proposals were the same as those Mr. McGannon outlined to NBC a month ago in warning that Westinghouse stations would not clear network movies carrying more than 14 commercials (BROADCASTING, April 17).

Mr. McGannon also told Mr. Bell that while the proposals were "ambitious," they "or even more restrictive provisions" have been in effect—except for clustering, not permitted under the current code—at Westinghouse stations "for a long period of time."

The WBC proposals would apply to both network and local programming and to both network-affiliated and independent stations.

Public-service and promotional announcements would be counted as "commercial" matter. Billboards, although not counted as commercial, would be restricted to fully sponsored

half-hours and fully or co-sponsored hours.

**WBC Proposals** ■ In prime time, the proposals would limit commercial matter to three minutes per half-hour or six per hour (aside from station breaks). There could be no more than two program interruptions per half-hour and three per hour in prime time, and prime-time product impressions would be limited to five per half-hour and 10 per hour (not counting station breaks).

In prime-time movies there could be no more than seven minutes of commercial matter per hour (aside from station breaks), and billboards and network color logos would be eliminated. Billboards would also be eliminated from other participating programs, whether they fall in prime or nonprime time.

In programs outside prime time there would be a ceiling of five minutes

of commercial matter per half-hour and 10 minutes per hour (not counting station breaks). There could be no more than two interruptions and seven product impressions per half-hour or four interruptions and 14 impressions per hour (aside from station breaks). Color logos would be eliminated from all network color shows outside prime time, and program credits in nonprime periods would not exceed 30 seconds.

Westinghouse noted that "in no instance do we recommend that networks turn back to the stations any additional time for the expansion of commercials." It specifically held that prime-time station breaks should not be expanded beyond the present 42 seconds, and said these breaks should contain no more than two impressions (commercial and noncommercial), with 30-second announcements acceptable in prime-time

## Anticlutter campaign gaining advocates

NBC-TV last week entered the anticlutter campaign in a move characterized by the network as "experimental."

The network has selected *NBC Children's Theater*, an early evening Sunday show (6:30-7:30 p.m.) for its test. In last night's (May 14) presentation in the series of a Boston Pops orchestra performance, NBC was to use audio only in place of the usual visual credits, permitting program material to continue to the "very last note."

A report that NBC may extend the

experiment to another Sunday show could not be confirmed last week.

All three television networks have been working on curtailing time allotted to nonprogram material (credit crawl, logos, promos, billboards, etc.).

ABC-TV officials several weeks ago outlined a program for reducing clutter. It includes efforts to restrict opening credits, eliminate certain promotional copy, reduce end-of-show credits and voice-over promos, and to drop billboards at night in sustaining programs in addition to daytime programs where billboards

are currently being gradually eliminated (BROADCASTING, April 3).

CBS-TV authorities said Thursday the network was reviewing its policy on credits specifically, noting that for some time the network has had limitations in prime time of 45 seconds for credits at the end of half-hour shows and one minute at the conclusion of one-hour programs. Study also is being made of promotional copy and billboards used, though an official noted last week: "We have yet to receive a letter of complaint from viewers."

breaks for single products only.

The American Association of Advertising Agencies filed no specific proposals in response to Mr. Bell's request, but its broadcast policy committee sent a message last week (May 9) urging that it be consulted before any "precipitous" changes are made in the code.

In the message, Richard A. R. Pinkham of Ted Bates & Co., chairman of the committee, held out the possibility that television might lose billings from changes that didn't meet agency and advertiser approval. Advance consultation, he said, could be "meaningful in preventing (adoption of code policies) which might divert advertising budgets from television to other media."

Clair R. McCollough of the Steinman Stations, chairman of the TV Code Board, reportedly advised Mr. Pinkham that his message would be presented to the board.

AAAA sources pointed out that, in addition, a number of agents individually had submitted their own ideas for code study.

**Other Suggestions** ■ Some of the other proposals the code authority has received, some as far back as the fall of 1966, when a time standards revision was first considered, include:

■ Storer Broadcasting Co. wanted prime time extended by a half-hour to a three-and-a-half-hour period, a limit of two messages in any prime-time station break and three messages in a nonprime break, and to make code membership a prerequisite for NAB membership.

■ Corinthian Broadcasting Corp. wanted a reduction in nonprogram time by about two minutes per hour in both prime and nonprime time, a limit of four commercials per half-hour within prime-time programs and eight per half hour in nonprime programs, and to limit interruptions to three per half hour in prime time and four per half hour in nonprime.

■ Edward Petry & Co. wanted to extend commercial time both day and night to 12 minutes per hour, limit the number of program interruptions to two per half-hour within programs, limit to three the number of products that could be scheduled back-to-back, allow independents to have 16 minutes of commercial time and eight interruptions per hour.

■ NBC suggested adding a half hour to prime time, increasing to 12 minutes the amount of nonprogram material in a prime-time hour, limiting the number of interruptions in half-hour shows to two.

In addition to these proposals and others made to the code board, ABC came out in March with its own plan to reduce clutter. Although it did not formally present its ideas to the code authority, ABC said it planned to restrict opening credits to 10 seconds, reduce end-of-show credits to 30 seconds, reduce voice-over promotion copy at the end of shows to 20 seconds.

CBS has not come out publicly on the time standards area but it is known to be leaning toward a cluster concept.

### Agency appointments . . .

■ Bristol-Myers Co., Scotch Plains, N. J., has moved advertising for its Clinton division Score hair products, reportedly billing \$3 million a year, from Grey Advertising to Wells, Rich, Greene, both New York.

■ Tidewater Oil Co., New York, has assigned its \$2-million account to Smith/Greenland Co., that city. Included are Flying A gasoline and Veedol motor oil, formerly handled by Grey Advertising, New York. Grey resigned account three months ago when it picked up the Citgo account.

■ Andrea Radio Corp., Long Island City, N. Y., named J. M. Korn & Son Inc., Philadelphia, for marketing, advertising and public relations of An-

drea's consumer and industrial divisions (TV sets and communications equipment for space and aviation industries).

■ American Machine & Foundry Co., toy division, has appointed Anderson, Morgan, DeSantis & Ball Inc., Hollywood, to handle advertising and public relations for AMF toys. Agency's initial campaign will be a market test for AMF's new game toys, scheduled this month. Starting in September, AMD&B plans a nationwide television push on top-rated local and syndicated children's shows to promote AMF Christmas season toys.

■ Econo-Car, Daytona Beach, Fla. national car rental system, has appointed J. S. Fullerton Inc., New York, to handle its advertising. J. S. Fullerton is president of the agency, and Bill Hecker is director of marketing.

■ Standard Rochester Brewing Co., Rochester, N. Y., names Bruns Advertising Agency Inc., New York, its agency for TV, radio, outdoor and point-of-sale advertising for its new Topper draft beer. Bruns will also handle Standard dry ale.

■ Corning Glass Works, Corning, N. Y., is reassigning its estimated \$2-million consumer products account from Carl Ally Inc. to Rumrill-Hoyt Inc., Rochester, both New York, on Aug. 1. The account, billing for Corning ware, Pyrex brand and Centura housewares and tableware products, allocates well over \$1 million to network television. Corning's division, which leaves Carl Ally after three years, joins two sister divisions, Corning's technical products and electronic products, already handled by Rumrill-Hoyt.

■ Mother's Cake & Cookie Co., Oakland, Calif., has assigned Doyle Dane Bernbach, Los Angeles, to take over its \$225,000 account from Hoefer, Dietrich & Brown Inc., San Francisco, effective July 1.

**“As soon as public service ceases to be  
the chief business of the citizens . . .  
the State is not far from its fall.”**

*ROUSSEAU, 1758*

**“The same thing is true of radio stations.”**

*WSB, 1967*



WSB Radio has just been honored with the George Foster Peabody Award for "outstanding local radio public service." This coveted national honor takes its place beside these other recent awards to WSB: The Thomas Alva Edison \$1,000 Scholarship Award □ The Alfred P. Sloan Award for Traffic Safety □ The \$1,000 Alfred P. Sloan Radio Writer Award □ The U. S. Mayors' Award □ The National Safety Council Award □ The Freedoms Foundation George Washington Honor Medal □ The Georgia AP Broadcasters "Pacemaker" Awards for 1965 and 1966 □ The Georgia Education Association "Schoolbell" Award. □

All radio stations are required to perform public service. But in this broadcast area, as in all others, WSB goes far beyond the required, far beyond the expected. For at WSB Radio public service is a way of life.



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOO AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WHIC-TV, Pittsburgh



**WSB RADIO**  
**ATLANTA**  
wsb-am 750 . . . wsb-fm stereo 98.5  
NBC affiliate. Represented by Edward Petry & Co., Inc.

# Creativity crisis chokes the industry

## AWRT SPEAKERS SAY BOREDOM RULES IN ADVERTISING, RADIO-TV

The magic word was "creativity." If a duck had dropped down with a \$100 bill each time it was mentioned, the duck would soon have run out of money.

Creativity and originality became the theme of the Saturday (May 6) speeches to the more than 600 members of the American Women in Radio and Television attending their national convention in Atlanta.

Herbert Maneloveg, vice president and media director, BBDO, New York, said advertising has become so hectic that it takes great creativity "to get your message heard today."

▪ Mike Shapiro, general manager, WFAA-AM-FM-TV Dallas, said it's time for TV's salesmen to provide "our best creative selling efforts."

▪ Maurie Webster, vice president and general manager, CBS Radio Spot Sales, New York, said there "is no equation for originality."

▪ Elmo Ellis, general manager, WSB-AM-FM Atlanta, said "originality in all areas of programing can build for a station a personality that is not only successful financially but refreshingly new."

▪ F. William Free, president, The Marschalk Co., New York, said "only products that are innovative will survive."

▪ Forrest L. Fraser, manager of program and talent development, WBC Productions, New York, said "energy and creativity" are the spark for every successful program format.

The two agency spokesmen, Messrs. Maneloveg and Free, both referred to the boredom that accompanies much advertising. "Advertising is a bore," Mr. Free pointed out, adding that only "15% of the commercials on TV are noticed, talked about or laughed at by viewers."

To put a commercial in this category, he added, commercial writers "must be different, think young, be bright, original and daring. Make a rule of breaking rules to free imagination."

Mr. Maneloveg contended that a commercial must be different to break the "boredom barrier" and get results.

**Electronic Campaign** ▪ The BBDO executive related how the agency enlarged the radio-TV budget when it began the current Pepsi-Cola campaign. Since the campaign was particularly suited to the electronic media, the agency decided to "throw out all the print schedules," he said, and it bought every availability it could find. The results: "Sales have zoomed."

He cited another unusual buy by BBDO for Schaeffer beer spots. The agency decided to buy all available breaks on the *Tonight Show* the day before any national holiday. While it appeared to be a bad buy as far as reach and frequency were concerned, he said, the results have been outstanding.

TV salesmen are a complacent lot today, Mr. Shapiro told the AWRT audience. He said "salesman" is a misnomer—"they are more order takers

than salesmen. Unfortunately we no longer find the truly creative salesman who uses his ingenuity in selling time."

The time for a return to creative selling, he charged, is long overdue. Salesmen must once again become involved with their customers and know their needs, objectives and plans.

He also tossed a rock at those responsible for "commercial creativity" at the client or agency level. "You, too," he charged, "have become complacent. Some of you are still under the impression that it makes very little difference what you say or how you say it" in your spot.

Too much of the business side of television is becoming routine, he said, and "a mechanized approach to the commercial side of our business can programing." "We're not far from that now—but God forbid if the individual's creative thinking and ability are relegated to lesser roles."

It's time to take stock, to re-evaluate the goals, he explained, adding "we must rehone our tools and reinstate the inventive, the unique, the unusual . . . and take an objective look at what has become drab and routine."

**Knocks Salesmen** ▪ From the radio side of the sales picture, Stan Torgeson, general manager, KCBQ San Diego, also leveled a blast at salesmen. The local client, he charged, "doesn't care one iota if a \$50 schedule next week means you set a new sales record. He wants to know if that \$50 will bring him sev-



Agency, rep and station executives got together at the AWRT national convention in Atlanta. Ruth Trager (l), assistant media director of Tucker Wayne & Co., Atlanta, was moderator of the session whose participants included Martin L. Nierman (c), president, Edward Petry & Co., New York, and Mike Shapiro, general manager, WFAA-TV Dallas-Fort Worth.



Three foreign broadcasters, who just concluded a 70-day U.S. tour as guests of AWRT chapters, were introduced by J. Leonard Reinsch, president, Cox Broadcasting Corp., and member of the AWRT Educational Foundation board of trustees. The women (l-r): Felicity Muganwa, Kampala, Uganda; Goh Thean Chye, Kuala Lumpur, Malaysia, and Edvick Shayboub, Chouefet, Lebanon.

eral hundred dollars so he can set his own sales record in the next seven days."

He was critical of some of the information distributed by trade associations allegedly to help sales. "How in heaven's name anyone, RAB and NAB included," he asked, "thinks that a general fact such as there were 20 million radios, or whatever the number, sold in the U. S. last year will be the primary factor in influencing someone, local or national, to buy the medium, I have no idea."

Mr. Torgeson said it was "absolutely beyond my comprehension" how an RAB promotion that says "women listen to their radios an average of two-hours, 54-minutes a day will sell a schedule . . . to either the local grocer or a national timebuyer. . . ."

The way to make a sale, he maintained, is "tell how you can help sell the product. . . . Set ownership and listening hours and all these other nothing statistics" are no help.

Mr. Webster pointed out that "we haven't fully outlived the creative director who puts the junior writer on the radio spots." It's not the writer, with a lack of experience, who is at fault, he added, but the creative director, who probably doesn't have a radio-oriented background and "who think's he's moved too high to start learning now."

The originality that is sorely needed, he continued, must include "intelligence and imagination with empathy added and multiplied by a restless striving to do it better, regardless of labor involved."

**Imitative Programing** ■ The lack of creativity in programing was brought out by Mr. Ellis who charged that "imitation has long been one of the biggest bugaboos in radio. It has stymied progress and encouraged mediocre—and in many cases—very poor radio."

Attacking the sameness in sound of rock 'n' roll-formatted outlets, he said that these stations have "been rushing like teen-agers to be alike in everything they do . . . the supercilious, repetitious news, the pounding music, even the irritating station-break jingles, which all seem to have been bought from the same company."

With so much attention directed to such stations, he continued, it's easy to see why many stations have been rightfully criticized for "being repetitious, unimaginative, boring, dull, distorted, imitative, loud and juvenile."

The responsibility to combat such criticism, he said, is in the hands of each broadcaster.

NBC's refusal to admit that an audience existed for a 90-minute daytime show led to the production and eventual syndication of the *Mike Douglas Show* by Westinghouse Broadcasting



John Pinto, vice president, RKO General Phoneyvision Co., New York, enjoys a laugh with Carolyn Johnson, Advertising Associates, Atlanta, chairman of AWRT's 1967 convention.

Co. Productions, Mr. Fraser explained. He said he had taken the idea for the program to the network, was told the audience did not exist, and then made his own poll of 4,600 people to see if there was an audience.

When he identified himself as being from a rating service, he said, eight out of 10 said they did not watch daytime TV. However, when he said he was a college student working on a thesis, three of the eight "nonwatchers" admitted they did watch. This led him to feel "there is an audience out there, but they suffer from a guilt complex."

**Commercial Flexibility** ■ Mr. Fraser said to get the most out of talent and the creative people on a program it is necessary to give them some flexibility.

The hard format—exemplified by the *Tonight* show, which opens with a commercial, followed by a monologue, commercial, Johnny Carson-Ed McMahon bit, commercial, guest, commercial, etc.—stifles creativity, he felt.

Discussing ABC's new late-night addition, the *Joey Bishop Show*, he said the problem with the show is that "nothing happens. It has to move forward. It needs objectives."

Corporate objectives were one main reason Burlington Industries moved into network television in 1965-66, John K. Hanson, director of advertising for Burlington, told AWRT. The intent was to make the general public aware of Burlington's name and also to sell the corporation's brand-name products. Network TV could deliver the audience, link the corporate identification with big-name properties and do the merchandising job, he said, and it has proven to be "the most stimulating, most responsive medium we've ever used. . . ."

He recalled that Burlington started with Ed Sullivan in the first year and the CBS perennial "did a great job." This season Burlington renewed on the Sullivan show and "took a chance" on ABC's *Stage '67*. The concept of a different special every week, Mr. Hanson said, "interested us" and Burlington felt it could deliver a higher-income audience.

He said "supersalesman" ABC President Thomas Moore, and Hubbell Robinson, executive producer of *Stage '67*, sold Burlington on the series without showing a pilot.

**Sponsor Identification** ■ Looking back over the season, Mr. Hanson called the ABC series "a pretty mixed bag ranging from the best—'A Christmas Memory'—to the worst clinker—'Olympus 7-000' . . . but nothing we were ashamed of." By sponsoring *Stage '67*, he added, it associated Burlington "with good TV and we feel good TV is good business for us."

In retrospect he feels the show should have been on a floating schedule and should have pre-empted other programs.

The need for honesty, integrity and quality in promotion, public and community relations was stressed by E. Boyd Seghers, sales promotion and research manager, WGN Continental Broadcasting Co., Chicago, and Bill Thompson, manager of community service, Union Oil Co. of California, Los Angeles.

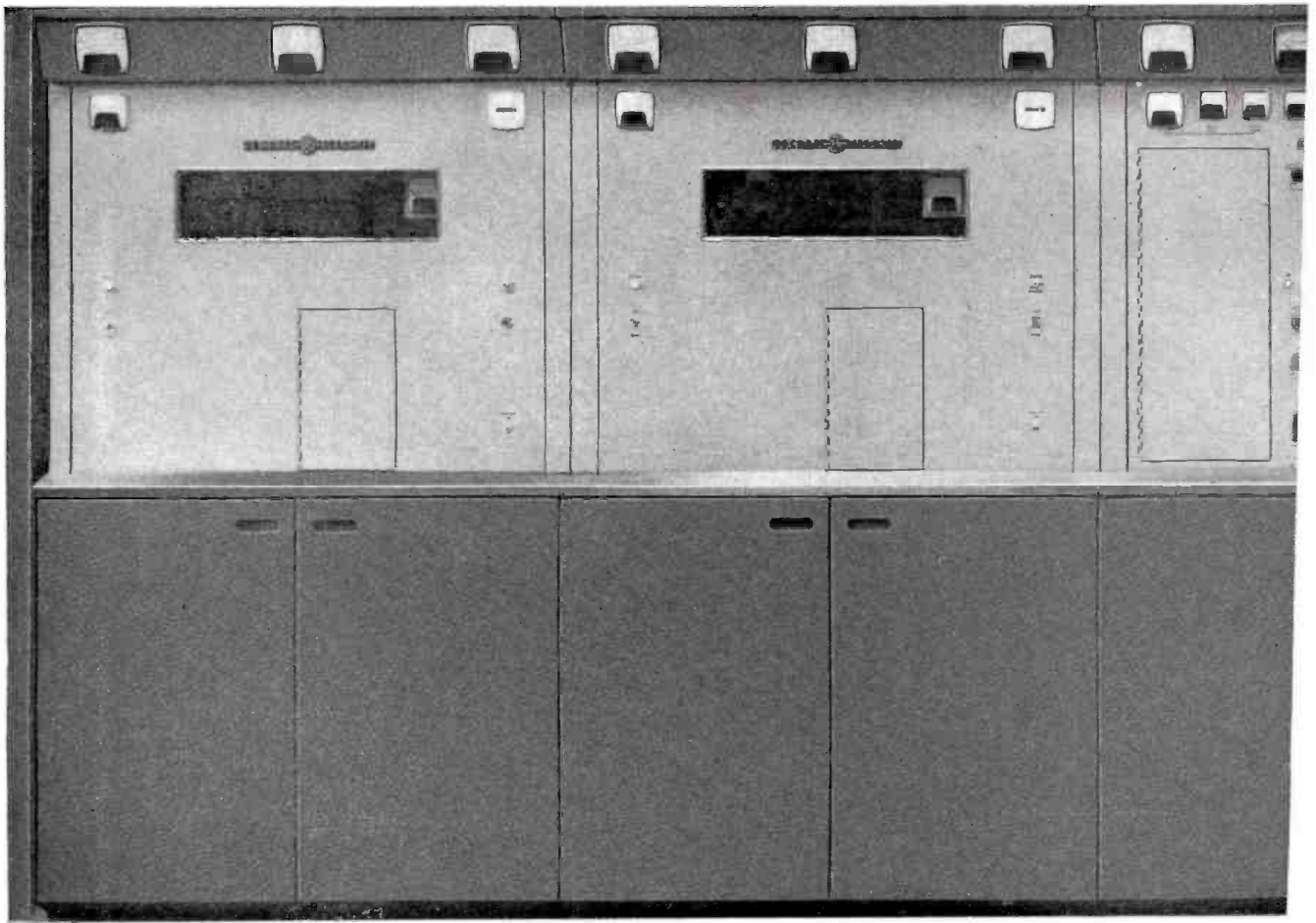
Honesty in telling the station's story, Mr. Seghers said, is the key to success, regardless of how pretty the package it's wrapped in. Budgets shouldn't govern promotion claims, he maintained, adding that agencies "expect fancier printed promotion from us" because the station is in a major market.

"The only promotion that's going to do the job," he said, "is the promotion that's told straight . . . we have to spend whatever it takes to tell our quality story against rigorous competition in a very expensive market."

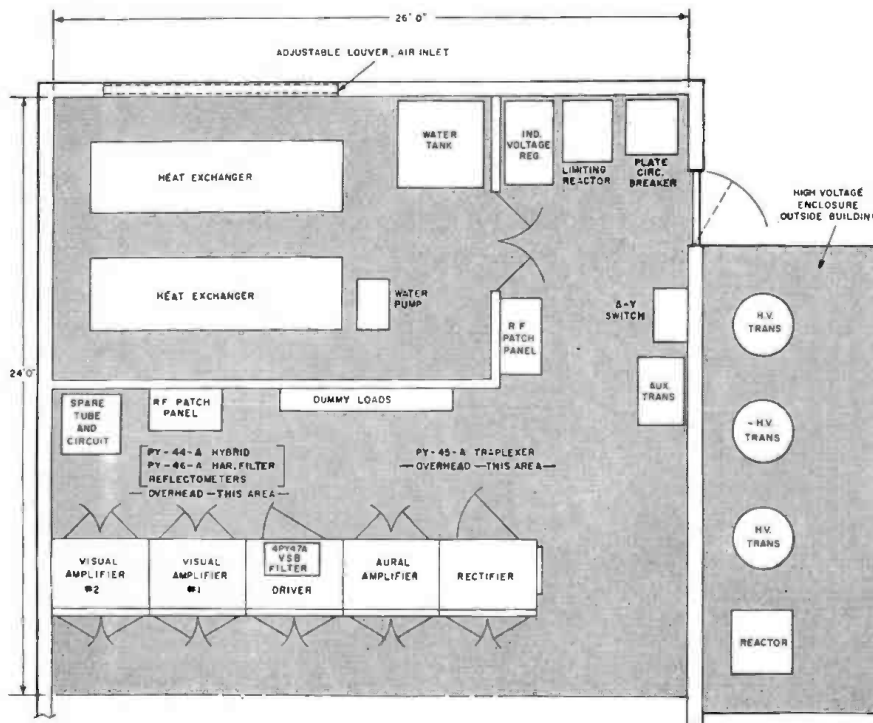
Mr. Thompson, who spent many of his earlier days doing character roles in old radio series, said he does a lot of talking to young people about quality and integrity in radio and television. The industry, he said, "should keep its sights raised and in good taste."

In the area of public service to the community, "you people in radio and television," he added, "don't have to take a back seat to anyone."

Vincent Wasilewski, president of the National Association of Broadcasters, reviewed congressional action on the copyright bill and its relation to broadcasters through sections on CATV and royalty payments to record performers, and on the congressional hearings to establish a Corp. for Public Broadcasting.



# Now. A 100 KW UHF-TV Transmitter.

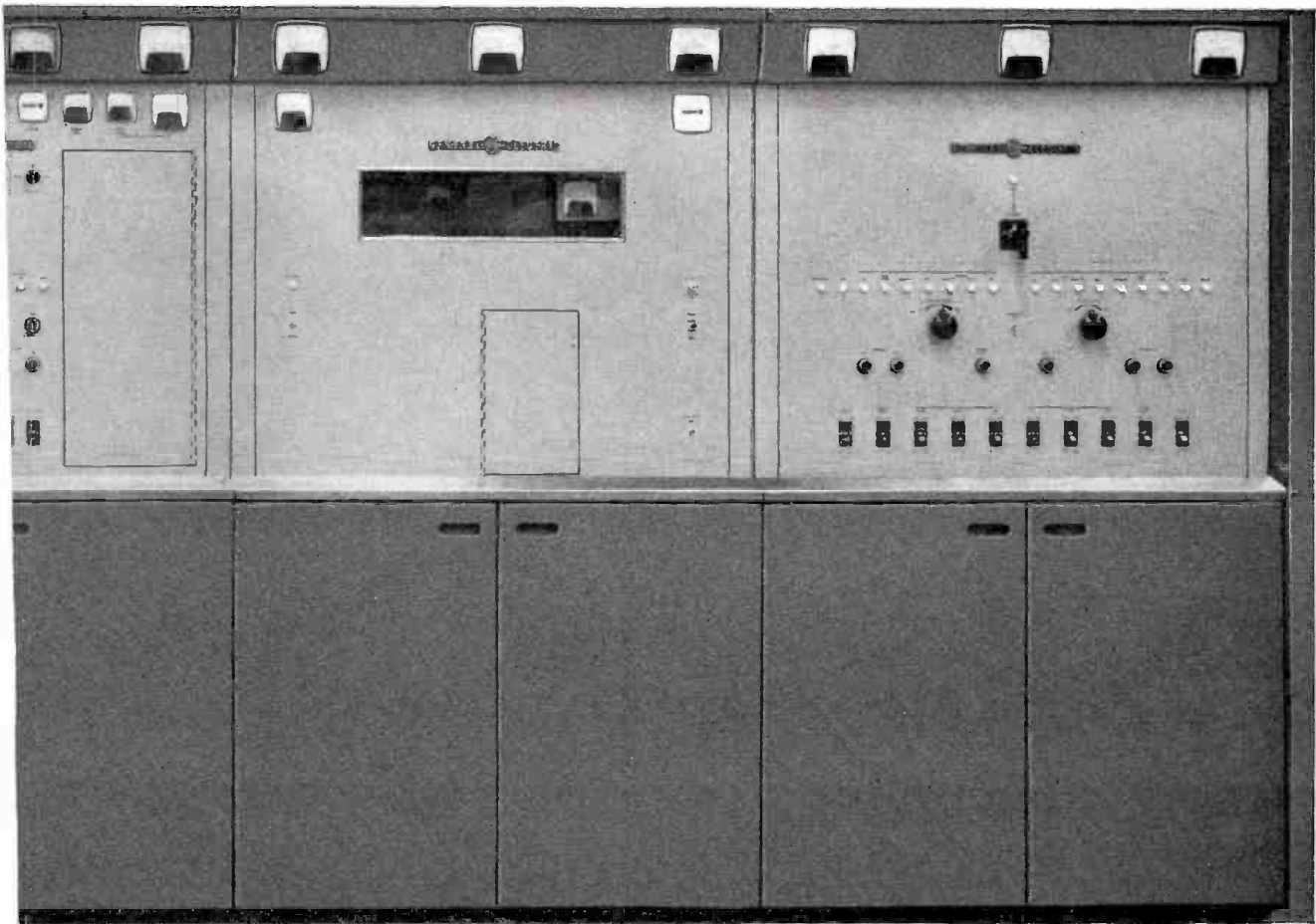


(Inquire how 5 megawatt ERP can be provided with this transmitter.)

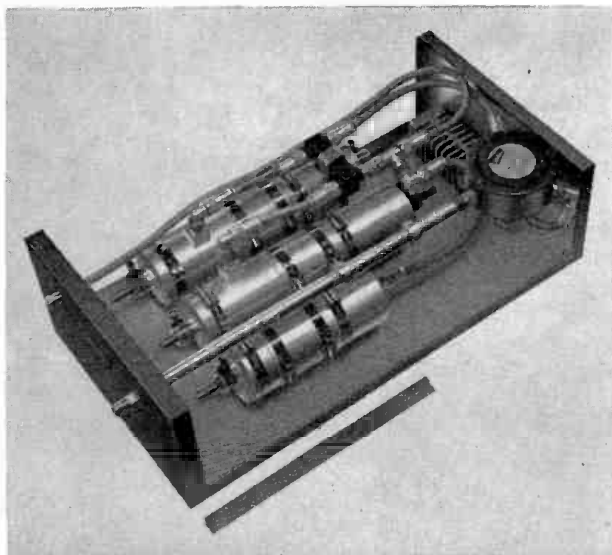
These GE transmitters will meet the most sophisticated requirements for UHF television service.

- 15 KW, Type TT-56-A
- 30 KW, Type TT-57-A
- 50 KW, Type TT-59-A
- 60 KW, Type TT-61-A
- 100 KW, Type TT-62-A

Minimum suggested station floor plan layout, GE Type TT-62-A, 100 KW UHF transmitter.



## Honest.



PY-47 Vestigial Sideband Filter inserted between the driver and the visual amplifiers assures maximum filter stability.

Now you can get a 100 KW transmitter that is a 100 KW transmitter. From the ground up. The GE TT-62-A.

It took all the engineering know-how we keep talking about to package it into five standard cubicles. With a modern 100 watt exciter. And four-cavity klystron tube amplifiers. The 50 KW klystron tubes used in the visual amplifiers have been in broadcast service since 1965. Check the minimum floor space requirement—it's another GE first. Now you can get full 100 KW output on any channel from 14 through 83. Day in and day out. With easier tuning, fewer tubes, more efficiency and easier maintenance. And it will cost you less to install and operate.

If you'd like to know more about it, just ask your GE representative. He has all the answers. Honest.

General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201.

GE-44

GENERAL  ELECTRIC

# CLIO statuettes go to 64 commercials

Festival honors radio first time with 14 awards;

Benson & Hedges cited for best over-all campaign

The 1967 American Commercials Festival presented awards to outstanding television and radio commercials during a program of events in New York last Thursday and Friday (May 11-12). The radio awards were made for the first time by the festival at a luncheon, co-sponsored by the Radio Advertising Bureau.

In all, presentations were made to 35 product category "bests" and 15 technique "bests" in TV, and 14 in radio for commercials introduced in 1966. Winners were given CLIO statuettes.

At a separate luncheon on Thursday for international awards, the festival presented 25 statuettes for TV commercials introduced abroad during last year.

Winners in the eighth annual television competition were selected from 1,938 entries. In radio, there were 598 entries and in the international competition, there were 439 entries.

Wallace A. Ross is director of the festival. Chairman of the board is George H. Gribbin of Young & Rubicam. Newly elected chairman who will

serve during 1967-68 is David Ogilvy of Ogilvy, Benson & Mather. All in following listing are New York City unless otherwise designated.

## TELEVISION

**Best over-all campaign and best tobacco products:** Benson & Hedges; Wells, Rich, Greene; Howard Zieff Productions.

**Automotive:** Automobiles: Volvo—"The Cars"; Carl Ally; TeleVideo; Howard Zieff. Automotive accessories: UniRoyal Rain Tires—"Monster"; Doyle Dane Bernbach; Bill Littlejohn. Gasoline: Mobil—"Love Making"; Doyle Dane Bernbach; MPO.

**Beverages:** Beer and wine: Carling Black Label—"Read a Car"; Jack Tinker & Partners; Rose-Magwood Productions. Coffee and Tea: Savarin Regular—"Demanding Man"; Foote, Cone & Belding; VPI Productions. Soft drinks and best musical scoring: Diet Pepsi—"Airport"; BBDO; Libra; Take Five; Sid Ramtin, RPM Music.

**Cosmetics, toiletries, pharmaceuticals:** Bath soap: Dial—"Subliminal"; Foote, Cone & Belding, Chicago; EUE/Screen Gems, Los Angeles. Dentrifice: Polident—"Egg"; Grey Advertising; Landis-Wolf. Deodorant, best use of humor and best 20-second length: Ban—"Couple, Hunter"; Ogilvy & Mather; EUE/Screen Gems. Hair preparation: Toni Haircoloring—"Children"; Jack Tinker & Partners; James Garrett, London. Men's toiletries: Great Day—"Duke Snider"; Doyle Dane Bernbach; EUE/Screen Gems. Pharmaceutical: Alka-Seltzer—"Pie Eaters"; Jack Tinker & Partners; Howard Zieff Productions. Special citation pharmaceutical and best film editing: Band-Aid Sheer Strips—"Baseball"; Young & Rubicam; Horn/Griner.

**Housekeeping:** Major appliance: Westinghouse Dishwasher—"Eat at Joe's"; McCann-Erickson; VPI Productions. Cleanser and



Benson & Hedges

wax: Dow Oven Cleaner—"Pow"; MacManus, John & Adams; Pelican Films. Small appliances: Dupont Teflon—"Bakeware"; N. W. Ayer; FilmFair. Home furnishing: Simmons Mattresses—"Wrestling"; Young & Rubicam; TeleVideo. Household item: Rit Dye—"Splash"; Sullivan, Stauffer, Colwell & Bayles; Ilustra. Paper product, foil packaging: Dixie Cup—"Many Uses"; Hicks & Greist; Harold Becker.

**Corporate and institutional:** Corporate: IBM Computers—"XB-70"; Ogilvy & Mather; VPI Productions. Trade associations: International Coffee Organization—"Mod Shop"; McCann-Erickson; Wyld Films. Political: Gov. Rockefeller; Jack Tinker & Partners; Tempo Associates. Public service: Citizens for Clean Air—"Breathing"; Carl Ally; Tempo Associates.

**Food:** Packaged food: Jell-O—"Maine"; Young & Rubicam; MPO. Breakfast cereal: Post Honeycombs—"Chuckwagon"; Benton & Bowles; New Directions. Cake and other mixes, tie for best copywriting: Jell-O Cheesecake Mix—"Man & Woman"; Young & Rubicam; Focus; copy: Alvin Hampel. Dairy products and drinks: Carnation Slender—"Calorie Count"; Jack Tinker & Partners; TeleVideo. Confections and snacks: Lay's Potato Chips—"Devil"; Young & Rubicam; EUE/Screen Gems. Children's food and drink: Bosco—"On His Own"; Dancer-Fitzgerald-Sample; N. Lee Lacy, Los Angeles.

**Personal and gift items:** Apparel and best demonstration: Burlington Socks—"Dance"; Doyle Dane Bernbach; MPO. Gift items: Kodak Instamatic—"The Way You Look Tonight"; J. Walter Thompson; Gerald Schnitzer, Hollywood. Tobacco product: Benson & Hedges 100's—"Disadvantages"; Wells, Rich, Greene; Howard Zieff Productions. Toys and games: Ideal—"Kaboom"; Smith/Greenland; TeleVideo.

**Recreation:** Equipment: Lowrey Organ—"Hands"; Doyle Dane Bernbach; Videotape Center. Media promotion: World Journal



Open Pit Barbecue Sauce



George Burns—El Producto



Diet Pepsi



Kodak

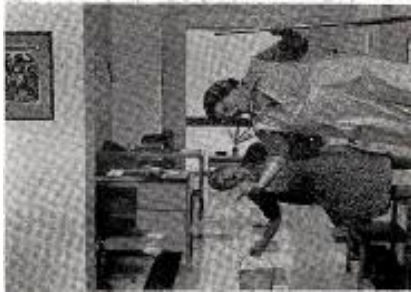


Great Day—Duke Snider



Dixie Cup





Ajax



Ocean Spray



Tony Hancock—International

Tribune—"Newsstand"; Carl Ally; Videotape Center. Travel: Eastern Airlines—"Acapulco"; Young & Rubicam; Audio Productions.

Services: Banks and financial: First National City of New York—"Auto Loan"; BBDO; MPO. Insurance: Continental—"Homeowner"; Doyle Dane Bernbach; MPO. Utilities: AT&T—"Circus"; N.W. Ayer; EUE/Screen Gems.

Special challenges: Office appliances: IBM Typewriter—"Words on Paper"; Benton & Bowles; Mark Shaw. Best 8-10 second ID's: Open Pit Barbeque Sauce—"Eloise"; Ogilvy & Mather; Filmex. Best 20-second length: Ban Deodorant—"Couple"; Ogilvy & Mather; EUE/Screen Gems. Best local retail: Hudson's—"Pantry Shop"; Reilly Bird Associates, Detroit. Best regional market: Fyfe & Drum Beer; William Esty; Rose-Magwood.

Craftsmanship: Color cinematography; Eastern Airlines—"Pilot"; Young & Rubicam; Audio Productions; cinematographer: Mike Zingale. Black-and-white cinematography: Fresh Deodorant—"Vignettes"; Doyle Dane Bernbach; DVI Films; cinematographer: Tibor Hirsch. Direction: Eastern Airlines—"Day of Expensive Air Travel"; Y&R; Audio Productions; director: Dick Miller. Film editing: Band-Aid Sheer Strips—"Baseball"; Y&R; Horn/Griner Productions; editor: Philip Peyton. Optical effects: Institute of Life Insurance—"Patterns"; J. Walter Thompson; Les Cineastes Associes, Paris. Animation and graphics: Contac—"Loving Couple"; FC&B; Stars & Stripes Productions; designer: Len Glasser. Production effects: Rambler—"Red Carpet"; B&B; VPI Productions, Los Angeles. Demonstration; Burlington Socks—"Dance"; DDB; MPO. Video-tape production: Fyfe & Drum Beer—"Tavern"; Esty; Rose-Magwood. Special citation, location video taping; Arrow Shirt—"Masters Golf Tournament"; Y&R; Tele-Tape Productions. Tie for copywriting; Jell-O Cheesecake Mix—"Man & Woman"; Y&R; copywriter: Alvin Hampel and Hebrew National Foods Campaign; Richard K. Manoff; copywriter: Guy Durham. Best use of humor: Ban 15-Second Campaign; Ogilvy & Mather; copy: Bill Taylor, Lee Thuna. Robin Whitened. Best on-camera spokesman: Ken Mars for Ocean Spray Cranberry Juice—"Indescribable". Best on-camera spokeswoman: Louise Lasser for Jell-O Cheesecake Mix; Y&R.

Best voice over spokesman: Bob Landers for Pan American. Best voice over spokeswoman: Anne Tolan for Irish International Airlines. Special citation voice over: Howard Keel for Kodak. Special citation casting: Howard Zieff for Alka-Seltzer, Benson & Hedges, Hebrew National, Ritz Crackers. Tie for best on-camera personality: Louis Armstrong for Schaefer Beer; BBDO and George Burns for El Producto Cigars; Comp-ton.

Best jingle: Schlitz "When You're Out of Beer"; Burnett; Burt Manning, composer; Dick Marx, director.

International: Appareil (cinema): Galleries Lafayette, Paris—"Op-art"; Films Jean Mineur, Paris. Automotive (TV) and best demonstration: UniRoyal Tyres—"Car Drop"; Clifford Bloxham & Partners, London; Anglo-Scottish Pictures, London. Automotive (cinema) and best French market: Renault R. 16—"Going Thru Customs"; Publicis, Paris; Cinema et Publicite, Paris. Beverage (TV): Schweppes Bitter Lemon—"Hammer"; Ogilvy & Mather, London; World Wide Pictures, London. Beverage (cinema) and best film editing: Johnnie Walker Whisky—"Birds"; S. H. Benson, London; Les Cineastes, Paris.

Cosmetics and toiletries (TV) and best Canadian market: Vitapointe Shampoo—"Anniversary"; Goodis Goldberg Soren, Toronto; Robert Lawrence Productions, Toronto. Cosmetics and toiletries (cinema) and best German market: Mr. L. Shaving Lotion;

Werbeagentur Dr. Hegeman, Dusseldorf, West Germany, Cinecontact, Berlin. Personal and gift items (TV) and best Japanese market: Asahi Pentax Camera; Hakuodo Advertising, Tokyo; Rensei Eiga, Tokyo. Tie for personal and gift (TV): Polaroid 104 Camera—"Venice"; Doyle Dane Bernbach, London; James Garrett & Partners, London. And (cinema): Larousse Encyclopaedia of the Cinema; Creations et Realisations, Paris; Films Jean Mineur, Paris. Home furnishings (TV) and best Australian market: Caprolan Carpets—"Dog"; Hansen Rubensohn—McCann-Erickson, Sydney; Fontana Films, Sydney.

Tie for best home furnishing (cinema): Tefal Frying Pan; Impact, Paris; Films Jean Mineur, Paris and Tensor Lamp; Gelder Agency, Paris; France-Ecrans, Paris. Household items (TV): Ajax Liquid—"Office Cleaners"; Crane, Norman, Craig, Kummel, London; Geoffrey Forster Associates, London. Packaged foods (TV) and best use of humor: Toffee Crisp—"Football"; S. H. Benson, London; James Garrett & Partners, London. Special citation—pet foods and best English market: Chunky Meat Dog Food—"Actor"; Collett, Dickenson, Pearce, London; Keith Ewart Studio, London. Packaged foods (cinema): Bayerische Schmankerln Cheese; Direct; INSEL-Film, Munich, West Germany. Tobacco products (TV): Player's Gold Leaf—"Two Words"; Arks Advertising, Dublin; Film City Productions, London. Services and corporate (TV): Gas Council—"Visit to the Works"; Colman Prentis & Varley, London; Anglo-Scottish Pictures, London.

Services and corporate (cinema) and best animation or graphics: Midland Bank—"Money Walks"; Charles Barker & Sons, London; Cammell Hudson, Brownjohn, London. Cinematography (cinema): Perrier Mineral Water—"Party"; Langolan & Cerf, Paris; Cinema et Publicite, Paris. Cinematography (TV): Asahi Pentax; Hakuodo, Tokyo; Rensei Eiga, Tokyo. On-camera spokesman: Tony Hancock for British Egg Market Board; Ogilvy & Mather, London; World Wide Pictures, London. Best Spanish market: Galerias Preciadios—"Ye-Ye Store"; Clarin, Barcelona; Amoros & Sapanes, Barcelona. Best Scandinavian market: Sunlight Soap—"Lux Monica"; Lintas Annon-sbyra, Stockholm; Filmkontakt-Solna, Stockholm.

#### RADIO COMMERCIALS

National campaign: Coca-Cola—"Name Singer Series"; McCann-Erickson. Best national single entry: Chun King—"The 1966 Chun King"; JWT, Chicago; Freberg, Ltd., Los Angeles. Best regional campaign: Toyota—"Celebrities"; Clinton E. Frank, Los Angeles; Chuck Blore, Hollywood. Best regional single entry: Laura Scudder—"The Runaway"; DDB, Los Angeles; Chuck Blore, Hollywood. Best large market campaign: New York World Journal Tribune—"Transportation" Carl Ally. Best large market single entry: New York Public Libraries—"Ages of Man"; Direct; Fred Hertz. Best small-market single entry: Madison Motors—"Heap of the Week"; Direct; WISM Madison, Wis.

Best copywriting: Chun King—"The 1966 Chun King"; JWT, Chicago; Freberg, Ltd., Los Angeles. Best use of humor: ABC-TV—"Story Lady-Lolita"; Direct; Alan Aich, Los Angeles. Best instrumental scoring: Diet Pepsi—"Girl Watchers"; BBDO; Sid Ramin, RPM Music. Best vocal arrangements: Coca-Cola—"Name Singer Series"; McCann-Erickson. Best use of sound: American Airlines—"Sounds of a City"; DDB; Fine Recording. Tie for best announcer/spokesman: Len Maxwell for New York Public Libraries; Fred Hertz, director, and Allen Swift for Vita Herring; Solow/Wexton, Martin Solow, director.

## Spot TV down in 1st quarter?

BAR study of top-75 markets shows 2.5% drop in business

First clues to spot television's first-quarter performance on a wide scale were seen last week in a summary by Broadcast Advertisers Reports (BAR) indicating nonnetwork sales in 75 markets trailed the first quarter of 1966 by 2.5%.

The report showed gains of 0.5% in January and 2.9% in February but a 9.3% drop in March.

BAR's figures are projected from results of monitoring one week each month in the top-75 markets. Thus they present a picture that may be broadly indicative but is not complete in terms of either total stations or total time (and the system is currently being revised). The figures cover local as well as national and regional spot sales without distinguishing between the two.

Spot-sales leaders have been complaining since early this year about "softness" in business but there has been no clear assessment of its extent. For the most part individual reports have indicated widespread market-to-market and station-to-station variations, with estimates for spot-TV business as a whole ranging from "a little below" to "a little above" last year's first-quarter totals.

First-quarter estimates compiled for the Television Bureau of Advertising, based on confidential reports from some 365 stations, are expected to be available later this month.

**Top Five Up** ■ BAR officials said an analysis of its first-quarter figures showed nonnetwork sales in the top five markets—New York, Los Angeles, Chicago, Philadelphia and Detroit—gained 1.8%, from \$94,490,175 to \$96,226,034.

These five markets, according to

# BAR network billing report for week ending May 7

BAR Network TV dollar revenue estimates—week ended May 7, 1967 (Net time & talent charges in thousands of dollars)

Day parts	Networks	Week ended May 7	Cume May 1-7	Cume Jan. 1-May 7	Day parts	Networks	Week ended May 7	Cume May 1-7	Cume Jan. 1-May 7
Monday-Friday Sign on-10 a.m.	ABC-TV	—	—	—	Sunday 6-7:30 p.m.	ABC-TV	69.8	69.8	2,647.6
	CBS-TV	93.4	93.4	2,285.1		CBS-TV	153.9	153.9	5,058.5
	NBC-TV	315.0	315.0	5,312.0		NBC-TV	78.0	78.0	3,682.8
	Total	408.4	408.4	7,597.1		Total	301.7	301.7	11,388.9
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,314.6	1,314.6	26,766.8	Monday-Sunday 7:30-11 p.m.	ABC-TV	5,032.2	5,032.2	100,389.6
	CBS-TV	3,056.0	3,056.0	61,551.7		CBS-TV	4,980.6	4,980.6	110,785.9
	NBC-TV	1,664.7	1,664.7	32,210.4		NBC-TV	4,889.7	4,889.7	114,282.4
	Total	6,035.3	6,035.3	120,528.9		Total	14,902.5	14,902.5	325,457.9
Saturday-Sunday Sign on-6 p.m.	ABC-TV	891.7	891.7	16,837.3	Monday-Sunday 11 p.m.-sign-off	ABC-TV	223.5	223.5	2,920.9
	CBS-TV	910.3	910.3	18,542.2		CBS-TV	216.7	216.7	1,043.7
	NBC-TV	494.1	494.1	8,884.4		NBC-TV	402.2	402.2	6,932.3
	Total	2,296.1	2,296.1	44,263.9		Total	842.4	842.4	10,896.9
Monday-Saturday 7-7:30 p.m.	ABC-TV	389.5	389.5	5,524.3	Network totals	ABC-TV	7,921.3	7,921.3	155,086.5
	CBS-TV	499.4	499.4	11,463.4		CBS-TV	9,910.3	9,910.3	210,730.5
	NBC-TV	559.9	559.9	10,725.0		NBC-TV	8,403.6	8,403.6	182,029.3
	Total	1,448.8	1,448.8	27,712.7	Grand totals				
					All networks		\$26,235.2	\$26,235.2	\$547,846.3

BAR, accounted for 38.2% of its 75-market dollar estimates for the first quarter a year ago and increased their share to 39.8% this year.

Total nonnetwork sales in the 75 markets were put at \$241,675,518 for this year's first quarter as against \$247,623,323 for the first three months of 1966.

By month, BAR placed nonnetwork sales in the 75 markets at \$76,046,918 in January this year against \$75,627,548 a year ago; \$81,775,824 in February (against \$79,491,544 a year ago) and \$83,852,776 in March (against \$92,504,231 a year ago).

BAR is changing its system for projections. Noting that projections based on one week of monitoring a month "are naturally subject to certain variables inherent in a 25% sample," Chairman Phil Edwards said last week that the company "is broadening its monitoring base in key markets," increasing the volume of monitoring in some markets and cutting back in some.

By the end of this year, he said, BAR will have "a statistically oriented pattern of monitoring that will greatly enhance its reporting of national-spot and local dollars." He said BAR's computers will turn out the nonnetwork estimates "with the same speed as our present estimates of network-TV dollar expenditures," which are normally distributed within three or four days after the end of the monitored period.

## Business briefly . . .

**Meister Brau Inc.**, Chicago, will include radio-TV in its advertising plans for the introduction of a new diet beer, Lite, in eight midwestern states starting

May 22. Agency is BBDO, Chicago.

**Eastern Airlines, New York**, will sponsor an ABC telecast of the motion picture, "The King and I," next season. Agency is Young & Rubicam, New York.

**Armstrong Rubber Co.**, West Haven, Conn., through Pritchard, Wood Inc., New York, will launch all-media campaign for its new "cool tire," which uses fiber glass belts between the tread and cords. Spot television will be represented by two commercials in more than 65 markets. Radio schedules will run with ABC and MBS. ABC commercials will be on the Howard Casell and Chris Schenkel shows and on Mutual, within weekend news and sports programs.

**Burger Chef Inc.**, Indianapolis, through Ruben Agency, that city, and **Goodyear Tire & Rubber Co.**, Akron, Ohio, through Young & Rubicam, New York, have bought sponsorship in Sports Network Inc.'s color live telecast of the Indianapolis "500" festival parade on more than 150 stations on May 29 (5-6 p.m.).

**American Tobacco Co.'s Cigar Division** will advertise its Roi-Tan cigars on ten one-minute commercials over CBS radio and MBS. Commercials will be concentrated during periods of peak driving time and on weekends. Purchase was through Gardner Advertising Co., New York.

**Bank of America**, through D'Arcy Advertising Co., both San Francisco, has purchased sponsorship in NBC-TV's *Today* for its travelers cheque service from May to August.

**General Foods Corp.**, White Plains, N. Y., through Grey Advertising, New York, will support introduction of Yuban Electramatic coffee for electric percolators with strong schedule of television commercials.

## Rhode Island agencies establish association

Sanford F. Fern, president of Fern & Associates, Providence, R. I., has announced formation of a new non-profit organization, Rhode Island Association of Advertising Agencies, to "promote and advance the standards of performance among advertisers, advertising agencies, media and suppliers". Another objective of the organization is to encourage young people to enter the media field through workshops and idea exchange.

Mr. Fern will be president, G. Russell LeBeau of Bo Bernstein & Co., vice president; Robert A. Meehan of Robert A. Meehan Co., secretary, and George M. Goldsmith of Goldsmith-Tregar Co., treasurer. All are Providence agencies.

## Filmex adds unit

Filmex Inc., New York, a commercial and industrial film production firm, has formed an experimental film division coincidental with an expansion of office space. Called Filmexperimental, the new division will study and evaluate new lenses, lighting techniques, grip and dolly equipment and other innovations in commercial production. Slavko Vorkapich heads the experimental group.

Attention TV Stations:

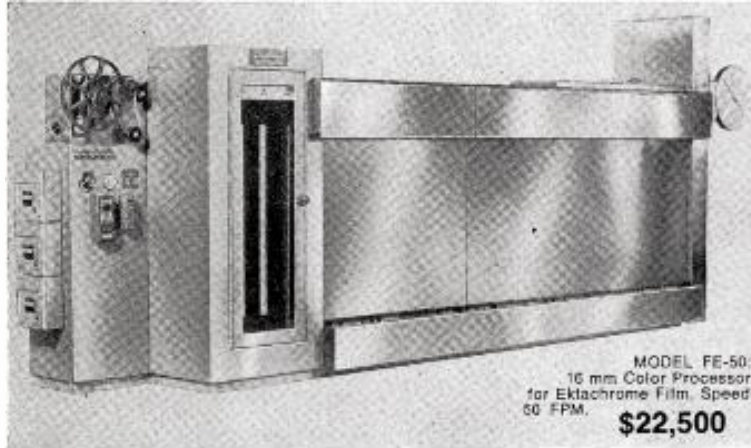
# We've got news for you!

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

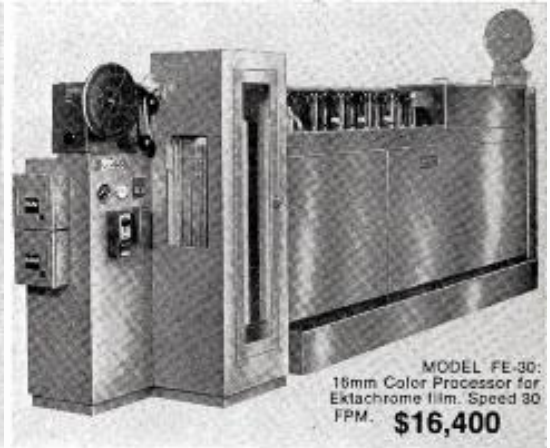
The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory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

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

*After you check these exclusive Filmline features you'll want to install a Filmline processor in your news department NOW!*



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



MODEL FE-30:  
18mm Color Processor for  
Ektachrome film. Speed 30  
FPM. **\$16,400**

● **"FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"**

This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

● **"TORQUE MOTOR TAKE-UP"** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

● **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

● **"TURBO-FLOW"** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

● **"ZERO DOWN TIME"** The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

● **"MATERIALS, CONSTRUCTION AND DESIGN"** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

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

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

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

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

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

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



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"When you buy quality Filmline Costs Less"

# Radio's top customers: food companies

THEY ACCOUNTED FOR NEARLY 20% OF TOTAL NATIONAL BILLING IN '66

General Motors Corp. spent more than \$23.5 million last year in spot and network radio, making it radio's top national investor. Two other automotives came close, Ford Motor with over \$22 million and Chrysler at more than \$18.4 million.

These combined totals emerged today (May 15) with the release by the Radio Advertising Bureau of top-100 network-radio-advertiser estimates for 1966. A similar spot list was issued by RAB a week ago. At that time, RAB reported total spot and network revenues to be \$358 million for the year (BROADCASTING, May 8).

In fourth and fifth positions were two tobacco companies—American Tobacco at \$11.8 million and R. J. Reynolds Tobacco with \$11.6 million—followed by Coca-Cola \$9.1 million, P. Lorillard \$8.4 million, Pepsico \$7.7 million, Campbell Soup \$7.2 million and American Home Products \$5.7 million.

## TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS) YEAR—1966

	Estimated Expenditure
1. General Motors	\$6,334,000
AC spark plug	44,000
Buick cars	427,000
Chevrolet cars	2,100,000
Delco United Motors Service	863,000
Fisher Body	586,000
Frigidaire appliances	234,000
Guardian Maintenance	514,000
Oldsmobile cars	717,000
Pontiac cars	762,000
Institutional	87,000
2. Campbell Soup	2,919,000
Campbell beans	650,000
Campbell soups	1,031,000
Campbell V-8 juice	1,238,000
3. State Farm Mutual Insurance	2,717,000
Insurance	2,717,000
4. Liggett & Myers	2,655,000
Chesterfield cigarettes	288,000
L & M cigarettes	2,367,000

	Estimated Expenditure
5. Sterling Drug	2,295,000
Bayer aspirin	895,000
D-Con	37,000
Energine spot remover	111,000
Ironized Yeast	386,000
Phillips Milk of Magnesia (Lehn Fink Div.)	576,000
Lysol spray & liquid	204,000
Medi-Quick spray	17,000
Noreen hair preparation	34,000
Something Else home permanent	35,000
6. R. J. Reynolds Tobacco Co.	2,061,000
Camel cigarettes	1,280,000
Salem cigarettes	108,000
Winston cigarettes	673,000
7. Wm. Wrigley Jr., Co.	1,916,000
Wrigley gum	1,916,000
*8. Eversharp (Schick Safety Razor Div.)	1,801,000
Schick razors, blades and shave cream	1,801,000
9. General Mills	1,728,000
Bisquick	1,030,000
"Total" cereal	698,000
10. Chrysler	1,649,000
Chrysler cars	58,000
Customer Car Care	398,000
Dodge cars	118,000
Plymouth cars	1,041,000
Marine engines	34,000
11. Florida Citrus Commission	1,571,000
Citrus fruits	785,000
Frozen orange juice	786,000
12. P. Lorillard	1,497,000
Kent cigarettes	744,000
Newport cigarettes	336,000
True cigarettes	417,000
13. National Dairy Products (Kraft Foods Div.)	1,447,000
Kraft marshmallows	154,000
Parkay margarine	1,293,000
14. Standard Brands	1,363,000
Blue Bonnet margarine	102,000
Chase & Sanborn coffee	626,000
Fleischmann's margarine	439,000
Royal puddings and pie fillings	33,000
Tenderleaf tea	163,000
15. Mennen	1,306,000
Men's toiletries	1,306,000
16. Time	1,187,000
Life magazine	676,000
Time magazine	511,000
17. American Tobacco	1,095,000
Lucky Strike cigarettes	546,000
Pall Mall cigarettes	549,000
18. AFL-CIO	956,000
Labor union	956,000

	Estimated Expenditure
19. Wynn Oil	915,000
Wynn's friction proofing	915,000
20. Bristol-Myers	908,000
No-Doz	631,000
*Proprietaries and toiletries	277,000
21. 3M	886,000
Dynachrome film	167,000
Dynaolor film	24,000
Games	109,000
Rescue cleaning pads	5,000
Ribbon	16,000
Scotch-Brite floor pads	41,000
Scotchgard stain repellent	56,000
Tapes	346,000
Tarni-Shield tarnish remover	122,000
22. American Motors	866,000
Rambler cars	866,000
23. Borden	851,000
Aunt Jane's Food Div.—pickles	135,000
Borden's Cremora	91,000
Realemon Co. Div.—Realemon juice	148,000
Wyler & Co. Div.—fruit juices	397,000
Wyler & Co.—soups	80,000
24. Chas. Pfizer	842,000
Coty Div. Imprevu perfume	795,000
Thos. Lemming Div. Ben Gay	47,000
25. AT&T	838,000
Long distance service	838,000
26. Ford Motor	784,000
Auto-Lite	228,000
Ford cars	292,000
Lincoln/Mercury cars	264,000
27. Cowles Communications	766,000
Family Circle magazine	323,000
Look magazine	443,000
*28. American Express	653,000
Credit cards and Travelers Cheques	653,000
29. E. I. duPont	547,000
Cantreco	135,000
Dacron	47,000
Golden 7—additive	14,000
Zerex antifreeze	194,000
*Clothing and home textile fibers	157,000
30. Quaker State Oil	546,000
Quaker State oil and lubricants	546,000
31. Nestle	523,000
DeCaf	178,000
Nescafe	168,000
Nestea	177,000
32. Revlon	516,000
Esquire shoe polish	244,000
Tintex dyes	143,000
Top brass hair dressing	129,000
33. Foster-Milburn	497,000
Doan's pills	497,000
34. Bankers Life & Casualty	481,000
White Cross hospital and medical insurance	481,000
35. Quality Courts Motels	475,000
Motel and hotel service	475,000
36. Kellogg	472,000
Cereals	472,000
37. Retail Clerks International Assn.	464,000
Union promotion	464,000
38. Sinclair Refining	461,000
Dino-Supreme gas and oil	461,000
39. Curtis Publishing	454,000
Ladies Home Journal magazine	222,000
Saturday Evening Post magazine	232,000
40. Union Carbide	438,000
Oil Miser additive	174,000
Prestone antifreeze	264,000

## Radio spending by product categories

Category	Gross Expenditure	Percent of Total
1. Foods	\$13,800,000	19.2%
2. Automotive	10,100,000	14.0
3. Cigars, cigarettes, tobacco	7,500,000	10.4
4. Consumer services	6,300,000	8.8
5. Cosmetics and toiletries	6,200,000	8.6
6. Drugs and proprietaries	6,000,000	8.4
7. Gas and oil	3,700,000	5.2
8. Publications	3,700,000	5.2
9. Soaps, cleansers, detergents and polishes	2,400,000	3.3
10. Confections	2,200,000	3.1

	Estimated Expenditure
41. Newsweek	432,000
Newsweek magazine	432,000
42. American Home Products	414,000
Anacin	165,000
Dristan	122,000
Preparation "H"	127,000
*43. Standard Household Products	403,000
Bon Ami Jet Spray and Dust'n Wax	403,000
44. Pennzoil Co.	399,000
Pennzoil gas, oil and lubricants	399,000
45. Water Specialties	395,000
Miracle White soap and detergent	395,000
46. Mutual of Omaha	377,000
Insurance	377,000
47. Beatrice Foods (LeChoy Div.)	356,000
LaChoy foods	356,000
47. Ocean Spray Cranberries	356,000
Cranberries and juice	356,000
49. Billy Graham Evangelistic Association	355,000
Religious	355,000
49. Nationwide Insurance	355,000
Insurance	355,000
51. Purex	354,000
Ayds reducing candy	185,000
Cuticura	169,000
52. Pharmaco	353,000
Cushion Grip denture adhesive	44,000
Sutton deodorant	309,000
53. Colgate-Palmolive	350,000
Ajax	32,000
Wash'n Dri	89,000
Wildroot	229,000
54. Miller Brewing	341,000
Miller High Life beer	341,000
55. Holiday Inns of America	327,000
Motel and hotel service	327,000
56. Luden's	324,000
Luden's cough drops	324,000
57. Meredith Publishing	323,000
Better Homes & Gardens magazine	323,000
58. Coca-Cola	314,000
Coca-Cola	314,000
59. Continental Casualty	301,000
Insurance	301,000
60. Mobil Oil	299,000
Mobilgas and Mobiloil	299,000
61. Brunswick	282,000
Mercury outboard motors	195,000
Zebco fishing tackle	87,000
62. National Brewing	277,000
Colt 45 malt liquor	277,000
*63. Mac-Fadden-Bartell	267,000
Magazines	267,000
64. Polk-Miller Products	263,000
Sergeant's dog care products	263,000
65. Hastings Manufacturing	256,000
Casite additive	256,000
66. Pet Milk	251,000
Whitman's candy	251,000
67. Savings & Loan Foundation	250,000
Savings and Loan Promotion	250,000
68. Church & Dwight	237,000
Arm & Hammer baking soda	98,000
Arm & Hammer Borax	29,000
Arm & Hammer Sal Soda	110,000
69. American Dairy Assn.	232,000
Fluid milk promotion	232,000
70. Adolph's	228,000
Adolph's meat tenderizer	111,000
Adolph's salt substitute	117,000
71. Helmac Products	225,000
Lint Pic-Up	225,000
72. F&F Laboratories	221,000
F&F cough drops	221,000
73. North American Van Lines	220,000
Transportation	220,000
74. Eastern Products	198,000
Drapery hardware	198,000
75. Florists Telegraph Delivery Association	197,000
Flowers by wire	197,000
75. Richardson-Merrell	197,000

## RAB to woo New York department stores

Leading New York area department stores and other large retailers received invitations last week to attend individual seminars on radio advertising and explore more extensive use of radio to counterbalance the loss of the *World Journal Tribune*. The daily New York newspaper ceased publication on May 5.

Miles David, president of the Radio Advertising Bureau, which issued the invitation in a letter, pointed out that beyond the loss of the newspaper there were positive reasons for escalated use of radio by

retailers. He cited the 12% gain posted by spot radio in 1966 and the record sale of 47 million radio sets at retail last year as evidence of radio's growth with advertisers and consumers.

He emphasized that each radio seminar would be conducted privately for each store, using material pinpointed to each retailer's marketing situation. He asked each store to consider the date, time and location of the seminar and said he would discuss the matter more fully with them this week.

	Estimated Expenditure		Estimated Expenditure
Lavoris	155,000	98. Southland	124,000
Vicks cough remedy	42,000	7-Eleven stores	124,000
77. R. C. Bigelow	196,000	100. Jeffrey Martin	119,000
Constant Comment tea	196,000	Compoz	119,000
78. National Steel	194,000		
Steel cans promotion	194,000		
79. Block Drug	191,000		
Nytol	48,000		
Polident	53,000		
Poli-Grip	42,000		
Tegrin	48,000		
80. Schenley Industries	190,000		
Dubonnet Wine	190,000		
81. Dunn & McCarthy	189,000		
Enna Jettick shoes	189,000		
81. Kerr Glass Mfg.	189,000		
Food preserving jars	189,000		
81. Knox Gelatine	189,000		
Knox Gelatine	189,000		
84. Hartz Mountain Products	188,000		
Flea powder	188,000		
*85. RCA	184,000		
Home entertainment products	184,000		
86. Great American Insurance	173,000		
Insurance	173,000		
87. Morton Manufacturing (Chap Stick Div.)	169,000		
Chap Stick	169,000		
88. Mentholatum	166,000		
Deep Heating rub	80,000		
Mentholatum ointment	86,000		
89. Cooper Tire & Rubber	156,000		
Tires and tubes	156,000		
90. Voice of Prophecy	143,000		
Religious	143,000		
91. Lutheran Laymens League	139,000		
Religious	139,000		
92. Chanel	135,000		
Chanel #5 perfume	135,000		
93. CIBA Corp.	131,000		
Antivy spray	88,000		
Nupercainal sunburn lotion	43,000		
94. Smith, Kline & French (Menley & James Labs)	129,000		
Contact	129,000		
95. CBS Inc.	128,000		
Columbia records	28,000		
CBS-TV program promotion	100,000		
96. Alcan Aluminum	127,000		
Flexalum	127,000		
97. Gillette	125,000		
*Shaving Products	115,000		
Heads-Up hair dressing	2,000		
Right Guard deodorant	2,000		
Paper Mate Div.—pens and pencils	6,000		
98. California Prune Advisory Board	124,000		
Prunes and prune juice	124,000		

Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS and NBC networks. This makes them comparable to data for other media including spot radio, spot TV and network TV.

\*Reports on expenditures are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy. Source: Radio Advertising Bureau Inc.

## MJ&A executives change positions

A broad realignment at the managerial level was announced last week by MacManus, John & Adams Inc., Bloomfield Hills, Mich.

The agency, which now is billing at the rate of \$100 million a year compared with approximately \$40 million 10 years ago, has as its new president and chief operating officer, Charles F. Adams, 39, who has served as executive vice president since 1959. Ernest A. Jones, 51, president for the past 12 years, moves up to chairman of the board and chief executive officer.

MJ&A's new line of command includes Mr. Jones, Mr. Adams, executive vice presidents Robert E. Britton, Donald E. Jones and James A. Walker, and senior vice president Charles H. Felt as members of a policy committee. Mr. Jones is chairman. An administration committee, of which Mr. Adams is chairman, also includes Mr. Jones and has the representation of other senior vice presidents and several vice presidents. Mr. Jones said he will concentrate on policy, client relations and business de-

velopment while Mr. Adams will be responsible for daily operations.

In 1951, Mr. Jones was assigned as a vice president to build up MJ&A's New York office. Within a decade, the office was expanded twice and is now the largest outside of the Bloomfield Hills complex. Next January the New York office will be moved from present quarters at 444 Madison Avenue to five floors in a building now under construction on Madison Avenue. Also announced were promotions of several senior vice presidents to executive vice presidents (see page 10).

## TVAR answers color-study critic

Though Television Advertising Representatives Inc. differs with the critique of its new color-commercials study offered by William G. White of Cunningham & Walsh (BROADCASTING, May 8), the rep firm would be "delighted" to see Mr. White proceed with his own measurement of color-commercial effectiveness, TVAR officials said last week.

The station rep's color study, prepared by Dr. Ernest Dichter and presented in New York earlier this month, points up that color-TV commercials are visually more exciting and more effective than monochrome commercials. Mr. White, C&W's director of media and TV programming, in effect criticized the study as providing no new information and questioned its methodology.

Mr. White, who had found the Dichter study interesting, said it would have been more so when color television was in the "embryonic days" and suggested money spent for the study could have been better invested in industry-wide color research projects. He took issue with Dr. Dichter's method of conducting interviews while alternating the viewing of color and black-and-white commercials in color homes.

TVAR's response, issued by Robert M. Hoffman, vice president, marketing and research, said that other agency comment on the study "has been extremely positive, differing considerably from the comments by Mr. White." He said executives with "well known" or "leading" agencies indicated they welcomed the study and had noted the lack of research current in the field.

Mr. Hoffman said that "while Cunningham & Walsh may have conducted surveys which measure the impact of color vs. black-and-white television, we embarked on the "Psy-Color-Gy" project only because of our inability to locate

any recent published material on this subject."

**Methodology** — He said that Mr. White's criticism of the methodology used must be considered in this light: "The Institute for Motivational Research [Dr. Dichter's firm] conducted depth interviews with nonowners of color sets as well as people from color-TV homes. These interviews indicated that people with only black-and-white sets were equally, if not more, enthusiastic about color television than the color owners themselves."

TVAR, Mr. Hoffman said, considers color TV a "new medium" and hence the rep wished to "measure both its current and potential value to the advertiser. Obviously, until a family owns a color set, the advertiser derives none of the benefits of color TV from that family. Had we based the study on nonowners of color sets, the results would have had little practical value."

Mr. Hoffman said TVAR was "confident that the technique used by Dr. Dichter was correct. Any potential bias created by alternating color and black-and-white commercials was eliminated by splitting the sample and reversing the color factor." He explained that half of the sample saw a reel with the first commercial in color, the second in black-and-white, the third in color, etc., while the other half of the sample saw the same commercials in the same order but starting with a black-and-white commercial followed by color and back to black-and-white in that sequence.

As to industry-wide research, Mr. Hoffman said the Dichter study was but one step in what hopefully would become a continuing program of color-TV research. He said that if Mr. White proceeded with the measurements he recommended, "we feel certain his results would confirm" the Dichter findings.

## Advertising results amend the ratings

The message about ratings last week from a major television advertiser to the Southern California advertising fraternity was clear and persistent. It went something like this: We're not necessarily knocking the Nielsens. It's the only wheel in town and we've got to play with it. But you've got to feel audience reaction, go by your own means of research, rely a lot on personal judgment.

Appearing before the Advertising Club of Los Angeles, Alfred di Scipio, vice president of consumer products for the Singer Co., New York, told about the special kind of numbers game

his company plays. It's predicated on a questionnaire used by the merchandiser's 1,500 retail outlets the day after a Singer-sponsored special has played television. The questionnaire asks Singer customers only two questions: Did you watch television last night (during the time the special was televised)? What show did you watch?

Used initially after *Singer Presents Tony Bennett* was aired on ABC-TV last October, the questionnaire showed the program with a 49.6% share of audience compared with Nielsen's national rating of 22.7% share.

Although, Mr. di Scipio admits that his survey is somewhat slanted, he pointed out that it's based on far more samples than Nielsen's and gives a good indication of the actual pulling power of the Singer programs. The same type of survey was conducted with Singer's *Herb Alpert and the Tijuana Brass*, which played CBS-TV last month.

## Dataphone service speeds PGW orders

Speeding orders on their way and hacking through the dense jungle of paperwork took a forward step last week during a test by Peters, Griffin, Woodward Inc., New York station rep, of a new method of rep-to-station communications.

PGW prepared commercial orders on tape form and through the use of a Dataphone subset, placed a long-distance call via Wide Area Telephone Service lines to WWJ-TV Detroit. Once the connection was made — PGW's TWX (Teletypewriter Exchange Service) operator simply dialed the station's TWX machine—the prepared tape message was transmitted at the rate of 100 words per minute. Time necessary to transmit one order was less than a minute.

Advantages offered by the TWX tie-in with telephone lines are said to be faster service (message information is contained on tapes that clatter through a special device on the TWX machine); around-the-clock operation (an unattended TWX machine at the receiving end prints the incoming orders regardless of the hour), and an elimination of paperwork (under the PGW test, the TWX orders also could serve as contracts).

The Dataphone-TWX service now under test at PGW augments the firm's use of long-distance telephone calls, telegrams, and conventional TWX communication wherein the message is sent over TWX circuits. Six other PGW-represented stations are also expected to participate in the tests.

# LOOK WHAT HAPPENED TO US...



JUNE 8, 1966



NOW



## Even the worst tornado can be conquered!

The picture (above left) was taken the night that the nation's worst tornado funneled a path of destruction a half mile wide and over twenty miles long through Topeka, Kansas.

Topeka didn't take it sitting down. Its people got to work on a rebuilding spree. The result (above right): A new Topeka, rebuilt and booming!

WIBW-Radio kept on its toes, too! The result: The above Distinguished Service Award presented to us by Sigma Delta Chi for public service.

It is in recognition of warning Topekans 21 minutes before havoc struck, and then continuing all-talk coverage for 23 consecutive hours without a break. Without a commercial.

Miraculously, in a disaster that claimed over 100 million dollars in property damage, only 17 persons died.

As the dominant voice on radio and television in Topeka, we are proud of our public service in helping to save thousands of lives.

We are equally proud to have a hand in the rebuilding of a great city—from one of disastrous destruction to an even more thriving market with growth and sales potential already beyond expectations.

We look forward to other awards for future public service.

But no more tornadoes, please.

For complete story call Avery-Knodel or Topeka 913 272-3456.



TV • Radio • FM  
Topeka, Kansas

Broadcast Services of Stauffer Publications

# HOW THE "BIG TUBE" ENHANCES





# COLOR FILM PICTURES



... reproduces TV programs and commercials with snap and sparkle



## "BIG TUBE"

RCA TK-27 Color Film Cameras use a 1½-inch diameter pickup tube in the luminance channel—other film color cameras use a 1-inch diameter tube. This 50% larger tube makes the big difference in the color TV picture.

### A MORE PLEASING PICTURE

A good film program or commercial looks even better with the TK-27. The big tube improves signal-to-noise ratio, and increases resolution. It eliminates more of the disturbing grainy elements. Thus, the picture is more pleasing to look at and, has much more "snap" and sparkle.

### PROTECTS COLOR QUALITY

Advanced, ultra-stable circuits prevent drifting. Electrostatic-focus vidicons maintain uniform focus independent of high voltage variations. "No-ghost" sealed optics avoid problems of secondary reflections. These and other safeguards prevent deterioration of color quality—even over extended periods of time.

### MOST WIDELY USED COLOR FILM CAMERA

Since its introduction in 1964 more of these "New Look" color TV film cameras have been shipped than any other. Choice of top stations throughout the country, it's the only

camera that's all-transistorized, all modularized. The only camera with plug-in camera assemblies.

### AUTOMATICALLY COMPENSATES FOR FILM AND SLIDE VARIATIONS

Automatic sensitivity and white-level controls compensate for film density changes and highlight brightness changes. Also, black levels are automatically held constant to give the ideal contrast range to the reproduced picture.

### IT'S A MATCHED COLOR FILM SYSTEM

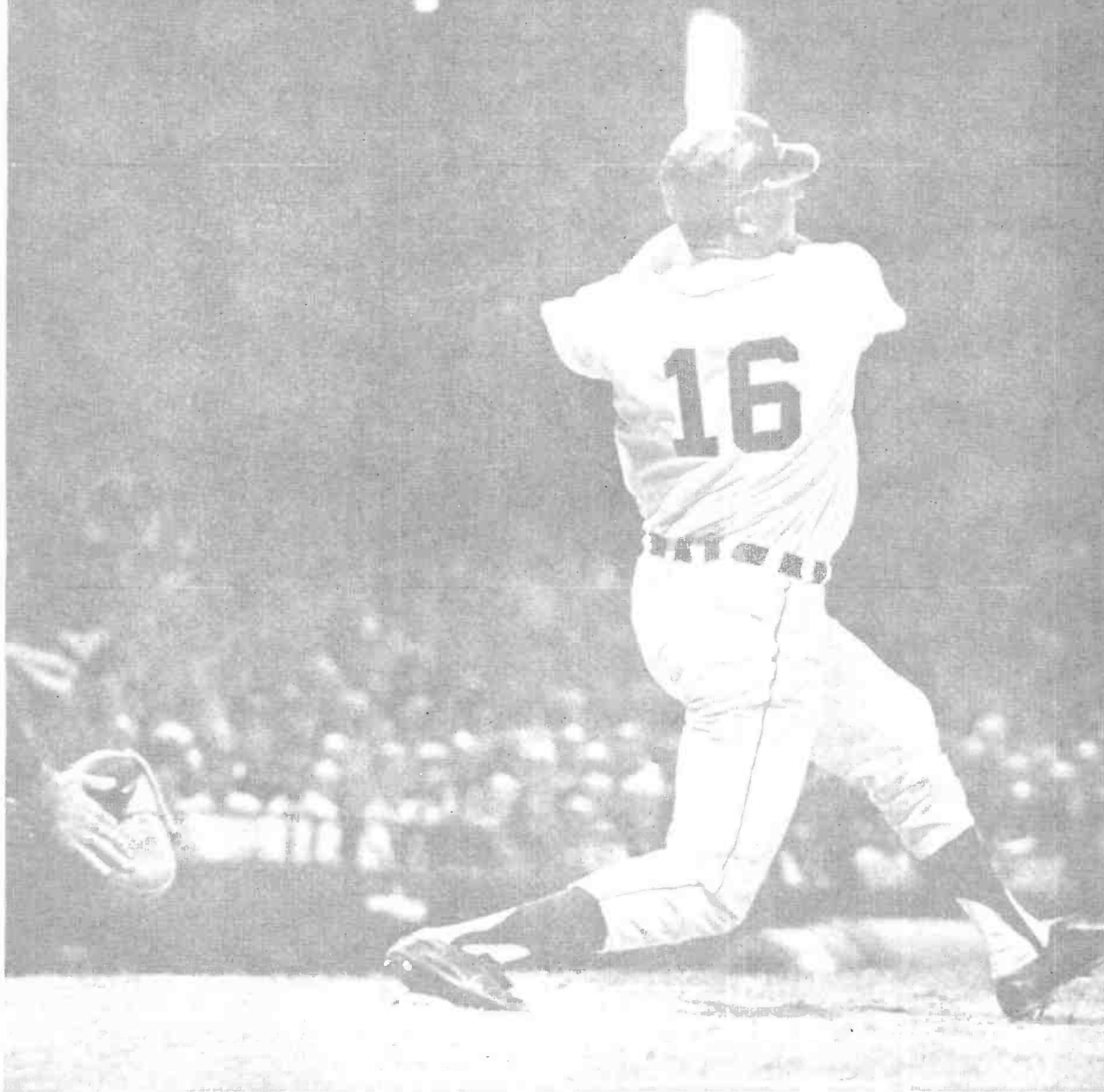
Only RCA makes the complete color film system for broadcasters. Big-tube film camera, film projector, slide projector, and multiplexer are all designed and built by the nation's finest and most experienced team of TV engineers. Matching means a better investment, and finest color pictures.

See your RCA Broadcast Representative for complete details. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.



The Most Trusted Name in Electronics

# “Whatta way to win a ball game!”



WJR was there.

July 15, 1966. Detroit pitcher Earl Wilson in a pinch-hitting role. Two away in the bottom of the 13th. Wilson knocks a three-run homer into the stands to break up the Orioles, the game and most of all the Detroit fans.

Even sportscaster Ernie Harwell had to give a yell. And it takes a lot to shake up this 20-year baseball veteran. He and Ray Lane team up every time the Tigers do. Their descriptions of the game, the players and the

color make WJR's Tiger broadcasts come to life.

Ernie and Ray aren't alone. Bob Reynolds and Paul Carey add to the action with their coverage of the Detroit Lions and Michigan State games.

That's why when timebuyers talk about sports reach in Michigan they talk about WJR. It's the grabber.

Your Henry I. Christal Co. Representative can give you the whole story.

WJR's there with by far the largest audience in Michigan.

**WJR**  
760 KC 50,000 WATTS  
**DETROIT**  
DIVISION OF CAPITAL CITIES  
BROADCASTING CORPORATION

the press of business. That leaves Richard Dudley, WSAU Wausau, Wis., as the only active candidate for the position.

Mr. Armstrong, who has been based in Kansas City, Mo., will be moving later this month to the group's corporate offices in Omaha.

A race is still alive for the vice chairmanship of the radio board between Donald Thurston, WMNB North Adams, Mass., and Daniel Kops, WAVZ New Haven, Conn.

Rumors were flying last week that a race was developing for the chairmanship of the television board, but at week's end it appeared that the only active candidate continued to be the incumbent, Robert W. Ferguson, WTRF-TV Wheeling, W. Va. Seeking a second term as vice chairman is John T. Murphy, Avco Broadcasting Corp., Cincinnati.

### Kaiser picks Tuoti

Kaiser Broadcasting Corp. has named Frank X. Tuoti to head its soon-to-be-established New York office as manager and director of sales development. He is now vice president, sales development and planning, at WPIX Inc., New York.

Richard C. Block, vice president and general manager, Kaiser Broadcasting, will continue to operate from corporate headquarters in Oakland, Calif. Kaiser currently maintains a New York liaison office at 300 Park Avenue.

### Sulzer opens Unicom

Paul Sulzer has formed an all-media reciprocal (barter) company, Universal Communications Inc. (Unicom) with offices at 720 Fifth Avenue, New York. Mr. Sulzer becomes president, leaving a general manager post at RDR Associates Inc., a broadcast reciprocal firm. Fred B. Tarter, former head of his own print reciprocal firm, was named executive vice president.

### Couric outlines bill of rights for radio-TV

Broadcasting provides news that shows less bias than any other medium and it has programs suitable for the home at any time of the day. Yet of all the media, broadcasting is constantly "being lectured by professional critics, amateur do-gooders and semi-pro Cassandras on our responsibilities and how we fail to measure up to them."

The industry, said John Couric, vice president for public relations of the National Association of Broadcasters, is under attack because of all the media "we are the biggest and best."

Speaking to a meeting of the Ken-



PAT SUNDINE  
WOC Women's Director



Why is Pat Sundine's "Phone Forum" the listening post for career gals and homemakers? Because all women in WOC-Land can converse directly with nationally-known authorities. Like Dr. Chapman discussing "The Feminine Mind and Body." Like famous model Candy Jones, author of "Between Us Girls," discussing everything from wines to wolves. Like Louise Rohner discussing "The Divorcee's Handbook."

When your commercial is an integral part of the involvement of Pat Sundine with guest experts and the women in WOC-Land, the combination can mean dynamic sales. To be sure your message is HEARD, take advantage of the personality of Pat Sundine and her "Phone Forum."

WOC RADIO covers all areas of interest and interests all people of the area.



NEWS • SPORTS • FARM



RADIO  
1420

Davenport, Iowa

Serving the Greater Quad-Cities  
Davenport-Bettendorf, Iowa  
Rock Island-Moline-East Moline, Illinois  
and a host of other communities

Exclusive National Representative — Peters, Griffin, Woodward, Inc.

tucky Broadcasters Association in Louisville last week, Mr. Couric charged that broadcasters are members of the public and as such are entitled to public rights without having these rights described as irresponsible activities.

Broadcasters, he said, have the right to make a profit since "a weak and impoverished station cannot possibly perform in the public interest," have the right to free and equal access to news and events, have the right to set voluntary standards without fear of having them turned into "unrealistic, inflexible government regulations," and the right to operate so as to best serve the individual community.

## CATV owner buys into UHF TV station

Entry of a multiple CATV owner into UHF television ownership came one step closer to reality last week when an application was filed with the FCC seeking approval of the purchase of 60% interest in the construction permit for KTXL(TV) Sacramento, Calif. (channel 40), by Community Cablecasting Corp., Pacific Palisades,

Calif. (BROADCASTING, Oct. 17, 1966).

Consideration is \$220,000 for the 60% interest, plus a contribution of \$30,000 to capital surplus. In addition, CCC is committed to lend KTXL \$300,000. CCC also holds an option to acquire an additional 15% later.

KTXL received its permit in 1965. It is presently owned by a group of four, with Jack F. Matranga as president. Mr. Matranga, who will remain in that capacity and own 40%, said last week that the new station will be equipped at a cost of \$1.5 million for full color transmission, to operate from a 1,000-foot antenna midway between Sacramento and Stockton, using 1,000-kw power. The station is scheduled to begin operating in December, Mr. Matranga said, and will be affiliated with the United Network.

**The Competition** - The Sacramento-Stockton market, the 27th in the country, already has three commercial TV stations operating, all VHF: KCRA-TV, on channel 3; KOVR(TV), channel 13, and KXTV(TV), channel 10. Also on the air is noncommercial KVIE(TV), channel 6.

Community Cablecasting, which is headed by Leon Papernow, CATV veteran, owns three operating CATV's, and five under construction, with a total potential of 140,000 subscribers in

Florida, Ohio, Washington and California. Among those under construction are neighborhood systems in Los Angeles and Seattle. It also owns 60% of Garden State Micro Relay Inc., Wildwood, N. J., a microwave relay system on the eastern seaboard.

CCC, which was founded in 1965, reported that for its first fiscal year ended June 30, 1966, it had a net loss of \$75,587. For the eight-month period ended Feb. 28, the corporation reported a net loss of \$36,958.

In its balance sheet dated Feb. 28, CCC showed total assets of \$2,231,953, of which \$652,703 were current assets. Total current liabilities were \$107,102, long term debt, \$1,990,780. The balance sheet showed that as of Feb. 28, the company's TV cable division had a net profit of \$67,419.

CCC is owned 40% by Mr. Papernow, and 60% by Electronics Capital Corp., San Diego, whose president is Charles E. Salik, former principal owner of KFSD-AM-FM-TV (now KOGO-AM-FM-TV) San Diego.

## USIA proposal voted down

The Senate Foreign Relations Committee turned thumbs down on a proposal that the U. S. Information Agency be allowed to make available in this country, on request, copies of materials it produces for distribution in other countries.

The committee approved a compromise that would permit USIA to maintain a file of such materials open for public inspection. The compromise had been opposed by Dr. Frank Stanton, president of CBS Inc. and head of the U. S. Advisory Commission on Education. The advisory commission advocated distribution of USIA's publications to citizens anywhere in the nation, but without promotion and only on an individual basis in response to requests.

## Changing hands . . .

**ANNOUNCED** - The following station sales were reported last week subject to FCC approval:

■ KTXL(TV) Sacramento, Calif.: 60% interest sold in construction permit for channel 40 by Jack F. Matranga and others to Community Cablecasting Corp., Pacific Palisades, Calif., multiple CATV owner, for total consideration of \$250,000 plus loan of \$300,000 (see story above).

■ KCRF Trinidad, Colo.: Sold by E. M. Cooper and associates to Merlyn J. Hedin for \$84,500. Mr. Hedin is associated with KGHL Billings, Mont. KCRF operates fulltime on 1240 kc with 250

## in-depth reporting is a Blackburn specialty

Blackburn gives the would-be TV or radio property buyer or seller the big picture. Present earnings vs. potential. Financing. Responsible contacts. This complete in-depth service has won us high praise from satisfied clients.

## BLACKBURN & Company, Inc.

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

### WASHINGTON, D.C.

Jarvis W. Blackburn  
Jack V. Harvey  
Joseph M. Strick  
RCA Building  
338-0270

### CHICAGO

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

### ATLANTA

Clifford B. Marshall  
Robert B. Marshall  
Mony Building  
1655 Peachtree Rd.  
878-5626

### BEVERLY HILLS

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

w. Broker: Chapman Co.

**APPROVED** ■ *The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 82).*

■ WOTT Watertown, N. Y.: Sold by William E. Sullivan, Earl Crump and the Reverend Roland Renkel to James Graham, Dan Bernheim, Robert W. Robb and Arthur Kress for \$330,000. Buyers own WALY Herkimer, N. Y. WOTT operates daytime on 1410 kc with 5 kw.

## Another delay granted in ABC-ITT case

The FCC has extended for one week the deadlines for filing proposed findings and reply findings in the ABC-International Telephone & Telegraph Corp. merger case. But the date for oral argument remains June 1.

The commission acted on a request by the Department of Justice. The department last week asked that the May 15 deadline for findings be extended until May 26, and the date for reply findings, from May 22 until June 7.

The department, whose petition for reconsideration led the commission to reopen the case in which the FCC had approved the merger, said that because of the length of the record and a limited staff it needed additional time to prepare its findings.

The hearing, which closed April 26 after 12½ days, produced 3,900 pages of testimony and 5,500 exhibits. According to an original commission schedule, the findings were due May 1. But the parties jointly requested, and obtained, a two-week extension.

ABC and ITT opposed the department's request for additional time. They said the department had sufficient manpower to do the necessary work to meet the agreed upon deadline, if it had chosen to do so. The department had five lawyers in the hearing phase of the case. They also noted that the commission has continuously expressed the need for expedition in the case.

The commission, in meeting the department's request part way, said it was considering the desire for expedition, and the official business commitments of the commission, as well as the pleadings.

It's understood the commission held to its June 1 date for oral argument because of a desire to hand down a decision before July. Two of the commissioners—Lee Loevinger and Robert T. Bartley—will be out of Washington during much of that month.

BROADCASTING, May 15, 1967

## All-media telethon aids ravaged Illinois town

Television, radio and newspapers in northern Illinois and southern Wisconsin banded together Friday night (May 12) in a planned 10-to-12-hour telethon for the tornado-stricken town of Belvidere, Ill.

Belvidere, population 11,000, is 10 miles from Rockford, Ill., and it suffered about \$10 million damage from an April 21 tornado that killed 23 and injured several hundred in the town.

To help get the town on its feet, area media set up the all-color telethon, which was to start at 10:30 p.m. and continue until 9 or 10 a.m. Saturday. It was to originate in the studios of WREX-TV Rockford and would also be telecast live by WCEE-TV Freeport-Rockford.

Joe M. Baisch and Earl W. Hickerson, vice presidents and general managers, respectively, of WREX-TV and WCEE-TV, were co-chairmen of the event.

Radio stations as far as the Chicago area were also set to pick up the show live. Stations that were to carry the feed were: WROK-AM-FM Rockford, WLUV(FM) Loves Park, WFRL Freeport, WLBK(FM) DeKalb, WIXN(FM)

Dixon, WOTA-FM Oak Park, WMRO-AM-FM Aurora, all Illinois; WAXO Kenosha, WBEL-AM-FM and WGEZ, both Beloit, all Wisconsin.

In addition a half dozen other stations in the area were promoting the event and accepting calls from contributors in their area. Large space ads promoting the telethon were carried by several area papers.

## NAB requests voice in CATV tariff hearing

The National Association of Broadcasters last week asked the FCC to grant it permission to intervene in a CATV channel-service tariff hearing involving four telephone companies and their subsidiaries.

The commission inquiry into the legality of CATV channel-service tariffs of the Associated Bell System, California Water and Telephone, General Telephone System and United Utilities Inc. was instituted in January (BROADCASTING, Jan. 16).

At issue in the hearing is the applicability of Section 214 of the Communications Act to the carriers who serve CATV's and what action, if any, should be taken for violations of

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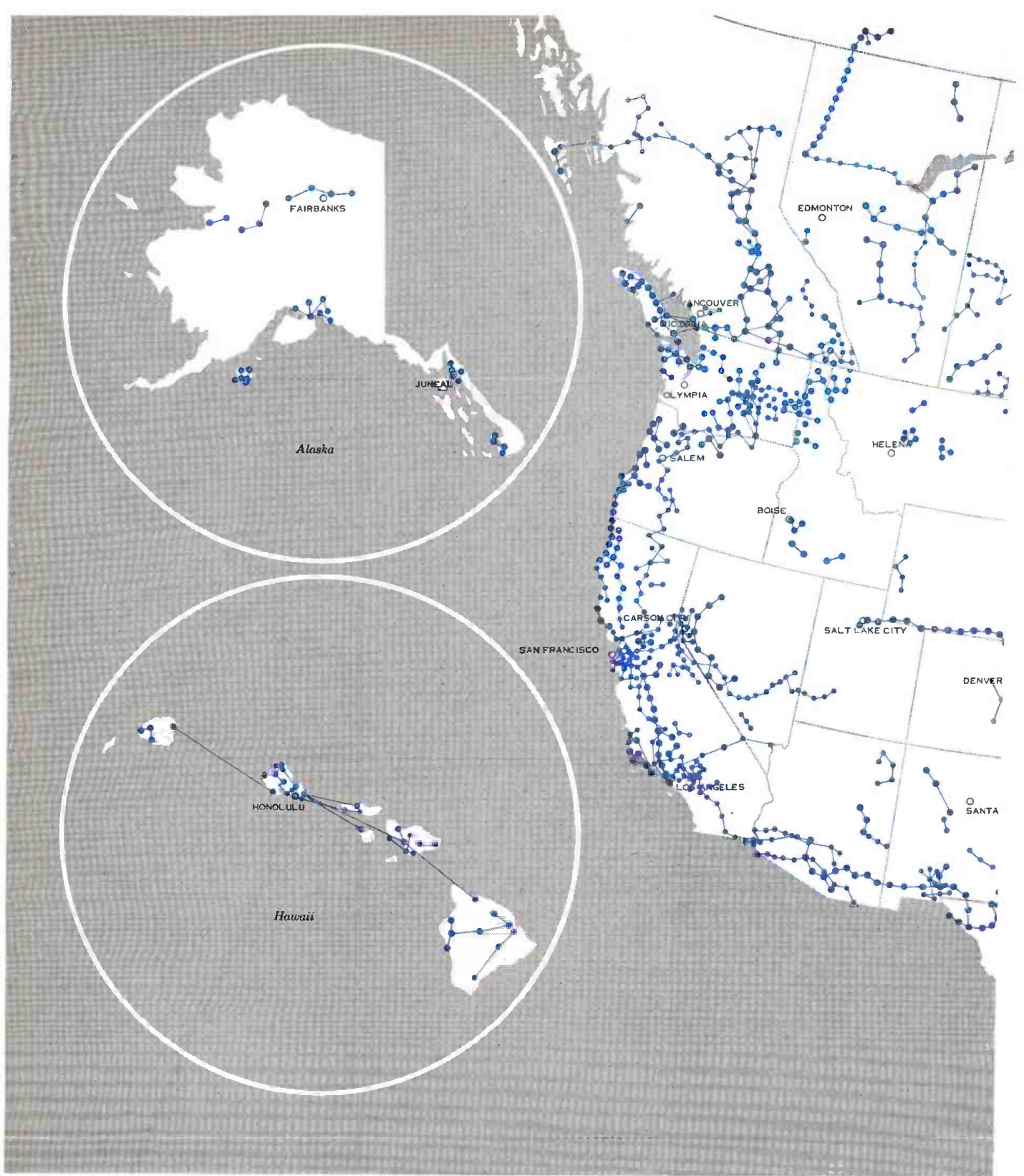
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that provision. Section 214 requires carriers to apply for a certificate of convenience and necessity before building or extending more than 10 miles.

The NAB said the broadcast industry has a "direct, substantial and continuing interest" in the final disposition of the issue because ultimate control over CATV expansion is at stake. The association offered to assist the commission in its deliberations with the research it has undertaken and the information it has obtained as "representative of the broadcast industry throughout the formulation of CATV policy." Since there is no other representative purporting to speak for the entire industry at the hearing, the NAB said it has information that otherwise would not be brought to the commission's attention.

Meanwhile, at a session of oral argument held before FCC Hearing Examiner Charles Fredericks, Storer Broadcasting Co., whose pending petition for intervention predated NAB's, said a determination of Section 214 would vitally affect its Cleveland and Toledo, Ohio, CATV systems. Storer is a multiple CATV owner through its wholly owned Storer Cable TV Inc. Opposition to the Storer request came from the National Community Television Association. NCTA objected that the broadcaster might attempt to broaden the issues of the proceedings—presumably, introducing an economic impact issue. Both the Common Carrier Bureau and the CATV Task Force registered no objections, though the task force recommended that Storer not be allowed to participate orally, but instead be allowed to file findings and conclusions.

### ABC-TV adds primary outlet

ABC-TV said last week KVTV(TV) Sioux City, Iowa, will become its 142d primary affiliate, effective Sept. 1. KVTV, owned by Forward of Iowa Inc. (subsidiary of Forward Communications Corp., Wausau, Wis.), operates with 245 kw visual and 49 kw aural on channel 9. Its general manager is William F. Turner.

KVTV is now a CBS-TV affiliate. CBS as of last Thursday (May 11) had no comment on the ABC affiliation. NBC-TV's affiliate there is KTV(TV).

### KTSB(TV) to join NBC

NBC-TV will add its 207th affiliate, KTSB(TV) Topeka, Kan., effective Sept. 3, the day that new station (channel 27) begins operations. KTSB will have 912 kw visual power and with an antenna 1,050 feet above average terrain. It is owned by Studio Broadcasting System, a division of Highwood Service Inc. Alan B. Bennett is general manager.

## A mellow Nick Johnson

Iowa speech again urges  
for planning ahead but  
has kind words for TV

Maybe it was the sentiment attached to a journey to his home state. Or maybe it was that, after 10 months in office, some of the more combative edges have worn off him. But whatever the reason, it was a relatively mellow FCC Commissioner Nicholas Johnson who addressed the Iowa Association of Broadcasters in Waterloo, on Saturday (May 13).

True, he returned to his theme that the commission is failing to do the forward planning job that he feels desperately needs doing. But he so wove that message around with sentimental reminiscences of his Iowa boyhood and with warm and friendly references to his co-workers at the FCC that he didn't seem angry at anyone. In some of his previous talks, there was no attempt to relieve the harshness of his criticism.

And although he has never been particularly noted for the virulence of his criticism of television and radio programing, he made a point of defending the broadcaster's product. "Of course, there is a lot of drivel, and worse, on radio and television," he said. "But *some* of what is best in America today is also on radio and television—commercial and educational. It is reaching millions. And I have nothing but stupefied pity for the educated man who chooses to close his eyes and ears to it."

**Maintaining 'Balance'** ■ In the course of keeping "in balance" criticism of radio and television, Commissioner Johnson issued an oblique dissent to the remarks of Commissioner Lee Loevinger, who has frequently ridiculed the broadcaster's product while at the same time defending the broadcaster's right to produce what and as he does. (Without naming the author, he repeated in a composite quotation some of Commissioner Loevinger's more pungent quotes—television "is the literature of the illiterate," among them).

"The attitude that programing must inevitably be a sin beyond redemption is doing almost as much to hold back the full development of television as any of the many institutional restraints," Commissioner Johnson said. He warned that "a rich American culture is being lost daily" as a re-

sult of a feeling on the part of museums and libraries—which "save every pamphlet and brochure to come their way"—that audio and video tapes and films are not worth preserving.

But it was what he regards as the commission's lack of planning that concerned him most in Waterloo. The commission, he said, is without a road map to the future, and is "engaged in a variety of broadcasting brinksmanship fully as dangerous to you as to the broader 'public interest' Congress has instructed it to serve."

**Problems** ■ Commissioner Johnson also called on broadcasters to help the commission provide more enlightened regulation. He said many present difficulties result from "the heavy hand of stagnant and senseless regulation,"—among them, the effort to regulate overcommercialization. He feels the effort is so inept as to warrant being dropped. He noted that the commission initially actually tended to depress the standards that the National Association of Broadcasters code was designed to maintain. And although the commission is now following the code, he said, it is "eroding standards once more by waiver and exception, and I gather the code may give up the fight in despair"—(a remark for which surprised NAB code officials could supply no basis). "Given this FCC record, the public interest might be better served if the industry were left to regulate itself."

Among other faults blamed on poor planning: "The UHF system of the 1970's could have been yours in the 1950's. . . We don't even have enough information to know what we are doing to cable television today. . . The interference-ridden, nighttime AM radio band, in which many of you seek your livelihood, stands as a blaring memorial to the thousands of commission decisions which have brought us to our present chaos."

**Fine People** ■ But if he was critical of the FCC as an institution, he spoke kindly of its members. "There are some mighty fine people" in the agency. "Of course, they're not all from Iowa. Some of the best are from Idaho [where Chairman Rosel H. Hyde was born]."

He hadn't given up his right to dissent from their views, however. In a passage in which he took note of disagreements he has had—some of which have been expressed in blistering language—he said that "disagreement is not only inevitable, but indispensable to wise decisions."

He said he has voted with the majority "well over 95% of the time." But, he added, he intends to continue speaking out when he feels it necessary. The country would really be in trouble, he said, if all seven commissioners "were regularly to agree."



# CPB bill leaps to Senate floor

Commerce Committee makes minor change in bill, aims for early passage

Moving promptly after receiving the bill from its subcommittee, the full Senate Commerce Committee last week placed its stamp of approval on the President's bill to enact the first step of the Carnegie Commission's grand design to strengthen the nation's educational television and radio systems. In doing so, the committee cleared the way for Senate floor action on the measure.

The Senate Commerce Committee accepted changes in the administration's bill voted the previous week by the Communications Subcommittee (BROADCASTING, May 8) and made one additional change of its own. In a restrictive clause that would limit the range of activities of the Corp. for Public Broadcasting to be established by the bill to provide programing for noncommercial educational stations and networks, CATV systems were added to the types of facilities that the corporation will not, by law, be authorized to directly own or operate. As written, these had included broadcast stations, program production facilities, networks or interconnection systems.

Communications counsel for the panel expressed hope that the committee report could be finished before the week was out. A favorable Senate vote is expected as soon as the bill can be scheduled for floor action. One goal for final passage of the bill has been given as the end of the fiscal year, June 30, when existing facilities-grant legislation for educational stations is due to expire.

Action by the House has not been scheduled. Last week, House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) said he would wait before holding a hearing on the CPB bill, and that his committee would have to finish work on railroad-strike and health legislation before it could begin its consideration of ETV.

**More Than One** ■ One Senate committee critic of certain aspects of the bill took credit for a change made in the measure during subcommittee consideration. Senator Vance Hartke (D-Ind.), in an address to be delivered to the spring meeting of the Pennsylvania Association of Broadcasters at Buck

Hill Falls, Pa., Monday (May 15), said he was responsible for getting the wording in the bill changed to permit the CPB to aid in the creation of more than one system or network of educational broadcasting.

Senator Hartke warned the Pennsylvania broadcasters "that a single network of noncommercial radio and television stations . . . is more dangerous than any single monopoly of commercial stations would be." This would be because of the "aura of respectability that cloaks the educational or noncommercial stations," he explained.

## Shapp tosses hat back into CATV ring

Milton J. Shapp, dean of the CATV business, is back in the cable field.

Mr. Shapp, who ran \$500 into the \$35-million-a-year Jerrold Corp., Philadelphia, by hitching his star to CATV 19 years ago (and who ran unsuccessfully as the 1966 Democratic nominee for governor of Pennsylvania), is one of a group of three principal stockholders of Citca Corp. Last week, Citca bought the Williamsport (Pa.) Cable Co. from National General Corp., Los Angeles, for almost \$2,250,000.



Mr. Shapp

Associated with Mr. Shapp is Joseph L. Lecce, owner of the second Williamsport CATV system, Citizens Cable Co. and Grit Publishing Co., publisher of *Grit*, a national, small-town oriented, weekly magazine.

The Citca group has merged both Williamsport cable systems into one, with a total of 20,000 subscribers. Both systems are 12-channel installations, bringing Williamsport customers TV programs from stations in Wilkes-Barre, Scranton, Harrisburg, York-Lebanon, Lancaster, Clearfield, Philadelphia, all in Pennsylvania; New York City, Binghamton, N.Y., and Baltimore.

Williamsport Cable Co., started in 1952, was owned by National General Corp. At one time, National General owned seven CATV systems serving more than 30,000 subscribers. With the sale of its Williamsport holding last week, National General went out of the CATV business completely. The Williamsport CATV was its last CATV holding. It has about 12,000 subscribers.

Last September, National General

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WJMD-FM, Washington's quiet FM-stereo station that walked off with Washington's largest weeknight audience?

Well, somebody has! Between 7 pm and midnight, Monday through Friday, WJMD-FM Stereo has more listeners in Metro Washington, D.C. than any of the 30 other stations—*FM or AM!!* (Mediastat, February 1967). Remember that when you're buying this high-income, quality-minded market. Even we can't keep such good news quiet for long!

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## War-crimes trial boots McLendon and Burden

Week before last, Gordon B. McLendon, president of McLendon Stations, and Donald W. Burden, president, Star Stations, had their credentials as correspondents covering Lord Russell's Vietnam "war-crimes trial" torn up and they were expelled.

Back in New York last week, they explained the incident in a news conference in the Helicopter Club of the Pan American building, "We were disgusted by the so-called testimony during the third day of the trials, and rose to leave in the middle of the session," Mr. McLendon said. They were stopped at the door by an official of the proceedings, Dr. Joachim Israel, who requested their credentials.

Thinking the request part of a routine check, they handed them over. Dr. Israel turned and started away with them. Messrs. McLendon and Burden began protesting, still in the hearing room and apparently long and loud enough to attract the attention of several security personnel.

In the "great fuss" that ensued, after another of Mr. Burden's repeated insistences that "we will have

our credentials back," a senior security officer took them from Dr. Israel, tore the credentials in pieces and threw them on the floor. After further protests, the guard had Mr. McLendon and Mr. Burden "thrown out into the street."

Neither was quite sure last week what prompted their expulsion. But Mr. McLendon thought "it probably wasn't" the stories they had filed on the first two days of the hearings. And Mr. McLendon insisted that his offer to Jean-Paul Sartre, a sponsor of the "trials," to "speak my piece if a time came for any testimony by a real American . . ." had nothing to do with it.

He considered it merely "possible" that hearing officials had been disturbed by Mr. Burden's photographing other correspondents before their mid-session departure. Despite what he termed "gigantically exaggerated coverage of the so-called trials by the European press," Mr. McLendon was "sure that no more than 10% of the 200 so-called correspondents in attendance were genuine. You could tell that by their long, feminine-style haircuts and distinctly Bohemian style of dress."



Mr. Burden (l) and Mr. McLendon

sold four other of its CATV systems to General Electric Cablevision Corp. for \$3.5 million. The Beverly-Hills-based company owns a large chain of movie theaters and also has a motion-picture production and packaging arm.

Mr. Shapp is chairman and treasurer of Citca; Mr. Lecce, president. *Grit*

52. (THE MEDIA)

interests are represented on the board of directors by James H. Lamade.

Mr. Shapp said last week that this is the first in a series of acquisitions he intends to make in the CATV field. Associated with Mr. Shapp is Elmer Metz, former manager of community TV operations of the Jerrold Corp.

## CATV change considered

FCC proposed rule would allow carriage of any TV in market if one must be used

The FCC is considering a revision of its CATV rules to meet complaints of UHF stations whose signals CATV systems may not now carry into major markets without commission permission.

The commission, in a notice of rule-making last week, proposed an amendment that would allow CATV systems to carry the signals of other stations in a market if it is required to carry the programming of any one outlet in that market.

The commission said the results of the rules as now written are anomalous. One requires a CATV system to carry the signals of any station putting a grade B contour over the system's community. And another prohibits a CATV in any of the top-100 markets from importing signals beyond their grade B contour. The system must either obtain commission permission in a hearing or obtain a waiver of the rule.

A frequent result is that while VHF stations in a community put a grade B contour over a CATV in a major market and, thus, are entitled to carriage, a competing UHF station finds that its signal falls short.

**At a Disadvantage** ■ Accordingly, the UHF complains that the disadvantage under which it labors in its competition with VHF stations is compounded.

The commission said it believes the proposed amendment would lessen the technological disadvantages that UHF stations face, and place all stations in a given market on a competitive footing. The commission also expressed the belief it would ease the administrative burden involved in considering waiver requests.

The notice also said the commission wants to consider whether the proposed rule should be mandatory or permissive. CATV systems have frequently asked for permission to carry the signals of distant stations. But CATV operators can be expected to oppose a proposal that would require them to carry all of the signals in a market if they carry one.

**Split Vote** ■ The commission split virtually right down the middle on whether or not to issue the proposal for industry comment. Of the five members present, Commissioners Lee Loev-

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The 668 cardioid pattern is symmetrical in every plane with excellent rear cancellation at every program setting. Two independent Continuously Variable-D\* systems provide this uniformity, yet permit high output (-51 dbm) for distant pickup without added equipment or special cables.

Light in weight and small in size, the 668 with integral Acoustifoam™ wind-screen and shock mount minimizes shadow problems while allowing noise-free fast panning, indoors and out. Its 1 lb., 11 oz. weight eliminates "fishpole fatigue" and counterbalancing problems.

The 668 is guaranteed **UNCONDITIONALLY** against malfunction of any kind—even if caused by accident or abuse—for two years. And, like all E-V Professional microphones, it's guaranteed for life against failure of materials or workmanship.

The E-V 668 is the result of a three year intensive field testing program in movie and TV studios from coast to coast. It has proved itself superior to every other boom microphone available. Find out why with a no cost, no obligation trial in your studio. Call your E-V Professional microphone distributor today, or write us direct for complete specifications.

NEW! MODEL 667 identical to Model 668 except sharp cutoff filters and HF-rolloff eliminated. List price: Model 667, \$345.00; Model 668, \$495.00 (less normal trade discounts).

Patent No. 3115207 covers the exclusive E-V Continuously Variable-D design.

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inger and Robert E. Lee voted for the notice, while Chairman Rosel H. Hyde and Commissioner Kenneth A. Cox voted against it. Commissioner Robert T. Bartley concurred in part and dissented in part.

Commissioner Cox in a separate statement said the proposal runs counter to the purpose of the CATV rules. The rules, he said, were not designed to equalize competition in the distant market but to prevent unfair competition in the market into which signals are imported.

Commissioner Bartley repeated his view that the commission lacks authority to regulate CATV systems. He feels, however, that the proposal is desirable in that it represents a loosening of the CATV rules.

## FCC moves to solidify its CATV jurisdiction

The FCC, obviously shaken by an appeals court decision that appears to cast doubt on its authority to regulate CATV systems, took the first step last week in seeking Supreme Court review of the case.

The commission instructed its gen-

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eral counsel's office to ask the U. S. Solicitor General to petition the high court for review. There was no certainty last week, however, that the Solicitor General would agree to take the case.

At issue is the decision of the U. S. Court of Appeals for the Ninth Circuit in a case involving six CATV systems in the San Diego area—Mission Cable TV Inc., Pacific Video Cable Co. and Southwestern Cable Co.

The commission on July 25, 1966, had ordered a hearing on whether limits should be placed on the six systems' importation of signals from Los Angeles. The commission acted on the petition of KFMB-FM San Diego, which said the CATV service would adversely affect the economic strength of local stations.

The commission also imposed limited restrictions on the CATV's ability to expand its service pending the outcome of the hearing. And it was that order that the court overturned (BROADCASTING, May 8), asserting the commission lacked the authority to issue such stop orders.

Although the decision was directed at an interim order, commission attorneys feel that the language was so broad as to cast doubt on the validity of the commission's March 8, 1966, order asserting jurisdiction over all CATV systems.

**Decision Anticipated** — Several other cases are in court in which the question of the commission's jurisdiction is at issue. And a decision in one, brought by Buckeye Cablevision Inc., of Toledo, Ohio, is expected shortly.

As a result, the solicitor general may decide to wait the outcome of that case before acting on the commission's proposal to appeal the San Diego decision. If the court in the Buckeye case—the appeals court in Washington—supports the commission's assertion of jurisdiction, the Supreme Court would be called on to resolve an apparent conflict between the decisions of two circuit courts.

In another development last week, the CATV systems in the San Diego case asked the commission to deny KFMB-TV's petition and to terminate the proceeding. They said that the court's decision "makes it clear . . . that the commission is without power or authority to impose any restriction or limitation," on them as a result of the hearing.

They also said that, if further judicial review is to be sought—either in the form of a rehearing before the appeals court or of a request for Supreme Court review—the commission should stay further proceedings in the hearing.

Oral argument was held in the case on May 4, and proposed findings are due June 6.



## Repeat call for Hyde

Thirteen-and-a-half years ago Rosel H. Hyde, then chairman of the FCC, was on hand at the White House as the nation's 50-millionth telephone was installed. Last Thursday (May 11), Mr. Hyde, in his second tour as chairman of the FCC, was on hand at the White House as the nation's 100-millionth telephone was hooked up. Shown in the picture taken on Nov. 18, 1953, are President Dwight Eisenhower, Chairman Hyde and C. L. Doherty, of the National Association of Railroad and Utilities Commissioners (l-r), and Cleo Craig, then president of AT&T (foreground). During the ceremony commemorating the installation of the 100-millionth telephone, in the White House cabinet room, President Johnson used the instrument to call a number of governors around the country, including those in Idaho (Chairman Hyde's home state) and Hawaii.

## FCC grants WEKY extraordinary relief

The FCC, in an act of charity, has terminated the license-revocation proceeding against WEKY Richmond, Ky., and permitted its owner to dispose of his broadcast interests.

The Commission on May 5 granted WEKY's petition for extraordinary relief because of the illness of owner J. Francke Fox Jr. Doctor's reports say

## Airlines may be bigger than autos on TV by '72

United Air Lines, which spends substantial portions of its estimated \$12 million budget in broadcasting, told its "friendly skies" marketing story last week to the Broadcast Advertising Club of Chicago. But the hottest news may be in what wasn't told.

United's advertising vice president, Frederick W. Heckel III, predicted that his firm's broadcast budget by 1972 could well exceed that of Chevrolet. In fact the airlines collectively could be spending more than all of Detroit's automakers in radio-TV by then if the present growth rate continues, he said.

United's passenger advertising is placed by Leo Burnett Co., and freight business advertising is handled by Clinton E. Frank Inc., both Chicago.

## 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.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Stuckey's Inc., Eastman, Ga. (retail outlets); three 60's for radio, jingle. Charles Barclay, production manager. Agency: Kirkland, White & Schell Inc., Atlanta. J. A. Kirkland, account executive.

Commercial Videotape Division, WXYZ-TV, 20777 West Ten, Southfield, Mich.

Michigan Bell Telephone Co., Detroit (services); one 60 for TV, on tape, color. Ralph Dawson, production manager. Agency: N. W. Ayer & Son, Detroit. Gerry Glissmeyer, agency producer. Approximate cost: \$4,000.

Awrey Bakery, Detroit (bread); three 20's for TV, on tape, color. Ralph Dawson, production manager. Agency: Behr, Otto, Abbs & Austin, Detroit. Rud Otto, agency producer. Approximate cost: \$4,000.

Elektra Films, 33 West 46th Street, New York.

C. Schmidt & Sons, Philadelphia (Schmidt's beer); three 60's, three 20's for TV, live on film, color. Agency: Ted Bates & Co., New York. Al Bouchard, account executive. Herb Miller, agency producer. Approximate cost: \$65,000.

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

Peter Paul Inc., Naugatuck, Conn. (Caravelle candy bars); two 60's for TV, live on film, color. Max Katz, director. Agency: Dancer-Fitzgerald-Sample, New York. Leo Stuchkus, agency producer.

Whitman Chocolates, Bala Cynwyd, Pa. (candy);

two 60's for TV, live on film, color. Chris Ishii, director. Agency: Gardner Advertising, New York. Stu Eichelbaum, agency producer.

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

Roos/Atkins Inc., San Francisco (clothing); two 60's for radio, music. Hugh Heller, production manager. Agency: Post-Keyes-Gardner, San Francisco. Bernie Lee, agency producer.

Jack in the Box, Los Angeles (restaurant); one 60 for radio, music. Hugh Heller, production manager. Agency: Doyle Dane Bernbach, Los Angeles. Pete Huber, agency producer.

Logos Teleproductions, 3620 South 27th Street, Arlington, Va. 22206.

Glamorene Products Corp., Clifton, N. J. (carpet cleaner); three 60's for TV, on tape. Lenny Levin, director. Agency: Daniel & Charles Inc., New York. Tony Newman, account executive.

## New York's Spanish UHF triples sales in a year

Revenues at WNJU-TV Newark-Linden, N. J., in its second year of operation increased by 300% over its first year to slightly more than \$1 million, Edwin Cooperstein, president of the station, reported last week.

WNJU-TV, a Spanish-oriented UHF serving the New York metropolitan area, went on the air May 16, 1965. Mr. Cooperstein reported that the station should be "in the black" by the end of 1967 when its billing should attain the \$1.2 million mark.

As a result of the station's growth and expansion plans, Mr. Cooperstein announced last week that Herbert T. Green, who has been station vice president and sales manager since 1965, has been advanced to executive vice president, and Arthur Gordon, assistant sales manager since last February, has been promoted to vice president and sales manager.

In its expansion moves, the station will relocate its sales offices in New York to larger quarters this summer and make additions to the staff; will engage in full color broadcasting by October, and will offer several of its station-produced Spanish-language programs for syndication.



Mr. Gordon

Mr. Green

## Smoot sues sponsor for breach of contract

Dan Smoot, a conservative-oriented radio-TV commentator, has filed suit in Los Angeles superior court against Lewis Food Co. over an alleged breach of a broadcast-advertising contract. Mr. Smoot contends that the pet-food company canceled a contract with him to sponsor weekly programs on 50 radio and 36 television stations. The cancellations came, the suit claims, four months after D. B. Lewis, Lewis Food's president, died last August. Supposedly the contract was to Dec. 14, 1967.

In his will, Mr. Lewis bequeathed Mr. Smoot \$1 million "to further his work in publishing and broadcasting." Another \$1 million was left to the John Birch Society. Mrs. Yolanda Lewis, widow of D. B. Lewis, is challenging the will claiming that her husband was under "undue influence exercised by Dan Smoot and the John Birch Society."

## Also in advertising . . .

**Golf** ■ ABC-TV will present the U. S. Open Golf Championship on June 17 and June 18 at 1:00 p.m. Sponsors are: Fedders Corp., Maspeth, through Norman, Craig & Kummel Inc., both New York; Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York; Institute of Life Insurance, through J. Walter Thompson, both New York; Alcoa, through Ketchum, MacLeod & Grove Inc., both Pittsburgh; A. G. Spaulding & Bros. Inc., Chicopee, Mass., through Helitzer, Waring & Wayne Inc., New York; Hertz Corp., through Carl Ally Inc., both New York, and Lincoln-Mercury Division, Ford Motor Co., Dearborn, Mich., through Kenyon & Eckhardt Inc., New York.

**Supermarket Study** ■ A study prepared by Edward Petry & Co. on the influences spot TV exerts on supermarket shoppers will be released at the Super Market Institute convention in Cleveland, June 4-7. The study will be available at the Petry hospitality suite.

## Rep appointments . . .

■ Starr Broadcasting Group (KUDL and KCJC-FM, both Kansas City, KOWH-AM-FM Omaha and KISD Sioux Falls, S. D.): Bernard Howard and Co., New York.

■ KCEE Tucson, Ariz.: Avery-Knodel Inc., New York.

■ WEMP Milwaukee: Metro Radio Sales, New York.

■ WEXL Royal Oak, Mich.: Venard, Torbet & McConnell, New York.

# One-horse derby at NAB

Two drop out of contention for joint-board chairmanship, leaving only Cobb in the running

The race for joint-board chairmanship of the National Association of Broadcasters turned into a one-man jaunt—at least temporarily—last week, when two of the contenders dropped out.

Dwight Martin, WDSU-TV New Orleans, and Rex Howell, XYZ Television Inc., Grand Junction, Colo., announced their withdrawal after receiving a ruling by the Broadcast Music Inc. counsel that possible conflict of interest would develop if either man was elected NAB chairman and continued to retain his seat on the BMI board.

That left Grover Cobb, KVGB Great Bend, Kan., radio board chairman, and the only announced candidate, as the sole contender. Joseph Baudino, Westinghouse Broadcasting Co., Washington, chairman of the selection committee, said, however, that nominations would be kept open until the committee's June 23 meeting. He said "several other names" had been discussed by the committee at its earlier meetings and presumably they would be reconsidered.

The committee, at its April 28 meeting in Chicago, could not decide on one candidate and the meeting broke up with divided support for Messrs. Cobb, Howell and Martin (BROADCASTING, May 1).

Members of the committee at that time said they expected at the June 23 meeting to go over the names again and probably recommend "at least those three and maybe more" to the 44-member board at its June 26-30 meeting in Williamsburg, Va.

If that were the case, one board member said last week, "we could possibly go a dozen ballots before picking a chairman." It takes three-fourths of the board to elect a chairman.

**End its Life** ■ Another item brought up at that committee meeting was a suggestion that the committee dissolve itself. That was dropped on the ground that the committee was created by the NAB board and the board was the only body that could take it out of existence. The board may be asked to do just that at next month's meeting.

The selection committee was originally created following the January 1966 meeting when the board established a fulltime chairman's job that would pay \$50,000 a year. The first paid chairman

was John F. Dille Jr., who took over the reins in mid-1966.

However, by the January 1967 meeting he suggested—and the board unhesitatingly adopted—a new concept that would eliminate a paid full-time chairman and make the post a part-time one calling for payment of expenses only. Under the present concept, to which Mr. Dille was elected to a second term last year, the chairman need spend only about one-fourth of his time at the Washington headquarters.

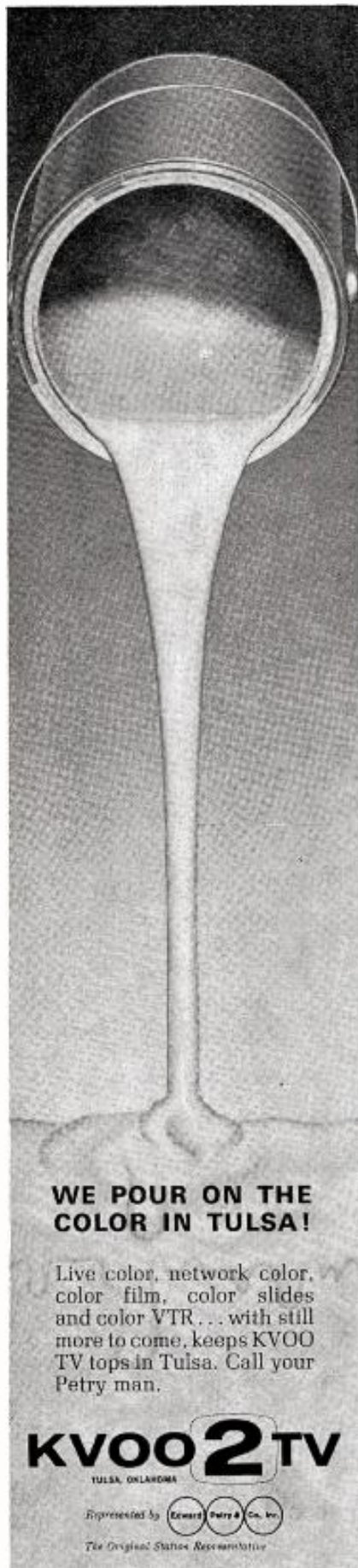
**Lesser Role** ■ At the same time that the chairman's role was diminished, the board—again on Mr. Dille's recommendation—strengthened the hand of the executive committee so that it could make board decisions and set NAB policy between the semiannual board meetings. The committee was also enlarged from five men (joint board chairman, and chairman and vice chairman of both the radio and TV boards) to seven men (adding the NAB president and the immediate past joint-board chairman).

Since the function of the selection committee was to pick a man—whether a board member or not—to fill the \$50,000 seat, and since that post no longer exists, the question has been raised of whether there is still a need for the selection committee.

The radio board race for chairman also got a bit clearer last week with the announcement of George W. (Bud) Armstrong, Storz Stations, Omaha, that he was withdrawing because of

## TVB: summer viewing up

Television Bureau of Advertising issued a special report last week indicating that the summer season, regarded as a slack period for TV, is perking up in terms of both viewership and sponsorship activity. The report showed that TV national advertising investment in June, July and August of 1966 increased by more than 60 million in 1966 over 1965, while viewership jumped by more than 11.2% to an average 4 hours and 37 minutes a day in 1966 over 1959.



**WE POUR ON THE COLOR IN TULSA!**

Live color, network color, color film, color slides and color VTR... with still more to come, keeps KVOO TV tops in Tulsa. Call your Petry man.

**KVOO 2 TV**  
TULSA, OKLAHOMA

Represented by **Edward Petry & Co., Inc.**  
The Original Station Representative

he lacks the mental and physical capacity to defend himself in a hearing and add that the strain of an evidentiary hearing could worsen his condition.

The revocation hearing had been ordered on several issues, including a question as to whether an unauthorized transfer of control had occurred.

Under terms of the extraordinary relief granted, Mr. Fox will retire from broadcasting. He will sell WEKY to members of two Kentucky families for \$200,000, a price that the commission says will not provide him with a profit. And he will place in an irrevocable trust for the benefit of his wife, Mary, his 85% interest in WHLN Harlan, Ky., his only other broadcast interest.

## NBC-TV increases equipment donations

NBC has contributed 14 monochrome TV cameras, associated equipment and five monochrome film chains to educational institutions, most of which are in or near markets served by the five NBC-owned-and-operated television stations. Recipients of the equipment and specific details of the donations have not yet been revealed.

Latest contribution—representing a purchase value of about \$300,000—brings to \$2.3 million the amount of NBC donations in cash, equipment and program material to educational television and institutions over the last 10 years.

Two of the black-and-white cameras and a film chain were presented to Yale University, New Haven, Conn. The grant was made on a proposal for an ETV facility at Yale by Scott H. Robb, Yale '66, a former president of the Ivy Network Corp., and son of Arch Robb, director of special programs, NBC-TV.

## Media reports . . .

**WIGL creditors** ■ A meeting of creditors of 500-w daytimer WIGL Superior, Wis., (on 970 kc) now silent, has been called for May 15 in that city by William H. Frawley, referee in bankruptcy. Station, which is in hands of receiver, is being sold to C&H Radio Co. but must go through an FCC hearing.

**WMCA to NC&K** ■ WMCA New York has appointed Merchandising Programs Inc. (subsidiary of Norman, Craig & Kummel), New York, as its advertising agency.

**In the mails** ■ "Something of Value," a booklet featuring excerpts that describe how government, religious, educational

and broadcasting leaders view the National Association of Broadcasters' radio and television codes is being sent to 20,000 opinion leaders in all fields. The views are taken from taped interviews which were originally presented at the 1966 NAB regional meeting.

**KOGO's new addition** ■ A 3,200 square foot addition to KOGO-AM-FM-TV San Diego will be built this summer to contain the entire new operation of the stations. The one-story addition will include a reception-waiting area, a reporter-office pool area and offices for the news director, editorial director and sports director. An enlarged studio, for use in filming interviews—with special lighting for color—will be included in the new facility.

## NAB requests flexible FM testing periods

The National Association of Broadcasters has petitioned the FCC to modify its rules to provide more flexibility during the authorized experimental period for the testing and maintenance of FM facilities.

The NAB seeks to change the present

1 a.m.-6 p.m. time period to 12 midnight-6 a.m. as well as authorize FM's, upon informal application to the commission, to test during other hours. The association said the present rule works an unnecessary hardship on station personnel since many FM facilities operate on limited schedules and conclude broadcast activities before the 1 a.m. test period.

The NAB also cited the increased complexity of FM transmissions involving SCA and stereo broadcasting that require precise adjustment of both receiver and antenna system. These adjustments, the NAB said, are frequently made by the home listener or by service personnel during daylight or early evening hours; therefore, provisions should be made to accommodate these new FM broadcast requirements.

The association said that since FM allocations are based on the "same fundamental philosophy" that dictates TV allocations and the FCC presently does not restrict in any way TV's technical experiments to improve station operation, FM's should be authorized comparable test privileges.

The NAB petition is an outgrowth of a question on the FM test period raised during the association's State President's Conference held in Washington in early March.



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## Alchemy at ABC: B&W film into color

### ABTO COLOR PROCESS TO BE DEVELOPED FOR TV NEWS

A new process that creates full-color images from black-and-white film was demonstrated for the first time last week at ABC-TV studios in New York.

Slides prepared by a process developed by Technical Operations Inc., Burlington, Mass., were compared with conventional color slides on color monitors in the ABC studios. Color quality of images from the black and white slides was described as "good" by witnesses of the demonstration.

Commercial possibilities of the new process will be explored by ABTO Inc., a new company to be formed and owned equally by ABC Inc., and Technical Operations (BROADCASTING, May 8). Frank L. Marx, an ABC Inc. vice president, will serve as president of ABTO. ABC officials said the new firm would be incorporated as soon as the process became marketable.

Although only slides were demonstrated, ABTO representatives said development is proceeding on black-and-white motion-picture film possessing the same characteristics as the slide film. Mr. Marx said initial development efforts are being concentrated on television because the system is expected to be faster, less expensive, and more flexible than present color-film methods. He said the new process will offer film speeds and resolutions approaching those now possible with black-and-white film, and will use equipment that many television stations already have.

"We're particularly interested in the news-gathering aspects of television be-

cause we believe our process will make it economically and technically possible for networks and local stations to increase and improve color news coverage," Mr. Marx told the audience.

**Comparison Test** - During the demonstration ABTO black-and-white slides were randomly compared to conventional color slides prepared by the Society of Motion Picture and Television Engineers that are used to regulate and test color television equipment. All slides were 35 mm size. The ABTO black-and-white slides were actually "second generation," since they were rephotographed from the standard SMPTE slides, transferring the color "information" to the black-and-white film developed by ABTO. Color information from the photographic subject is "stored" on the black-and-white film in the form of three images in perfect registration. The special film is processed in standard black-and-white developers.

In addition to the film, all that is needed to project color pictures either via a film chain or motion-picture projector is a commercially available light source and an extra optical element in the projector's lens. Mr. Marx said he was "not at liberty" to disclose the details of the process other than to say that the negative film used in the process was "not reticular" and "not a multilayer film."

Mr. Marx indicated that once the process is commercially feasible, ABTO would offer modification packages for

standard broadcast equipment that would enable present film chains to handle standard black-and-white film, conventional color film and ABTO film. He pointed out that the process was still under development and that no final specifications or economics for either film or modification kits have been decided upon.

## Sarnoff sees satellite person-to-person TV

Brigadier General David Sarnoff, board chairman of RCA, predicted last week that ocean-spanning satellites in the future may lead to the development of person-to-person television communication.

He touched upon this development in the latest issue of *The Exchange*, official publication of the New York Stock Exchange. General Sarnoff said expansion of satellite communications could lead to the incorporation of TV as well as sound in a two-way pocket device, equipped with a decoding circuit responsive to one code out of several million possible arrangements of pulses transmitted from similar units elsewhere in the world.

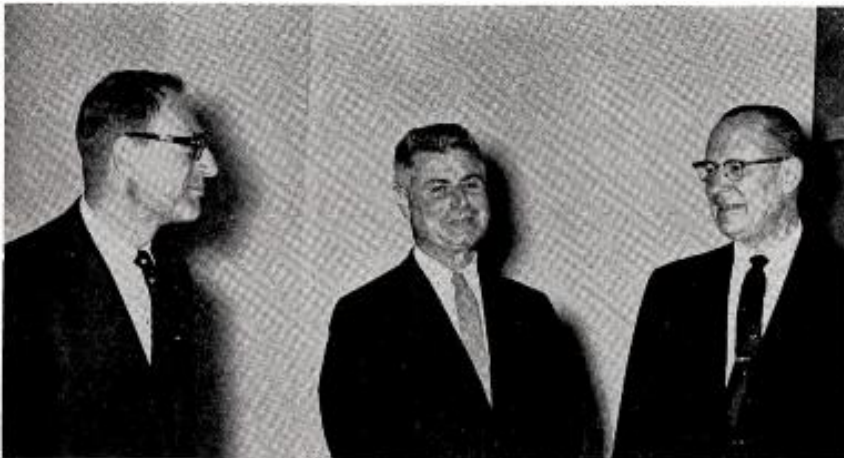
In advance of this person-to-person TV, General Sarnoff envisioned the evolution of satellite communications in three phases over the next decade or two. The first would be through satellites linking continents; the second, linking cities with cities, and the third, broadcasting directly to the home.

## TV use brings need for second Pacific satellite

A second communications satellite for the Pacific is seen some time this fall, pending approval by the 58-nation international consortium scheduled to meet in Tokyo Thursday (May 18).

The news of a second synchronous satellite for Pacific traffic was made known last week by Joseph V. Charyk, president of the Communications Satellite Corp., at the company's stockholders meeting in Washington.

One of the reasons for the need for a second Pacific satellite, Mr. Charyk said, is that the present synchronous Canary Bird, launched last January, must be pre-empted in part for TV service. Increased telephone and message traffic to the Far East, due to the Vietnam War, is also foreseen. Earth stations are now operating in Japan, the Philippines and Thailand, with a fourth land installation under construction in Hong Kong. Both the Philip-

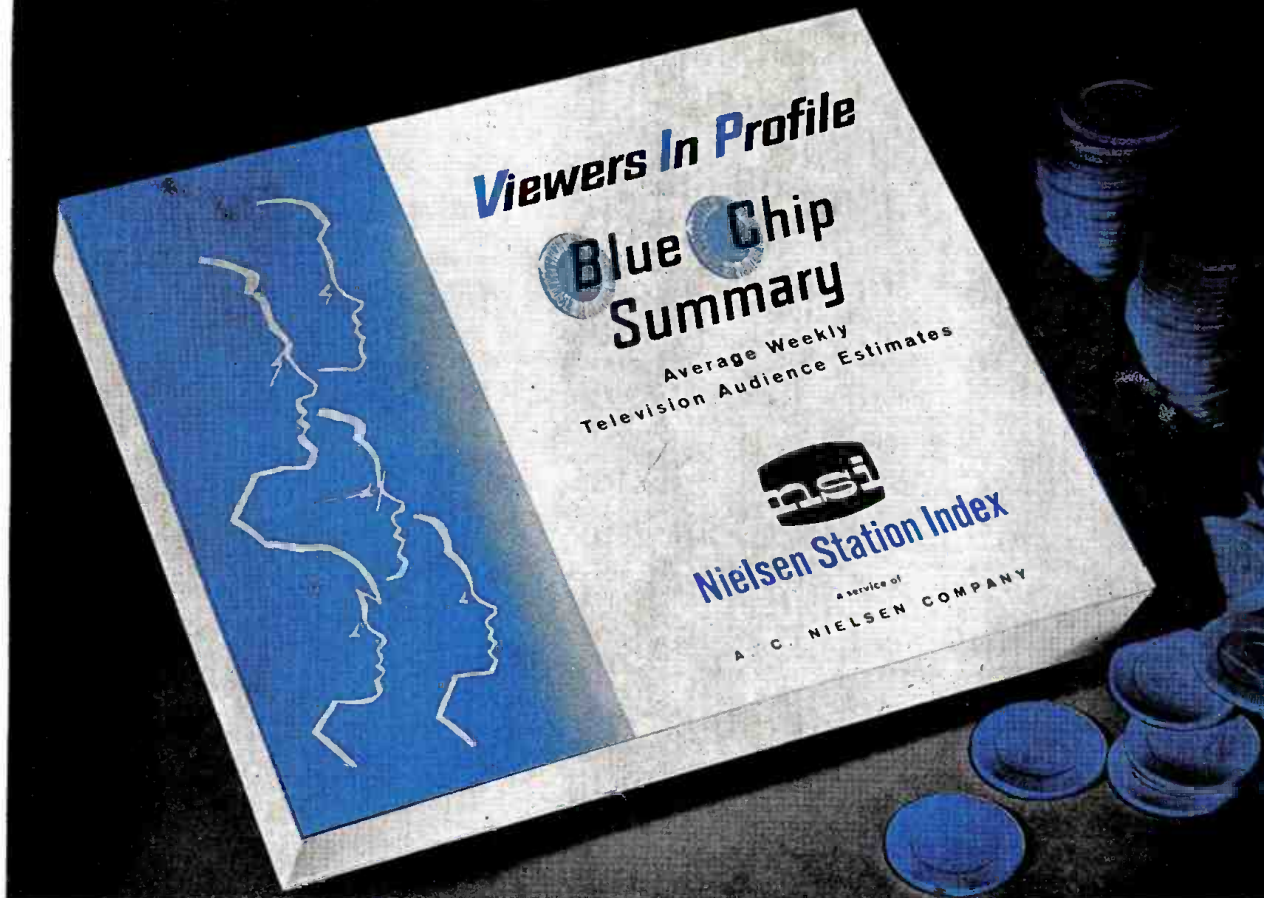


At a news conference showing the ABTO color process are (l-r) Dr. M. G. Schoor, president, and Dr. F. C. Hen-

riques, chairman of the board, Technical Operations Inc., and Frank L. Marx, vice president, ABC Inc.



# for quick, easy reference



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- maps of NSI (and/or Metro) Areas for 200+ TV markets
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## Nielsen Station Index

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SAN FRANCISCO (94104) • 68 Post St. • YUKON 6-6437

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pine and Thailand stations are being upgraded with larger antenna facilities. Other earth stations that are due to become operative this year are Spain and Panama.

Mr. Charyk also told Comsat stockholders that the next generation of communications satellites will have wider bandwidths and increased effective radiated power through the use of high-gain, despun antennas. Present plans call for these Intelsat III series of satellites to be launched in mid-1968. A satellite over the Indian Ocean, opening communications space links among Europe, Asia, Australia and New Zealand, is on the schedule.

In other subjects taken up at the Comsat stockholders meeting:

- Mr. Charyk repeated Comsat's proposal to undertake a domestic satellite pilot program in advance of the FCC's decision on whether and how a domestic satellite system should be inaugurated (BROADCASTING, April 3).

- James McCormack, chairman of Comsat, told stockholders that the company was considering asking Congress to revise the composition of Comsat's board in light of the recent sale of 235,000 shares of series II stock by International Telephone & Telegraph Co. (BROADCASTING, May 8). This transaction brings the carriers' total share just above 45% of the company's ownership, he said. The carriers are entitled to six members of the 15-man board, and to own up to 50% of the company.

## ATR answers the critics of its microwave system

American Television Relay last week leveled a charge of its own against critics of its proposed 1,610-mile point-to-point microwave relay system serving CATV's. The company said complaining broadcasters were attempting to disrupt, delay and obstruct the FCC's processing of its applications by embroiling commission consideration of the requests with other unrelated and unconnected applications.

ATR has proposed to relay the signals of four Los Angeles independent TV stations to CATV systems in Texas and has presently before the FCC 139 applications seeking construction permits for facilities along its planned route. Major broadcast opposition to the system has come from the National Association of Broadcasters; Grayson Enterprises Inc., KWAB-TV Big Spring, Tex.; Kelly Broadcasting Co., KCRA-TV Sacramento, Calif.; Argus Broadcasting Co., WLTW(TV) Bowling Green, Ky.; and Taft Broadcasting Co., group owner.

ATR's charges came in a petition to dismiss the broadcasters' requests for consolidation of all the applications for

full evidentiary hearing. The company said that since none of the broadcasters placed a signal over the areas it proposed to service, their interests could not possibly be affected by the granting of the applications. Further, the company replied to complaints that it was not financially qualified to construct its system.

ATR noted the FCC had found it qualified two years ago to construct point-to-point microwave radio facilities in California, Arizona and New Mexico; the company maintained it had the resources to construct the facilities for 22 Texas-based stations currently pending before the commission. However, ATR said no useful purpose would be served if it were required to demonstrate that it has liquid assets for all future construction plans because these applications will not come up for FCC action for at least two years.

## Laser-powered color TV to cost \$100,000

A laser-powered color TV system has been developed by Texas Instruments Inc., Dallas, and is being studied by the U. S. Air Force for possible use in military applications. It's not for the home receiver for years yet, according to Charles E. Baker, Texas Instruments director of optoelectronics systems, who added: "Almost any kind of laser display is going to cost more than \$100,000 for some time to come."

The experimental system produces a 30x40-inch picture using neon helium laser for red and an argon laser to produce blue and green. Because lasers operate without a vacuum, their colors are "spectrally pure," Mr. Baker said. He added that the only limit to screen size is the power of the laser. A 100w laser, already in use, could produce enough brightness for a 50x50 foot picture, he noted.

Immediate use of the laser color TV will be large-screen displays for air traffic control or satellite tracking, he said.

## McMartin backs Belar in FM monitor delay

A large electronic manufacturing company has extended a helping hand halfway to a smaller competitor. The offer from McMartin Industries, Omaha, came in response to a request from Belar Electronics Laboratory, Upper Darby, Pa., for a 90-day postponement of the June 1 effective date of an FCC order requiring all stereo FM stations to have a type-approved modulation

monitor (BROADCASTING, April 24).

Belar said it has a monitor under consideration at the FCC laboratory and a sideband monitor almost ready for submission, but certain features of the equipment resulted in a delay in getting type approvals. Unless postponement is effected, Belar argued the company would suffer serious economic damage.

McMartin, which is one of two companies with type-approved monitors on the market (Collins Radio, Dallas, is the other), claimed the postponement would be unfair to the many broadcasters having invested funds to comply with the FCC order. Instead, McMartin proposed the FCC should postpone for three months the effective date of its order, but require each stereo FM to place its order by June 1 for a monitor type-approved by that date. If Belar doesn't obtain approval by June 1, McMartin said, its only loss would be the potential sales it might have made, and "at least an effort was made to help them."

## Technical topics . . .

**New color processor** ■ Houston Fearless Corp., Los Angeles, is introducing a line of processors for reversal color film. The equipment is said to have particular application for rapid access of television news film. It's being marketed under the name of Color-master Mark II.

**Improved log system** ■ Bauer Electronics, Palo Alto, Calif, has introduced an improved log-alarm system for radio and television stations. Monitoring and recording plate current and voltage, power output, transmitter frequency and tower lights, the solid-state system gives immediate warning if critical parameters go out of specification. Price of the unit is \$1,850.

**Test camera jig** ■ Cohu Electronics Inc., San Diego, has started production of a new TV camera test jig. The equipment is supposed to provide reproducible, standardized test conditions for camera adjustments. It consists of four major components: mounting rail, light box assembly with test patterns, camera-support assembly and camera test-jig adapter. Cohu is selling the complete package for \$495.

**Olympic buy** ■ Six Ampex VR-2000 high band color video tape recorders are going to the Winter Olympic games in Grenoble, France. They are coming at the request of the Office de Radio-diffusion Television Francaise, which will record events at the Winter Olympics next February. The high band equipment is part of an order of some \$1.4 million for 12 VR-2000 recorders in all placed by the French television



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New York, New York 10010 ORegon 4-4100

For local use:

Contact your local MS Society Chapter

this ad contributed by the publisher

network with Ampex S.A.R.L., Paris. The other six recorders will be installed in the Paris studios of ORTF and reportedly will be used for the introduction of color telecasting in France next fall.

**Switch for CATV** ■ A new high-speed remote-operated coaxial switch for CATV program channeling is being produced by Marconi Instruments, Englewood, N. J. Available in single pole, two, four, and eight-way configurations, the switching is accomplished by dry-reed relays mounted in a strip-line configuration. Prices are \$120 for two-way switch; \$170 for four-way, and \$245 for eight-way.

**Dupont tape** ■ Dupont, Wilmington, Del., is developing a new type of magnetic recording tape using black-colored chromium dioxide material instead of conventional iron oxide. Dupont claims its patented compound provides twice the storage capacity in computer use, and greater magnetic strength and fidelity in hi-fi instrumentation and video recording. Studies are being continued on the tape's use for video recording and instrumentation.

**Custom console** ■ A modular four-channel "custom" console which enables the engineer to build a console to suit his own requirements has been developed by Altec Lansing's audio controls division. The unit, designated model 9200, is styled so that a variety of audio control accessories may be utilized to lay out any type of desired circuit. For engineering data sheet write to Glenn Malme, Advertising Manager, Altec Lansing, 1515 So. Manchester Ave., Anaheim, Calif. 92803.

**New FM transmitter** ■ Bauer Electronics, San Carlos, Calif. has introduced a new 3-kw FM transmitter, model 603, reportedly designed to meet the needs of class A stations wanting to transmit full power, horizontal and vertical. The 603, although designed for a 3-phase power supply, can be furnished with optional single phase when 3-phase is not available or too costly to bring in. Bauer offers the same transmitter for 5,000-watt operation, designated model 603-5. A simple plate transformer change can boost a 3 kw station to 5 kw.

**IGM sales brief** ■ International Good Music Inc., Bellingham, Wash., reports more than \$350,000 worth of IGM automation equipment was sold at the National Association of Broadcasters Convention April 2-5 in Chicago and that another \$75,000 was signed the following week. Orders were for either complete control systems or individual equipment units.

## GE changes camera prices

A price increase on one color television camera, a price reduction on another and a reduction in the finance rate on conditional sales contracts, all effective May 29, are being announced today (May 15) by the General Electric Co.'s visual communication products department. The price of the PE-250 basic live camera color system moves up to \$73,000 from \$70,000; the price of the PE-240 color film camera system goes down to \$48,500 from \$49,500 and the time price differential rate for company-financed contracts is lowered to 4% annually, add on, from 5% a year, add-on.

## FANFARE

### BMI cites composers of 103 pop songs

One hundred thirty-four writers and 72 publishers of 103 popular songs licensed for performance by Broadcast Music Inc., New York, have been awarded BMI Citations of Achievement for success in the field of pop music during 1966. Awards are presented annually to songs that reached top-10 positions as determined by trade-paper polls of national popularity and popular acceptance.

Three special citations went to John Barry, Don Black and Screen Gems-Columbia Music Inc. for the Oscar-winning film title song "Born Free"; to John Kander, Fred Ebb, and Sunbeam Music Corp. for having won Tony awards for "Cabaret," the Broadway musical; and to "Stangers in the Night," written by Bert Kaempfert and Charles Singleton, as the most performed song in the 1966 BMI repertory.

### AWRT originates award and radio-TV magazine

A new publication and a new award were announced in Atlanta at the 16th annual convention of American Women in Radio and Television in Atlanta (see

page 28).

AWRT introduced its new magazine, *Opt*, at the convention, and said it would give a "perspective, and in-depth look" at the radio-TV industry. With the creation of *Opt*, to be issued three times a year, AWRT's "News and Views" was turned into a monthly membership bulletin.

Members of AWRT got a look at the Silver Satellite award, a black marble and stainless steel piece of abstract sculpture, which will be presented annually starting with the 1968 convention in Los Angeles. The award will go to a man or woman whose contribution to communications warrants national or international respect.

AWRT also approved its first international convention. It will be held in London in 1970 and will reflect attempts by the organization to expand its international membership.

### Miami broadcasters go to aid of local ETV

Miami's radio and TV stations acted together to keep the area's only educational television station on the air during the summer months. By donating talent and equipment, the commercial stations aided WTHS-TV in raising \$62,500 through a five-night TV auction.

Over 2,000 donated items were sold

by the 40 auctioneers, most of them radio and TV personalities, during the April 17-21 period. WLW-TV supplied for the week a remote TV unit, including four cameras, to link the auction to WTHS-TV's studio.

### Drumbeats . . .

**Pen Prize** ■ The Cecil Award for the best arthritic broadcast script of 1966 went to Thomas A. Maples of KTVU Tucson, Ariz. Oscar A. Gonzales, president of the Tucson Chapter, the Arthritis Foundation, said that this is the second year in a row that the national award has been won in Tucson, indicating distinct interest and awareness. The 1965 award was won by Mac Marshall of KGUN-TV.

**Radio's light power** ■ A local country and western music station turned the lights on in Glendale, Calif., last week-end—some 3,200,000 candle-beam-power worth. It was the opening of a three-week campaign developed by the sales and production department of KTEV Glendale. While listeners of the station were reminded every half-hour that the motor car dealers of Glendale were automobile sales headquarters for Southern California, a flood of searchlights on every car lot beamed the same news at the point of purchase. In all, the opening barrage included more than 300 minute announcements on the station.

# McIntire's wrath aimed at FCC

**Fairness doctrine limits conservative views by fear of FCC action, he charges**

The Rev. Dr. Carl McIntire visited Washington last week to walk a picket line and address a rally, to invoke the name of God and to call for help from Congress, all in connection with his continuing controversy with the FCC.

His complaint, basically, is the commission's fairness doctrine.

He has long held that the doctrine is being used by liberal groups to suppress the fundamentalist religious and conservative political views expounded on such radio and TV programs as his own half-hour *20th Century Reformation Hour*.

Last week, he said the commission itself is using the doctrine as a form of "blackmail" to force stations to drop his program, or to discourage them from taking it. (Despite such alleged pressures, the program is heard daily on more than 600 radio stations.)

Underlying this expressed concern is his even older quarrel with the National Council of Churches and its

"modernist" views. The commission, he said, has taken the side of the NCC in the "historic" cleavage between that group and the fundamentalists in the American Council of Christian Churches, which he helped found, on the interpretation of the Bible.

He feels the commission helps perpetuate a situation in which the networks and individual stations make what he says are vast amounts of time available to NCC and its member groups, and virtually none to the smaller ACCC.

**Powerful Ally** ■ God, Dr. McIntire appeared to feel, is on his side. "As long as we have the word of God," he told a rally of his followers at Constitution Hall Monday night (May 8). "we can make progress" in turning religion back "to the God of our fathers."

But he challenged Congress, too, and asked for approval of a resolution calling for a congressional investigation of the commission. The resolution, which accused the commission of violating constitutional guarantees of free speech and free exercise of religion, was adopted unanimously.

Singleed out for special mention in the resolution as forces using the fairness doctrine as a weapon to suppress conservative views were the NCC and the Institute for American Democracy. The IAD, organized in November to expose extremists of left and right, has been concentrating its fire on commentators of the right (BROADCASTING,

March 13) (see page 63).

The Collingswood, N. J., preacher denies he is the "extremist" he is frequently pictured. "I'm a preacher of hell-fire and damnation," he told the audience. And he demonstrated the oratorical flair to support that kind of preaching, with his voice rising to mighty crescendos as he denounced the FCC and all its works, or dropping to a hoarse whisper as he quoted Scripture.

**Warm Reception** ■ The audience loved it. Often, in fact, his points were lost in the waves of applause that rolled in from the rear of the hall before he finished his sentences.

It was the pastor, however, who was disappointed in the size of the audience. Its estimated 800 members left large gaps of empty sections in the 3,811-seat hall. "We're fighting for freedom here tonight," he said. "What's the matter here? We should have this hall packed."

Dr. McIntire opened his one-day foray into Washington at 3 p.m. Monday at the head of a line of some 60 pickets who for one hour paraded in front of the new Post Office Building on Pennsylvania Avenue, where most FCC administrative offices are located.

His aim, he said, was to focus public attention on the commission and its fairness doctrine. As his followers—some from as far off as Arizona and California—picketed with signs reading "FCC Denies Religious Freedom," "FCC Denies Free Speech," "FCC Harasses [sic] Religious Broadcasts," Dr. McIntire said: "Nobody's suffered from the fairness doctrine the way we have."

However, he also said his movement is "gaining strength." And it does appear viable. The *20th Century Reformation Hour* plus related enterprises are estimated to have grossed more than \$3 million last year. Dr. McIntire said the estimate was reasonable.

**Pending Action** ■ Dr. McIntire didn't take advantage of the platform he had Monday night to call attention to his direct involvement in a pending FCC case—that involving the stations owned by the Faith Theological Seminary of Philadelphia, which he heads. WXUR-AM-FM Media, Pa., face license-renewal hearings in the fall on a number of issues, including the question as to whether they have complied with the fairness doctrine.

But in his remarks he accused the commission of cooperating with liberal groups in applying the fairness doctrine in a manner to suppress the views of conservative commentators. He cited two cases in which he said stations, both in Pennsylvania, cancelled his program as a result of "fear" of the commission or by indirect pressures ex-



Dr. Carl McIntire (right foreground) leads followers in picketing the FCC last week. Dr. Charles Richter, known to listeners of Dr. McIntire's '20th

Century Reformation Hour' as 'Amen Charlie,' is at his right. Man in bow tie is Donald Waite, associate director, '20th Century Reformation Hour.'

## Fairness complaints upheld by FCC

The FCC last week sided with the Institute for American Democracy in its fairness-doctrine complaints against two Florida stations IAD said had carried attacks on it and its officers.

The stations, WEDR-FM Miami and WSWN Belle Glade, had demanded a considerable amount of information before deciding whether to grant IAD's request for time to reply to the broadcasts.

But the commission said the requests were unreasonable, and gave the stations 10 days to inform it of the measures they intend to take to comply with the fairness doctrine.

IAD, established in November to oppose extremists of the left and the right, has been the target of a num-

ber of conservative commentators. And IAD has been demanding, and getting, time for reply on a number of stations. (See page 62).

**Cotten Broadcast** ■ At issue in the Florida case was a Richard Cotten *Conservative Viewpoint* broadcast that the commission said the two stations aired "on or about Jan. 11."

The commission said the stations erred initially in not informing IAD of the "attack" and offering time for reply. IAD had properly requested a transcript of the program and an opportunity to respond, the commission said.

However, WEDR-FM then asked for such information as "the persons purported to have been attacked, the exact nature of the attack and sup-

porting data refuting the attack, i.e., complete information on persons claimed to be attacked," all "in proper, legal, affidavit form."

WSWN asked for the submission, "in affidavit form," of the names of those who brought the matter to IAD's attention "and what they related to you verbatim which you considered an attack." The station also requested certified copies of IAD's charter and biographies of IAD officials attacked, and asked that its letter be treated confidentially.

The commission told both stations that such demands were unreasonable and improper, and constituted a "further violation" of fairness-doctrine requirements.

ported by the agency.

Dr. McIntire said one of the operators dropped the program after being fined \$1,000 by the commission. The fine apparently had nothing to do with Dr. McIntire. But, the preacher said Monday night, the broadcaster told him: "I think I got what I got from the FCC because of you."

Dr. McIntire noted that the fairness doctrine, which requires broadcasters who air one side of a controversial issue to carry all sides, can be used as the basis of a demand for free time by groups who feel their position has not been given fair treatment.

And this provision, he said is being used to stifle controversy. He said he has always offered time on his program to persons or groups he has attacked. But they never accept the invitations, he said.

Instead, "they file so-called fairness doctrine complaints, and go to the station and threaten it with complaints," until it makes free time available in a separate program.

**Fear of Debate** ■ Although he didn't say it, on reported reason his invitation is turned down is that opponents are reluctant to engage in rough-and-tumble debate with him on his program. For such persons, Dr. McIntire had some advice:

"What they ought to do is to get the best people they have in the country and let them get up and give an answer to the American people—but they won't do it.

"This country needs controversy," he thundered, "It needs debate."

At one point he indicated the belief that the Supreme Court, whose views seldom find favor with him, may turn

out to be his strongest ally this side of heaven in his quarrel with the commission. In a question-and-answer period following his remarks, a member of the audience asked him his opinion of the Supreme Court decision last week reversing three obscenity convictions.

The questioner appeared to expect Dr. McIntire to attack the court. And, finally, he allowed as how the decision was "terrible." But before he got to that appraisal he said: "It don't see how in the world they'd ever be able to support the fairness doctrine as constitutional if they take such a liberal view at this point. I don't see how they're going to get around it."

## Viewing holds level During '66-67 season

Viewing levels during the 1966-67 season were about the same as in 1965-66, according to a summary released last week by NBC. Based on Nielsen data for the season (from the second report in September 1966 through April 1967), NBC said the percentage of homes viewing in prime time was 59.6 compared to 59.4 in the previous season. Network viewing was 56.1% in 1966-67 as against 56.7% in the 1965-66 season.

NBC said it was up 1%, based on the full television season comparisons, and that CBS was down 1% and ABC down 3%. CBS issued a seasonal ratings average for prime time through April 16, claiming CBS had an over-all 19.7 rating, NBC 19.3 and ABC 17.1.

## Mutual may increase network programing

The Mutual Affiliates Advisory Committee recommended that MBS increase the network's program inventory for national sales during MAAC's annual meeting in Freeport, Grand Bahama Island, which ended May 5.

Matthew J. Culligan, MBS president, said the move will enable the network to broaden its resources in news, special events, sports and weekend programing.

Victor C. Diehm, chairman of MAAC and president-general manager of WAZL Hazleton, Pa., said the new arrangement was proposed in place of an earlier network suggested plan of news headlines and a commercial position on the hour. He added that the "network's willingness to change its original plan has given both of us a workable basis for the future."

Mr. Culligan later reported that Mutual now has commercial positions on the half-hour for its news programs and for two 15-minute daily news programs plus sports and special-events programs. Members of MAAC now will communicate with the network's 523 affiliated stations urging that additional commercial time be allotted to Mutual in return for which the network will provide additional programing.

Mr. Culligan stated that the "specifics" of the added commercial time have not been determined but will be worked out by affiliates and MAAC, which will return to the network with the agreed-upon approach.

# Copyright bill is stalled

Senate action on controversial bill this session unlikely because of unsettled CATV, artists issues

Copyright law revision, and with it, key decisions concerning CATV and performers' rights to royalty payments from broadcasters for air play of phonograph records, has been pronounced unpassable during this session of Congress by many of those directly involved with the legislation. Last week word from the staff of the Senate Commerce Committee and the Copyright Office of the Library of Congress confirmed that action on the House-passed measure was improbable this year.

The position of the Commerce Communications Subcommittee is generally that too many substantive issues remain unsettled, making passage this year "very unlikely." Lengthy consideration of a variety of sticky issues, including almost all aspects of the bill, is said to preclude prompt committee action on the bill.

The Copyright Office, which has been engaged since before 1960 in the massive project of redesigning a copyright law that has remained without substantial revision since 1909, is now said to be resigned to the fact that its work cannot come to fruition during this session. For the rest of the year,

emphasis is to be placed on polishing certain parts of the bill and arranging, if possible, compromises and agreements designed to pave the way for passage during the second session of the 90th Congress, early next year.

**CATV Problem** ■ Difficulties concerning the degree of copyright liability to be imposed upon community-antenna systems represent one major problem area. As passed by the House, the bill has no section specifying CATV exemptions; such provision was eliminated in floor action, partly as a result of a jurisdictional squabble between the Judiciary and Commerce Committees over regulatory aspects of the proposed exemptions. This part of the bill, Section 111, is now considered to be unsalvageable, although the same language that was stricken from the House-passed bill still appears in the draft officially before the Senate.

It is believed that a new Section 111 must be devised that would forestall the sort of controversy the previous section engendered. This involves bringing the warring factions that are generating the controversy to terms that all can accept, and, at present, no one seems

## Hot subject, cold audience

The sponsor of the Senate amendment to the copyright-revision bill that would force broadcasters to pay royalties to record artists for each play of their records on the air appeared last Thursday (May 11) before what he described in show-business terms as "a tough audience." He addressed a group of broadcasters.

Speaking at the spring managers meeting of the New Jersey Broadcasters Association, Senator Harrison Williams Jr. (D-N. J.) offered as quid pro quo for the industry representatives the supposition that if record companies could count on-air-play revenues they could afford to record a wider range of music and take more chances on unestablished but promising talent. As the market now exists, jazz and classical music would benefit most by such royalties, he said.

But the senator made his strongest appeal on what he feels is a matter of equity that should have been

corrected years ago. Accompanied by Mitch Miller, Senator Williams used one of Mr. Miller's hits as an example. The Senator cited "The Yellow Rose of Texas" as a song probably destined to remain forgotten despite its inclusion in an album of Civil War songs, and noted that Mr. Miller's arrangement made it a best seller. As arranger, Mr. Miller received royalties on sales while the record was selling, the senator conceded, but he went on to suggest that radio stations—"particularly in Texas"—have probably played the record "thousands of times during the past 10 years or more without paying Mitch a penny."

Stressing the creative contribution of performers, Senator Williams noted that "almost no one wants to hear 'Hard Day's Night' by a string quartet." And listeners want to hear Herman's Hermits sing "Mrs. Brown, You've Got a Lovely Daughter," he added, "not Jan Peerce."

sure what sort of terms these might be. One difficulty cited is the lack of an appeals court decision in the United Artists v. Fortnightly case, in which a U.S. district court found cable systems to be completely liable for retransmission of copyrighted material.

Observers hold that the absence of a clear ruling on the status of CATV's under existing copyright law is keeping conflicting parties from holding meaningful negotiations looking toward revision. (The appeals decision has been termed "long overdue," and some speculation has it that the court's opinion has been written but is in the process of being revised in the light of House action on copyright revision.)

**Win or Lose** ■ A decision either way would be expected to firm-up the respective bargaining positions on the CATV question. Many observers expect that the CATV interests will lose the appeal, leaving the cable systems with full liability. This, it is expected, will inspire cablemen to exert prompt pressure on Congress to enact some measure of exemption. (However, if the CATV interests win their appeal, relative bargaining strengths would be reversed.)

Another issue clouding the congressional picture is that of performers' rights. Not provided for in present law, nor mentioned in the revised bill as passed by the House, the idea of royalties for recording artists is said to have found considerable favor in the Senate panel. Last Thursday the Senate sponsor of the amendment that would grant such rights appeared before a group of broadcasters in New Jersey to explain his position (see box). Meanwhile, opposition has been left almost exclusively to the National Association of Broadcasters.

Although not of immediate interest to broadcasters, still other aspects of the bill are contributing to delay in Senate action. Among these are the question of application of liability for use in computer systems of copyrighted matter, questions of use in education (including exemptions for instructional television) and the question of mechanical royalties affecting juke-box operators.

## McLendon's campaign finds growing support

Gordon B. McLendon sought to enlist the American Mothers' Committee in his "campaign against filth, smut and suggestive lyrics" in popular music at its convention last week in New York.

Mr. McLendon initiated his campaign in trade press advertisements in which he stated that McLendon Stations would refuse to air records sub-



### TV's grim role

Television brought the Vietnam war home with shocking impact to a family in LaGrange, Ga.—and in doing so brought news of a casualty faster than the Department of Defense.

A newscast of battlefield action shown over WSB-TV Atlanta, drew Mrs. Landon Morrow Sr.'s undivided attention because she saw a camera shot of her son.

"Come quick, Landon," she called her husband. "Here's our son."

After switching to other action, the camera returned to her son again—this time, he was on a stretcher, wounded and being treated by medics in the field. He was identified as the radioman from his company, the position Mrs. Morrow knew he held.

The soldier's wife, Mary, did not see the news show so the Morrrows did not call her.

"We kept calm until we could get a telegram," Mrs. Morrow Sr. said. "And we did, around 9:30 the next morning."

The Department of Defense communications wire also advised that the wounded soldier was recovering and being transferred to a hospital in Japan.

mitted without lyric sheets for both sides, or which "through gimmicks, intonations and nuances to either innocently or intentionally offend public morals, dignity or taste."

The campaign "has been making progress," Mr. McLendon said. He cited similar air-play policies instituted last week by Susquehanna and Star stations. This brought the total of campaigning stations to 14 AM and 10 FM, including Mr. McLendon's five AM and seven FM stations.

He also cited what he termed "a qualified review" of the Standell's single "Try It" in a recent issue of an entertainment publication, which noted that the song's lyrics "may be regarded as rough in some quarters."

"Five weeks ago," Mr. McLendon asserted, "before we warned the record industry that it must clean up its music, the same record would not have received such a qualified review."

"We are not naive enough to think that the battle which we have begun has been won; we know that it's going to take a united front of broadcasters to win a final victory—that, plus the help of people like you," he emphasized for the assembled mothers.

Mr. McLendon called for continued campaigning, including a "purge of all the distasteful English records that deal

with sex, sin and drugs."

The McLendon crusade has drawn widespread support from the broadcasting industry, as well as the public and some record manufacturers. Stations, large and small, group or individually owned, said that they agreed with the concept that care should be taken regarding what is aired. Generally, they said, it is up to the station to exercise responsibility in programming, although not all felt that it was necessary to go as far as to request lyric sheets for all records.

### CBS-TV eyes Doris Day as CBS Film signs her

The recently-formed CBS Theatrical Film Division made its first talent acquisition last week and it was a big one that may have indirect television programming overtones. Singer-actress Doris Day, was signed to a multiple movie production deal that may include as many as four pictures. These movies will be made initially and primarily for theatrical distribution. There is no television commitment involved in the agreement Miss Day signed last week.

CBS-TV, however, reportedly is still negotiating separately for Miss Day's television services. She has not made

any significant appearances on television in the past, being considered one of the medium's major holdouts.

Miss Day's husband, Martin Melcher, will produce her features for CBS. He also will be involved in other CBS projects. Miss Day's first film for CBS is scheduled for production this fall.

### WLBT(TV) had no policy on racial news

Fred L. Beard, former manager of WLBT(TV) Jackson, Miss., testified last week at an FCC hearing in Jackson that the station had no policy on covering racial news.

"We just covered it as it happened," he said.

Mr. Beard was questioned on his tenure at WLBT, from the mid-1950's until 1965. The station's license-renewal application, the subject of the hearing, has been opposed by the United Church of Christ and two Negro leaders. They contend WLBT discriminated against Negroes during this period.

The hearing, before FCC Examiner Jay A. Kyle, goes into its third week today (May 15).

Hagan Thompson, news director of WLBT testified last Wednesday that news broadcasts on the station only identified

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## Heavyweight champs square off in radio's dream tournament

Murry Woroner is a radio program producer, not a fight promoter. But he may be the matchmaker to put Jack Dempsey in the same ring with Joe Louis.

The dream pairing, abetted by a team of the nation's foremost boxing authorities and a computer, could be one highlight of "Knockout", a program-promotion of Woroner Production that bids to set a highwater mark in radio syndication.

From his Miami headquarters, Mr. Woroner hastened to assure, *All Time Heavyweight Championship Tournament*, the program portion of the promotion, goes beyond mere imagination of a script writer. And evidently his salesmen have successfully made this point to 94 stations that already have signed for a fall release.

Mr. Woroner underscored that this clientele includes such outlets as WHN New York, WTAE Pittsburgh, WTOP Washington, WFBR Baltimore, WGBS Miami and many others known for perception in program planning.

**Network or Tape** ■ *Tournament*, matching 16 of the all-time heavyweight champions from John L. Sullivan to Cassius Clay, has another unusual aspect. The release date of

Sept. 11, 1967, will be strictly maintained by network feed (9:30 p.m., New York time) or by sealed, controlled tape delivery.

The three experts involved in the



Mr. Woroner

initial planning of *Tournament* include Nat Fleischer, publisher of *Ring* magazine, who will rate the champs and make the pairings for the first eight programs of the 15-week elimination tournament. With him will be promoter-manager Chris Dundee, owner of five champions, and Angelo Dundee, handler of many ring greats, contributing data on fighting aspects of the tournament fighters.

According to Mr. Woroner, the trio's findings will be fed as thousands of bits of information into an NCR computer by SPS Data-Processing of Miami. The fighters are being rated as to 129 variables per man (speed, ability to withstand and throw punches, courage, agility, killer instinct, etc.). This is being combined with the blow-by-blow record of all the tournament boxers plus the 129 variables of all opponents who fought the champions.

Veteran sportscaster Guy LeBow will take the computer readout and recreate the blow-by-blow descriptions. All fights will be carried as if originating from the Miami Beach Convention Hall and fought under rules of the Florida Boxing Commission. All necessary steps to insure secrecy of the computer readouts and

persons by race "if it was pertinent to the story."

Station attorneys introduced national news media accounts of two racial events in Mississippi and two WLBT news scripts of the same events, contending that all four carried essentially the same information.

Kenneth Dean, director of the Mississippi Council for Human Rights, also testified that WLBT had always cooperated with his race-relations organization.

## Campaign-fund law nipped in Senate

After weeks of pulling and hauling over the controversial campaign-fund law passed in the final days of the last Congress, the Senate finally took definite action last Tuesday (May 9). Attempts to tie repeal of the measure to a bill reinstating the 7% investment-tax credit suspended last year as a counter-

inflationary move were beaten down by Senate majority leadership, but at a cost that rendered the fund inoperable unless guidelines for use of the campaign money are passed by Congress.

Senator Russell Long (D-La.), Senate majority whip and author of the law now on the books, took the Senate action as a defeat. He had fought tenaciously against repeal. Broadcasters stood to gain considerable revenue under the law. Much of the money spent would be used to buy broadcast time.

In order to affect the operation of the law, the House must concur with the Senate action, and the modifications must then be signed into law by the President. House approval could be gained through action of a conference committee; the House has already passed the investment-tax-credit measure, which now serves as a vehicle for the campaign-fund legislation. The Senate has instructed its conferees "to insist" on the fund's modifications. A presidential veto remains a possibility, but this would also scuttle the tax-credit reinstatement. The President

strongly supported Senator Long's efforts to save the law, but as the Senate action fell short of outright repeal in language, if not in fact, he may be expected to concur.

If the Senate didn't vote repeal, it did almost render the campaign-fund plan invisible. As the crucial votes developed, not only was the fund not to be disbursed to the presidential campaign organizations until guidelines had been set, but in the final compromise the fund was not to be funded to start with.

Under the Long law, taxpayers were to be given the option of checking a box on their tax forms that would earmark \$1 to be paid into the fund. As passed, the space on the form is not to appear until Congress takes further action. It was feared that the existence of the projected \$60 million in a fund would add to pressure that the earmarked money be turned over to the campaign organizations without waiting for the guidelines.

Further, it was argued that money so earmarked but prohibited from being distributed could not then be used for any purpose.

the broadcasts are being taken, Mr. Woroner said.

Promotional materials and outline for a football-pool type of contest for listeners are included in "Knock-out". Also available is a schematic of the format to be followed to allow placement of commercials.

**The Extra Touch** ■ Mr. Woroner, whose other syndicated shows have won awards from such national organizations as Freedoms Foundations, the American Legion and Catholic Broadcasters Association, decried the confusion that exists in much of radio. That's why, he added, he founded Woroner Productions in 1961 with a purpose of providing imaginative programing that is adaptable to any station's format, is commercial, has promotional potential and has community relations value.

His *Easter, the Beginning; The First Christmas; July 4th, 1776*, and more recently *The Americana Library* and *13 Days* are a few of the programs that have successfully met these standards.

And Murry Woroner is game to try even more: "We don't sit on our duffs—fat, dumb and happy—despairing of improvement. We tried new roads, new ideas, new concepts . . . and we're still trying them."

## Barrett, Morgan join ETV project

It was two steps forward and a possible step backward last week at the Public Broadcast Laboratory of National Educational Television. ABC commentator Edward P. Morgan received a two-year leave of absence, effective June 19, to become "senior correspondent" for the PBL's news and cultural affairs show, due to start Oct. 29 on NET's 115 affiliated stations. Mr. Morgan will earn at least as much from the noncommercial assignment as he has from ABC (CLOSED CIRCUIT, April 10).

Dean Edward W. Barrett of Columbia University Graduate School of Journalism was appointed chairman of the PBL editorial policy committee, after being elected to a five-year term on the NET board of directors.

Despite the prestigious appointments, reports of a cutback in original plans for the show continued to circulate. Dean Barrett granted only that the PBL had entered "an inevitable period of

budgetary adjustments, troubles."

Originally, the show was to be three hours weekly. At the recent NET convention, however, Lewis Freedman, PBL director of cultural programing, said: "We are considering alternate-week broadcast," while Av Westin, PBL director, said: "The show's final format will be determined by the wishes of NET affiliates" (BROADCASTING, April 24).

Last week, a PBL spokesman called reports that the show would be only two hours long and possibly appear only on alternate weeks and perhaps only 25 weeks a year "conjectural." He said: "Only we know our plans. The show will be two or three hours weekly, definitely every week."

**How Much Money?** ■ Apparently there has been some confusion among PBL staff members as to how much money they have to operate with.

The Ford Foundation's \$10 million appropriation for the laboratory has been bandied about a great deal, seemingly without ever being nailed down to a period of time, until recently. The \$10 million represents all the money appropriated for the two years of the laboratory's "demonstration project."

But PBL authorities gave the impression earlier that the foundation would make an annual appropriation of \$10 million, saying in February that \$2 million would go for interconnection, with the remaining \$8 million for facilities, staff and programing. The regular, eight-hour-a-day interconnection they were projecting at that time is said to cost about \$2 million a year, or 40% of the appropriation for the two years.

**Competitive Pay** ■ Whatever the eventual budget plans and format of the PBL show, its salaries are being kept competitive with commercial TV.

Mr. Westin has said his salary as director is comparable with what he was making as executive producer of CBS News election coverage. And Mr. Morgan said last week his salary from the lab will be "fully competitive with that of my broadcasting activities at ABC," reportedly \$75,000 a year.

Mr. Morgan has had his own 15-minute weekday news-and-commentary program on ABC radio for the last 12 years, sponsored by the AFL-CIO. Cancellation of the union's sponsorship involves \$956,000 a year, entire network radio budget. There were reports last week that ABC was mounting a substitute program with similar format, a new commentator, and presumably new sponsorship.

Elmer W. Lower, ABC News president, commented on Mr. Morgan's appointment: "We are happy to be able to grant his request for a leave of absence to help create still additional sources of television news for the nation."

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# Critic blasts networks' news

## Cleveland Amory charges dishonest reporting in networks' news departments

In a scathing denunciation of the TV networks' news departments, "the most nauseous" of all TV network departments, Cleveland Amory—identified as "America's foremost social historian"—charged that the average network documentary is "dull . . . pointless and worst of all point of viewless."

He criticized the TV coverage of the April 15-anti Vietnam peace parade in New York as "an absolute outrage and it was false and it was untrue and there wasn't one solid piece of fact they had to back it up."

It was, he cried, "thoroughly and dishonestly reported by the sources you might have expected to report it that

way. . . . I think it was prereported and I think this is a very dangerous thing that the networks are doing."

Mr. Amory made his comments in Atlanta May 6 at the annual convention of American Women in Radio and Television.



Mr. Amory

After reading a few letters from viewers who disagree with the critiques he writes for *TV Guide*, he launched into his attack on the net-

works.

He was "thrilled to see CATV come along" because that means that "somewhere" there is an "end of the domination of these networks—the domination of three people controlling what you see throughout the country, which is the vice presidents of these three networks in charge of programing."

This network domination, he maintained, is "an appalling thing" and it may satisfy a few people for a little while, "but let me tell you, it doesn't satisfy the hungry multitudes of this world."

Tossing a few barbs at half-hour series, he said although they "are often bought on the basis of an original idea, by the time they have been through the mills of the TV gods, they are ground so exceedingly unfine that they all appear on your screen sounding as if they have come out of the same bread basket." He was particularly incensed over the canned laugh tracks in situation comedies. These tracks, he felt, "make every episode of every show sound as if it has been shot in some kind of a hysterical thunderstorm." (He neglected to mention that a half-hour situation comedy, *O. K. Crackerby* he had co-created was canceled by ABC-TV in the 1965-66 season after 17 episodes, because it didn't get the ratings.)

But the bulk of his vitriolic remarks were directed at the network news departments. Mr. Amory said he was "sick and tired of their complacency . . . of their groaning with awards. They are absolutely confident that they do the most marvelous job on documentaries that can possibly be done. Actually they do a very poor job on documentaries."

He could find only "two documentaries in the entire year that would bear mentioning, let alone repetition—

## 'Bonanza' producer working on back-to-back westerns

Is America ready for two solid hours of westerns on a regular basis? David Dortort thinks so and he's the man most intimately concerned. *Bonanza* is his mature offspring; *High Chaparral* his new baby. NBC-TV has slotted them back-to-back from 9-11 p.m. on Sunday, starting in the fall. Already industry observers are calling the new show "the son of *Bonanza*" and questioning the wisdom of milking a good thing.

David Dortort, whose official designation is executive producer for both shows, does not pussyfoot around the situation. He would rather have seen *High Chaparral* scheduled on a different night than alongside *Bonanza* and also at an earlier hour than 10. He knows there's normally a dropoff in audience at that late hour and is aware that the established show's coattails may more smother than mother. Yet, in pragmatic fashion, he accepts the greater challenge of the schedule as NBC-TV has worked it out and sees where it may have a beneficial effect on both the returning and the new western.

The point Mr. Dortort tries to make most clear is that *High Chaparral* will differ importantly from *Bonanza*.

"It's not two hours of *Bonanza*," he stresses. "It will be a completely different kind of western, with greater scope and more physical action. It will be concerned with man's conquest of a hostile nature and hostile people. It also will be the story of the Apache, the Spartans of the Southwest. It will restore truth to the his-



Mr. Dortort

ory of the Indian. There will be more adult and more contemporary attitudes between the characters. We'll strive mightily so that we do not duplicate *Bonanza*."

**A Double Bill** ■ Mr. Dortort wants the Sunday night audience on NBC-TV to think of the two hours as two separate feature films. They're going to be seeing a western double bill, he points out, but each will offer contrasting values.

*Bonanza* will continue to offer its close family relationships and warmth. *High Chaparral* will be shot mostly on location, feature rugged action and, in this time of racial awareness, introduce "honest and sensitive" portrayals of Indian and Mexican minorities (there are five Mexican characters who are regulars in the series).

*Chaparral* will not only be high and mighty, as Mr. Dortort envisions it, but could be big and long as well. If the series clicks in its maiden season, the producer hopes to convince the network to expand it to 90-minutes in subsequent campaigns. The pilot for the series was shot in

*The Right to Bear Arms and Saigon.*"

This, he claimed, "is an appalling record . . . in a year in which this country, at home, was embroiled in the greatest domestic ferment perhaps in the history of this country, and abroad was engaged in the most controversial, most unpopular war in all our history."

Chiding the networks for lack of documentaries on animals, Mr. Amory (who failed to mention that he is president of the Fund for Animals Inc. and a director of other anti-violence organizations), claimed TV "commercializes on animals" more than any other industry, yet "has done absolutely nothing for animals."

He noted Walter Cronkite on his CBS news program had done two seven-minute segments on "the case of pet stealing for laboratories and the use of animals in laboratories." However, Mr. Amory, continued, "the second segment completely negated the first."

He was also critical of CBS's work on Rachel Carson's "The Silent Spring," which deals with the dangers of insecticides. The TV documentary was pointless, he charged, because the network "bent over backwards to be sure they had all the chemical advertisers satisfied by removing the point."

## ASCAP wants all or nothing

### Tells court it needs full TV station financial data from annual FCC reports

The American Society of Composers, Authors and Publishers and the All-Industry TV Music License Committee last week resumed, on paper, their arguing over how much of their financial souls TV stations must bare to ASCAP.

Judge Sylvester J. Ryan, presiding over the committee's five-year-old lawsuit to determine "reasonable" rates for TV stations' use of ASCAP music, had ruled originally that the 375 stations represented by the committee must turn over—but under conditions assuring confidentiality—all their financial reports since 1959.

But in a chamber session 10 days ago he indicated that he might be changing his mind, and that it might be enough for the committee to produce

summaries of the stations' FCC reports, grouped in broad revenue classes, with individual reports from relatively few stations to be made available as a basis for testing the validity of summaries (BROADCASTING, May 8).

In response to his request for memorandums on the question, ASCAP last week filed papers renewing its contention that it must have access to all FCC reports in order to take into account many different economic factors involved in determining reasonable and nondiscriminatory rates.

In addition, ASCAP argued, the FCC reports are available to the committee and unless both sides are working from the same basic financial data "we will be at hopeless odds in trying to resolve our differences . . . as to the pertinent financial figures."

**Supports New Approach** ■ For its part, the committee filed a memorandum reemphasizing its support for the new approach suggested by Judge Ryan, asserting it will put both sides "in a position as close as possible to parity" with respect to financial information, will expedite the case and will assure "that there will be no needless disclosure of any confidential data of any television licensees of ASCAP."

Moreover, the committee contended, confidential individual station data on many items requested by ASCAP has no bearing on the rate issue. Among the items listed in this category were "executive salaries, revenues derived from broadcasts, gross and net profits, revenues from political broadcasts, depreciation and amortization and costs of equipment in various categories."

The memorandum for the all-industry committee, which is headed by Charles Tower of Corinthian Broadcasting, was filed by the New York law firm of Barrett Knapp Smith and Schapiro. The ASCAP memorandum was submitted by Arthur H. Dean of Sullivan and Cromwell, New York, and Herman Finkelstein, ASCAP counsel.

## WBBM-TV has problems with its work force

Two labor-relations issues last week involved CBS-owned WBBM-TV Chicago. One concerned an ex-WBBM-TV newscaster, John Drury, now working at WGN-TV Chicago.

Mr. Drury recently resigned because he claimed he was "unhappy" at WBBM-TV and promptly went to work for WGN-TV. WBBM-TV, however, said it refused the resignation and refused to release Mr. Drury from his personal-services contract, which still had two years to run. The CBS outlet isn't disclosing what action it plans in the case.

Last Monday afternoon (May 8)

two parts as a two-hour program.

Indeed, Mr. Dortort credits the indoctrination of the TV audience to longer-form programming—by way of features in prime time—as the rationale for the slotting of his two shows next season. He believes viewers already have voted for the longer programs and are ready for more.

"I'm completely in favor of longer-form programming," he says. "You literally can't develop character in the half-hour form. The only excuse for half hours is situation comedy and people are sick to death of this kind of thing. Longer programming builds an audience and holds it. From a creative point of view there's so much more that can be done; it's so much more satisfying. It has to improve the over-all quality of programming because everything is treated with more importance."

**Two-Hour Introductions** ■ To give substance to his convictions, Mr. Dortort is planning to open the 1967-68 season with two-hour presentations of both *High Chaparral* and *Bonanza*. Although network approval of the plan is still pending, it seems

likely that the two-hour pilot of the new series will pre-empt *Bonanza* the first week and be shown in its entirety through the 9-11 time period. Then the Ponderosa clan will make its season debut on a subsequent week pre-empting *High Chaparral*.

To meet this requirement, a two-part, two-hour *Bonanza* probably will be filmed on location. The location shooting is somewhat of a new approach for the series. But Mr. Dortort, who thinks *Bonanza* is good for another three or four seasons, doesn't want the show to go stale. Thus, throughout the coming season, an effort will be made to broaden its production values.

Mr. Dortort will be the only production executive whose responsibilities will overlap the two shows. Some of the *Bonanza* writers, however, also will write for the new series.

There's a feeling at NBC that Mr. Dortort and his cohorts are involved in an historic experiment. It could be that indirectly they are testing to see if people will be willing to sit through a two-hour regular weekly series with continuing characters.

## KHJ-TV exposes its inner workings

One of the most expensive, locally produced, nonsyndicated, weekly hour television programs in the country is going into its second month of production at KHJ-TV Los Angeles with the filming and taping of an unusual self-portrait. The regular color Saturday night series is called *On the Scene*. It made its debut on the station last month. Now it's doing a show on the station's own facilities, trying to answer questions of interest for people who have never gotten beyond a tourist's view of a television operation.

For one week, film and video-tape crews—the program employs both production techniques—disrupted the station's routine, visiting executive

suites, control room, editing departments, news room and switchboard and reception operations, in hopes of plotting the logical course programs of all kinds follow on their way to on-air presentations. Broadcast veteran Jack Denton, host for the program and the only on-camera talent used, is handling this program—as he does all others in the series—in a light but informative, breezy but disciplined, manner.

Despite a minimum outlay for performing talent, the *On the Scene* series is an ambitious project by most standards. The average weekly cost of a program is \$3,200. Of this total, \$2,000 goes for below-the-line costs, while the remaining \$1,200 is

spent above-the-line. Any advertiser can buy into the program. Standard 60-second spots are sold on a participating basis.

The series takes the entire 79,000 square miles of Southern California as its subject. The concept of the program was in the planning stage for several months. Essentially, it's pegged to the changing times in the regional community. The KHJ-TV cameras have delved into all areas of community activity—recreational, industrial, cultural. Most shows are produced on a location in a single day of shooting by remote crews.

The first program in the series, for example, focused on Cole of California Inc. (not a sponsor). It followed a bolt of cloth as it went through various stages of manufacture on the way to becoming a bikini bathing suit. A subsequent program documented the operation of the Motion Picture Country Home and Hospital.

Besides leading viewers past the stage set into behind-the-scenes operations, the station self-portrait program also figures to have definite, if somewhat indirect, value as a promotion piece. Among other things, the station's efficiency of operation, station personnel and various specific programs are to be tactfully praised during the course of the self-portrait. The program was scheduled to be shown on May 6.



'On the Scene' host Jack Denton (dark suit) talks to Paul Fuentes,

the show's director, in the newsroom.

WBBM-TV was struck by its 13 film editors in a dispute over one man who wanted extra pay for cutting a news special on fair trial and free press. He claimed extra pay is due under the current contract with local 780 of International Alliance of Theatrical Stage Employees since the work qualifies as higher rated production editing. A compromise was reached that same night. The men will receive some extra back pay for such work without setting precedent and the station gains the right to negotiate the point in the future rather than having it arbitrated as local 780 sought in a court suit now dropped.

### TV series sales . . .

*"Alfred Hitchcock Presents"* (MCA): WKEF(TV) Dayton, and WJAN(TV) Canton, both Ohio; WFRV-TV Green Bay, Wis.; KWGN-TV Denver; WAFT-TV Cleveland; KARK-TV Little Rock, Ark., and WLBW-TV Miami.

*Arrest and Trial* (MCA): WAFT-TV

Cleveland; WJAN(TV) Canton, Ohio, and WALB-TV Albany, Ga.

*Mr. Ed* (MCA): KOLO-TV Reno; KFDD-TV Amarillo, Tex.; WSPD-TV Toledo, Ohio; WAFT-TV Cleveland, and WDAM-TV Laurel-Hattiesburg, Miss.

*The Munsters* (MCA): WNOK-TV Columbia, S. C., and KRON-TV San Francisco.

### Action in Chicago

Jerry Udwin, news director of WIND Chicago and president of the Headline Club, the Chicago professional chapter of Sigma Delta Chi, has announced that a committee has been formed composed of media, bar and civic representatives. Its purpose is to "establish lines of communication" between newsmen and the judiciary regarding the citizens' right to know, he said.

### A Desilu executive by any other name . . .

The Gulf & Western Industries Inc. acquisition of Desilu Productions, first announced last February, took a significant step closer to completion last week with an important shift of management. Latest move in the complicated contractual procedures, which would have Gulf & Western acquire Desilu for about \$16.6 million worth of its stock, was the resignation of Herbert F. Solow, vice president in charge of programming for the TV production company. Mr. Solow immediately assumed the same title for Paramount TV Productions.

The change is only a technicality since G&W already owns Paramount. Young Mr. Solow (37), who has Desilu riding high once again in network TV production, will report to John T. Reynolds, president of Paramount TV Productions.

# Film drought poses problems

## TV program executives told to use more imagination in presentation of features

The dwindling supply of feature films suitable for station use in early-evening and late-night periods may force stations to use more imagination in their programming.

That view was pointed up in a discussion panel on stations' use of feature films last Thursday (May 11) at the opening of the fourth annual meeting of the National Association of Television Program Executives in New York.

Although stations are faced with problems posed by increasing network use of movies in prime time, rising costs, and a shortage of motion pictures with audience appeal, it was noted, broadcasters could make better use of available product if they applied some creative thinking to presenting films.

"There's been no new major concept in presenting films since the early days," said Ray Hubbard, national television program manager for the Westinghouse Broadcasting Co. "Local stations have to accept available features for what they are: only a few first-run block-

### Civic dialogue on Wdz

All regular programming and commercials go on the shelf Saturday (May 20) at Wdz Decatur, Ill. Instead, the daytimer plans to devote its entire 14-hour schedule to consecutive appearances by area and community elected officials who will explain the workings and problems of their offices. In addition, five telephone lines will allow listeners to fire questions and comments at the officials.

The 6 a.m. to 8 p.m. dialogue between citizens and elected officials is being done under a research grant by General Electric. Tapes of the day-long broadcasts and stenographic notes will be compiled later into a compendium to be given free by Wdz to those in public office. The radio station is buying time on area TV outlets to promote the project.

### New code unnecessary to insure fair trial

Justice Tom C. Clark, who retires next month from the U. S. Supreme Court, said in Chicago last week he doesn't believe strict sanctions against the news media are necessary to insure fair trials in criminal cases. Trial judges already have sufficient power to handle any difficulties that may arise, he felt.

Justice Clark gave his views to newsmen Tuesday before he addressed the judges and members of the bar of the U. S. Seventh Circuit. He said he didn't think the so-called collision between press freedom and fair trial necessarily has to be resolved through a code. He noted that in his 18 years on the Supreme Court only five cases have come up that involved a conflict between press freedom and the rights of a defendant.

Currently a special committee of the American Bar Association has proposed tight restrictions on lawyers, police officers and the news media to curb what it considers to be

prejudicial publicity in crime trial coverage. The ABA committee recently modified its proposals slightly (BROADCASTING, May 8).

At the same meeting that heard Justice Clark, a law professor from Northwestern University, John R. Waltz, said the courts and the legal profession should put their own houses in order before they try to curtail the news media. He noted some judges seek publicity and some lawyers try to use the news media to influence their cases favorably.

The fair-trial and free-press issue was to be the subject of a midwestern regional meeting Saturday (May 13) in Chicago of the Radio-Television News Directors Association. Judges, lawyers and professors were to take part in the panels with newsmen. Fair trial and free press also will highlight other RTNDA regional meetings in the near future, RTNDA President Bruce Dennis of WGN Continental Broadcasting Co. said last week.

busters. The real winners will be on the networks."

He and four other panelists—Al Ordovery, research manager, marketing services for NBC-owned TV stations; John Koushouris, program director, WOR-TV New York; Lou Friedland, vice president for syndication, MCA TV, New York, and Robert Seidelman, president, Teleworld Inc., New York—discussed questions presented by panel moderator Elliott Abrams, vice president, Walter Reade Organization.

Mr. Koushouris said stations are getting the dross of the syndicators' film catalogues and are forced to rerun features too many times. One way to beat the problem, he suggested, is for stations to develop their own person-

alities and "grind out the product in our own studios."

Comments by film producer Joseph E. Levine during a question-and-answer period at lunch were predictably in a more free-swinging style.

"Thank God for TV" ■ In answer to a worried, heavily structured question on the aesthetic problem of mixing media with movies on TV, Mr. Levine laughed and said: "I only wish I had more problems like that; the millions I'm making selling pictures to television are keeping me in business. Every night before I go to bed I thank God for television."

Mr. Levine went on to advocate television advertising as the most effective method of promoting movies on

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## Congressman queries Severeid's objectivity

The possibility that Eric Severeid, CBS News commentator, may become a Democratic candidate for the Senate has prompted a Republican congressman to suggest that "if CBS does not see fit to replace Mr. Severeid, it might at the very least consider adding a disclaimer each evening to the effect that the views of this possible Democrat candidate for public office do not necessarily represent the views of CBS News."



Mr. Severeid

In remarks delivered on the House floor last week, Representative Durdward G. Hall (R-Mo.) charged that a news report of discussions between

the CBS commentator and Democratic party leaders in North Dakota amounted to an "open admission by Mr. Severeid that his sympathies lie with the Democrat party [and] would seem to raise questions about his own objectivity in political commentary." The congressman said that the situation also raises a question of journalistic ethics, "which cannot be ignored by CBS."

CBS said it had no comment on the matter, but Roger Mudd, on *CBS Evening News*, May 6, in covering the news story that Mr. Severeid had been approached as a possible candidate, confirmed that the governor of North Dakota had asked the commentator to run for the Senate. Mr. Mudd quoted Mr. Severeid as saying that he had not encouraged the governor; his inclination was that it would not happen, but that he would do a little more thinking about it.

ing with executives in Great Britain, West Germany, France and Italy. He added that similar discussions will be conducted with Iron Curtain countries by Kenneth Bernstein, NBC Moscow correspondent, and other network officials stationed abroad.

Mr. McAndrew expressed the view that it is of "utmost importance" that Americans see and hear how the top newsmen of foreign countries report to their people about the U. S. and how they interpret American events. Mr. McAndrew's plan is to carry tape and live presentations (via satellite) of major news stories as they are telecast abroad on NBC-TV news shows, primarily the Huntley-Brinkley evening program.

## Radio series sales . . .

*Myron J. Bennett's Talk Digest* (World Wide Productions): KGO San Francisco; WCAU Philadelphia; KABC Los Angeles; WOR New York, and WRC Washington.

*Dream World Series* (Triangle): KOB Albuquerque, N. M., and KWFS Eugene, Ore.

*Racing Weekly* (Triangle): WCRO Johnstown, Pa.

*Earl Nightingale Program* (Nightingale-Conant): KVVU Cottonwood, Ariz.; KWTC Barstow, Calif.; KSLV Monte Vista, Colo.; WNER Live Oak, Fla.; WLBK DeKalb, Ill.; WKVZ-FM Wabash, Ind.; KMCD Fairfield, Iowa; KKAN Phillipsburg, Kan.; KRSL Russell, Kan.; WTHM Lapeer, Mich.; WSWG-FM Greenwood, Miss.; KSIJ Sedalia, Mo.; WDOV Greenville, N. C.; KQWB Fargo, N. D.; WTHS Coshocton, Ohio; WFOB Fostoria, Ohio; KDLK Del Rio, Tex., and WIXK New Richmond, Wis. Now in 616 markets.

TV—"if it weren't for spot-TV promotions of my theatrical pictures, I'd still be back in Boston. Why don't you try buying spots on your competitive stations, if they'll sell to you?"

He also predicted that television "will put on long pants, mature to the point that you will carry adult movies. Two years ago I lost my shirt producing 18 so-called family pictures. I found out that families only go to dirty movies nowadays, and so will you eventually. You'll have to program adult films to

maintain your ratings."

The NAPTE meeting was to continue on Friday.

## NBC eyes foreign TV

NBC News is exploring the possibility of carrying on NBC-TV foreign stations' coverage of U. S. events. William R. McAndrew, president of NBC News, said he was leaving this week for a three-week trip to Europe to work out details of exchanges of news program-

## FINANCIAL REPORTS

### Cowles may buy UHF stations

Stockholders at Cowles Communications Inc.'s annual meeting last week in New York were told net earnings for first-half 1967 will be below those of a year ago. Marvin C. Whatmore, president, said profits will be down primarily because of Cowles's present diversification program in the communications field.

Gardner Cowles, chairman, reported 1967 first-quarter revenues up roughly 10%, but said this was offset by product improvement and print costs that gave Cowles a net loss of \$138,000. The multiple-station firm's broadcast properties showed increased advertising

sales, according to Mr. Whatmore.

During the meeting, Mr. Cowles indicated the company may buy one or two UHF TV stations. He said the FCC has "unfairly" voted against Cowles's acquisition of more VHF TV stations because of "a small interlocking ownership" that exists between the company (owner of three V's) and Mr. Cowles's brother (owner of two V's). Mr. Cowles said the firm is also looking into the acquisition of additional radio stations.

Cowles also owns magazines, newspapers and interests in the educational field.

For the three months ended March 31:

	1967	1966
Earned (lost) per share	(\$0.04)	\$0.01
Revenues	35,043,000	31,938,000
Net income (loss)	(138,000)	23,000
Shares outstanding	3,408,150	3,308,050

### Fuqua's sales up for \$1.7 million profit

Fuqua Industries Inc., Augusta, Ga., diversified company with broadcast ownership, announced that revenues in 1966 increased 38% over 1965 and net profit from operations increased 800%.

In late 1966 the company purchased two radio stations and at the same time merged with Polaris Corp., which added another radio station and two television stations to its holdings. J. B. Fuqua, president, reported that the company intends to add additional broadcast properties as well as branching into other areas of communications. The recent acquisition of Colorcraft Corp. will also enhance Fuqua's corporate



development program, Mr. Fuqua said.

Fuqua stations are WROZ and WTVW (TV) Evansville, Ind., KTHI-TV Fargo, N. D., KXOA Sacramento, Calif., and WTAC Flint, Mich. Mr. Fuqua in his own name owns 100% of WJBF (TV) Augusta, Ga., and KTVE (TV) El Dorado, Ark.

Last week Mr. Fuqua announced that Fuqua Industries was negotiating to acquire McDonough Power Equipment Co., McDonough, Ga., manufacturer of lawn mowers and power equipment. The transaction, if concluded, Mr. Fuqua said, would involve payment of between \$8 million to \$10 million in Fuqua Industries stock. He said that McDonough's expected 1967 earnings would be about \$1 million on sales of more than \$10 million.

Year ended April 28:

	1966	1965
Earned per share (loss)	\$2.41	\$(0.70)
Net sales and other income	19,698,000	14,254,000
Income before depreciation and depletion	3,023,000	927,000
Provision for depreciation and depletion	711,000	625,000
Provision for income taxes	1,009,000	128,000
Net income (loss)	1,745,000	(495,000)

## Chris-Craft duplicates 1st quarter of 1966

Chris-Craft Industries Inc., Oakland, Calif., reported first-quarter results for the period ended March 31 virtually equal to the same period in 1966.

The company, which manufactures boats and has an automotive parts division, owns three television stations: WTCN-TV Minneapolis-St. Paul, KCOP (TV) Los Angeles, and KPTV (TV) Portland, Ore. The earnings of all TV stations, the company said, were substantially higher during the 1967 quarter than in the 1966 period.

For three months ended March 31:

	1967	1966
Earned per share	\$0.33	\$0.33*
Consolidated sales	18,454,587	17,910,800
Earnings before taxes	1,054,948	1,034,673
Net earnings	599,948	549,673
Shares outstanding	1,674,399	1,588,580

\*Adjusted to number of shares outstanding as of March 31, 1967.

## Seven Arts continues to rise

Seven Arts Productions Limited, Toronto, reported last week that both net sales and net income for the nine-month period ended March 31 rose appreciably over figures for the corresponding period last year.

For the nine months ended March 31:

	1967	1966
Income per share	\$2.19	\$1.59
Net sales	37,740,814	22,318,537
Net income	5,578,210	4,060,465

BROADCASTING, May 15, 1967

## Disney's slump covered by insurance proceeds

Slumping rentals for its theatrical films during the first six months of this year have dropped the net income of Walt Disney Productions some \$500,000 below that of last year. However, a nonrecurring item (nontaxable life insurance proceeds of \$900,000) lifted the consolidated profit statement of the Burbank, Calif.-based production company to a \$396,000 margin over the first six months of 1966.

For the six months ended April 1:

	1967	1966
Earnings per share	\$2.39*	\$2.32
Gross revenues	44,561,000	45,433,000
Net income	4,898,000*	4,502,000

\* Includes nonrecurring item.

## ITT's record quarter continues 7-year gains

Harold S. Geneen, president and chairman of International Telephone & Telegraph Corp., New York, reported that the company achieved record sales and earnings for any first quarter in its history. The quarter was the 31st consecutive one in which sales, net income and per-share earnings had in-

creased from the previous year.

The ITT-ABC merger is awaiting an FCC decision following a hearing requested by the Department of Justice.

For period ended March 31:

	1967	1966
Earned per share	\$0.97	\$0.86
Total sales and revenues	495,844,000	469,248,000
Consolidated net income	21,718,000	19,108,000

## C-E-I-R reports improved earnings

C-E-I-R Inc., Washington-based applied research and computer services corporation, reported improved earnings for the six months ended March 31 as compared with that in 1966.

Dr. Herbert W. Robinson, chairman and president, said that considerable progress had been made in "gaining marketing acceptance of the improved television and radio audience measurement services of the American Research Bureau subsidiary," but that it could not be reflected in significant sales and profits until contracts are signed next fall for the new broadcast year.

For six months ended March 31:

	1967	1966
Earned per share	\$0.09	\$0.03
Gross income	11,309,400	11,806,600
Net income	152,600	47,900

*This announcement appears as a matter of record only.*

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May 5, 1967

## Capital Cities income up 14% for quarter

Capital Cities Broadcasting Corp. reported a 14% increase in net income for first quarter of this year compared with 1966 earnings.

Capital Cities is selling its WPRO-TV Providence, R. I., station to John B. Poole, Detroit attorney and principal owner of WJRT-TV Flint, Mich., and buying KTRK-TV Houston from John T. Jones Jr. and others. Mr. Poole is paying \$16.5 million for WPRO-TV; Capital Cities, \$21.3 million for KTRK-TV. Applications for these transfers are pending FCC approval.

For the three months ended March 31:

	1967	1966
Earned per share	\$0.41	\$0.36
Net broadcasting income	7,514,743	6,761,415
Operating profit before depreciation	3,086,106	2,722,891
Depreciation	418,572	349,585
Interest and financing expense	410,584	370,926
Income taxes	1,108,440	990,930
Net income	1,148,510	1,011,450

## Warner's profits hold as income drops 10%

Its television income and theatrical film rentals were down, but Warner Bros. Pictures still managed to show a six-month consolidated net profit an edge above that of the previous year. Gross income, though, had a decided decline of more than 10%. In the television operational category, which includes production of series and sale of

## RCA-Hertz wedding final

It's official. RCA announced late Thursday evening (May 11) that the Hertz Corp. has become a wholly owned subsidiary of RCA. The move had been approved by the boards of directors of the two companies last December and by their shareholders at their annual meetings on May 2 (BROADCASTING, May 8). Hertz will continue to function as a separate entity with its own board of directors and its present personnel and management.

features to TV, income dropped more than 6% from \$19.4 million to \$18.2 million.

For the six months ended Feb. 25:

	1967	1966
Earnings per share	\$0.69	\$0.69
Gross income	60,610,000	66,995,000
Net profit	3,405,000	3,369,000

## Financial notes . . .

■ Visual Electronics Corp., New York, has reported that in the fiscal year ended March 31, it achieved the best sales and profits in the company's history. Sales for the year, subject to final confirmation, should exceed \$15,500,000 as compared with \$6,880,000 for 1966.

■ Transamerica Corp., San Francisco-based financial holding company, last week extended its offer for the common stock of United Artists Corp. until and including May 22. The offer, originally

to expire April 10, previously was extended to May 1. Currently more than 94% of the outstanding United Artists stock already have been offered.

■ Roanwell Corp. declared a 16 cents per share dividend payable May 26 to holders of record as of last week (May 8). This represents a 33.3% increase over the dividend paid for the past several years. Roanwell (New York) is an electronics manufacturer (among other areas includes various microphones and amplifiers, switches and devices used in radio broadcast equipment). Its stock is traded over the counter.

■ Metromedia Inc., New York, has declared a regularly quarterly dividend of 20 cents per share to stockholders of record May 15. Dividend is payable June 15.

■ American Broadcasting Co's, Inc. reports its board of directors has declared the second quarterly dividend of 40 cents per share on the outstanding common stock of the corporation, payable June 15, to shareholders of record May 19.

## MCA sets new records

MCA Inc. achieved the highest first-quarter earnings in its history during the three months ended March 31, it was announced last week by Les Wasserman, president.

For the period ended March 31:

	1967	1966
Income per share	\$0.90	\$0.82
Net income	4,389,000	4,015,000

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Richard J. Cech**, VP of Marsteller Inc., elected president of National Agricultural Advertising and Marketing Association.

**John G. Lee Jr.**, marketing VP of Chun King Corp., joins Kitchens of Sara Lee, Chicago, as senior VP-marketing succeeding **Oliver F. Matson** who becomes executive VP of Booth Fisheries. Both firms are interests of Consolidated Foods Corp.

**Lawrence J. Elegant**, copy group head, and **Thomas E. Lawson**, account supervisor, with Ogilvy & Mather, New York, elected VP's.

**John M. White**, manager of West Coast office of Norman, Craig & Kummel, Beverly Hills, Calif., elected VP and associate account supervisor. **George R. Levine**, account supervisor

at Needham, Harper & Steers, New York, joins NCK there as account supervisor.



Mr. Duncan

**James E. Duncan**, account supervisor for N. W. Ayer & Son, Detroit, elected VP and manager of agency's Detroit office.

**Robert Power Reimers**, president of Roberts & Reimers, New York, named board chairman and chief executive officer. **M. W. Nichols**, executive VP of R&R, New York, succeeds Mr. Reimers as president. **Curt E. Claussen**, controller of R&R, New York, named assistant treasurer.

**Judith Protas**, copy group supervisor with Doyle Dane Bernbach, New York, named VP.

**Courenay Moon**, VP, creative director, Grey Advertising, Beverly Hills, Calif., named VP, creative services. **Bob Emenegger**, associate creative director, named creative director.

**Charles O'Malley**, VP and eastern sales manager of Stone Representatives, New York, resigns. No future plans announced. **George Schmidt** resigns as sales consultant for Stone Representatives, New York.

**Richard Westman**, manager of West Coast office of Frank B. Sawdon Inc., Los Angeles, elected VP. He will move to New York office and be responsible for all radio and television. **Robert Beale**, account executive at WAIL-TV Atlanta, joins Sawdon, New York, as radio television media buyer.

**William F. Hasslock Jr.**, media director of D'Arcy Advertising Co., Atlanta, named VP at Marketing Associ-

ates, that city.

**Mary Alice Crisafulli**, timebuyer at Clinton E. Frank Inc., Chicago, elected "Timebuyer of Year" by Chicago chapter of Station Representatives Association.

**Robert R. Prangley**, general sales manager of KLAQ Lakewood, Colo., named VP.



Mr. Prangley

**Ed Conn**, account supervisor for The Marschalk Co., New York, named VP for Erwin Wasey, Los Angeles.

**Jack Bolger**, VP and creative director, Newman-Marwel Inc., Bloomfield, N. J., appointed executive director responsible for agency's internal management.

**Howard J. Lelchuk**, media planner with BBDO, New York, named media director of Pittsburgh office of BBDO.

**Robert B. Nagler**, media director of The Philadelphia Agency, Philadelphia, also named treasurer.

**Doug Finley**, local sales manager for KTLA(TV) Los Angeles, appointed general sales manager.

**William J. (Dub) Groome**, with WTVC (TV) Chattanooga, appointed general sales manager of WCCB-TV Charlotte, N. C.

**Jim Mergen**, account executive for KLAC Los Angeles, named local sales manager.

**Max Reeder**, with KRRX San Jose, Calif., joins KGNU Santa Clara, Calif., as sales manager.

**William F. Allen**, sales representative with American Telephone & Telegraph Co., Philadelphia, named sales manager of WRIO(FM) Cape May, N. J.

**Anthony J. Schillizzi**, with National Time Sales, New York, appointed sales manager.

**Roger K. (Dutch) Huston** retires effective June 4 as sales manager, CBS Radio, Chicago, after 30 years of service with network. He will be succeeded by **E. Sawyer (Si) Smith Jr.**, account executive there since 1951. **Richard C. Goldstein**, account executive, WCBS New York, appointed account executive, CBS Radio, that city.

**James G. Gammel**, product manager

of Lever Brothers Co., New York, appointed merchandising projects manager.

**Stan Dragoti**, art and TV production supervisor, and **Alex Kroll**, copy supervisor, with Young & Rubicam, New York, appointed creative supervisors. **Walter Duka**, formerly information director of President's Committee on Consumer Interests, named by Y&R as public affairs and press relations executive in New York. Mr. Duka assumes duties being relinquished by **Richard T. Connelly**, retiring after 22 years with Y&R.

**Jim Spero**, with Needham, Harper & Steers, Chicago, joins Edward H. Weiss & Co. there as media supervisor.

**David L. Soulen**, VP-account supervisor at Ted Bates & Co., New York, joins LaRoche, McCaffrey and McCall there as account supervisor.

**Alan Frischer**, with Metro TV Sales, division of Metromedia Inc., New York, appointed account executive, replacing **Al Bonomolo**, who joins Metromedia-owned NNEW-TV there as account executive.

**James F. Hayes Jr.**, with National Television Sales Inc., New York, joins WPIX(TV), that city, as account executive. **Lewis Robert Thompson**, with art department of WPIX, named assistant art director.

**Rodger H. Bubeck**, with Nationwide Broadcast Personnel Consultants, Chicago, joins WLS-FM there as account executive.



Mr. Fairbanks

**Richard V. Fairbanks**, national sales manager of KMSP-TV Minneapolis - St. Paul, named general manager, succeeding **Richard Butterfield**, who became station manager of WHDH-TV Boston.

**Gaylord M. Creedon**, director of broadcasting at Kane, Light, Gladney Inc., New York, appointed producer at Videotape Center, that city.

**Hil Covington**, creative supervisor at Young & Rubicam, New York, joins Focus Presentations Inc. there as director.

**Dean Jones**, radio and television director for Swanson, Sinkey, Ellis Inc., Lincoln, Neb., named copy writer for Bozell & Jacobs, Omaha.

**Al LeSage**, with Time-Life broadcasting division, named media supervisor-network operations, Knox Reeves Advertising, Minneapolis. **Bob Harvey** joins agency as radio-TV producer. He previously was with BBDO there. **Steve Mignone** and **Dave Bell** join Knox Reeves as account executives. Mr.

Mignone had been with BBDO in both Minneapolis and New York while Mr. Bell was broadcast buyer on Kellogg at Leo Burnett Co., Chicago. **Bill Cameron**, **John Davis** and **Lowell Johnson** join Reeves as media analysts.



Mr. Mason

**Neal Mason**, sales manager of WOOK Washington, appointed general sales manager of WOOK-AM-TV and WFAN(FM), that city.

**Jon S. Millenson**, account executive, Lloyd H. Hall Co., New York, marketing research firm, named marketing research manager of Media Survey Inc., that city.

## MEDIA

**Rex Howell**, president of XYZ Television Inc., Grand Junction, Colo., named board chairman. **Robert McMahan**, general manager of XYZ stations, succeeds Mr. Howell as president. **Carl Q. Anderson**, station manager of KREY-TV Montrose, Colo., named executive VP. **John English**, member of law firm of English, Bowler and Jenks in Erie, Pa., named VP and

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general counsel. XYZ stations are KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado.

**Frank Batten**, publisher of *Virginian-Pilot* and *Ledger-Star* in Norfolk, Va., elected board chairman of Landmark Communications Inc., that city. **P. S. Huber Jr.** re-elected president. **Richard D. Roberts**, assistant to president of WTAR-AM-FM-TV Norfolk, elected corporate secretary of Landmark. Holdings of Landmark Communications include WTAR-AM-FM-TV, WFMY-TV Greensboro, N. C. and TeleCable Corp., which operates CATV systems in West Virginia, North Carolina and Alabama.

**Hamilton Shea**, WSVB-TV Harrisonburg, Va., named chairman of National Association of Broadcasters' secondary-market television committee. Other members all from markets of less than 100,000, are: **Raymond Carow**, WALB-TV Albany, Ga.; **James Higgins**, WYNY-TV Carthage-Watertown, N. Y.; **Ray Johnson**, KMED-TV Medford, Ore.; **Allen Land**, WHIZ-TV Zanesville, Ohio; **Dale Moore**, KGVO-TV Missoula, Mont.; **Marshall Pengra**, KLTV(TV) Tyler, Tex., and **Thomas Young**, KMMT(TV) Austin, Minn.

**Arthur Mortensen**, with Bonneville International Corp., Salt Lake City, named president of Bonneville's KMBC and KMBR-FM Kansas City, Mo.

**M. E. Greiner Jr.**, general manager of WMC-AM-FM-TV Memphis, named VP.



Mr. Hagan

**Stan Hagan**, general manager of WNOX Knoxville, Tenn., elected VP.

**Dick Taber**, VP of parent Black Hawk Broadcasting Co., Waterloo, Iowa, also named VP and general manager of KAUS and KMMT(TV) Austin, Minn.

**Jack G. Carnegie**, VP and general manager of KXYZ Houston, named general manager of KONO and KITV(FM) San Antonio, Tex.

**M. William Adler**, *Charleston*, W. Va., elected president of West Virginia-Mid Atlantic CATV Association. Other officers elected: **William Turner**, Welch, W. Va., VP; **Boots Cousins Jr.**, Fairmont, W. Va., secretary-treasurer.

**Tom Gullett**, Winchester, Ky., elected president of Kentucky CATV Association. Other officers: **Howard Norrell**, Frankfort, 1st VP; **Everett Akers**, Martin, 2nd VP; **Joe Simmons**, Glasgow, secretary-treasurer.

**Clark Wideman**, station manager of WATT Cadillac, Mich., appointed station manager of WTOM-TV Cheboygan,

## Senate approves Straus

The Senate last week confirmed the nomination of **R. Peter Straus**, president of the Straus Broadcasting Group Inc., as assistant administrator of the Agency for International Development in charge of African affairs. Mr. Straus succeeds Edmond C. Hutcheson (BROADCASTING, April 24).

Straus Broadcasting Group owns WMCA New York, WALL-AM-FM Middletown, WTLB Utica-Rome, WGVA Geneva, all New York, and Straus Telephonic Inc., New York, which markets two-way radio equipment.

Mich. Both are Midwestern Broadcasting Co. stations.



Mr. Hundley

**Allen Hundley**, formerly radio manager of Dallas and St. Louis offices of Peters, Griffin, Woodward, appointed general manager of KMAP(FM) Dallas.

**Bob Donnelly**, formerly with KCBS and KPEN(FM), both San Francisco, appointed station manager of KGNU Santa Clara, Calif.

**John Culver Jr.**, assistant professor of journalism at Georgia State College, Atlanta, also named executive secretary of Georgia Association of Broadcasters.

**Mark Georgeou**, labor counsel for National Association of Broadcasters, named attorney in NAB general counsel's office.

**John Kaufmann**, accounting manager for KRON-TV San Francisco, named assistant treasurer.

**Cecil Webb**, general manager of Western TV Cable, and formerly with KRON-TV San Francisco, both owned by Chronicle Publishing Co., joins Kaiser Broadcasting Corp., Oakland, Calif., as assistant to Richard C. Block, VP and general manager.

## PROGRAMING

**Ruth Ann Meyer**, program director, WMCA New York, elected VP for programming.

**Mal Alper**, film production business manager for NBC-TV, West Coast, named general manager of David Dortort Productions and Xanadu Productions, Hollywood.

**Stephen R. Dickler**, account executive for ABC Films, New York, named southern division manager in Atlanta. New division address will be: 200 26th

Street N.W., P-201, Atlanta. Phone: 876-7725.

**Maurice J. Lanken**, with Official Films Inc., New York, appointed account executive for United Artists Television, syndication division, that city.



Mr. Shefter

city.

**Don Bryan**, southern sales manager for Screen Gems Inc., Atlanta, named southern-southwestern sales manager. **James Ricks**, southern representative for United Artists Films, joins SG, Atlanta, as sales representative. **Jack Ellison**, sales manager for WKOW-TV Madison, Wis., joins SG. Dallas, as sales representative.

**Dusty Miller**, WFAS White Plains, N. Y., re-elected president of North East Country Music Inc. Others elected: **Bob Finnegan**, WWVA Wheeling, W. Va., VP, and **Barry Frank**, WEEB Rensselaer, N. Y., secretary-treasurer.



Mr. Horen

**Robert J. Horen**, Midwest sales representative, MGM-TV, Chicago, named manager of company's southern division, with offices in Atlanta.

**Jerry Siegel**, senior editor at MPO Videoelectronics Inc., New York, joins Colodzin Productions Inc. there as supervising editor. **Paula Murphy**, previously with VPI Productions Inc. and Marc Brown Associates, both New York, joins CPI, that city, as sales and production coordinator.

**Ronald L. Wilson**, manager of broadcast services at Stockton-West-Burkhart, Cincinnati, appointed director of programming for noncommercial WCET(TV), that city.



Mr. Sherman

**Robert Sherman**, music director of WQXR New York, named program director. He replaces **Martin Bookspan**, resigned to enter TV-arts fields, though he continues as program consultant to station.

**David Samuels**, with WENZ Highland Springs, Va., appointed director of programming.

**Shirley Gillette**, utilization coordinator for school television service of

noncommercial WNDT(TV) Newark, N. J.-New York, appointed program manager of school television service.

**Ray DeTournay**, production manager for KNXT(TV) Los Angeles, named to newly created post of director, production operations. **Dan Gingold** and **Joe Landis**, both producer-directors for station, named executive producers.

**Paul Coss**, with WBZ-TV Boston, joins KDKA-TV Pittsburgh as producer. Both are Westinghouse stations.

**Lee Nichols**, chief consultant to state assembly of California, Sacramento, named to newly created post of program consultant for noncommercial KVIE(TV), that city.

**Paul Hayes**, with WFLA Tampa, Fla., resigns to devote full time to Paul Hayes Productions, St. Petersburg, Fla.

**Kenneth L. Evans**, executive story editor for Paramount Pictures Corp., New York, appointed executive assistant to Gordon Stulberg, president of new CBS theatrical film production and distribution division.

## NEWS

**Sigmund F. Bajak**, manager, news film, for NBC News, New York, appointed director, news film. **Daniel P. O'Connor**, manager, news programs, named director, special news programs. **Frank Jordan**, manager, election planning, for NBC News, New York, appointed director, election operations. **Jerry Madden**, general manager, NBC Sports, named director, production, special news programs.

**David Dary**, manager of local news for NBC's WRC-AM-FM-TV Washington, appointed director of news for KTSB (TV) Topeka, Kan., due to go on air in fall. **Irwin Margolis**, news manager of NBC's WKYC-AM-FM-TV Cleveland, takes over Washington post.

**Briggs Baugh**, production supervisor for CBS-TV, New York, appointed operations manager for news department of WCBS-TV, that city.

**Harold Salzman**, news director at WLS Chicago, elected president of Illinois AP Broadcasters Association.

**Watson Sims**, general executive for AP, New York, appointed deputy director of world services. **John O. Koehler**, chief of bureau of AP, Newark, N. J., named deputy director of personnel. **Bruce Handler**, news editor, KEZI-TV Eugene, Ore., joins AP bureau in Portland, Ore., while **Ed McCusker** transfers from AP bureau in New Orleans to AP in Indianapolis.

**Ronald Werth**, director of research and promotion for Peters, Griffin, Woodward, New York, appointed to newly created position of director of

audience research for ABC News, that city.

**Herb Miller**, previously with KFMB-TV San Diego, and NBC, Chicago, appointed regional executive for Tennessee for UPI in Nashville. **Mike Feinsilber**, with UPI's foreign news desk in New York, transfers to Saigon staff.



Mr. Walter

**Bill Walter**, news editor of WREX-TV Rockford, Ill., named news director.

**Scott Jarrett**, with WBTB(TV) Charlotte, N. C., named news director of WIST-AM-FM, that city. **Jim Turner**, news director of WIST-AM-FM, becomes director of public affairs.

**Paul Moyer**, with KTVI(TV) St. Louis, joins KDKA-TV Pittsburgh as newsman. **Bob Purkey**, former Pittsburgh Pirate pitcher, joins KDKA-TV as sportscaster.

**Glenn Wilson**, newsman and editorialist with WLW and WLWT(TV) Cincinnati, joins news department of KTVI (TV) St. Louis.

## FANFARE

**Jerry A. Bronston**, with KMSP-TV Minneapolis-St. Paul, appointed promotion and PR director.

**Bill Weber**, artist producing syndicated "Dr. Funshine" comic strip, and **Don Fiel**, promotion director for Computability Research, San Francisco, named promotion art director and merchandising assistant, respectively, of KRON-TV San Francisco.

**Winston E. Kock Jr.**, press information writer for Avco's WLWT(TV) Cincinnati, appointed to advertising and promotion department of Avco Broadcasting Corp., that city.

**David R. Huntington**, with WBTB(TV) Charlotte, N. C., named copy writer in station's promotion department.

## EQUIPMENT & ENGINEERING

**Robert A. Schieber**, general manager of molecular electronics division of Westinghouse Electric Corp., Baltimore, named staff VP, manufacturing, RCA, Camden, N. J. **Morris S. Lewis**, with RCA electronic components and devices, Harrison, N. J., appointed manager, receiving and picture tube merchandising.

**Rein Narma**, video operations manager for Ampex Corp.'s consumer and educational products division, named VP, engineering and product planning for same division.

**Al Ladage**, assistant engineer at KREX-AM-FM-TV Grand Junction, Colo., named

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director of engineering for XYZ Television Inc., Grand Junction, Colo. XYZ stations are KREX-AM-FM-TV, KREY-TV Montrose and KREZ-TV Durango, all Colorado.

**Douglas Lave** joins Markee Productions, Lafayette, Calif., as chief engineer.

**Harold N. Saphin**, director of operations for Fairchild Hiller Corp., Hagerstown, Md., named director of operations, electronics division, for Viking Industries Inc., Broken, N. J.

**Michael D. Jones**, chief engineer for WCHL Chapel Hill, N. C., joins Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBTW-TV) Charlotte, N. C., WBTW-TV Florence, S. C., Jefferson Productions, Jefferson-Carolina Corp.) as research and development engineer.

**Walter A. Ullrich**, product manager for systems products at Blonder-Tongue Laboratories, Newark, N. J., appointed sales manager for educational and communication systems division of Jerrold Electronics Corp., Philadelphia.

**George Hansen**, manager, business planning and analysis, General Electric's silicone products department, Waterford, N. Y., named controller, Computron Inc., New York, (jointly owned by BASF Group and General Electric).

### ALLIED FIELDS

**James Beveridge**, head of his own film production company and consultancy, James Beveridge Associates Ltd., Ottawa, joins New York University's

new Institute of Film and Television, New York, as professor.

**Donel W. Price**, educator, appointed director of Broadcast Service Center, California State College at Los Angeles.

**David S. Lichtenstein**, with Federal Power Commission, Washington, appointed chief of rates branch, international and satellite communications division of FCC's Common Carrier Bureau, that city.



Mr. Shollenberger

**Lewis W. Shollenberger**, president of Washington Broadcast News Services Inc., Washington, and former executive for CBS News and ABC News, named director of public information for Small Business Administration in Washington.

**Wilbur L. Pritchard**, group director, communications satellite systems of Aerospace Corp., El Segundo, Calif., appointed director of new laboratories to be constructed by Communications Satellite Corp. in Montgomery county in Maryland.

**A. James Ebel**, VP and general manager of KOLN-TV Lincoln, Neb., named to Commission on Press, Radio and Television of Lutheran Church in America.

### INTERNATIONAL

**Al A. Bruner**, CHCH-TV Hamilton, Ont., elected president of Television

Bureau of Advertising of Canada. Other officers elected: **John R. Malloy**, Canadian Broadcasting Corp., Toronto, first VP, and **Roland Giguère**, CFTM-TV Montreal, second VP.

**Vernon Burns**, director of European operations for Screen Gems International, London, named VP in charge of European operations.

**Roger Clark**, director and account supervisor with Markenwerbung International-NCK, Norman, Craig & Kummel's partner agency in Hamburg, Germany, appointed marketing director of Lindo, Norman, Craig & Kummel Ltd., Kingston, Jamaica.

### DEATHS

**Ronald Matthews**, 64, correspondent for British Broadcasting Corp. and *New York Times* in Tunisia, died May 5 at his residence near Tunis. He suffered pulmonic blood clot.

**Max Fullerton**, 62, retired bureau chief of AP, Baltimore, died May 5 in St. Joseph's hospital in Baltimore. He had been with AP in Maryland and West Virginia for 27 years, and founded Chesapeake AP Broadcasters Association. Surviving are his wife, Virginia, and three daughters.

**Roland D. Irving**, historian for KRON-TV San Francisco, died May 2 after long illness. He joined KRON-TV as promotion and advertising manager in 1952, and became historian in charge of programing and public service records in 1963. He is survived by his wife and three sons.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 4 through May 10 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community ant-

tenna 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

#### APPLICATIONS

Fort Smith, Ark.—Broadcasters Unlimited. Seeks UHF ch. 24 (530-536 mc); ERP 1,056 kw vis., 187 kw. aur. Ant. height above average terrain 852 ft.; ant. height above ground, 699 ft. P. O. address: 3300 Midland Boulevard, Fort Smith 72901. Estimated construction cost \$507,473.15; first-year operating cost \$236,000; revenue \$425,000. Geographic coordinates 35° 28' 04" north lat.; 94° 26' 15" west long. Type trans. Townsend Associates TA-30-BT. Type ant. Jampro Zig Zag JZZ-6-0-A-24. Legal counsel Harold E. Mott, Washington; consulting engineer Edward Lorentz, Chevy Chase, Md. Principals: Cleve L. Cotner, Mike Meyer, Carl Robbins, Gilbert Forsgren and Ernest S. Stephens (each 20% partners). Mr. Cotner sells monuments and is in real estate purchases and sale of cemetery lots; is president, director and 50% stockholder in cemetery and has stock in funeral home. Mr. Meyer is in transportation and sale of homes. Mr. Robbins is vice president and stockholder in bank and is president, director and stockholder in lumber and building supplies. Mr. Stephens is in coal and mining and transportation. Mr. Forsgren is part-

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	<p style="text-align: center;"><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

ner in heavy construction concern. Ann. May 3.

West Palm Beach, Fla.—UMC Broadcasting Corp. Seeks UHF ch. 25 (536-542 mc); ERP 650 kw vis., 146 kw aur. Ant. height above average terrain 531.2 ft.; ant. height above ground 564.6 ft. P. O. address: Box 4362, Jacksonville, Fla. 32201. Estimated construction cost \$659,247.01; first-year operating cost \$191,600; revenue \$300,000. Geographic coordinates 28° 40' 08" north lat.; 80° 11' 54" west long. Type trans. RCA TTU 30A. Type ant. RCA TFU-25C. Legal counsel Mallyck & Bernton, Washington; consulting engineer Harold R. Walker & Associates, Metuchen, N. J. Principals: James Mullaney, president, Ira Kamen, vice president, et al. Applicant has applications pending for new UHF stations in Jacksonville and Tallahassee, both Florida. Ann. May 10.

Las Vegas—Arthur Powell Williams. Seeks VHF ch. 13 (210-216 mc); ERP 316 kw vis., 36.06 kw aur. Ant. height above average terrain 120 ft.; ant. height above ground 281 ft. P. O. address: Box 1510, Las Vegas 89105. Estimated construction cost \$321,310; first-year operating \$585,000; revenue \$650,000. Geographic coordinates 36° 07' 43" north lat.; 115° 13' 09" west long. Type trans. GE TT-530CD. Type ant. GE TY-70H. Legal counsel Benedict P. Cottone, Washington; consulting engineer not available. Principal: Arthur Powell Williams. Mr. Williams is licensee of KLAJ Las Vegas, owns 100% of Radio KLAJ Inc., lessor of radio broadcasting equipment and is in real estate. Ann. May 3.

Las Vegas—Clark County Communication Inc. Seeks VHF ch. 13 (210-216 mc); ERP 33.15 kw vis., 6.83 kw aur. Ant. height above average terrain 3,828.3 ft.; ant. height above ground 110.8 ft. P. O. address: 325 South Third Street, Las Vegas 89101. Estimated construction cost \$725,000; first-year operating cost \$500,000; revenue \$500,000. Geographic coordinates 35° 57' 54" north lat.; 115° 30' 00" west long. Type trans. RCA TT-5BH. Type ant. RCA TF-12AH. Legal counsel, Philip Baker; consulting engineers Louis Duttrel and John H. Mullaney, both Washington. Principals: Meyer (Mike) Gold, president (51%) et al. Mr. Gold is owner of KLUC-AM-FM Las Vegas, and 50% owner of KLOM-AM-FM (CP) Lompoc, Calif. Ted Oberfelder (2%) is 43% stockholder, president and treasurer of KRAM Las Vegas. Ann. May 3.

Las Vegas—Diller Broadcasting Corp. Seeks VHF ch. 13 (210-216 mc); ERP 230 kw vis., 34.5 kw aur. Ant. height above average terrain 2,396 ft.; ant. height above ground 181 ft. P. O. address: c/o Robert A. Marmet, 1822 Jefferson Place, Washington 20036. Estimated construction cost \$1,000,000; first-year operating cost \$120,000; revenue \$600,000. Geographic coordinates 36° 19' 08" north lat.; 115° 34' 27" west long. Type trans. RCA TT-25 EHLA. Type ant. RCA TW-12A13P. Legal counsel Robert A. Marmet; consulting engineer A. D. Ring & Associates, both Washington. Principals: Phyllis Diller, president (80%) and Richard L. Barovick, vice president (20%). Phyllis Diller (Mrs. Warde Tatum) is entertainer. Mr. Barovick is attorney. Ann. May 3.

Las Vegas—Ettlinger Broadcasting Corp. Seeks VHF ch. 13 (210-216 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 2,147.3 ft.; ant. height above ground 495 ft. P. O. address: 3501 Maryland Parkway 68, Las Vegas 89109. Estimated construction cost \$919,201.63; first-year operating cost \$361,850; revenue \$337,200. Geographic coordinates 36° 08' 32" north lat.; 115° 09' 37" west long. Type trans. RCA TT-25DH. Type ant. RCA TW15A13P. Legal counsel Marcus Cohn; consulting engineer Sillman, Moffet & Kowalski, both Washington. Principals: John A. Ettlinger, president and general manager (84.5%) and William D. Stiles, vice president and station manager (5%). Mr. Ettlinger is producer-director, owns 100% of Medallion TV Enterprises Inc., TV film distributing company, is president and 100% owner of Jett Advertising Agency, TV and radio advertising. Mr. Stiles is president and 15% stockholder in new AM in Las Vegas. Ann. May 3.

Las Vegas—Lotus Television of Las Vegas. Seeks VHF ch. 13 (210-216 mc); ERP 316 kw vis., 60 kw aur. Ant. height above average terrain 1,143 ft.; ant. height above ground 181 ft. P. O. address: Station KENO, Las Vegas, 89101. Estimated construction cost \$1,362,000; first-year operating cost \$462,000; revenue \$600,000. Geographic coordinates 36° 00' 09" north lat.; 115° 01' 20" west long. Type trans. RCA TT-25EH. Type ant. RCA TW-15A13-P. Legal counsel Fly, Shuebruck, Blume and Gaguine; consulting engineer Jules Cohen & Associates, both Washington. Principals: Lotus Theatre Corp. and Leonard Hornsby, a joint venture.

Lotus Theatres operates KWKW Pasadena, Calif. and owns all stock of Lotus Broadcasting Corp., licensee of KENO Las Vegas (with application to increase power). Lotus will also be parent of Lotus Radio Corp., which is in process of organization and has contracted to purchase KONE Reno. Howard A. Kulumenson is president and director and owns all issued voting stock. Mr. Hornsby is general manager of KENO Las Vegas and is vice president of KENO's licensee. Ann. May 3.

Las Vegas—Nevada Broadcasters. Seeks VHF ch. 13 (210-216 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 350 ft.; ant. height above ground 495 ft. P. O. address: 3898 Comanche Avenue, Las Vegas 89105. Estimated construction cost \$488,000; first-year operating cost \$380,000; revenue \$450,000. Geographic coordinates 36° 08' 32" north lat.; 115° 09' 37" west long. Type trans. RCA TT 12/12 EH. Type ant. RCA TW15A13P. Legal counsel not available; consulting engineer not available. Principals: Walter E. Shull Sr., Charles G. Shelton, Norbert W. Jansen and Frank Schivo (each 25%). Mr. Shull is sales manager, director and vice president of Television Co. of America Inc. and Nevada Broadcasters Fund Inc. Mr. Shelton owns western apparel store. Mr. Jansen has interests in casinos, vending and finance. Mr. Schivo has interest in casinos and vending. Ann. May 5.

Las Vegas—Talmac Inc. Seeks VHF ch. 13 (210-216 mc); ERP 104.2 kw vis., 20.84 kw aur. Ant. height above average terrain 3,860.75 ft.; ant. height above ground 150.6 ft. P. O. address: 118 South Fourth Street, Las Vegas 89101. Estimated construction cost \$1,214,950; first-year operating cost \$400,000; revenue not available. Geographic coordinates 35° 59' 43" north lat.; 115° 29' 06" west long. Type trans. RCA TT-11-AH. Type ant. RCA TF-12BH. Legal counsel Koteen & Burt; consulting engineer Kear & Kennedy, both Washington. Principals: Alan K. Abner, president (15%), John M. Laxalt (11%) and R. Kent Oram, treasurer (18%) et al. Mr. Abner is chairman of state regulating agency. Mr. Laxalt is attorney and representative for petroleum corporation. Mr. Oram is owner of coin concern and realty company, and vice president and stockholder of real estate. Ann. May 5.

Akron, Ohio—Cathedral of Tomorrow Inc. Seeks UHF ch. 55 (716-722 mc); ERP 220 kw vis., 44 kw aur. Ant. height above average terrain 511 ft.; ant. height above ground 542 ft. P. O. address: 2700 State Road, Cuyahoga Falls, Ohio 44223. Estimated construction cost \$344,700; first-year operating cost \$144,000; revenue \$150,000. Geographic coordinates 41° 08' 42" north lat.; 81° 30' 38" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Fisher, Wayland, Duvall and Southmayd; consulting engineer Commercial Radio and Equipment Co., both Washington. Principals: Rex E. Humbard, president, et al. Mr. Humbard is pastor. Ann. May 8.

Defiance, Ohio—DBNW Inc. Seeks UHF ch. 65 (776-782 mc); ERP 136 kw vis., 24.6 kw aur. Ant. height above average terrain 510 ft.; ant. height above ground 541.3 ft. P. O. address: 121 West Butler Street, Bryan, Ohio 43506. Estimated construction cost \$330,000; first-year operating cost \$100,000; revenue \$100,000. Geographic coordinates 41° 28' 22" north lat.; 84° 29' 57" west long. Type trans. RCA TTU-10A. Type ant. RCA TTU 27 DH. Legal counsel Cohen & Berfield, Washington; consulting engineer Paul Dean Ford, West Terre Haute, Ind. Principals: Arthur S. Newcomer, president, Wayne E. Shaffer, vice president and J. Robert Geesey, secretary-treasurer (each 33%). Mr. Newcomer is attorney and has interest in precision cutting tools. Mr. Shaffer is attorney, manufacturer of pharmaceutical supplies and is a member of Ohio State Board of Education. Mr. Geesey is attorney. Ann. May 3.

#### INITIAL DECISION

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Lewis Broadcasting Corp. for CP for new television station to operate on ch. 22, Savannah, Ga., and denying application of WSCA Television Inc. for same facility (Docs. 16976, 16978). Action May 9.

#### OTHER ACTIONS

■ Invited comments on proposal to assign ch. 26 to Tulare, Calif., for commercial use. Action by commission by notice of proposed rulemaking, May 10.

■ Office of opinions and review on May 8 Orlando, Fla., television broadcast proceeding, Docs. 11081 et al., granted petition by Broadcast Bureau for extension of time to May 26 to file responsive pleading to petition for reconsideration filed by Central

Nine Corp. and TV 9 Inc.

■ Review board in Orlando, Fla., television broadcast proceeding, Docs. 11081 et al., granted request for extension of time filed May 8 by Broadcast Bureau and extended to May 26 time to file responsive pleadings to five pleadings filed April 27. Action May 10.

■ Review board: Romac Macon Corp., Macon, Ga., extension of time granted to May 15 to file responses to motion by Rovan Television Inc. to enlarge issues in TV broadcast proceeding (Docs. 16316-7). Board Members Pincock and Kessler absent. Action May 4.

■ Review board in Macon, Ga., television broadcast proceeding, Docs. 17316-7, granted petition filed May 5 and extended to May 15 time to file responsive pleadings to appeal from hearing examiner's ruling, or in alternative, motion to enlarge issues, filed April 26 by Romac Macon Corp. Action May 9.

■ Assigned first commercial channel, ch. 57, Hazard, Ky. (Doc. 17199). Action by commission by report and order, May 10.

■ Review board in Cleveland, television broadcast proceeding, Docs. 15163-4, panel of review board, granted petition for leave to amend and to reopen record for limited purpose, filed April 18 by Cleveland Broadcasting Inc., and accepted amendment, which reflected death of Harry E. Small, an officer, director and 2.5% stockholder of Cleveland Broadcasting Inc. Action May 8.

■ Assigned ch. 55 to Crossville, Tenn., for commercial use (Doc. 17111). Action by commission by report and order, May 10.

■ Assigned ch. 55 to Kenosha, Wis., first television assignment (Doc. 17112). Action by commission by report and order, May 10.

#### ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on May 9: in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., certified to commission question whether holder of interim authorization for operation of ch. 9 television facility in Syracuse, N. Y., Ch. 9, Syracuse Inc., ought to be named a party and be required to participate in hearings to be held under the so-called "corporate waste" issues (Docs. 14368-72, 14444-46).

■ Hearing Examiner Chester F. Naumowicz Jr. on May 9: in proceeding in re cease and desist order to be directed against CATV operators Shen-Heights TV Association, Shenandoah, Pa., et al., granted petition to intervene of Taft Broadcasting Co., scheduled further prehearing conference for May 24, and hearing for May 29. (Docs. 17391-94).

#### RULEMAKING PETITION

Appleton, Wis. Walter H. Kalata—Requests institution of rulemaking proceedings to amend television table of assignments and provide commercial television broadcast channel for Ironwood, Mich. Ann. May 5.

#### CALL LETTER APPLICATIONS

■ Bay Area Educational TV Association, San Francisco. Requests KQEC(TV).  
■ Connecticut Educational TV Corp., Bridgeport, Conn. Requests WEDW(TV).  
■ Gold Coast TV Corp., Miami. Requests WGCT(TV).

#### CALL LETTER ACTIONS

■ Kentucky State Board of Education, Granted WKAS(TV). Ashland, WKGB(TV) Bowling Green, WKHA(TV) Hazard, WKLE(TV) Lexington, WKMA(TV) Madisonville, WKMR(TV) Morehead, WKMU(TV) Murray, WKON(TV) Owenton, WKPI(TV) Pikeville and WKSO(TV) Somerset, all Kentucky.  
■ Dr. Marvin H. Osborne, Jackson, Miss. Granted WWHO-TV.  
■ Edmund D. Baydush, Norfolk, Va. Granted WTVQ(TV).  
■ KFIZ Broadcasting Co., Fond du Lac, Wis. Granted KFIZ-TV.

#### Existing TV stations

##### FINAL ACTIONS

KTTV(TV) Los Angeles—Broadcast Bureau granted license covering change in station. Action May 9.

WHNB-TV, New Britain, Conn.—Broadcast Bureau granted license covering auxiliary ant. at main trans. location. Action May 9.

WLCY-TV Largo, Fla.—Broadcast Bureau granted license covering new TV. Action May 8.

WMAZ-TV Macon, Ga.—Broadcast Bureau granted license covering changes in station. Action May 9.

KMAU-TV Wailuku, Hawaii—Broadcast Bureau granted license covering changes in station. Action May 9.

KVTV(TV) Sioux City, Iowa—Broadcast Bureau granted license covering changes

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, May 11

	ON AIR			
	Lic.	CP's	CP's	CP's
Commercial AM	4,107 <sup>1</sup>	18	84	
Commercial FM	1,609	25	267	
Commercial TV-VHF	480 <sup>2</sup>	15	24	
Commercial TV-UHF	95 <sup>2</sup>	25	131	
Educational FM	301	3	33	
Educational TV-VHF	60	7	9	
Educational TV-UHF	42	8	53	

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 11

	VHF	UHF	Total
Commercial	519	259	778
Noncommercial	76	103	179

## 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 <sup>1</sup>	1,533	570 <sup>2</sup>	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

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In 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.

order which had denied its requests for reconsideration and reopening of record (Doc. 14878). Action by commission by order, Commissioner Cox not participating. May 10.

■ Review board in South Beloit, Ill., standard broadcast proceeding, Docs. 17209 et al, granted motion to delete issue, filed March 13 by Victory Broadcasting Inc.; granted petition to delete issues filed March 13 by Missouri Broadcasting Inc.; and motion to delete issue filed on March 13 by Six-Eighty-Eight Broadcasting Co.; dismissed as moot motion to enlarge issues filed March 13 by St. Louis Broadcasting Co.; and granted motion to delete and enlarge issues filed March 13 by Great River Broadcasting Inc., to extent of deleting issues. Foregoing actions deleted issues 10, 11, 12 and 14. Board Member Nelson not participating. Action May 10.

■ Review board in Jacksonville, N. C., Docs. 17148-50, standard broadcast proceeding, granted petition filed May 5 by applicants and extended to May 12 time to file joint requests for approval of agreements. Board member Nelson not participating. Action May 9.

■ Review board in Kettering, Ohio, standard broadcast proceeding, Docs. 17243 et al, granted motion filed May 5 by Kittyhawk Broadcasting Corp., and extended to May 12 time to file responses to oppositions to petitions to add and delete issues filed April 5 and 7 by Kittyhawk Broadcasting Corp. and Gem City Broadcasting Co. Action May 9.

■ Review board in Kettering, Ohio, standard broadcast proceeding, Docs. 17243 et al, denied motion to delete issue filed March 27 by Voice of the Ohio Valley Inc.; granted motion to delete issue filed April 5 by Bloomington Broadcasting Co.; and modified issues by deletion of issue 11. Action May 10.

■ Review board in Eugene, Ore., standard broadcast proceeding, Docs. 15998 and 16000, granted in part motion to correct transcript of oral argument filed on April 18 by Emerald Broadcasting Corp. Board Member Berkemeyer absent. Action May 5.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80, denied petition to enlarge issue filed March 9 by Shawnee Broadcasting Co. Action May 9.

■ Waived Sec. 73.37 of overlap rules and accepted application of Dr. Charles Wm. Hunt for new AM to operate on 1400 kc, 250 w-N, 1 kw-TS, in Charlottesville, Va. Action by commission by letter, Commissioner Johnson concurring, May 10.

## ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 5 in proceeding on AM application of Jupiter Associates Inc., Matawan, N. J., et al, granted motion of William S. Halpern and Louis N. Seltzer, d/b as Somerset County Broadcasting Co. and extended time for filing proposed findings from May 12 to May 22. (Docs. 14755-57).

■ Hearing Examiner Millard F. French on May 8 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co., all Lorain, Ohio, granted petition of applicant Midwest Broadcasting Co. and extended time for filing proposed findings from May 9 to May 22, and reply findings from June 5 to June 19. (Docs. 16876-78).

## CALL LETTER APPLICATIONS

■ Rowland Broadcasting Inc., Macon, Ga. Requests WDBN.  
 ■ Fox River Broadcasting Co., Oshkosh, Wis. Requests WAGO.

## CALL LETTER ACTIONS

■ Solid Rock Ministries Inc., Soldatna, Alaska. Granted KSRM.  
 ■ Ralph M. Sweeney, Waukon, Iowa. Granted KNEI.  
 ■ Lighthouse Broadcasting Inc., Jupiter, Fla. Granted WJTS.  
 ■ West Jersey Broadcasting Co., Mt. Holly, N. Y. Granted WJJZ.  
 ■ Broadcast Co. of the Carolinas Inc., Sherryville, N. C. Granted WCSL.  
 ■ Staline Broadcasting Co., Ardmore, Tenn. Granted WSLV.  
 ■ Prsacro Inc., Kingwood, W. Va. Granted WFSP.

## Existing AM stations

### APPLICATIONS

■ KDRG Deer Lodge, Mont.—Seeks CP to increase daytime power from 250 w to 1 kw. Ann. May 5.  
 ■ WCRV Washington, N. J.—Seeks CP to increase power from 500 w to 1 kw; change ant.-trans. location to Route 69. 0.6 mi.

in station. Action May 9.

WCCB-TV Charlotte, N. C.—Broadcast Bureau granted license covering new TV. Action May 8.

WOLE-TV Aguadilla, P. R.—Broadcast Bureau granted license covering changes in station. Action May 9.

KRBC-TV Abilene, Tex.—Broadcast Bureau granted license covering installation of auxiliary ant. system. Action May 9.

WVEC-TV Hampton, Va.—Broadcast Bureau granted license covering installation of formerly authorized driver and ant. as auxiliary trans. and ant. at the old main trans. and ant. location. Action May 9.

KVOS-TV Bellingham, Wash.—Broadcast Bureau granted license covering installation of auxiliary trans. Action May 9.

KING-TV Seattle—Broadcast Bureau granted license covering changes in station. Action May 9.

■ Broadcast Bureau granted licenses covering following new stations: WJKS-TV, ch. 17, Jacksonville, Fla. and WCFT-TV, ch. 33, Tuscaloosa, Ala. Action May 8.

## OTHER ACTIONS

■ AK-SAR-BEN Broadcasting Inc. request for waiver of Sec. 1.534(b) of rules denied, and call letters of its TV station KAKS, ch. 42, Omaha, deleted. Action by commission by order, May 10.

## RULEMAKING ACTION

■ Commission, on May 2, granted request by Meredith WOW Inc. (WOW-TV), Omaha, for extension of time to May 24 to file comments and to June 8 for replies to responses to petition by Mid-America Broadcasting Inc. (KSLN-TV), Salina, Kan., for rulemaking involving Salina and Lincoln Center, Kan. (RM-1124), Action May 4.

## New AM stations

### APPLICATIONS

Hilo, Hawaii—Southwestern Broadcasting Co. Seeks 670 kc, 10 kw, P. O. address: Thunderbird hotel annex, Las Vegas 89109. Estimated construction cost \$77,310; first-year operating cost \$72,800; revenue \$76,000. Principals: Donald W. Reynolds, president and Joseph W. McMurray, vice president. Mr. Reynolds is president and director of Donrey Media Group Ltd., which owns 50% with Southwestern Publishing Co. voting stock in parent corporation Southern Nevada Radio & Television Co. Ann. May 4.

New London, Wis.—New London Enterprises Inc. Seeks 1460 kc, 1 kw, P. O. address: 120½ North Water Street, New London 54961. Estimated construction cost \$41,133; first-year operating cost \$32,150; revenue \$45,000. Principals: Sigurd W. Krostue, secretary-treasurer, et al. Ann. May 10.

## FINAL ACTION

Vista, Calif.—North County Broadcasting Co. FCC granted 1000 kc, 1 kw—DA, D. P. O. address: c/o Gene Alfred, 5 Dobbin Lane, Rolling Hills Estates, Calif. 90274. Estimated construction cost \$110,483; first-year operating cost \$87,568; revenue \$85,000. Principals: Gene Irving Alfred (50.1%), James L. Barrett (30.7%), Fred W. Volken (8.0%), Robert J. Tomko (4.1%), Justin G. Goostree (4.1%), and others. Mr. Alfred is director of PR and advertising for Harvey Aluminum Inc.; Mr. Barrett is attorney; Mr. Volken is consulting radio engineer, 33% owner of KLAN Lemoore, Calif.; Mr. Tomko is owner of Vista Video, Vista, Calif.; Mr. Goostree is vice president of First National Bank of Vista and director of Vista Sanitation District. Action May 10.

## OTHER ACTIONS

■ Review board in Montgomery, Ala., standard broadcast proceeding, Docs. 17058-60, denied further motion to enlarge issues filed on March 14 by Rocket City Broadcasting Inc., Board Member Berkemeyer absent. Action May 5.

■ Review board in Costa Mesa-Newport Beach, Calif., standard broadcast proceeding, Docs. 15752 et al, granted in part petition to enlarge issues filed March 2 by Charles W. Jobbins, Pacific Fine Music Inc., Storer Broadcasting Co. (KBS), Pasadena Broadcasting Co. and Orange Radio Inc.; denied motion to certify petition to enlarge issues to commission filed March 29 by California Regional Broadcasting Corp.; granted request for leave to file opposition to Broadcast Bureau's comments on petition to enlarge issues filed April 13 and accepted concurrently filed opposition; and enlarged issues as to California Regional Broadcasting Corp. Board Member Nelson not participating. Action May 10.

■ Denied application and petition by Prattville Broadcasting Co., requesting review of (1) review board decision which had denied CP for new AM at Prattville, Ala., and (2) memorandum opinion and



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North of borough limits of Washington, N. J., and install a new trans. Ann. May 10.  
 WFSC Franklin, N. C.—Seeks CP to change frequency from 1050 kc to 810 kc; make changes in ant. system (increase height). Ann. May 4.

**FINAL ACTIONS**

**KIMN Denver**—Broadcast Bureau granted license covering increase in power. Action May 3.

**WTOR Torrington, Conn.**—Broadcast Bureau granted license covering changes in frequency, power, ant. location, changes in ground system and installation of new trans. and DA-2. Action May 3.

**WEBS Calhoun, Ga.**—Broadcast Bureau granted license covering new AM station, specify studio location as 203 Piedmont Street. Action May 3.

**WDRC Escanaba, Mich.**—Broadcast Bureau granted CP to make changes in daytime DA pattern; conditions. Action May 4.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: **WDOL Athens, Ga.**; **WNGA Nashville, Ga.** and **WRG-FM, Buffalo, N. Y.** Action May 5.

**OTHER ACTIONS**

■ Review board application of James J. E. Scanlon for modification of existing facilities of standard broadcast station **KCAT Pine Bluff, Ark.** denied (Doc. 16529; BP-16296). Decision by Board Members Berkemeyer, Slone and Kessler May 3. Action May 4.

■ Office of opinions and review on May 5 granted petition and supplement filed by Madison County Broadcasting Inc. (WRTH) and extended to May 29 time for filing replies in AM proceeding on application for CP to WRTH Wood River, Ill. (Doc. 16980).

■ Review board in Lexington, Neb., standard broadcast proceeding, Docs. 15812-3, granted joint petition filed May 4 by Nebraska Rural Radio Association (KRVN) and Town & Farm Inc. (KMMJ), and extended time for filing exceptions to hearing examiner's initial decision to a date 15 days after board's action on joint petition for approval of agreement filed by above parties on May 1. Board member Berkemeyer absent. Action May 8.

■ Petition by Western North Carolina Broadcasters Inc. (WWIT) for reconsideration of commission's memorandum opinion and order designating its renewal application for hearing denied; Commission also waived, on behalf of petitioner, provision of Sec. 1.106(f) of rules regarding length of petition, and dismissed as moot petition by Western for stay of effectiveness of the designation order until commission has acted upon petition for reconsideration in the Canton, N. C., renewal proceeding (Doc. 17050). Action by commission by memorandum opinion and order, Commissioner Cox concurred, May 10.

■ Wilkes Broadcasting Co., (WKBC), Wilkesboro, N. C., application requesting review of review board memorandum opinion and order denied. Order had refused petition to enlarge issues in hearing on Wilkes Radio's application for CP for new AM at Wilkesboro, N. C., (Doc. 16311). Action by commission by order, May 10.

■ Review board in Eugene, Ore., standard broadcast proceeding, Docs. 15998-16000, Board Members Berkemeyer, Slone and Pincock, adopted decision granting application of Emerald Broadcasting Corp., (KPIR) for authority to operate new class II-A broadcast station on 1120 kcs. 50 kw, unlimited time, directionalized day and

night, and denying the application of Hi-Desert Broadcasting Corp., (KDHI) for authority to operate new class II-A broadcast station on 1120 kcs, 10 kw, unlimited time, directionalized at night, at Twenty-Nine Palms, Calif. Conditions. Action May 8.

■ Office of opinions and review on May 2 granted motion by Walter N. Nelskog for extension of time to May 15 to file responsive pleadings to the Broadcast Bureau's April 4 comments in Bellevue, Wash., proceeding on renewal of license of Northwest Broadcasters Inc., for KBVU, and application of Bellevue Broadcasters (KFKF) for CP (Docs. 16809-10).

**ACTIONS ON MOTIONS**

■ Hearing Examiner Thomas H. Donahue on May 4 in proceeding in matter of revocation of licenses of Asheboro Broadcasting Co., for WGWR-AM-FM, N. C., changed June 14, hearing to further prehearing conference (Doc. 16789).

■ Hearing Examiner Charles J. Frederick on May 4 in proceeding on AM applications of Saiter Broadcasting Co., (WBEL), South Beloit, Ill., et al, permitted an amendment by Prudential Broadcasting Co., to reflect issuance of ten (10) shares of stock previously subscribed, one to each of ten (10) stockholders (Docs. 17209-15, 17217, 17219).

**FINES**

■ WAUC Broadcasting Co., licensee of WAUC Wauchula, Fla., was directed to pay \$500 forfeiture for failure to respond to notice of apparent liability issued Feb. 8, for operation by improperly licensed operator and failure to keep a maintenance log. Action by commission by memorandum opinion and order, May 10.

■ Folkways Broadcasting Inc., licensee of WTCW-AM-FM Whitesburg, Ky., was directed to pay forfeiture of \$1,000 for operation of two stations without properly licensed operator and for various technical violations, including inoperative emergency action notification equipment, failure to check transmitting equipment five days per week, and failure to have transmitter clearly visible to operator in charge of transmitting apparatus at his normal operating position. Action by commission by notice of apparent liability, May 10.

■ Richmond County Broadcasting Co., licensee of WKDX Hamlet, N. C., was directed to pay \$500 forfeiture for operation with improperly licensed operator and for failing to provide supervision of transmitter by operator holding first-class operator's license. Action by commission by memorandum opinion and order, May 10.

**CALL LETTER APPLICATIONS**

■ KYND, Buck Owens Broadcasting Inc., Tempe, Ariz. Requests KTUF.

■ KBLA, George E. Cameron Jr., Burbank, Calif. Requests KBBQ.

**DESIGNATED FOR HEARING**

■ Designated for hearing application of Braun Broadcasting Co. to increase daytime power of KOAD Lemoore, Calif., from 250 w to 1 kw. Glomor Music Broadcasters, licensee of KHOT Madera, Calif., made party to proceeding. Action by commission by order, May 10.

**New FM stations**

**APPLICATIONS**

**Fort Smith, Ark.**—American Television Inc. Seeks 93.7 mc, ch. 229, 100 kw. Ant. height above average terrain 202.5 ft. P. O. address: 101 North 4th Street, Fort Smith

72901. Estimated construction cost \$73,685; first-year operating cost \$42,000; revenue \$48,000. Principals: Donald W. Reynolds, sole shareholder and president. Mr. Reynolds is president and director of checking bureau, Donrey Broadcasting Co., broadcast equipment, Donrey Media Group Ltd., management consultants, investment companys, construction company, Nevada Network Inc., national TV sales, Northwest Arkansas Publishing Company, photography supply company and publishing company. Mr. Reynolds is sole owner of the following broadcast properties and is president and director of each parent corporation: **KFSA-AM-TV Fort Smith, Ark.**; **KGNS-AM-TV Laredo, Tex.**; **KBRS Springdale, Ark.**; **KOLO-AM-TV Reno, Nev.**; **KORK-AM-FM-TV Las Vegas, Ann. May 4.**

**Thomasville, Ga.**—Rachel Q. Collins tr/as Collins Broadcasting Co. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 765, Thomasville 31792. Estimated construction cost not available; first-year operating cost \$15,200; revenue \$24,000. Principals: T. O. and Rachel Q. Collins (each 50%). Mr. Collins is WCTV (TV) Thomasville, Ga. engineer. Mrs. Collins is housewife. Ann. May 10.

**Abilene, Kan.**—KABI Inc. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 108.82 ft. P. O. address: 409 North West Third Street, Abilene, Kan. 67410. Estimated construction cost \$12,638.75; first-year operating cost \$2,345; revenue \$4,500. Principals: Norton E. Warner, president and Douglas K. Lyon, manager. Applicant is licensee of KABI Abilene. Ann. May 4.

\***Old Westbury, N. Y.**—New York Institute of Technology. Seeks 91.1 mc, ch. 216, 0.01 kw. Ant. height above average terrain 100 ft. P. O. address: Wheatley Road, Old Westbury, Long Island 11568. Estimated construction cost \$2,305; first-year operating cost \$10,000; revenue none. Principal: Dr. A. Schure, president, et al. To be administered by board of trustees. Ann. May 10.

**Portland, Ore.**—King Broadcasting Co. Seeks 101.9 mc, ch. 270, 100 kw. Ant. height above average terrain 1,611 ft. P. O. address: 320 Aurora Avenue, North Seattle, Wash. 98109. Estimated construction cost \$97,400; first-year operating cost \$32,000; revenue \$10,000. Principals: Stimson Bullitt, president, Jay W. Wright, Payson Hall and Ancil Payne, all vice presidents. Applicant owns KGW Portland, Ore. Ann. May 10.

**Madison, S. D.**—Madison Broadcasting Inc. Seeks 103.1 mc, ch. 276, 3 kw. Ant. height above average terrain 91.26 ft. P. O. address: Box 549, Madison 57042. Estimated construction cost \$10,740; first-year operating cost \$15,000; revenue \$20,000. Principals: Joseph A. Muggly, president (49%), Sherleen Adler, vice president (2%) and Catherine B. Muggly, secretary-treasurer (49%). Applicant owns KJAM Madison. Dr. Muggly is physician. Catherine Muggly is nurse. Sherleen Adler is homemaker. Ann. May 10.

**FINAL ACTIONS**

**Jerseyville, Ill.**—Tri-County Broadcasting Co. Broadcast Bureau granted 104.1 mc, ch. 281, 15 kw. Ant. height above average terrain 380 ft. P. O. address: Box 310, Jerseyville 62052. Estimated construction cost \$31,291; first-year operating cost \$10,000; revenue \$15,000. Principal: Robert P. Skibbe, president. Action May 5.

**Mason City, Iowa**—North Central Iowa Broadcasting Co. FCC granted 106.1 mc, ch. 291, 100 kw. Ant. height above average terrain 255 ft. P. O. address: Weir Building, Mason City. Estimated construction cost \$30,000; first-year operating cost \$5,000; revenue \$24,000. Principals: Hayward L. Talley (100%). Mr. Talley is president and principal owner of Mid-Illinois Broadcasting Co., licensee of WSMI-AM-FM Litchfield, Ill., president and owner of Talley Broadcasting Co., licensee of KXGI Fort Madison, Iowa and North Central Iowa Broadcasting Co., licensee of KSMN Mason City. Action May 10.

**Bolivar, Mo.**—FCC granted Robert F. Neathery and L. C. McKenney db/as Shepherd of The Hills Broadcasting Co. 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 200 ft. P. O. address: 114 E. Division St., Bolivar 65613. Estimated construction cost \$13,520; first-year operating cost \$4,835; revenue \$7,000. Shepherd of The Hills Broadcasting is licensee of KBLH Bolivar. Action May 10.

\***Kearney, Neb.**—Kearney State College. Broadcast Bureau granted 91.3 mc, ch. 217, .001 kw. Ant. height above average terrain 99' 9". P. O. address: 68847. Estimated construction cost \$2,050; first-year operating cost \$500. Principal: Milton J. Hassel, president, board of education, et al. Action May 5.

\***Lincoln, Neb.**—Union College Inc. Broadcast Bureau granted 91.3 mc, ch. 217, 10 w. Ant. height above average terrain 139.6 ft. P. O. address: 3800 South 48th Street Lin-



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coln 68506. Estimated construction cost \$5,450; first-year operating cost \$7,000. Principals: To be administered by board of trustees. Action May 5.

**Pulaski, Va.—Pulaski Broadcasting Corp.** Broadcast Bureau granted 107.1 mc, ch. 29B, 2.85 kw, ant. height above average terrain minus 58 ft. P. O. address: 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, Action May 5.

#### OTHER ACTION

■ Petition by Maine Township FM Inc. to correct plain error in Waukegan and Des Plaines, Ill., FM broadcast proceeding (Docs. 13292, 13940, 17242) dismissed. Action by Commission by order May 10.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 9: designated Hearing Examiner David I. Kraushaar to serve as presiding officer in proceeding on FM applications of Miami Broadcasting Corp., W.B.E.J. Inc., Mission East Co., and Edward Winton, Silva M. Feldman, Davis Ginsberg, Norma Fine and Al Lapin Jr., d/b as WSKP Broadcasters, all Miami; scheduled prehearing conference for June 14 and hearing for July 11 (Docs. 17401-04).

■ Hearing Examiner Millard F. French on May 8 in proceeding on FM applications of Prairieland Broadcasters and Richard P. Lamoreaux, both Monmouth, Ill., granted petition for leave to amend of applicant Prairieland Broadcasters to reflect demise of one of partners and purchase by remaining partners of deceased partner's share (Docs. 16944-45).

■ Hearing Examiner Isadore A. Honig on May 4 in proceeding on FM applications of Ward L. Jones and Mars Hill Broadcasting Inc., both Syracuse, N.Y., granted joint oral request of applicants and postponed procedural dates for thirty days including hearing from June 13 to July 13 (Docs. 17117-18).

#### RULEMAKING APPLICATIONS

Santa Maria, Calif. **KHER**—Requests issuance of an order of proposed rulemaking looking toward allocation of ch. 251 to Santa Maria, Calif. Ann. May 5.

Pipestone, Minn., **KLOH**—Requests amendment of table of FM assignments so that class C ch. 254, be inserted at Pipestone, Minn. and that class A ch. 252, be deleted. Ann. May 5.

#### CALL LETTER APPLICATION

■ **FM Enterprises Inc.**, Clearwater, Fla. Requests **WQXM**.

#### CALL LETTER ACTIONS

■ **Joseph Gamble Stations Inc.**, Stockton, Calif. Granted **KJOY-FM**.

■ **West Florida Broadcasting Inc.** Granted **WONF (FM)**.

■ **Pacific Broadcasting Inc.**, Honolulu. Granted **KGMB-FM**.

■ **The Denison Broadcasting Co.**, Denison, Iowa. Granted **KDSN-FM**.

■ **Cowles Communications Inc.**, Des Moines, Iowa. Granted **KRNT-FM**.

■ **Rough River Broadcasting Co.**, Leitchfield, Ky. Granted **WMTL-FM**.

■ **Washtenaw Broadcasting Inc.**, Ann Arbor, Mich. Granted **WPAC-FM**.

■ **Marshall Broadcasting Co.**, Marshall, Mich. Granted **WMRR-FM**.

■ **KDHL Broadcasting Co.**, Faribault, Minn. Granted **KDHL-FM**.

■ **Jomac Jackson Corp.**, Jackson, Miss. Granted **WFXM (FM)**.

■ **Artesia Broadcasting Co.**, Artesia, N. M. Granted **KSVF-FM**.

■ **McQueen & Co. Inc.**, Dyersburg, Tenn. Granted **WTRO-FM**.

■ **Charles L. Cain, Sherman, Tex.** Granted **KSHN (FM)**.

#### DESIGNATED FOR HEARING

Miami Broadcasting Corp., W.B.B.J. Inc., Mission East Co. and WSKP Broadcasters, all Miami—Broadcast Bureau designated for consolidated hearing applications for new FM's to operate on ch. 298 (107.5 mc), ERP 100 kw, ant. height: Miami—313.3 ft., W.B.B.J. Inc.—274 ft., Mission East—343 ft., WSKP—749 ft. Federal Aviation Administration is made a party to proceeding. Action April 28.

#### Existing FM stations

#### FINAL ACTIONS

**KCEE-FM Tucson, Ariz.**—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 2126 South Alvernon, Tucson, change type trans., make change in ant. system, change type ant., ERP 25.5 kw, ant. height 77 ft. Action May 8.

\***WPKN(FM)** Bridgeport, Conn.—Broadcast

#### ETV fund grant

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

Baltimore—Ch. 67, \$654,301 to Maryland Educational-Cultural Television Commission to activate station. Total project cost \$1,654,000.

Concord, N. C.—Ch. 58, \$190,813 to University of North Carolina to construct new UHF. Total project cost \$381,626.

Vermillion, S. D.—\***KUSD** (ch. 2), \$268,404 to University of South Dakota to expand coverage and to improve production facilities. Total project cost \$400,000.

Rapid City, S. D.—Ch. 9, \$163,544 to State Board of Directors for Educational Television to help construct new TV. Total project cost \$327,000.

Bureau granted CP to install new type trans., dual polarized ant., make changes in ant. system, change frequency to 89.5 mc, ERP 700 w., ant. height 550 ft., change ant. trans. location to Booth Hill, Video Lane, Trumbull. Action May 5.

**WNUS-FM Chicago**—Broadcast Bureau granted license covering installation of new ant. Action May 3.

**WPRS-FM Paris, Ill.**—Broadcast Bureau granted CP to install new type trans., dual polarized ant., change ERP to 3 kw, ant. height 225 ft., condition. Action May 5.

**KWNT-FM Davenport, Iowa**—Broadcast Bureau granted license covering new FM. Action May 3.

**WQRB-FM Pittsfield, Mass.**—Broadcast Bureau granted mod. of CP to increase ant. height to minus 92 ft. Action May 4.

**WVNJ-FM Newark, N. J.**—Broadcast Bureau granted license covering changes in ant.-trans. location, ERP 24 kw, ant. height 670 ft.; installation of ant. Action May 3.

**WAKW(FM) Cincinnati**—Broadcast Bureau granted CP to increase ERP to 10 kw. Action May 3.

**KLOR-FM Ponca City, Okla.**—Broadcast Bureau granted mod. of license to change name of licensee to Communications Enterprises Inc. Action May 3.

**KELO-FM Sioux Falls, S. D.**—Broadcast Bureau granted CP to change ant.-trans. location to 1 mile east of Rowena, Sioux Falls, change studio location to 501 South Phillips Avenue, install new type trans., new type ant., increase ERP to 100 kw and ant. height to 1,900 ft. Action May 5.

**KQUE(FM) Houston**—Broadcast Bureau granted mod. of CP to decrease ERP. Action May 4.

#### OTHER ACTIONS

■ Commission, on May 1, granted request by the Association of Maximum Service Telecasters Inc., for extension of time to May 11 to file reply comments in matter of revision of FM broadcast rules, particularly as to allocation (educational FM channels) (Doc. 14185). Action May 4.

■ Review Board in Syracuse, N. Y., FM broadcast proceeding, Docs. 17117-8, granted request filed May 3 by Mars Hill Broadcasting Inc., and extended to June 2 time within which to file joint request for approval of agreement. Board Member Berkemeyer absent. Action May 5.

■ Review Board in Murphy, N. C., FM broadcast proceeding, Docs. 17086-7, granted motion to file further pleading, filed April 13 by Cherokee Broadcasting Co.; denied petition to enlarge issues filed Feb. 27, by Cherokee; and denied motion to enlarge issues filed Feb. 27 by Fannin County Broadcasting Co. Board Member Kessler absent. Action May 4.

#### ACTION ON MOTION

■ Hearing Examiner Forest L. McClennan on April 27 in proceeding on FM applications of News-Sun Broadcasting Co., Waukegan, Ill., et al., granted petition to intervene of **WNWC Inc.**, licensee of **WNWC (FM)** Arlington Heights, Ill., and made it party to proceeding (Docs. 13292, 13940, 17242).

#### RULEMAKING ACTION

■ Denied request for rulemaking to substitute class B FM channel for class A assignment in Ukiah, Calif., which now has two class A channels, both authorized. Commission found request lacked a showing of need, and that it would create mixture of classes of stations. Action by commission by memorandum opinion and order May 10.

#### CALL LETTER APPLICATIONS

■ **WTNT-FM**, Tallahassee Appliance Corp., Tallahassee, Fla. Requests **WOMA (FM)**.

■ **WAEF-FM**, North Cincinnati Broadcasting Co., Cincinnati. Requests **WAEF (FM)**.

■ **KATI-FM** Casper Family Radio Inc., Casper, Wyo. Requests **KAWY (FM)**.

#### Translators

#### ACTIONS

■ Waived Sec. 1.534(b) of rules and granted late-filed application of San Luis Obispo County (Calif.) Superintendent of Schools for CP to replace expired permit of translator **K82BG** Shandon, Syncline Hill, and Pozo, all California. Action by commission, May 10.

■ Waived Secs. 74.702 and 74.735(a) of rules and granted following applications of University of Hawaii for CP for new translators as a part of statewide noncommercial educational television broadcast system serving Hawaii: (1) 100-watt UHF to serve Waiialua, Oahu, on ch. 63; (2) 100-watt UHF to serve Lihue, Kauai, on ch. 76; (3) 100-watt UHF to serve Anahola, Kauai, on ch. 80; (4) 20-watt UHF to serve Waipake, Kauai, on ch. 72; (5) 10-watt VHF to serve Kilauea, Kauai, on ch. 8; and (6) 1-watt VHF to serve Hanalei, Kauai, on ch. 12. Translators will provide chain of noncommercial educational stations serving coastal regions of island of Kauai. Action by commission, May 10.

■ Waived Sec. 74.702(c) of rules and granted applications of Franklin County TV Corp. to change output channel to translator station **K82AX** Preston, Idaho, from ch. 82 to ch. 63, and to construct new UHF translator on ch. 82 to serve Preston by rebroadcasting programs of station **KID-TV**, ch. 3, Idaho Falls. Action by commission, May 10.

Somerset, Ky., **Hobes Radio & Electronics**—Broadcast Bureau granted CP for new VHF TV translator to serve Burnside and Somerset, operating on ch. 7 by rebroadcasting programs of **WBIR-TV**, ch. 10, Knoxville, Tenn. Action May 8.

**K11BX** and **K02AU** Sutherland Community T.V. Inc. Sutherland, Ideyld Park, Glide and Oak Creek Valley, all Oregon—Broadcast Bureau granted license covering new VHF TV translators. Action May 4.

El Paso, Wyo., Upper Green River TV System—Broadcast Bureau granted CP for a new VHF TV translator to serve El Paso operating on ch. 4 by rebroadcasting programs of **KTWO-TV**, ch. 2, Casper, Wyo. Action May 4.

El Paso, Wyo., Upper Green River TV System—Broadcast Bureau granted CP for a new VHF-TV translator to serve El Paso operating on ch. 2 by rebroadcasting programs of **KID-TV**, ch. 3, Idaho Falls. Action May 4.

#### CATV

#### APPLICATIONS

Inter-County Television Corp. of Suffolk—Request distant signals from **WIBF-TV**, **WKBS-TV** and **WPHL-TV**, all Philadelphia; **WJAR-TV** and **WPRO-TV**, both Providence, R. I.; **WTEV(TV)** New Bedford, Mass.; **WTIC-TV**, Hartford, Conn.; **WHNB-TV**, New Britain, Conn. Systems also intends to import distant signals of allocations of ch. 67, Patchogue, N. Y. and ch. 55, Riverhead, N. Y. to Babylon, New York. Ann. May 4.

Lebanon Valley Cable TV Inc.—Requests distant signals from **WKBS-TV**, **WIBF-TV**, and **WPHL-TV**, all Philadelphia, to South Lebanon township, Pa. Ann. May 4.

Los Banos Cable TV—Requests distant signals from **KQED(TV)** San Francisco, and **KTVU(TV)** Oakland, Calif. to Los Banos, Calif. Ann. May 4.

North Penn Cable Vision Inc.—Requests distant signals from **WNEW-TV**, **WOR-TV**, **WPIX(TV)** and **WNDT(TV)**, all New York; **WNU-TV** Linden, N. J. to Lansdale borough, Souderton borough, Telford borough, Franconia township, Hatfield township, and Upper Gwynedd township, all Pennsylvania. Ann. May 4.

Ohio Cablevision Inc.—Requests distant signals from **WBGU(TV)** Bowling Green, Ohio to Findlay, Ohio. Ann. May 4.

Philadelphia Community Antenna Television Co.—Requests distant signals from **WNEW-TV**, **WOR-TV**, **WPIX(TV)** and **WNDT(TV)**, all New York to Clifton Heights borough, Collingsdale borough, Colwyn borough, Darby borough, Folcroft borough, Lansdowne borough, Morton borough, Norwood borough, Prospect Park borough, Ridley Park borough, Rose Valley borough, Sharon Hill borough, Upper Darby borough and Yeading borough, all Pennsylvania. Ann. May 4.

Philadelphia Community Antenna Tele-

Continued on page 90

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
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## RADIO

### Help Wanted Management

**Salesman:** We're a young aggressive chain looking for a sales manager who's willing to work his tail off for a five-figure income. Three stations now, more coming. Advancement in chain, benefits. New York area. Box E-126, BROADCASTING.

**Salesman-newsman** to manage our Greenville branch studio. Well established, previous manager promoted. WSMI, Litchfield, Ill.

Carolina single station market needs proven all round man for management. Must be strong on sales and community service, sober and honest. Excellent salary and commission arrangement plus fringe benefits. Bright permanent future for right man. Replies will be treated confidentially. Write Box E-226, Broadcasting.

### Sales

**Salesman/announcer—permanent.** Start \$100 week plus commission for experienced man. Hospitalization insurance. Small staff. Station located farwest-midwest. Complete resume first letter. Box E-64, BROADCASTING.

Excellent opportunities for hustling, creative salesman major market, Florida. All incentives and then some. Prestige network affiliated. Big strong company. Big dough for the man who can really sell. Box E-93, BROADCASTING.

**Ambitious?** Then change from radio to TV. Need live wire sales manager. Organize department. We have good story to tell. Box E-122, BROADCASTING.

**Short on sales experience?** Long on enthusiasm, empathy, desire to learn and earn? You have fine future in city under 50,000 with midwest group. Box E-178, BROADCASTING.

**Ground floor opportunity** in prosperous 30 thousand city with excellent trade area. Excellent guarantee. Midwest only. Contact Dale Low, KSMN, Mason City, Iowa.

**Excellent opportunity** for radio time salesman to handle all sales. Small market station located in the beautiful mother lode country of California's Sierra Nevadas. Must have good references. Send full particulars, resume first letter. Station KVML, Sonora, California.

**Need two young draft exempt salesmen.** Adult format. Opportunity for advancement to sales manager. Write Ann Henke, WRCR, St. Paul, Minn. 55119.

This is a prosperous Ohio prime-timer in one of the nation's best radio markets with a Negro-programmed FM affiliate. We are looking for a salesman with the qualifications of being 28-40 years old, educated, a good record in broadcast sales, aggressive, ambitious. Minimum guarantee is \$10,000. If interested call Crowl or Shone, 513-224-1137.

### Announcers

**Talented, mature Jocks and newsmen:** Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

**Immediate need** for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

**Wanted:** First phone announcer. . . . No maintenance. . . . For KOWB regional in Laramie, Wyoming; University City. Curt Gowdy Enterprise. Contact manager immediately. Box E-17, BROADCASTING.

**News oriented announcer** to join 10-man program staff in highly successful midwest medium market station. Salary based on ability and experience. Box E-42, BROADCASTING.

## Announcers—(cont'd)

Contemporary personality for important midwest top 40 operation. Top earnings and other benefits commensurate with background and ability. All inquiries individually considered. Tapes returned. Immediate telephone interview will follow for qualified applicants. Box E-77, BROADCASTING.

**Experienced staff announcer** with broadcast endorsement for well established regional network station. Box E-89, BROADCASTING.

**Announcer: first phone.** Want an ideal place to settle down, with good income, relaxed atmosphere . . . Less than hours drive to two large cities? Pleasant, no-pressure living. If you can sell, so much the better. Current AM man makes over \$12,000 with sales. Mid-Atlantic. Box E-97, BROADCASTING.

**Looking for ambitious young man** top 40 oriented willing to work and grow with young organization. Production necessary. Salary commensurate with ability. Wire Box E-146, BROADCASTING.

**Metropolitan market** in coastal Southeast. . . . Announcer with first phone for combination AM-FM night shift (5 P.M.-M.N.) 40 hr. week. \$125 to \$150. Box E-160, BROADCASTING.

**Need 1st phone announcer.** Settle in the beautiful blue grass area of Kentucky. Look into other offers but don't accept until you've checked this out. Box E-162, BROADCASTING.

**Like top 60 radio? Water skiing? Swimming? Fishing?** If you have a first phone, we have an opening. Start \$120 weekly. Fringe benefits. Come on down to South Florida. Box E-163, BROADCASTING.

**First phone over 45** who wants to relax or semi-retire on limited income in ideal Colorado location near mountains, fishing, hunting, colleges; one hour Denver. Small market MOR AM-FM stereo. Some announcing. Long-range. Box E-188, BROADCASTING.

**Need first phone, PM drive** for Midwest daytimer. Jazz and big band format. Must be able to do creative production. Write Box E-175, BROADCASTING.

**Eastern Nebraska small market daytimer** needs first phone announcer. Salary open. Contact Box E-189, BROADCASTING.

**Top 40—First phone** needed for growing regional, 5 kw station near Girls College and resort area. Decent money, new facilities and pros to work with for bright, happy non-screamer who wants a home. Send tape and resume 1st letter. Box E-203, BROADCASTING.

**Major market station** looking for additional air personnel. Send tape and resume to Box E-205, BROADCASTING.

**DJ who can handle nightspot, 6-12 midnight.** Must be experienced with good voice and pleasant personality. Salary open. Major market, Florida. Send tape and resume to Box E-213, BROADCASTING.

**We want bright happy MOR sound.** Better music. . . . Good production. . . . Contests. . . . remotes. . . . Let the competition rock. Florida East coast daytimer. Tape. resume . . . salary Box E-222, BROADCASTING.

**First phone, announcer salesman.** New showcase studios . . . 5 kw. . . . Participation health insurance. . . . Paid vacation. . . . 35 hour board shift. Call Roy Mapel, KIML, Gillette, Wyoming.

**Announcer** for well established station with middle of the road to modern format and emphasis on local news. Good pay for a good job. ABC affiliate. WBYS, Canton, Illinois.

## Announcers—(cont'd)

**Experienced combo — heavy news/sports MOR.** Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

**Top station in University town** needs: One air personality. One announcer-studio engineer to pull incidental maintenance. One announcer-salesman to pull limited air shift. Salary open. Send complete details. State salary, experience, and references. WJSO Radio, Box 5188, Estes Kefauver Station, Johnson City, Tenn. We Swing.

**Announcer DJ** for afternoon drive at MOR station. 5 years experience minimum, 1st ticket helpful but not necessary. Send tape, resume, photo and salary. Program Director, WMBR, Jacksonville, Florida.

**Announcer, heavy on production.** Excellent working conditions. Rush tape and resume to Norm Keller, WMMB, P. O. Box 908, Melbourne, Florida.

**Night News Editor** wanted for station in metropolitan New York suburbs. Country-wide and area news coverage. Want man who can gather quickly, make newstapes, receive reports and perform good air work. Contact WRKL, New City, New York.

**Morning man and Music Director . . . experienced only. . . . Production background** for middle of the road and top 40. Third class broadcast endorsement needed. Excellent pay for right man plus fringe benefits. Send air check and complete resume to James P. Schuh, Program Director, WSPF, Steven Point, Wisconsin or call 715-341-1300.

**Announcer, first phone, adult format** in booming Orlando area. Send returnable tape and photo. WTLN, Box 2448, Florida, 305-889-2505.

**Immediate opening—experience preferred.** Salary based on experience. WVOS, Liberty, New York.

**Rapid advancement** for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28156.

## Technical

**Chief engineer** for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

**Experienced maintenance engineer** for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

**First phone engineer** needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

**Chief engineer** needed at once for midwest 1 kw non-directional AM and automated stereo FM operation. Must be strong on maintenance. Salary open. Box D-290, BROADCASTING.

**First class engineer** for position as chief—some announcing desirable. Pleasant northern New England area and excellent working conditions. Will construct new facilities this summer. FM planned for very near future. 1000 watts daytime-well-equipped. Position available mid-May. Box E-26, BROADCASTING.

**Immediate opening** in south for well-qualified chief engineer with AM-directional and FM-stereo experience. Box E-115, BROADCASTING.

## Technical—(Cont'd)

**Ambitious engineer for television.** Prefer experienced transmitter, microwave and VTR. Good opportunity. Box E-125, BROADCASTING.

**First phone engineer, maintenance, occasional board work, directional, C-W-religion.** Midwest. Box E-195, BROADCASTING.

**Chief engineer needed immediately, 5 kw directional daytimer near New York City.** Modern Gates equipment. No board work. Responsible all maintenance, plus 28 hrs./wk. transmitter watch. Paid life insurance and hospitalization. Salary open. Send resume including salary required to Box E-202, BROADCASTING.

**Chief engineer for 1 kw AM non-directional station southeastern Massachusetts.** No announcing. Need take-charge guy for all technical matters. Contact Manager, WALE, Fall River, Mass. 607-674-3535.

**Strictly engineering. Opportunity: personal, professional.** Many fringe benefits. Near Phila. WCOJ, Coatesville, Pa.

**Technician with first class phone license needed for well established radio and UHF television station in mid-west market.** Operations and maintenance. Prefer some previous radio experience, but will consider the beginner. Air mail resume to: Pat Finnegan, C. E., WLBC AM-FM-TV, Muncie, Indiana 47302.

**Immediate opening in top AM-FM, Southeast.** 1st phone with maintenance experience. No board work. Send resume to Technical Director, WQXI, Atlanta, Ga.

## NEWS

**News oriented announcer with 1st phone.** Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

**Need addition to large, well-equipped news department.** Midwest independent with heavy news schedule. Salary open. E-43, BROADCASTING.

**Top rated news operation in Southwest** currently taking applications for first phone newsmen. Growing city of 170,000. Send air-check, re-write sample and photo. Paul Beane, News Director, KSEL, Lubbock, Texas.

**Successful small market MOR station** will need a newsmen and morning man with strong air personality by June 1st. Applicants must be draft exempt and have third phone. Salary based on ability and experience. If interested contact John Rapp, Program Director, WFSR, Bath, New York.

**Full-time newsmen or woman, must be aggressive and able of gathering, writing and delivery with professional sound.** Dept. is yours. Tolliver Rivers, WJAZ, Albany, Ga.

## Production—Programing, Others

**Girl Friday needed who knows full operation of small station including bookkeeping, billing, payroll, copy, air work.** Some travel between company owned stations with owner. Box E-102, BROADCASTING.

**Needed immediately! Experienced radio continuity writer for three man dept. in Midwest 40-yr. CBS affiliate.** Salary commensurate with experience and ability. Prefer background or knowledge of Midwest. Rush resume and sample copy to Box E-151, BROADCASTING.

**Immediate opening for creative copy writer, experienced in writing, producing, and occasionally announcing for all types of accounts.** Would you please send scripts, tapes, and salary requirements with application to: WNAB Broadcast Center, Bridgeport, Connecticut 06808.

## RADIO

### Situations Wanted—Management

**Experienced manager has new, refreshingly different programing idea, suitable for southern metropolitan markets.** Box E-24, BROADCASTING.

**Top ten market operations manager/pd. 15 years experience in all phases—former general manager.** 1st phone. Ready to relocate for more opportunity. Box E-117, BROADCASTING.

## Management—(Cont'd)

**Management, sales, production, programing, agency background.** Desire station in medium market. Solid track record, excellent references. family man. Box E-137, BROADCASTING.

**Young promotion minded Broadcast executive of powerful Eastern AM-FM stations interested in general manager's position with option to purchase.** Excellent references and track record. Prefer Ohio, Penna., New York, Maryland. All offers considered. Box E-155, BROADCASTING.

**A most uncommon availability. Outstanding announcer/executive, nationally respected, 25-year member of #1 music and news independent in NYC, is seeking permanent affiliation with a radio station or group of stations located in south or far west.** Money important but secondary to growth opportunity and livable environment. Background covers every aspect of news and personality announcing, news directing, station operations and station management—complete with accreditation. Thorough knowledge of FM and automation. Energetic, creative, professional, mature. Can make substantial contribution to progressive, on-the-way-up organization. Want to put down roots and strongly identify with quality station in quality community. Box E-208, BROADCASTING.

## Sales

**Experienced salesman announcer, wants sales in Arkansas or surrounding area 26, family, good character, wants station with same.** Box E-200, BROADCASTING.

## Announcers

**Radio graduate Negro, Production minded, 3rd endorsed.** Available now. Box E-19, BROADCASTING.

**Rock personality wishes to relocate** due to change in music format. Prefer night rock shift in sizeable market in Southeast. Tight board, production, news. Tape, resume, on request. Box E-94, BROADCASTING.

**Top 40 DJ-Great production, young swinging sound.** Draft exempt. 19, 2 years College radio experience. Prefer Northeast. Available immediately. Box E-95, BROADCASTING.

**Young sportscaster . . . desires to relocate.** Will consider all offers. Prefer Oregon, California, or near-by states. College graduate in Radio-Television. 24, 5½ year experience. Married, draft exempt. Play-by-play in all sports. Can re-create football, basketball. Number one sportscaster in 140,000 3 sports station market. Available July. Box E-129, BROADCASTING.

**Recent first phone wants position as announcer-engineer.** Experienced in announcing. Presently working part time in metropolitan New York. Alert—Caucasian—24—finished military—family; Box E-136, BROADCASTING.

**Top 40 DJ, tight board, solid news, commercials.** Box E-151, BROADCASTING.

**Modern country & western personality—Age 24—Family—8 years experienced all phases—Sales manager—PD—Seeking permanent position in the South prefer Florida.** Box E-152, BROADCASTING.

**Negro DJ, 3rd class available now news, commercials, tight board, are you ready South? Will relocate.** Box E-153, BROADCASTING.

**Personality—top 40/MOR—strong production, 28, married.** Currently top 10 market. Want advancement with professional organization. Box E-154, BROADCASTING.

**Young (28) married announcer desires position with MOR or serious music AM and/or FM operation.** I have three years experience in all phases of radio including talk and sports. Prefer any size station in metro area. Well-read and college educated, draft exempt, endorsed third. Box E-158, BROADCASTING.

**Announcer, pro, mature, stable, veteran, family, degree, "mild winters" \$150.00.** Box E-166, BROADCASTING.

**Professional experienced announcer.** Country-western or middle road. Desire move to Tennessee, Arkansas, Oklahoma area but will consider all. Now employed, 5 years same station. 3rd phone endorsed. Personal interview possible. Box E-171, BROADCASTING.

## Announcers—(cont'd)

**Announcer, sales, management next.** Definite sales, programing ideas. Box B-177, BROADCASTING.

**Announcer newsmen now in top 10 market wants to move to progressive operation.** Extensive news experience. . . also top rated drive time personality. Box E-179, BROADCASTING.

**Top forty personality needs advancement. . . . Good background. . . . Two years experience . . . third. . . .** Box E-181, BROADCASTING.

**America's #1 numbskull desires top 40 combo position first phone—college degree—draft free—experienced.** Prefer New England but will travel for best offer. Box E-182, BROADCASTING.

**North Jersey DJ—newscaster seeks part-time work for experience.** 3rd endorsed. Box E-183, BROADCASTING.

**Salesman-announcer. First phone. Adult.** Any market considered for good pay and advancement. Box E-186, BROADCASTING.

**Top 40—Graduate announcing school, Detroit.** Single, 23, veteran, third phone. I can—need chance to prove it. Box E-188, BROADCASTING.

**First phone-dj, dependable sober, married, \$650 minimum.** Box E-189, BROADCASTING.

**Negro dj announcer, newscaster, experience, tight board.** Married, will relocate, 3rd endorsed. Box E-190, BROADCASTING.

**Controversial talk personality, college educated, well versed, first phone.** Box E-193, BROADCASTING.

**Announcer-newscaster, 2 years experience, family man, responsible, tight production, salesman, not floater or prima donna.** Box E-194, BROADCASTING.

**Announcer-dj-combo-sales — Presently employed, would like to relocate.** Seven (7) years commercial experience. Pleasant voice (non-screamer—no twang). Highly experienced in live shows, remotes, interviews, etc. Excellent knowledge of country music and M.O.E. A-1 references—steady—reliable—veteran—family man. Third class endorsed license. Good opportunity in TV. Box E-196, BROADCASTING.

**Combo-first phone, wants C/W station.** Reliable, married. Box E-197, BROADCASTING.

**Trainee first phone announcer.** NYC or within 200 mile radius. No car. Box E-209, BROADCASTING.

**Attention Los Angeles, Southern California, want the best DJ, authoritative newscaster, tight board, experienced, dependable will relocate.** Family man. Box E-210, BROADCASTING.

**Top 40 only, format jock with first phone now in top 25 market.** Box E-211, BROADCASTING.

**Sacred stations. Four years in major market MOR.** Draft exempt, references, college. Third, working for first. High moral character. Box E-212, BROADCASTING.

**Experienced DJ available immediately.** TV experience. Prefer top 40, will consider others, draft exempt. Box E-216, BROADCASTING.

**Phoenix area—want to take your time in screening applicants while your afternoon or evening schedule is covered? Education administrator is vacationing there for the summer beginning June 12.** Fourteen years announcing experience in indies and net affiliates. Never dismissed. Best references. Box E-217, BROADCASTING.

**Need a good man, well I'm it. DJ, tight board, experienced, dependable, authoritative newscaster.** Will relocate, family man. Box E-218, BROADCASTING.

**West only! 12 years, third, vet., single, ready.** 406-252-3956. After 6.

**Build a better listener trap! Historian BS and Law degrees. 300 college hours.—4 years broadcasting, controversial talker.** 301-MU 6-1863.

**DJ/newsmen. AFRTS experience.** Midwestern Broadcasting graduate. 3rd endorsed, military completed, 29, married, \$120 week News my specialty. Available September. Carl Rumps, 550 Clyde, Calumet City, Ill. 60409.

## RADIO

### Announcers—(cont'd)

No hurry—Want major market, evening contemporary D.J. You'll like my story. Call 312-262-3337, Chicago.

Next: A radio first—Film of a caterpillar walking from Baltimore to LA—in slow motion! Major morning personality—First phone—BS and law degrees! 301-MU 6-1863.

Top forty rock dj. . . . 3rd phone, military exempt. Medium to large market only. Afternoon or night shift. Tape and resume available upon request. Pro trained at well known N.Y. radio school. Bill Ross, 102 No. William St., Henderson, N.C. 919-438-4117.

Attention Ohio, Pennsylvania, Southern Michigan, Indiana and Ontario. Experienced dj, production director, newscaster seeks permanent position in MOR radio or TV with good salary and good future. Write: Talent, 701 Oakleaf Dr., Dayton, Ohio 45408.

Los Angeles attention! Third endorsed, sales ability, tight board, authoritative news, dependable, all military obligations completed. Name! George W. Byrd, Contact me at (212) 281-2878, 630 Lenox Ave., N.Y.C. 10037 apt. 3-F.

### Technical

Wanted—1st phone. 16 years small station experience—eng, combo chief. Box E-170, BROADCASTING.

Capable chief engineer, straight MOR seeks: run own department, principled with straight format; bright; good pop. relocation for adequate salary assistance. Box E-173, BROADCASTING.

First phone looking for position as broadcast technician. Box E-191, BROADCASTING.

1st phone maintenance, combo 3 years radio, presently employed R&D electronics lab, desires return to radio, draft exempt. Box E-214, BROADCASTING.

## NEWS

Radio newsmen seeks to move to major market. College graduate, experienced in all aspects of news writing and delivery. Write Box E-80, BROADCASTING.

News director, 100,000 market seeking move to larger city. Strong background reporting, air work, special events production. Six years experience. B.J. Box E-150, BROADCASTING.

Experienced newsmen, gathering, writing, airing, and interviewing. Will relocate to any newsminded station June. Write Box E-167, BROADCASTING.

Drive time newsmen . . . now in top 10 market operation desires progressive move to another major market. Prefer news desk and air position. Box E-180, BROADCASTING.

Multiple-award-winner desires leave news directorship quarter-million market for news staff major adult station million market, east. Box E-184, BROADCASTING.

Over twelve years radio, experienced newsmen, available now. Box 1026, Stamford, Conn. Box E-198, BROADCASTING.

Broadcast school graduate. Mature voice for delivery of news and commercials, third phone endorsed. Full or part time. Tape available. Ed Grabow, 4318 N. Mozart St., Chicago, Ill. IR 8-6606

### Production—Programing, Others

Continuity director. A Copycat with experience, talent, know-how and fresh ideas. Box E-174, BROADCASTING.

1st phone PD, top 40, any market. Box E-187, BROADCASTING.

Girl Friday. Can handle air-work, copy, etc. 3rd endorsed. Photo, resume and tape. Available immediately. Joyce Ginsburg, 3820 W. 58th Pl., Chicago 60639. LU 5-8320.

## TELEVISION—Help Wanted

### Management

Supervisor of television facilities for university television service: Will be responsible for maintenance and operation of image orthicons, quadruplex video tape recorders, professional studio and remote gear and supervision, of two (2) technicians. Ground-floor opportunity in new system just being built. Possibility open for university course work as pressures permit. Salary commensurate with qualifications and experience. Send vita and references to: Director, Educational Television, Memorial University of Newfoundland, St. John's Newfoundland, Canada.

Television sales manager. Thoroughly experienced all operational and administrative phases. Excellent record as TV sales manager. Top references. Contact Duane Daniels 815-968-5821.

### Sales

Looking for a live-wire salesmanager. Good opportunity. Box E-123, BROADCASTING.

Group owned station needs salesmen to cover regional and local accounts in Northeast. The aggressive salesman could become salesmanager, even station manager, at one of stations in Northeast-Central Atlantic or West Coast operations. A real challenge with good advancement. Send resume, photo and past history to Box E-165, BROADCASTING.

### Announcers

Midwestern old-line station looking for experienced on-camera announcer. Send complete resume and audio or video tape to Box E-176, BROADCASTING.

Immediate opening in major market for versatile on-camera announcer. Must be able to handle sports, weather, commercials, etc. Reply with resume, photo, SOF, or VTR. Box E-223, BROADCASTING.

### Technical

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Have new first class license? Experience not necessary, will train new man in full studio transmitter operations. Must be flexible. Under new management and growing fast. Box E-92, BROADCASTING.

Chief engineer VHF-TV expanding facilities. Will consider ambitious, experienced engineer ready for the switch. Box E-124, BROADCASTING.

Chief engineer for full time network station in Northeast market . . . right person will have growth opportunities with new TV group. Applicants should have knowledge of transmitter, studio, microwave gear as well as color transmission. Send resume to Box E-164, BROADCASTING.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV Dick Peck, Chief Engineer.

General Electric, technicians for WRGB, union scale to \$12,000, exceptional additional benefits; TV schooling and/or experience required. Write or call Charles B. King, 518-377-2261, Schenectady, N. Y.

Engineering supervisor—Color-VTR—2500 mc—Degree preferred—good salary—benefits—resume to Roy Johnston, Director ITV, Northeastern University, Boston, Mass.

Television engineer—1st phone, heavy maintenance experience, excellent working conditions, fringe benefits. Immediate opening, south central Pennsylvania. Phone 717-533-9121.

Engineers: Chief for CCTV system; experience; RF and video system design capability; July 1 start. Technician to operate helical scan VTR, studio and audio equipment. Open now. Degree work possible. Contact: Instructional Broadcasting, Eastern Michigan University, Ypsilanti, Michigan 48197.

California full color VHF building new studios needs first class technician qualified studio operations and maintenance. Excellent working conditions. Phone or resume to Don Ferguson CE, Box 628, Sacramento. 916-441-4041.

## Technical—(Con't.)

Chief television engineer. Opportunity to plan, design and supervise installation of audio, video and RF systems at new campus of west coast university. Broad responsibility for campus television facilities including new Communications Building with three instructional television studios now under construction. Requires equivalent of BSEE and five years TV engineering experience. Excellent job security and growth opportunity in beautiful area. Salary open. Please send resume to Personnel Office, University of California, Santa Cruz, California, 95060. An equal opportunity employer.

Television engineers. Experienced transmitter and studio maintenance engineers for minimum two years assignment in South Pacific beginning July 1. Applicants must hold first class license. Liberal fringe benefits. Pleasant living conditions. Send comprehensive resume to R&D Office, NAEB, 1346 Connecticut Avenue, Washington, D.C. 20036.

### Help Wanted News

Anchore newsmen ready to move up? Write, prepare and perform. Midwestern net affiliate. Medium market group. Box E-78, BROADCASTING.

Assistant news director for University-owned NBC station. Must be able to air prime evening newscast, do some reporting and film work, supervise students. Opportunity to do graduate work at leading school of journalism. Emphasis on sound news judgement. Send complete resume and sound film clip or still pix and audio tape; will be returned. Immediate opening. Reply to: Rod Gelatt, News Director, KOMU-TV Columbia, Missouri 65201.

### Production—Programing, Others

Art Director for TV station in nation's capital. Head up our well equipped and functioning art/photo department with no ceiling on your creative talent. You will be responsible for station's entire graphic look including sets. Send portfolio and resume to Box E-138, BROADCASTING.

Film editor. Independent station with heavy feature film schedule needs editor experienced in all phases of TV film projection operation. Excellent opportunity for ambitious young man looking for advancement. Send resume to Box E-139, BROADCASTING.

Immediate opening for one experienced director. Reply in writing with resume and salary requirements to Box E-149, BROADCASTING.

California major market independent now staffing. Seeking bright creative people who believe television can be interesting, stimulating and fun. Production, announcers, sales, technicians, copy, all departments open. Prefer applicants from western states. Send complete resume to Box E-207, BROADCASTING.

TV Director for 3-year Federal nursing project beginning July 1. Must be creative and ITV oriented. Project based in Tallahassee, Florida. Salary \$9,000. Send complete resume photo, vtr first communication. Ed Herp, WFSU-TV, Florida State University, Tallahassee, Florida, 32306.

WLYH-TV, Lancaster-Lebanon, Pennsylvania, a Triangle Group Station and CBS affiliate, has opening for newsmen-announcer. Pleasant appearing, intelligent, hard-working, young man interested in joining staff of professionals on the move. Send full details of experience and education plus salary requirements to General Manager, WLYH-TV, R.D. #5, Lebanon, Pennsylvania. No phone calls please.

WSB-Television, Atlanta, needs capable individual with experience in color film processing. New installation of Tiresse equipment almost complete. Salary open. Experienced need only apply. Send resume to Mr. Hal Suit, Assistant News Director, WSB Television, 1601 W. Peachtree St. N.E., Atlanta, Ga. 30309.

Producer-Director for filmed television program series. Must have television film script writing and production training and experience. Knowledge of cinematography, helpful, but you'll have your own photographer and other assistance. 10 half-hour, first-class programs to be produced over 12 month period beginning immediately. This is a unique opportunity for a young, aggressive and competent man to work with the University of Rhode Island's growing, ocean-oriented curriculum. Send resume and salary requirements to James H. Goff, 31 Davis Hall, URI, Kingston, Rhode Island 02881.

## TELEVISION

### Situations Wanted

#### Management

Controller/Business Manager now in sixth year at VHF station, owned by a leading group seeks position as general controller for multi-station operation. Will consider financial management post in allied field. Broadcast experience preceded by 10 years with CPA firm, and 3 years with motion picture theater chain. Heavy on forecasts, budget control, and management reports. Write Box E-169, BROADCASTING.

#### Sales

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

#### Announcers

50 kw radio air personality in larger medium market seeking a return to television with TV or radio-TV combination. Background includes staff announcing, news and program hosting. Currently earning five figure salary. Box E-185, BROADCASTING.

Experienced TV announcer desires position in medium size market. South or West preferred. Box E-208, BROADCASTING.

#### Technical

#1 or #2 position in your television station. I bring 14 years of trouble shooting, construction experience; VHF & UHF. College engineering. Permanent only. Box E-35, BROADCASTING.

R&D technician with broadcast radio experience, some college, desires to begin TV engineering career. Box E-215, BROADCASTING.

Television studio operation graduate RCA Institute TV studio school. Technical experience all phases of studio equipment. Weekends ok, need experience and future. Seeks position in New York Metropolitan area, or East Coast. Resume on request. Box E-220, BROADCASTING.

## NEWS

Network O&O with big name, small budget, even smaller outlook, sold me a bill of goods. I've got 20 years in radio-TV news at home and overseas on mike and camera. If it's in your newsroom, I can run or do it. Not bragging, just well trained. Please! A major market spot with a real new operation. Box E-147, BROADCASTING.

### Production—Programing, Others

TV meteorologist . . . Experience with nation's no. 1 private weather service now seeking position with news oriented TV station. Believe weather program need not be dull. Complete with color moviefilm, 35 mm weather slide collection. Access to inexpensive weather radar. Prefer Florida, Gulf States, or Midwest. Box E-135, BROADCASTING.

Young, conscientious, college graduate—TV major. Desires TV production or direction. Position—Midwest. Two years production experience with Major ETV station: Lighting Director—Floor Manager. Box E-148, BROADCASTING.

Constructing? Let me help design and build your TV station. Experienced, mid 20's, hard-working, first phone. I need a good challenge. Box E-172, BROADCASTING.

Director with 9 years television experience wants relocation with progressive station. Producer-director position desired. Capable, conscientious, versatile with strong production background. Box E-192, 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.

PT-6 Magnecord, amplifier and mechanism in excellent condition. LaVern Garton. WDMW/Stereo, Menomonie, Wis. 54751-715 235-2112.

## Equipment—(Cont'd)

Need 2 each metal tripods, metal dollies, friction heads for TV cameras, WHNT-TV P.O. Box 19, Huntsville, Alabama.

Memorial University of Newfoundland will accept lists of used broadcast television equipment (monochrome) for possible purchase or donation. I.O.'s, VTR's, switching, audio, lighting, studio and control equipment sought. Complete remote van also desired. Address responses to Director, Educational Television, Memorial University of Newfoundland, St. John's, Newfoundland, Canada.

Needed: 1 low impedance mixer, 3 quality microphones, 1 stereo Ampex—2 ch. or 4 ch. console or portable. Carnegie Music Center, 2740 South Madison, Indianapolis, Indiana.

We want to buy good, used 3M #379 tape. Write or call South Florida C.C., Inc.—1440—79th Street Causeway, Miami Beach, Florida. Phone Area Code 305-866-5942.

Western-Electric or other audio console. Must be in good condition. Also need turntables, microphones and 16 inch transcriptions such as World, Associated, Muzak, Langworth, etc. Write to A-P Co. Box 632, Beverly Hills, California.

## FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Hellax, Styroflex, etc. Air, foam and solid types. Unused at surplus prices. Guaranteed—TDR tested. Write for list. S. W. Elect. Co., Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3 1/2 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment. Write Box B-255, BROADCASTING.

For sale . . . TR-22 tape recorder. Fully colorized. Four years old, excellent condition. All modifications. Highest offer above \$40,000. Avail. July. Call 717-823-3614 or Box E-140, BROADCASTING.

For sale . . . Gates BC 1T Transmitter, one thousand 250 watts . . . Less than five years old . . . Being sold because station increasing power. Transmitter and spare tubes for \$3500. Les Kleven, KBHB, Sturgis, South Dakota. 605-347-2526.

Raytheon 5 kw transmitter, Model RA-5, with spare tubes and parts. Best offer takes. New rig now being installed. Contact Bob Smith, WIXK Radio, New Richmond, Wis. 715-246-2254.

Ampex new model 351 full track through Model 300 4-track SS recorder tube type. We will convert your 3-channel Ampex Model 300-3SS to a -4SS for \$1,390.00 plus trade of old parts. Accurate Sound Company, 15 N. Tyler St., San Angelo, Texas. 76901.

Towers, broadcast, microwave, CATV, TV, new and used, phone 224-9922 Tower Maintenance, Inc. Tallahassee, Fla.

1 used 185' Truscon tower self-supporting, ideal for FM, \$5,000. Also 3 used galvanized. Lehigh self-supporting towers \$7,500. 1 used 200' 24" face guyed tower \$2,750. New England Tower Construction Co., Brandon, Vt. Telephone 802-247-5725.

50 kw AM transmitter with 5 kw cutback. Now in service, Extra tubes and parts. Best offer over \$20,000.00. Box E-221, BROADCASTING.

Two Gates SA-38 Limiters Programatic RI-A playback mono stereo heads. KOZE, Lewistown, Idaho.

Coax Switch; Andrew 6721, 31/8 line; manual; excellent; \$500. McMartin FM monaural modulation monitor TBM 3500; excellent; \$500. 2 Gates ST 101s; M5735; each \$125. GE 4BF3A FM transmitter modified to 3 kw; licensed auxiliary; complete except no exciter, site pickup and removal conditions, \$800. Afternoons. WBKV, West Bend, Wisconsin.

RCA TR-5 video tape recorder—Now in service. Call or write Bob Paasch, C. E., WCKT, Miami, Fla.

## Equipment—(Cont'd)

For Sale: Two GE 1-kw FM transmitters, One GE 3-kw transmitter, one 4-Bay Andrew. Equipment in storage in operating condition when removed from service. Available for inspection. Write Jim Hayes, WYFY-FM, Columbia, Tennessee. Make offer.

1 kw AM transmitter, CCA Electronics has obtained the following transmitters in trade for our new modern 5 kw AM Broadcast transmitters. All of transmitters were in use at the stations and are available at a sales price of \$3,000.00 each. They are all in excellent condition. (1) RCA BTA-1R1, KOSG, Pawhuska, Oklahoma; (1) ITA AM-1000 A, WQJZ, St. Charles, Georgia. (1) Bauer IKW-AM, KVOR, Colorado Springs, Colorado. Contact Bernard Wise, CCA Electronics Corp., 718 Jersey Avenue, Gloucester City, New Jersey 08030. Phone: (609) 456-1718.

1 each sync generator, Northern Radio #20861A with manual excellent. Sacrifice. Ted Dames Co., 308 Hickory Street, Arlington, New Jersey 07032.

For Sale: 8161/4X 2500A3, new factory sealed, four tubes, only \$150.00 each. Ted Dames, Co., 308 Hickory Street, Arlington, New Jersey 07032.

For sale—3 Stainless G15 155 ft. insulated towers, complete. Los Angeles area, available August 1967. Also 3 self-supporting square cross-section 325 ft. towers, Charleston, West Virginia, available July 1967. Write Box E-224, BROADCASTING.

Schafer automation 1-CU-9 control unit, 1-PBR rack with 3-Ampex—350 playbacks. 1-MU-3-R preparation unit, all accessories. Like new, cost \$12,800.00, sell \$7,500.00. KXA, Inc. 320-2nd W, Seattle 98119. Phone 206-284-8600.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

30 minute tape—"quickie" 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.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Owners-Managers in trouble? We can help if you will work and follow advice. Call night rates, W. T. Woods, Consulting Services, AC 612 455-7547.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

Wanted: Home for Robbie, the confused robot. Does forecasts, temp., i.d.'s, tells fortunes, computes trivia, knocks your jokes and actually converses with you via over 200 categorized one-liners. Unearthly voice electro-mechanically synthesized over electronic sound effects. An ideal station "mascot." Exclusive your market, only \$24.95 from Sneaky Freddie Productions, P.O. Box 15103, Orlando, Florida 32808.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1805 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

## INSTRUCTIONS—(Cont'd)

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Announcing, programing, production, news-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2803 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1339 Spring Street, Atlanta, Georgia 30308.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for May 10, July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"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 May 23—June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans. for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

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FCC first phone license training by correspondence. Low cost, pay-as-you-go plan. Free particulars. The Willard Foundation, P. O. Box 1049, Washington, N. C. 27889.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Memphis or Hollywood. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1080D Duncan Place, Manhattan Beach, Calif. 90266.

## RADIO

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#### America's NO. 1 C & W Station

Immediate opening for personality to replace man moving to Nashville, after 13 years with station. Tight production, no corn. Rush tape and resume to WCMS, 5600 Curlew Drive, Norfolk, Virginia 23502.

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Do you have a minimum of 5 years experience in one of the top 25 markets? Are you looking for that "right" move? Can you stand a thorough reference check? Can you deliver a sell commercial without screaming? Do you have a solid record of ratings? If you can answer yes, you may be the air personality we're looking for. Rush air check, resume, and references to:

WMEX  
115 Broadway  
Boston, Massachusetts 02116

#### Positions Open Now In Wisconsin

Announcers and newsmen are needed in large, medium size and small radio stations in Wisconsin. Give full details on your background and requirements in first letter to Wisconsin Broadcasters' Association, P. O. Box 5545, Shorewood, Wisconsin 53211.

## RADIO

### Help Wanted—Sales

#### TECHNICAL SALES

Technically oriented, preferably with Technical Degree, senior level sales personnel are required for positions in two rapidly growing commercial areas in which AEL has placed prime emphasis.

These areas are Broadcast Transmitting and CATV. If your background, interest and ability lie in these fields, please contact our Personnel Department to discuss employment in detail.

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#### AMERICAN ELECTRONIC LABS, Inc.

P. O. Box 552  
Lansdale, Pa.  
(Suburban Northern Philadelphia)  
An Equal Opportunity Employer

## Help Wanted News

#### Creative Newsmen

If you are a creative newsmen or woman with extensive experience in on-the-air reporting, film production techniques, writing crisp news copy and you are looking for a good salary with a complete benefit program, then send tape and resume to:

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#### Dynamic

A leading broadcaster with a dynamic background of proven success in single and multiple station management is available for the toughest challenge in any far western state major market. Knowhow in recruiting personnel, programing and inspiring sales results by showing salesmen how to sell, is my specialty. Community relations is the thread which sews it all into ratings and profits. If your need is for the above services, please write to

Box E-161, Broadcasting.

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#### BEST YEARS OF LIFE

Is what I am willing to give to a major MOR AM outlet. Four years experience; two as Top 3 market personality FM (50,000 watts); draft exempt; B.S. degree; marriage in June. I am 25 and looking for a dynamic group to grow with. Security and realistic salary essential. Prefer cool climate markets.

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#### Announcers Available

20 well trained announcers available immediately. Write or phone Midwestern, 228 S. Wabash, Chicago, WA 2-0712.

## TELEVISION

### Help Wanted—Technical

#### CHIEF ENGINEER

Florida—TV & Radio

Progressive, network affiliated radio & VHF Television combination in Florida growth market seeks experienced, highly qualified Chief Engineer. Must have topflight departmental, administrative and leadership abilities as well as thorough knowledge of transmitters, studio and associated equipment & FCC rules & procedures. Color television experience highly desirable. Send resume including references to

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Technical—(Con't.)

**BROADCAST FIELD ENGINEERS  
RCA**

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

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TELEVISION

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**SOUND RECORDINGS**

The best equipped sound recording company in South Florida, with 2 studios fully equipped, offices, high speed duplicators, cutting room, editing room, storage, central air conditioner, etc. Actually working with yearly income over \$80,000.00 Request inventory equipment and price to

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**Franchise  
Distributorships  
for  
Background  
Music Systems**

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

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**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

MISCELLANEOUS

**Radio  
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Sales reps needed in several areas in U. S. Portfolio of fresh talk shows featuring well known personalities. Good commission arrangements for qualified companies or individuals.

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**Quality  
TRANSMITTERS**

- AM 1 KW—\$4,850
- AM Dual Reliable
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Stations

**Wanted  
Radio Station  
Money Maker**

Grossing at least \$150 M. Send complete details including terms.

Box E-225, Broadcasting.

FOR SALE—Stations

**DAYTIME**

Absentee Owner Retiring... DAYTIME serving major SOUTH CAROLINA, Metropolitan Market. Equipment new, good frequency. Real estate included. Grossing over \$60,000.00  
TERMS: \$125,000, 20% down... balance 8%. CASH: \$100,000. No brokers... only financially responsible reply.  
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**SEA-BORNE**

Complete sea-borne commercial radio station 10 kw output, complete with two studios and ready for immediate service. All necessary classifications. Contact Dale Electric (Overseas) Limited, Filey, Yorkshire, England.

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**CHAPMAN ASSOCIATES**  
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gives you an international audience

For Rates See Page 80

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 83

vision Co.—Requests distant signals from WNEW-TV, WOR-TV, WPIX(TV) and WNDT(TV), all New York to Woodbury and Wenonah, N. J. Ann. May 4.

Susquehanna Valley TV Co.—Requests distant signals from WQED(TV) Pittsburgh to Tyrone and Snyder, Pa. Ann. May 1.

TeleSystems Corp.—Requests distant signals from WNEW-TV, WOR-TV, and WPIX(TV), all New York to Marple, Pa. Ann. May 4.

Tri-County Cable Television Co.—Requests distant signals from WOR-TV and WNDT(TV), all New York to Mount Holly township, N. J. Ann. May 4.

Valley Video Cable Co.—Requests distant signals from KYW-TV, WFL-TV, WCAU-TV, WKBS-TV, WPHL-TV and WIBF-TV, all Philadelphia, WBAL-TV and WJZ-TV, both Baltimore, and WTTG(TV) Washington to Palmyra, Pa. Ann. May 4.

#### OTHER ACTIONS

■ Review board in Van Buren, N. Y., CATV proceeding, Docs. 17131 et al., denied motion to enlarge and change issues and to shift burden of proof, filed March 6 by Newchannels Corp. Action May 10.

■ By memorandum opinion and order, commission granted two petitions for waiver to permit operation of three CATV systems in Knoxville, Tenn., market (ARB 78). Systems were authorized to import distant signals from Chattanooga and Greeneville-Spartanburg, S. C. and Asheville, N. C. Commissioner Bartley concurred and issued statement; Commissioners Lee and Cox dissented. Action May 3.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 5 in proceeding in re petitions by Fetzor Cable Vision, Kalamazoo, Mich., et al., (CATV), denied motion to sever of petitioner Allegan TeleCeption Inc. (Docs. 17200-08). AND designated Hearing Examiner Jay A. Kyle to serve as presiding officer in proceeding in matter of Vestal Video Inc., Vestal, N. Y. (complainant), v. Eastern Microwave Inc., Syracuse, N. Y. (defendant); scheduled prehearing conference for May 29 and hearing for July 10 (Doc. 17186).

■ Hearing Examiner Forest L. McClenning on May 3 in proceeding in re petitions by Stephen Vaughan & Associates, Cleveland, Tenn., and Multivision Northwest Inc., Dalton, Ga. (CATV), dismissed request for subpoena of petitioner Multivision Northwest Inc., as request is outside scope of procedures permitted under commission's rules (Docs. 17065-66).

■ Hearing Examiner Herbert Sharfman on May 3 in proceeding in re petitions by CATV of Rockford Inc., Rockford, Ill., et al., granted petition for leave to intervene of WREX-TV, Inc., licensee of WREX-TV Rockford, Ill. (Docs. 17234-41).

#### Ownership changes

##### APPLICATIONS

KHAW-TV Hilo, KHON-TV Honolulu and KAIH-TV Wailuku, all Hawaii—Seeks as-

ignment of license and CP from Communications Honolulu Ltd. to Pacific & Southern Broadcasting Inc. Assignor corporation is merging with assignee corporation. Each share of stock of assignor will be exchanged for 20 shares of assignee. Present controlling shareholders of assignee will retain control. Assignee corporation is concurrently applying for consent to assignment to it of license of WAIL-TV Atlanta and WIBC-AM-FM Indianapolis. Ann. May 9.

WPKE-AM-FM Pikeville, Ky. — Seeks transfer of control from T. T. Colley (10% before, none after) to Walter E. May (50% before, 60% after). Principal: Mr. May is principal owner and operator. Consideration \$20,000. Ann. May 10.

KANB Shreveport, La.—Seeks assignment of license from Kenwil Inc. to Lewjac Shreveport Corp. for \$1,000. Principals: Carol F. Jackson, president (40%), John M. McLendon, vice president (20%) and Lewis C. Hopper, secretary-treasurer (40%). Mr. Jackson is assistant manager at WOKJ Jackson, Miss. Mr. Hooper is auditor, budget analyst, senior tax accountant and tax representative; vice president and controller of McLendon Broadcasting Co., and vice president, general manager and stockholder of Romac Macon Corp.; applicant for TV in Baton Rouge, FM's in Birmingham. Ala. and Baton Rouge, and CP for new TV in Jackson, Miss. Mr. McLendon is owner of WOKJ Jackson, Miss., WENN Birmingham, Ala. and CP for WFXM(FM) Jackson, Miss.; stockholder and president of Romac Macon Corp.; Romac Baton Rouge Corp., and Ammac Jackson Corp., 100% owner of Comac Investment Corp.; 99.6% owner of Birmac Realty Corp., and 95% owner of Jammac Realty Corp., and is applicant for three new TV's in Macon, Ga., Baton Rouge and Memphis, two FM's in Birmingham, Ala. and Baton Rouge and has CP for WAPT(TV) Jackson, Miss. Ann. May 4.

KNND Cottage Grove and KRKT Albany, both Oregon—Seeks assignment of license from Milton A. Viken to Interstate Broadcasting Co. Assignee corporation will become owner of all assets of partners in KNND and KRKT and said assignee corporation will assume and perform all existing liabilities of copartnership. Stock ownership of assignee will be 50% Peter Ryan and 50% Milton A. Viken, same as existing in partnership, being transfer of 50% partnership interest for 50% corporate interest for each party. Ann. May 10.

KHUZ Borger, Tex.—Seeks assignment of license from North Plains Broadcasting Inc. to Communications Enterprises of Texas Inc. for \$85,694.41. Principals: Communications Enterprises Inc. (80%), Jerry L. Mash, president, Bill Anderson, executive vice president (after purchase 20%), et al. Communications Enterprises is engaged in radio broadcasting and owns 100% of KLOR-FM Ponca City, Okla. and is applicant for KLTR Blackwell, Okla. Mr. Anderson is sales and program director of KVVJ Holdenville, Okla. and has farm. Mr. Mash is president and 59.3% stockholder in KLOR-FM Ponca City, Okla. Ann. May 8.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through May 10. 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.

■ Fort McClellan, Ala.—CableVision Co. of Anniston has been granted a franchise.

■ Porterville, Calif.—Trans-Video Corp. (multiple CATV owner) has been granted a franchise to operate a cable system contiguous to the city limits.

■ South San Mateo county, Calif.—Nationwide Cablevision Inc., Video Engineering, and County Cable Systems each have been granted a nonexclusive franchise to operate in areas between Redwood City and Atherton, plus districts near Menlo Park.

■ Upland, Calif.—International Cable Television Co. of Pomona has been granted a franchise.

Wasco, Calif.—Kern Cable Co. (multiple CATV owner) has applied for a franchise.

A 12-channel system would cost \$4.75 monthly, and there would be no installation fee.

Fort Collins, Colo.—City council ruled that Time-Life Broadcast Inc. (multiple CATV owner) and Fort Collins Video Inc., Denver, require a franchise rather than a permit. A special election must be held to approve the franchise.

Lee County, Fla.—Southern Cablevision, South Florida Cable TV, and Gulf Communicators of Cape Coral each have applied for a franchise to serve Fort Myers Beach and Bonita Springs, both Florida.

Beech Grove, Ind.—General Electric Cablevision Corp. (multiple CATV owner) has applied for a franchise.

■ Hamilton county, Indiana — Hamilton County CATV Inc. has been granted a franchise to operate a six-channel system. Subscribers will pay about \$5 monthly. The firm is owned by four Clay township residents and former State Revenue Commissioner James C. Courtney. Also listed among the owners is Telesis Corp. (multiple CATV owner).

■ Gaithersburg, Md.—John Panagos, owner, editor and publisher of the Gaithersburg Gazette, has been granted a temporary, nonexclusive franchise.

■ Quitman, Miss.—TV Cable of Quitman Inc. has been granted a franchise. Monthly service charge will be \$5.75 and an instal-

lation charge of \$15.00.

Independence, Mo.—Independence CATV Corp. has applied for a 15-year nonexclusive franchise. The city would receive 5% of the annual gross revenue.

Hoboken, N.J.—Cablevision of New Jersey has applied for a franchise.

Lumberton, N.J.—General Cable TV, affiliate of weekly *Burlington County Herald* has applied for a franchise.

Trenton, N.J.—Mercer Community Television Co. Inc. has applied for a franchise.

■ Galion, Ohio—Continental Cablevision Corp., Tiffin, Ohio (multiple CATV owner), has been granted a franchise. Direct Channels Inc. was also an applicant. Subscribers will pay a \$10 installation fee and a \$4.85 monthly service charge. A franchise to Northern Ohio Television Co. was vetoed by Mayor Paul W. Wilhelm.

■ Neville township, Pa.—Dick Fabec CATV Co. has been granted a franchise.

■ Parker City, Pa.—Try-Kahl Cable Co. has been granted a franchise.

■ Penn Hills, Pa.—Centre Video Corp. (multiple CATV owner) has been granted a franchise.

■ South Lebanon, Pa.—Lebanon Valley Cable Co. and Lebanon Cablevision Inc. have each been granted a franchise.

■ Thermopolis, Wyo.—Community Television Inc. (multiple CATV owner) has been granted a franchise.

#### ACTIONS

KJST Joshua Tree, Calif.—Broadcast Bureau granted assignment of CP from Marion U. Moore to Desert Metropolitan Broadcasting Co. for \$4,771.87. Principals: David E. Roberts, general partner, plus limited partners Dr. Richard Siggers, Drs. Christel J. and George J. Wittenstein, Dr. T. A. Horsley and William L. Ewald. Action May 4, see below.

KJST Joshua Tree, Calif.—Broadcast Bureau rescinded action of May 4, which granted application for assignment of CP (BP-14358 for new AM broadcast station) to David E. Roberts, General Partner, and Richard L. Siggers, M.D., et al. limited partners, d/b as Desert Metropolitan Broadcasting Co. Action May 8.

WCNU Crestview, Fla.—Broadcast Bureau granted of license from Virginia O'Neal, Louise McWhorter Kremer and Charles C. O'Neal d/b as Gulf Shores Broadcasting Co. to Sam F. Townsend and Vernon C. Cooper (each 50%), a partnership, for \$60,000. Principals: Mr. Townsend is station manager of Gulf Shores. Mr. Cooper is news director and commercial manager of Gulf Shores. Action May 4.

WOTT Watertown, N. Y.—Broadcast Bureau granted assignment of license from CRS Enterprises Inc. to R. B. G. Productions Inc. for \$110,000 cash at closing and \$220,000 payable in 28 quarterly installments at 6% annum for total of \$330,000 and noncompete agreement. Principals: James K. Graham, president, Arthur W. Kress, secretary-treasurer, et al. R. B. G. Productions Inc. is owned 100% by R. M. C. Productions Inc., licensee of WALY Herkimer, N. Y. Action May 4.

Kingsree, S. C.—Broadcast Bureau granted assignment of CP from Dale W. Gallimore, Harold Y. Hodges and M. H. Jacobs d/b as Williamsburg County Broadcasting Co. to Williamsburg County Broadcasting Corp. Principals: Each is holding and will hold after transfer 33 1/3%. Corporation shall pay to partnership in consideration for such assignment \$5,200. Mr. Gallimore owns 50% of WHWV Hillsville, Va. Action May 4.

WGYW Knoxville, Tenn.—Broadcast Bureau granted assignment of license from J. Olin Tice Jr. to H. T. Kern for \$75,000. Action May 4.

KPSO Fairfurris, Tex.—Broadcast Bureau granted assignment of license from Bob Hicks to Regional Broadcasters Inc. for \$82,500. Principals: Donald K. Funkhouser, president and treasurer, Carl E. Frye, secretary (each 50%) and I. Clinton Miller, Mr. Funkhouser is manager of WSWG Mt. Jackson, Va. Mr. Frye is manager and salesman of mobile homes concern. Mr. Miller is attorney. Action May 5.

WPHD(FM) Norfolk, Va.—Broadcast Bureau granted assignment of license from Flanagan Dorsey Broadcasting Enterprises Inc. to Big T Corp. for \$26,000. Principals: Big T Corp. is licensee of WTID Newport News, Va. Milton Q. Ford, president, Alvin Epstein, secretary-treasurer (each 50%), Louella Epstein vice president and Jeanne Ford, assistant secretary-treasurer. Action May 5.

**H**OLLYWOOD, that ever-handy date-line for every film happening east of the Pacific and west of the Rockies, is really a tight little island of inbred interests. If Lew Wasserman sneezes at Universal in the morning, it's the talk of the town by high noon. Negotiate a deal at Desilu Gower and leave it to the barber on Vine Street to interpret the small print. Cancel a slew of new shows and join the rest of the inhabitants in mourning. Threaten to dump a steady meal ticket like *Gunsmoke* and be prepared for some smoking newspaper editorials. Either pay homage to "Sound of Music" or accept the town's anti-American boot.

Naturally such a climate is kind to truisms. Don't buck the *Red Skelton Show*. Whatever Lucy wants, Lucy gets. Knock the networks behind the scenes because of their domineering setup as the only three buyers around, but be tactful about them in print for the same reason. The Tiffany of the film production field is MGM.

**Production Values** ■ That last comment is worth a second look. It's more fact than fancy. For usually you don't need logo identification to tell what production house produced what film. More specifically, in television you don't have to hear the lion's roar to know the product was made at MGM.

From the start of its network activity (a late start actually), Metro tried to get production values on the television screen. The company philosophy was straight out of Knute Rockne: "Hit that line with everything you've got. Get thrown for a loss if necessary, but walk off the field looking like a champ."

*Mr. Novak* got thrown for a loss but most people maintain that it was a champ. *Dr. Kildare*, on the other hand, had it coming and going. It scored and looked good all the way.

"We try to shoot a feature film every-time we produce a television episode," is the way Alan Courtney explains the MGM seal of good quality. "It's our tradition to be the best in the area of production."

Mr. Courtney is the current keeper of this tradition on Metro's television team. As director of programs, he mans the desk where the buck stops passing.

He's not flashy. He doesn't shoot off sparks, rule with a velvet whip, make grandstand moves. Instead, he's the cab driver who knows the short cuts that save precious minutes, the newsstand guy who can tuck the paper under a buyer's arm in one professional move.

Alan Courtney is a man thoroughly grounded in what he does. He knows product. He knows production. Most important, he knows the value and recognizes the doers who put down the written word where it all begins, the persons who interpret and perform and the men behind the cameras who make

## MGM-TV keeps its tradition in programing

it all work. Luckily, MGM always has had some of the best talent in the business right on the home lot. "My job is to be conscious of scripts and personnel and try to get the best out of them," he says.

**The New Season** ■ He's got lots to work with in the 1967-68 network TV season. Proudest product is *The Man From U.N.C.L.E.*, MGM's way of spelling style with its quick camera cuts, fanciful bad and good guys and laugh-

while-we-excite action approach. It's one of the studio's returning network shows. *Daktari*, produced in association with Ivan Tors, is the other.

Then there are three new hours: *Maya*, about two boys and an elephant, filmed entirely in India; *Hondo*, about a scout for the U. S. Cavalry, and *Off to See the Wizard*, which will integrate feature films for children with original TV productions. That adds up to five hours for MGM-TV in 1967-68 (two hours each on NBC-TV and ABC-TV and one hour on CBS-TV), with the half-hour *Flipper* waiting in the wings as a possible 7 p.m. Sunday entry on NBC in first-run, syndication status.

The showing is evidence of the studio's remarkable resiliency. For Metro is coming off a television season that saw such of its shows as *The Girl From U.N.C.L.E.*, *The Rounders*, *Jericho*, *Please Don't Eat the Daisies* and the previously mentioned *Flipper* being canceled. The loss of three-and-a-half hours of network time could have made most production houses topple if not fall. But by now, Metro is a pillar of the TV film industry.

**Executive Touch** ■ So, too, is Alan Courtney a pillar of a man. At 6 feet 3½ inches tall, 220 pounds, he's a big man even without his executive stripes. Yet there's a quiet affability about him, a do-it-with-a-small-smile style that marks him more a Napoleon Solo type than a THRUSH heavy.

The 46-year-old Alan Daniel Courtney has been around too long, done too much, to let anything but his cool show. Born in San Francisco, he spent much of his childhood in travel with his grandparents, who were in the import-export business. At times he lived in Mexico and South America.

In his youth, Alan Courtney thought he'd be a banker, then dabbled in the theater. He carved out an eight-year career for himself in the movie exhibition business, before junking it for a bottom rung at NBC. From 1944 through 1961 he advanced steadily, if not spectacularly, at NBC, leaving when he was the head of program administration for the television network.

In the next two years, Mr. Courtney made two quick career stops, first at MCA, where he was boss of national sales, and then at CBS, as vice president, programs. After NBC, he was looking for a new home. He may have found it at MGM. He joined the Culver City campaigners in 1963 and last year was named director of programs.

He sees more motion pictures in television's future. "We're bringing the movie screen into the home," he says. In maybe five-years time, he thinks almost everything in prime-time television could be related to the movie house of old. For an old movie usher like Alan Courtney, it's a happy return.

## WEEK'S PROFILE



Alan Daniel Courtney—Director of programs, Metro-Goldwyn-Mayer Television; b. July 18, 1920, San Francisco; studied American Institute of Banking, San Francisco, 1938-39; trainee, Bank of America, 1938-39; produced play "Overture to Freedom," 1939-40; usher for Metropolitan Theatres Corp., Los Angeles, 1939-41; U. S. Army, infantry, 1942-44; general manager of Metropolitan and manager of two newsreel theaters, 1944-47; ticket supervisor, guest relations, NBC Hollywood, 1947-48; manager, NBC station relations, public affairs and education, 1948-51; director, station relations, NBC Western division (based in New York), 1951-53; sales program administration for "Today," "Home" and "Tonight" shows, 1954-56; manager of nighttime programs, NBC-TV, 1956-57; manager of daytime and nighttime programs, NBC-TV, 1957-59; VP in charge of program administration, NBC-TV, 1959-61; VP in charge of national sales, MCA Inc., 1961-62; VP, programs, CBS-TV, 1962-63; TV executive, MGM-TV, 1963-66; director of programs, MGM-TV, 1966-present; m. Mary Curtin of Cleveland, Aug. 8, 1949; children—David, 10; John, 8; Carolyn, 5; member (nonjoiner); hobbies — nonhobbyist.

Thought for the week

ACCORDING to prevailing signs, the sanctity of the commercial-time standards in the National Association of Broadcasters' television code will remain unquestioned this week when the code board meets to consider code changes. The board may work on other matters, the clustering of commercials, the number of allowable program interruptions, but it gives no signs of altering the limits it fixes for commercial presentations within program periods.

This will come as good news to the FCC, which in the past year has become the enforcement agency for the NAB's radio and television codes. It will mean that the FCC can go on questioning the renewal applications of stations that don't abide by the NAB time standards.

In television not many stations have run into trouble with the FCC in this process, principally because the FCC has been lenient in adopting for its own guidelines only those code standards that apply to nonprime time. Who, however, is to say that a future FCC won't adopt the tighter prime-time standards too? Those standards are vulnerable to FCC embrace as long as they are retained in the code.

Help wanted

THE Senate is apparently headed toward approval of an only slightly modified version of the administration's bill to establish the superstructure of a Corp. for Public Broadcasting. Unless a rash of new and skillful opposition develops, the bill probably has a good chance in the House.

The movement of the legislation to date is a tribute to the administration's political sagacity. At this point the Congress is being asked only to appropriate \$9 million of seed money for a year of organizational work by the new corporation, and who is so mean as to protest so picayune an item in the federal budget to make the wasteland flower? The really sticky questions about the long-range functions and funding of a federally sponsored apparatus of subsidized radio and television have been set aside.

Still, the time to raise those sticky questions is now. It will be too late to raise them a year from now if by then a distinguished directorate has been appointed, a corporation has been chartered and the cadre of a bureaucracy hired. No Congress is likely to wipe out so illustrious a creation in its infancy.

Of all those offering testimony to the Senate Communications Subcommittee, which conducted hearings on this bill, only one witness, Vincent T. Wasilewski, president of the National Association of Broadcasters, raised substantive questions about the fundamentals of the bill. He was summarily excused, upon completion of his formal presentation, with Chairman John O. Pastore's expression of incredulity that anyone could find fault with the measure. Mr. Wasilewski was in an unenviable position. The three major networks had gone on record in support of the legislation that the NAB spokesman opposed.

It is unlikely that the networks, in any appearances before a committee of the House, will disengage themselves from the commitments they have made to the Senate. Their executives are realists who see no immediate threat in the passage of the CPB bill and no immediate gain in opposing a proposal that has been endorsed by Lyndon B. Johnson and his chief supporters in the Congress. That leaves it up to Mr. Wasilewski and the broadcasters whose views were ignored by the Senate subcommittee.

The central issue here has nothing to do with whether

there will or will not be a strengthened noncommercial broadcast system in this country. Clearly the national sentiment favors a significantly expanded role for subsidized TV. The issue is whether the expanded noncommercial system is to operate from a dominant center of federally oriented power or from many stations with individualized objectives and independent means.

The system that would grow from the CPB bill now before the Congress would unquestionably be centered on the Corp. for Public Broadcasting. The system Mr. Wasilewski proposed would be a station-oriented system. The latter, it seems to us, guarantees the public a better return on its investment, and it is therefore worth fighting for.

That fight is all but lost in the Senate. It cannot be won in the House unless Mr. Wasilewski is given considerably more assistance than he got before his confrontation with Senator Pastore.

Uneasy street

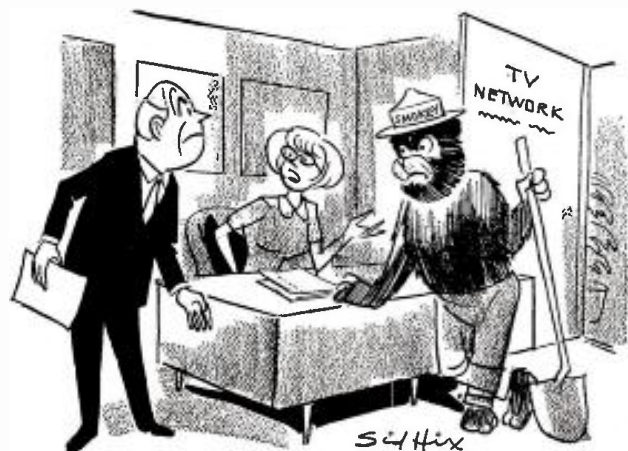
JACK JUREY, the capable editorial voice of the Washington Post-Newsweek Stations (WTOP-AM-FM-TV) in commenting on the sudden demise of the *World Journal Tribune*, not only deplored the seriousness of the event but also identified the added responsibility that is imposed upon broadcasters when a newspaper expires.

"Radio and television must take up the slack," Mr. Jurey said, "by giving news in all its aspects the emphasis and attention it deserves."

Contrary to belief in some embittered newspaper enclaves (among them entities that are affiliated with station ownership) responsible broadcasters do not gloat over the folding of a newspaper even if it reduces competition and thereby brings some windfall. They realize that many newspapers are fighting for economic survival and others will be, mainly because of unconscionable union demands not only as to wages and hours but because of featherbedding and resistance to technological advances.

What has happened to these newspapers can happen to broadcasters. The most vulnerable are the big-market and centrally controlled entities.

Just ahead lies the electronically published and delivered newspaper. It won't matter to the consumer whether the new publisher was weaned on printers' ink or kilowatts. Both kinds had better be prepared for that future.



Drawn for BROADCASTING by Sid Hix  
 "He wants to know why he's not getting residuals from those fire prevention spots!"

# KSTP Television

The big rating books are out again – the Nielsen and ARB Spring “Sweep” reports – and again they show that KSTP-TV is the leading News, Weather, Sports station in the market by an overwhelming margin.

Since 1948 when KSTP-TV was pioneering in television news gathering and presentation, it has been dominant in the local news area. That's *nineteen* years, and that's a long time to be first at anything – especially in the fast moving television business.



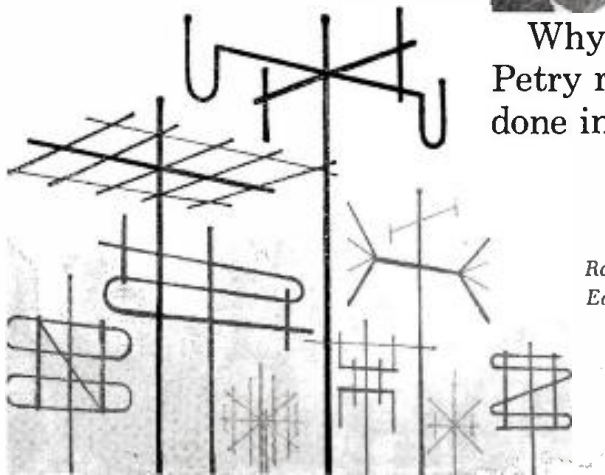
We're proud of KSTP-TV's News, Weather and Sports shows and our leadership in this most important programming area, but in addition to the pride, there's a sense of responsibility to the hundreds of thousands of viewers who, over the years, have learned to *depend* on KSTP-TV for their news *first*. A listener-loyalty like this is tough to earn and tougher to keep, but we work at it and the ratings continue to show we're getting the job done.



You can be sure, too, that KSTP-TV works just as hard at the rest of its programming to provide top-quality local shows for its audiences and its advertisers.

If you sell a product in the Twin Cities area, you want to do the job in the most efficient, most economical way possible, and the availabilities in KSTP-TV's fine programming should be important to you.

Why not call Sales Manager Jim Blake or a Petry rep. today? That's the way to get the job done in the Twin Towns.



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**with a *big difference here***  
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Now RCA brings you the "BIALKALI PHOTOCATHODE" in the new RCA-8673 and -8674 Image Orthicons. This major engineering innovation has greatly improved compatibility with its non-stick target, maintaining resolution and sensitivity over an extended tube lifetime and improving performance of *existing* color or black-and-white cameras. A simple change in a resistor chain provides proper voltages for a trio of these new Bialkali Photocathode Tubes. Wide-range, the 8673 and 8674 fit spectral requirements of all three channels... eliminating the need for another tube type for the blue channel.

Another big difference: the re-designed image section provides reduced distortion and freedom from "ghosts." These new tubes are available singly or as matched sets—a trio of 8673/S or 8674/S types for color service... types 8673 and 8674 for black and white. Main construction difference is in the target-to-mesh spacing. The closer-spaced 8673 enhances S/N ratio for quality performance under sufficient illumination. The 8674 has greater sensitivity under limited illumination. For complete information about the new RCA Bialkali Photocathode Image Orthicons, ask your RCA Broadcast Tube Distributor.

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8093A/L	

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