



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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TVB reports spot-TV business soared 16% in '68. p23
FCC probing into phone-company ownership in CATV. p33
CPB funding problems promise to create heat on Hill. p38
SPECIAL REPORT: Cameras are stars of NAB show. p52

**DUKE ELLINGTON
BARBARA McNAIR
NOEL HARRISON
SARAH VAUGHN
THE 5TH DIMENSION
DIZZY GILLESPIE
GEORGE KIRBY
KAYE STEVENS
CHAD & JEREMY
THE DOODLETOWN PIPERS
RICH LITTLE
BOBBY VINTON**

If these are the feature acts, can you imagine the stars?

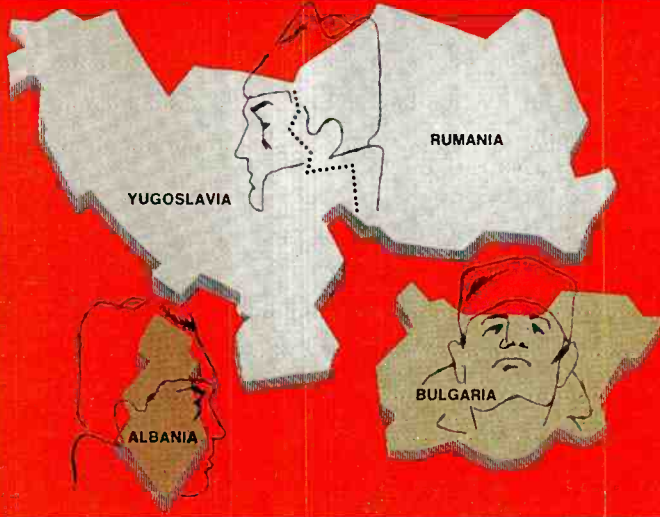
The stars: Ella Fitzgerald, Kate Smith, Al Hirt, Julie London, Polly Bergen, Jane Morgan, Gordon MacRae, Shirley Bassey, The Temptations and Tony Martin!

WCBS-TV New York, KTLA Los Angeles, WBBM-TV Chicago, KGO-TV San Francisco, WCAU-TV Philadelphia, KMOX-TV St. Louis, WNAC-TV Boston, WTAE-TV Pittsburgh, KFMB-TV San

Diego, WWJ-TV Detroit, KBTB Denver, WTVJ Miami and KGMB-TV Honolulu are just a few of the top bananas who have already licensed "Screen Gems Presents."

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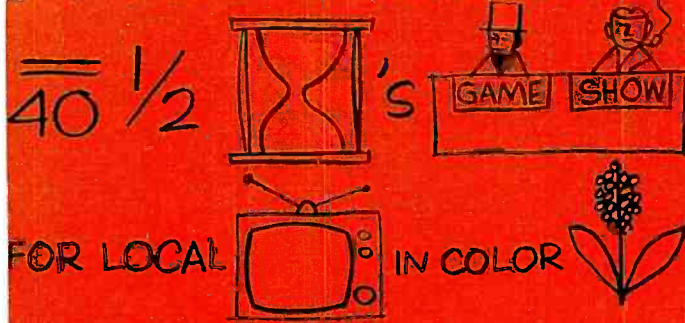


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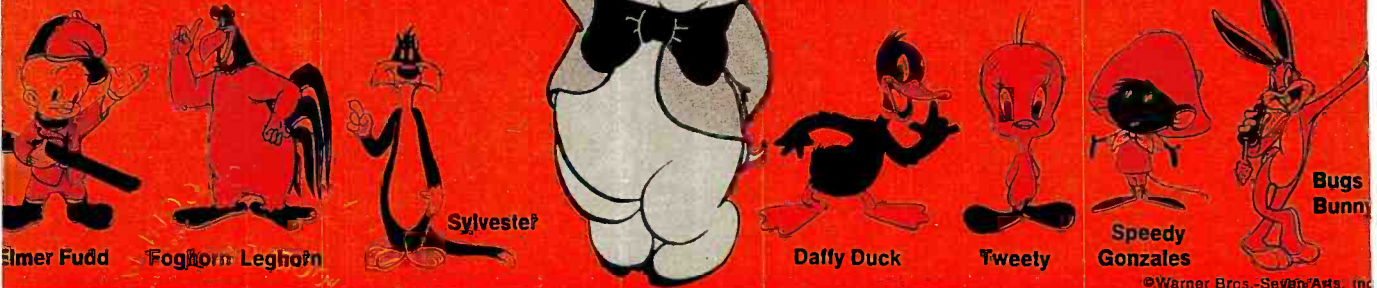


Personable Johnny Gilbert hosts the quiz sessions.

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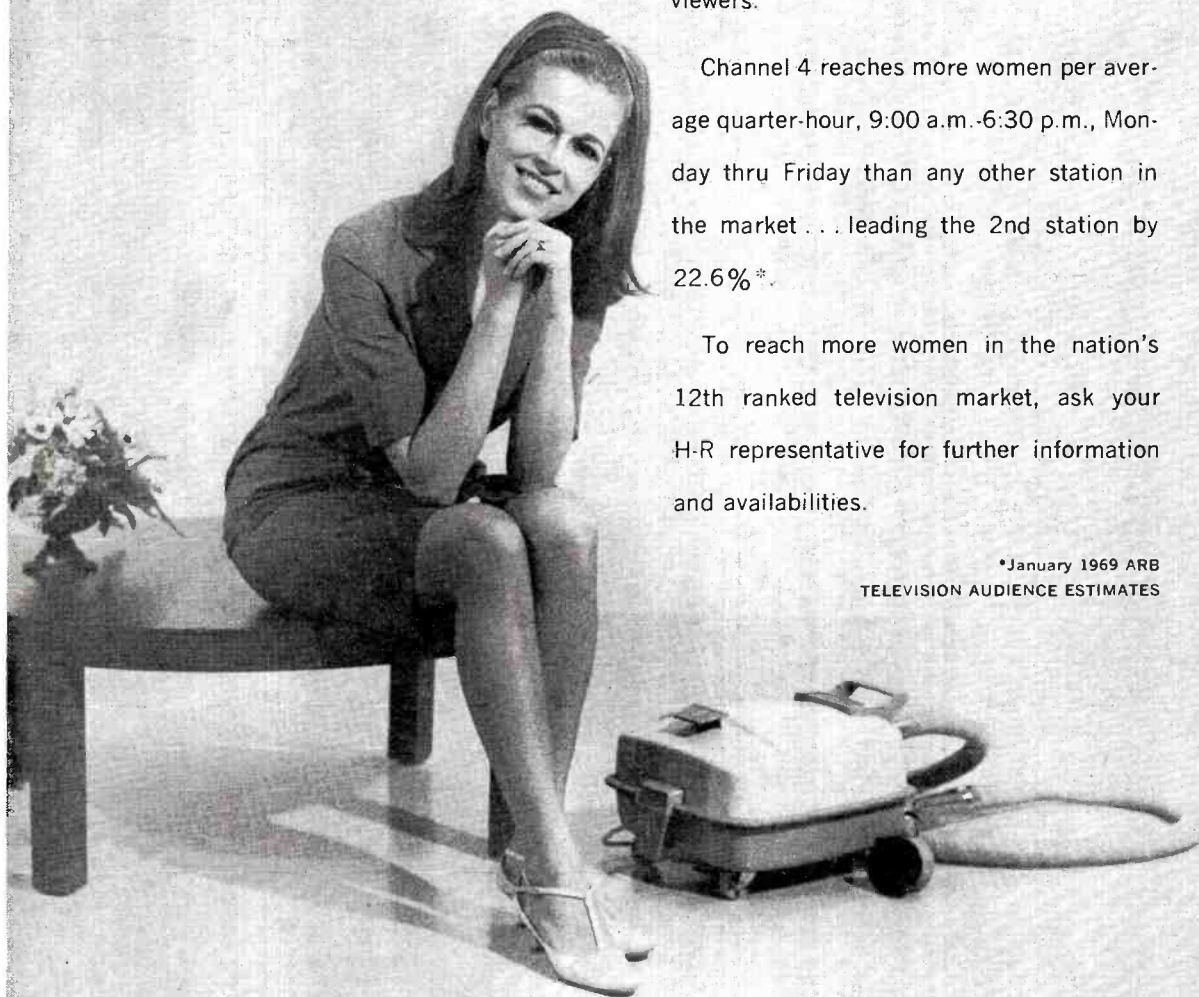
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*January 1969 ARB
TELEVISION AUDIENCE ESTIMATES




KRLD-TV



The Dallas Times Herald Station

Clyde W. Rembert, President

Represented Nationally by 

Close call

Further proof, if it was needed, of FCC concern over diversification-of-control-of-media issue was provided last week. Commission split 3-to-3 on \$4,400,000 transfer of KTVH(TV) Hutchinson, Kan., from Minneapolis Star and Tribune Co. to multiple owner WKY Television System Inc. Voting for hearing reportedly, were Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson. Commissioner H. Rex Lee sided with Chairman Rosel H. Hyde and Commissioner Robert E. Lee. Swing vote, then, belongs to Commissioner James J. Wadsworth, who was absent. WKY owns WKY-AM-TV Oklahoma City, WTVT(TV) Dallas-Fort Worth, WWTW(TV) Milwaukee, KHTV(TV) Houston. WKY also owns Oklahoma City *Oklahoman and Times*.

Out of mothballs

CBS's field-sequential ("spinning wheel") color-TV system, which didn't quite make it in commercial broadcasting on earth, is going to make it on moon. Word is that National Aeronautics and Space Administration has decided to use field-sequential technique to send back color-TV coverage from moon flights this summer. Incompatibility with present color and black-and-white systems—big reason CBS system lost out to one pioneered by RCA—will be overcome by ground-based converter. CBS Laboratories, whose Dr. Peter C. Goldmark developed CBS system, and Westinghouse Electric Corp. made joint presentation to NASA some time ago on use of Westinghouse hardware with CBS technology, whose capability at low light levels was said to be big sales point.

As pilots go

Do Hollywood TV executives live and die by how their pilots sell? Head-rolling events of last week provide answer. First John T. Reynolds resigned as president of Paramount TV. Company, under Mr. Reynolds, developed *Houseboat*, *Barefoot in the Park*, *Holly Golightly*, *The Brady Bunch* and *Love—American Style* for 1969-70 season but only managed to sell last two. Then Leonard Goldberg, ABC-TV's programming VP, succeeded Jackie Cooper as VP in charge of production for Screen Gems, which developed *Just Good Friends*, *Hastings Corner*, and *Under the Yum-Yum Tree* but only sold *Mr. Deeds Goes to Town*. Meanwhile Herbert F. Solow, who made

three pilots as new production VP for MGM TV (*Then Came Bronson*, *University Medical Center* and *Courtship of Eddie's Father*) and sold all three, got promoted to theatrical-film production chief at studio in addition to his other responsibilities.

Hand-me-down

Where is that big three-screen, color, remote-controlled TV console (including sliding doors) that LBJ used to monitor all three-networks simultaneously? Shortly after Richard Nixon took over Presidency it was announced that custom job had been removed from Oval Room. It now reposes in office of Herbert G. Klein, director of communications of executive branch, in executive offices building. Mr. Klein uses it to monitor network news programing. Set was designed for LBJ by Signal Corps.

Not so strange alliance

There's a report of new attempt to shake loose that Rostow Task Force Report on Telecommunications Management, impounded by President Johnson before he left the White House. Former Under Secretary of State Eugene V. Rostow, chairman of task force, reportedly is being joined by FCC Commissioner Nicholas Johnson and Columbia Graduate School of Journalism professor Fred Friendly (ex-CBS news head) in new effort to use report as basis for campaign to revise national policy on communications, with particular reference to network and station ownerships and operations.

Crushing sorrow

While other offices at FCC functioned on normal schedules last Friday, suite occupied by Commissioner Nicholas Johnson and personal staff was shut tight, with this notice posted on main door: "In observance of the anniversary of the death of Martin Luther King, this office will be closed Friday, April 4." That made two days off for Mr. Johnson and staff last week. All government offices in Washington were closed on Monday, March 31, in morning for President Eisenhower. But no legal holiday was declared on anniversary of Dr. King's death.

Sick call

Three very important people identified with broadcasting are critically ill: David Sarnoff, 78, RCA board chair-

man, at his New York home following series of mastoid operations; Edwin W. Craig, 76, retired chairman of National Life and Accident Insurance Co. and its WSM Inc., Nashville, in coma following stroke; Robert K. Richards, 56, former administrative vice president, National Association of Broadcasters and one of broadcasting's outstanding creative writers, hospitalized with kidney ailment for past several months with gradually worsening condition.

Coordination

Ten-year project examining "your life in the 1970's" will begin this May on NBC's owner-and-operated TV stations. Each year NBC's five stations (WNBC-TV New York, WRC-TV Washington, WKYC-TV Cleveland, WMAQ-TV Chicago and KNBC[TV] Los Angeles) will devote all public-affairs shows during May to topics under that theme, starting with overview, "The Quality of Urban Life," in 1969 and perhaps delving into specific problems in future. Each station will produce its own shows, exchanging with others if discussion is relevant to other cities. One-hour prime-time special, *Five Cities*, written and produced by Gordon Hyatt, will be broadcast near end of month. NBC O&O's conducted similar project on "crime and the community" last year.

Captive audience

Relatively new company called Tele-Ad, based in Memphis, is selling commercial time on closed-circuit television to important advertisers in Atlanta and Toronto with plans to expand this year into Houston, Ottawa, Montreal and Chicago. Operation is pegged to half-hour sightseeing-type program with star personality as host. Closed-circuit telecast of program is beamed in major hotels, five each in Atlanta and Toronto. Forrest Tucker is host in U.S. city and Austin Willis in Canadian market.

Hotels showing program get three minutes of free time in each cycle, with program presented 30 times daily. Between program showings current news, weather and sports reports are televised live with commercial spots sold to range of national and local advertisers. Programs are produced, packaged and promoted by Trans World Productions Inc., Hollywood-based parent company of Tele-Ad. Production is handled like TV special, with veteran TV crews and latest Ampex equipment.

WTOP's TOP TEN:

- 1.** Vietnam
- 2.** The New Administration
- 3.** The Middle East
- 4.** The Student Revolt
- 5.** The Urban Crisis
- 6.** The Paris Peace Talks
- 7.** Lombardi and Williams
- 8.** The Apollo Program
- 9.** The Tax Squeeze
- 10.** The Sino-Soviet Showdown

Nothing is more important or more exciting than the things that are going on in the world today. We address ourselves to those things—and report them to Washington—from dawn to dawn, every single day.

WTOP RADIO
NONSTOP NEWS
A Post-Newsweek Station

Annual spot-TV report from Television Bureau of Advertising shows 1968 increase of 16% in national-regional spot-TV sales, rise of 20-22% in sales to local advertisers—both even higher than most previous estimates. See . . .

Spot-TV soared 16% last year . . . 23

FCC opens rulemaking and inquiry into implications of telephone company ownership of CATV systems. Commission proposes no specific rules, but raises questions that could lead to ban on telephone-CATV marriages. See . . .

FCC examines telephone firms in CATV . . . 33

CATV comments on FCC's proposed cable rules accentuate the negative, challenge commission's authority to implement rules. Broadcasters ask for harder CATV regulation—but some want open door on cross-ownership. See . . .

CATV rules draw very faint praise . . . 36

Long-range financing of Corp. for Public Broadcasting is topic of upcoming Senate hearings. On tap: bill introduced by Senator Magnuson that would provide \$20 million now and "such sums as may be necessary" later. See . . .

CPB funding problems heat up . . . 38

Five-year-old, multisided battle over KRLA Pasadena, Calif., reaches turning point as FCC examiner recommends grant of facility to Voice in Pasadena Inc., one of 10 remaining applicants. See . . .

At last a decision on KRLA . . . 42

Stanford Research Institute, hired by FCC to study land-mobile spectrum congestion, traces problem to mismanagement of existing space. FCC's lack of "resources for adequate management" hurts all, SRI says. See . . .

Appraisal of land-mobile needs . . . 49

Equipment was everywhere at last month's National Association of Broadcasters convention, with color-TV cameras, lighter in weight and higher in color quality, leading the way, according to BROADCASTING special report. See . . .

Cameras are stars of the NAB show . . . 52

Solicitor general calls government, FCC "real champions" of First Amendment in fairness argument before Supreme Court. Broadcasters disagree, concentrate fire on fairness rules rather than doctrine. See . . .

Fairness aired in Supreme Court . . . 101

Broadcast coverage of funeral rites for former President Eisenhower draws wide audiences, critical praise, as networks display individual approaches to memorial broadcasts. See . . .

New individuality in network news . . . 104

Dwight Eisenhower will be remembered by broadcasters as contributor to TV's coming of age: first President to permit televised news conferences, first President to address broadcasters' national convention. See . . .

Ike ushered in new TV era . . . 105

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	23
CHANGING HANDS	34
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIALS	132
EQUIPMENT & ENGINEERING	49
FATES & FORTUNES	116
FOCUS ON FINANCE	109
FOR THE RECORD	119
INTERNATIONAL	46
LEAD STORY	23
THE MEDIA	33
MONDAY MEMO	18

OPEN MIKE	17
PROGRAMING	101
SPECIAL REPORT	53
TELESTATUS	113
WEEK'S HEADLINERS	10
WEEK'S PROFILE	131



Broadcasting

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KOKA-TV PITTSBURGH · WJZ-TV BALTIMORE · WOWO FT. WAYNE
WIND CHICAGO · KPIX SAN FRANCISCO · KFVB LOS ANGELES

The Government Story

FCC takes CP from WNET

FCC's push to eliminate dormant UHF construction permits claimed major-market victim last week. In decision announced Friday (April 4), commission denied application by permittee of WNET(TV) (ch. 16) Providence, R.I., for extension of time to construct station. CP will be canceled.

Commission rejected permittee's argument that it should not be required to complete construction until local CATV issue is resolved in hearing. That case involves proposal of Vision Cable Co. to carry signals of Providence stations as well as those of New Bedford, Boston and Worcester, all Massachusetts.

WNET originally went on air in 1954, but went off in following year because of heavy financial losses. Last year, after more than decade, station got permission to change facilities. When station filed twice for extension of time to make changes, commission demanded oral argument.

In its decision commission said permittee's fear of financial loss in connection with proposed CATV service was "business judgment," and not due to matters beyond permittee's control. If UHF owners make such judgments, commission said, "they must vacate the channels so they are available for applications of others willing to meet commission's policy, set forth in its rules, that permittees must expeditiously proceed, unless prevented by causes beyond their control."

Decision was adopted by vote of 3-to-1, with Commissioner Kenneth A. Cox dissenting.

In separate action, commission rescheduled oral argument on 11 dormant UHF CP's for May 12. Argument was originally scheduled for March 31, national day of mourning for former President Eisenhower.

More hearings on control

Newspaper-connected applicants received bad news from FCC last week. Commission designated for hearings FM applications of Lee Enterprises, in Billings, Mont., and Cumberland Gap Broadcasting Co., in Middlesboro, Ky. Issues in both involve question of concentration of control of mass media.

Lee Enterprises, which owns newspapers in Billings and elsewhere, is licensee or permittee of WTAD-AM-FM Quincy, Ill.; KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WMDR(FM) Moline, Ill.; and KHQA-TV Hannibal, Mo.

Cumberland Gap Broadcasting Co., which is licensee of only AM in Middlesboro, WMIK, is owned by publisher of towns' only newspaper. However, WMIK is daytimer, and in past commission has encouraged licensees of daytimers to apply for FM's to provide full-time service.

Commission decided Billings case on 4-to-2 vote, with Commissioners Robert T. Bartley, Kenneth A. Cox, Nicholas Johnson and H. Rex Lee in majority. Chairman Rosel H. Hyde and Commissioner Robert E. Lee voted for grant. In Middlesboro case, vote was 5-to-1, with Commissioner Robert E. Lee only dissenter.

W. Va. license challenge

Group owner Reeves Broadcasting Corp. is apparently next licensee who will face challenge at license renewal time. Spokesman for newly organized group said it will file application for channel 13 Huntington, W. Va., now occupied by Reeves' WHTN-TV.

Paul Crabtree, president of Paul Crabtree & Associates Inc., of Charleston and Point Pleasant, W. Va., said on Friday (April 4) he has petitioned FCC to deny renewal of WHTN-TV's license. Commission officials said they had not yet received protest as of Friday.

He said station has shown "callous disregard for providing news coverage of important events in tri-state area—West Virginia, Ohio and Kentucky.

O. W. Myers, vice president and general manager of Reeves, said company had not yet received notice of Mr. Crabtree's protest. Huntington station, he said, "sincerely believes" it has served needs of area.

Mr. Crabtree also said his firm plans to file application for channel 13 facility. Renewal date for stations in West Virginia is Oct. 1.

Mr. Crabtree was executive assistant to former West Virginia Governor Hulett Smith, who left office in January.

Challenging firm is represented by former secretary of state for West Virginia, Robert O. Bailey.

Mr. Crabtree said he petitioned for denial of WHTN-TV's license because station "is failing abjectly in broadcasting programming considered to be in the public interest." He called his action "air pollution measure."

CBS, Smothers cut cord

CBS-TV has fired Smothers brothers in culmination of latest of long series of hassles between stars of *Smothers*

Brothers Comedy Hour and network officials.

Move, announced late Friday (April 4), came few hours after CBS-TV authorities indicated latest crisis had passed with Smothers's reassurance that they would return next season despite earlier indications they would do so only if CBS gave them special treatment under network's program standards—which CBS-TV officials said they would not do (BROADCASTING, March 31).

Actually, there apparently was communications gap, because telegram in which Robert D. Wood, network president, notified Smothers brothers of decision was dated Thursday (April 3).

Cancellation is effective at start of new season next September. Series is carried Sundays at 9-10 p.m. EST. Status of summer replacement, which was to be supplied by Smothers, was not immediately clear. Nor was that of *Glen Campbell Goodtime Hour*, also supplied by Smothers.

Mr. Wood's wire told them they had again failed to meet regular Wednesday deadline for delivery of Sunday-night program in time for review and for preview to affiliates by closed circuit. In view of repeated instances of such delay, he said, CBS must treat last week's failure as "substantial and material breach of your obligations to us."

In addition, he said, CBS-TV understood tape for last night's (April 6) show contained "a monologue which in our opinion would be considered to be irreverent and offensive by a large segment of our audience and therefore unacceptable even if this were not the week of the Eisenhower funeral rites and even if Sunday were not Easter Sunday." Other sources said this was reference to "comic treatment" of church sermon by comedian David Steinberg.

CBS planned to replay Nov. 10 1968, Smothers Brothers show last night.

No decision has been reached on what CBS will move into the Smothers' slot next fall.

Daytimer gets full fine

FCC has fined WACA Camden, S.C., \$10,000 for unauthorized presunrise operation. Commission, in announcement Friday (April 4), indicated licensee's attitude was as much factor in decision to impose maximum fine as its actions.

WACA, daytimer licensed to Camden Broadcasting Corp., signed on presunrise for entire months of February and March, 1968, and again about May 1,

Week's Headliners



Mr. Goldberg



Mr. Starger



Mr. Courtney



Mr. Powell



Mr. Solow



Mr. Kratky



Mr. Lee



Mr. Mallison

Leonard Goldberg, VP in charge of programming for ABC-TV since 1966, appointed VP in charge of production, Screen Gems Inc., Hollywood. He succeeds **Jackie Cooper**, who has resigned to enter independent feature-film production for parent Columbia Pictures. Replacing Mr. Goldberg at ABC-TV is **Martin Starger**, who has been VP and national programming director since 1968. Mr. Goldberg joined ABC-TV in 1963 after prior service with NBC-TV and BBDO. Mr. Cooper has held his post at SG for past five years. Mr. Starger joined ABC-TV in 1966 as VP in charge of programs, East Coast, and earlier was with BBDO in New York.

Alan D. Courtney, senior VP for Four Star International Inc., Culver City, Calif., named to new position of executive VP. **Norman S. Powell**, VP-production, named senior VP. Mr. Courtney went to Four Star in January 1968. Previously, he was director of programs for MGM-TV for two years and programming executive for NBC

for 17 years, leaving in 1961 when he was head of program administration for network. Mr. Powell, son of Four Star co-founder, late Dick Powell, has been with company since start of his business career.

Herbert F. Solow, VP in charge of television production for Mctro-Goldwyn-Mayer Inc., Culver City, Calif., named VP in charge of theatrical and TV production. In assuming responsibilities in theatrical area, Mr. Solow assumes duties formerly handled by **Clark Ramsey**, who has been appointed VP in charge of administration in New York. Mr. Solow joined MGM in 1967. He had earlier held top production posts at Desilu Productions, CBS and NBC.

Warren J. Kratky, president of Gardner Advertising Co., St. Louis, also named chairman. **A. Laney Lee** and **William H. Mallison**, general managers of central and eastern divisions, respectively, elected executive VP's. (see page 32).

For other personnel changes of the week see "Fates & Fortunes."

when it began daylight-saving time operation, commission said, despite notifications. Commission noted that licensee, after receiving notice of apparent liability for \$10,000, did not deny violations. Rather, it said it had complied with directives for presunrise authority since Aug. 17.

WACA said it felt full power, rather than reduced power, was necessary to discharge its "duty" to serve outlying areas at time when they needed "special

announcements, encouragement and news."

Commission said it was "obvious" that licensee, "with full knowledge of the commission's requirements, deliberately chose to violate the terms of its license." It said WACA's efforts to justify "flagrant violations" by stating "reduced power would 'break listener habits in the fringe areas' are indicative of the licensee's attitude toward the commission's authority."

New pitch for record fees

Revised performers'-rights amendment to pending copyright legislation was submitted in Senate just before Easter recess by Senator Harrison Williams Jr. (D-N.J.). Measure is simplified version of amendment sought by recording artists he offered in last Congress.

Spelled out in new draft are terms broadcasters would have to pay artists and recording firms for airplay of records. In general, stations would ante in "3.5% of net receipts from sponsors"—same as blanket license fee presently paid to composers and publishers under existing copyright law.

Lower "pro rata" license would be available for stations using fewer than average number of records in programming, such as talk or all-news formats. Small stations with less than \$25,000 annual revenues would be exempt.

License fees would be collected and distributed by Register of Copyrights, using computerized monitoring system based on off-air inaudible signals pressed into records.

Justice backs appellate view

Justice Department has urged Supreme Court not to review appellate-court decision affirming FCC's ruling that fairness doctrine applies to cigarette advertising.

Justice supported court's conclusion that First Amendment (and public interest generally) are served by attempt to "redress the balance" in debate over smoking and health.

More CATV for CBS

CBS has acquired Clear View Cable System Inc. and Marin Cable Television Inc., both in Marin county, Calif., it was announced Friday (April 4) (BROADCASTING, Dec. 23, 1968).

CBS bought these systems, which serve total of 7,500 subscribers, for 51,510 shares of common stock. Transaction is estimated at \$2.5 million.

CBS also has filed registration with Securities and Exchange Commission regarding contemplated purchase of Tele-Vue Systems Inc. and subsidiaries, which have CATV holdings in California and state of Washington (see page 109).

Loomis gets approval

Nomination of Henry Loomis as deputy director of U. S. Information Agency has been confirmed by Senate ("Closed Circuit," March 10). Mr. Loomis served as director of Voice of America, 1958-65; was deputy commissioner of education in Department of Health, Education and Welfare, 1966, and worked with Nixon campaign last year.

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So if you're an AP member (and there are now 3,000 of them in broadcasting) remember, just the flip of an AP switch gives you a regional competitive edge that no other news service can deliver. If you aren't an AP member, maybe you'd better pull a switch of your own. Contact your nearest Associated Press representative for further details. Or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111. **THE ASSOCIATED PRESS**

FOR AP MEMBERS ONLY:



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ANOTHER MULTI-MILLION DOLLAR Housing Development is scheduled for Spring! The Sanford Construction Company of Cleveland reports their 364 acre site project in the outskirts of Wheeling will get underway as soon as weather permits. The new project will offer 220 one-family homes, a highrise apartment building, townhouse-type apartment, another apartment complex and streets, lakes and recreational areas that will overlook a four million dollar enclosed shopping center. As the forward-moving pace of the Wheeling-Steubenville area quickens, the thrilling NEW Central Seven headquarters of WTRF-TV and WTRF-STEREO reports all the excitement to an active, building-buying and avid TV audience. Are you reaching this crowd?

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Datebook

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

April

April 7—Deadline for comments on FCC's proposal to permit logging at remote control point of phase indications of currents in antenna towers, and to ease requirements for logging of meter indications at the transmitter.

April 7—Annual stockholders meeting, *Ameco Inc.* Westwood Ho hotel, Phoenix.

April 7-9—Annual cablecasting seminar sponsored by *National Cable TV Association*. Hotel Utah, Salt Lake City.

April 9—First annual sales seminar, *WBNS-TV* Columbus, Ohio. Columbus Athletic Club.

April 9—Annual meeting, *Educational Television Stations* division, *National Association of Educational Broadcasters*. Speaker: John W. Macy Jr., president of Corp. for Public Broadcasting. Waldorf Astoria hotel, New York.

April 9-11—Annual *National Educational Television* affiliates meeting. Waldorf Astoria, New York.

April 10—Annual stockholders meeting, *Avco Corp.* WLWC(TV) Columbus, Ohio.

April 11—Radio day newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

April 11-12 Meeting of *Louisiana Association of Broadcasters*, Lafayette.

April 11-12—First annual springtime conference, *Cable Television Association of New England*. Viking hotel, Newport, R. I.

April 11-12—*Sigma Delta Chi* region 4 conference. Northern Illinois University, DeKalb, Ill.

April 11-12—*Sigma Delta Chi* region 4 conference. Ohio University, Athens.

April 11-12—*Sigma Delta Chi* region 9 conference. Salt Lake City, Utah.

April 11-19—Second annual journalism week, *Ohio University*. Speakers include Wes Gallagher, general manager, AP; Osborne Elliot, editor of *Newsweek*; John Chancellor, NBC News; Margaret Bourke-White, *Life* photographer, and William B. Arthur, *Look* editor. Athens, Ohio.

April 12—Annual meeting of *Georgia AP Broadcasters Association*. White House Motor Inn, Atlanta.

April 12-18—International television program market, *MIP-TV*. Palais de Festivals, Cannes, France.

April 12—Annual meeting, awards banquet and news clinic, *Georgia AP Broadcasters Association*. Atlanta.

April 13-14—Spring board meeting and broadcasting day, *Florida Association of Broadcasters*. University of Florida, Gainesville.

April 13-16 Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Chicago hotel, Chicago.

April 14—*Radio Advertising Bureau* regional sales clinic. Sheraton-Cadillac hotel, Detroit.

April 14—New deadline for reply comments on FCC's proposal to provide for carriage of subscription-television signals by CATV systems. Previous deadline was April 3.

April 15—Annual shareholders meeting, *Plough Inc.* Memphis.

April 15—*Radio Advertising Bureau* regional sales clinic. Sheraton hotel, Philadelphia.

April 16—Annual stockholders meeting, *General Telephone & Electronics Corp.* Long Beach, Calif.

April 16—Congressional reception and dinner and gold medal presentation of *Pennsylvania Association of Broadcasters*. Sheraton-Park hotel, Washington.

April 16-18—Meeting of *Texas CATV Association*. Marriott hotel, Dallas.

April 16-25—Nineteenth annual meeting of the *International Film, TV Film and Documentary Market*. MIFED is an international center where feature, TV, documentary films are traded by participants on a worldwide scale. Milan, Italy.

April 17—New deadline for comments on FCC's proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

April 17—New deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was Feb. 17.

April 17—Deadline for reply comments on FCC's proposal to permit logging at remote control point of phase indications of currents in antenna towers, and to ease requirements for logging of meter indications at transmitter.

April 17—*Radio Advertising Bureau* regional sales clinic. Somerset hotel, Boston.

April 17—Annual stockholders meeting, *Time Inc.* New York.

April 17—Deadline for reply comments on FCC's proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

April 17-18—Nineteenth annual *Broadcast Inquiry Conference*. Jack Tar hotel and San Francisco State College, San Francisco.

April 17-19—Annual spring meeting of *Oregon Association of Broadcasters*. Dunes motel, Lincoln City.

April 17-19—*International Radio & Television Society* college conference. Hotel Commodore, New York.

April 18—*Radio Advertising Bureau* regional clinic. Sheraton Motor Inn, Buffalo, N. Y.

April 18-19—*Sigma Delta Chi* region 7 conference. Kansas City, Mo.

April 18-20—*Sigma Delta Chi* region 11 conference. Sacramento, Calif.

April 19—*Sigma Delta Chi* region 10 conference. Seattle, Wash.

April 19—Annual meeting, seminar and awards banquet, *Alabama AP Broadcasters Association*. Anniston.

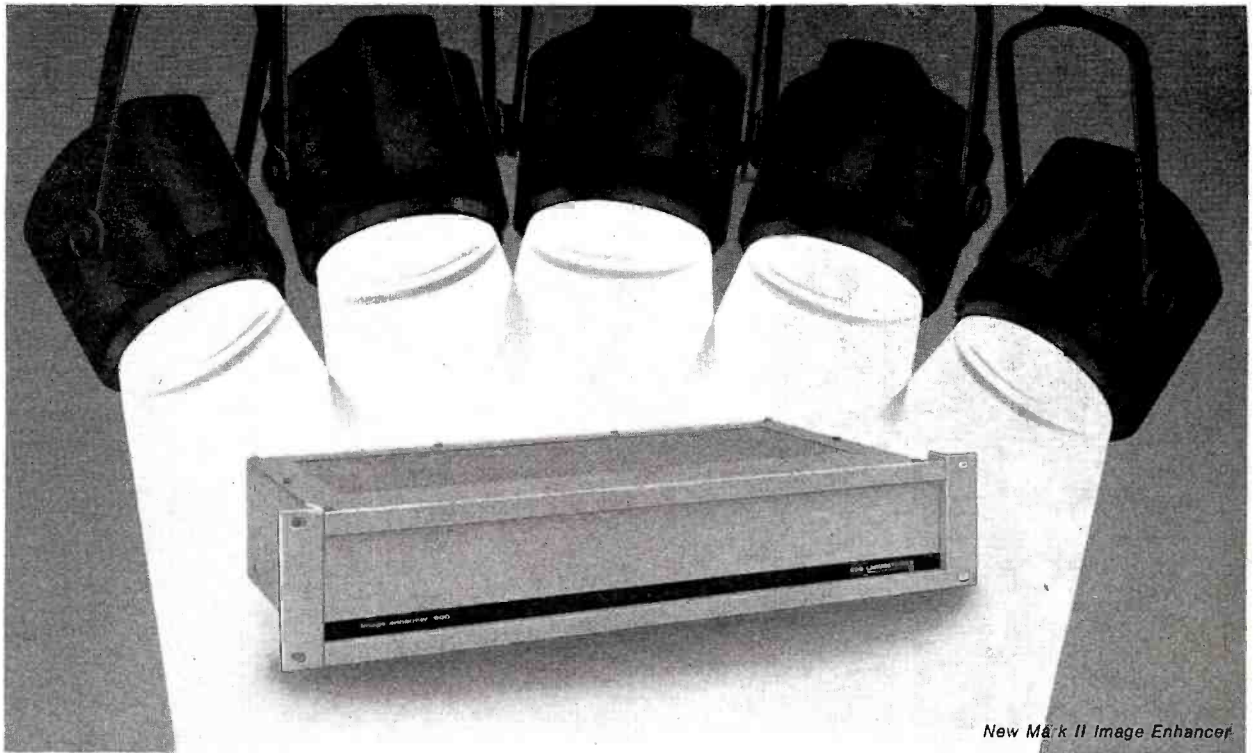
April 20-25—Annual technical conference, *Society of Motion Picture and Television Engineers*. Fontainebleau hotel, Miami Beach.

April 21—Annual meeting, AP. Speaker: Secretary of State William P. Rogers. Waldorf-Astoria hotel, New York.

April 21-23—Annual *National Association of Broadcasters* state Presidents and executive secretaries conference. Washington.

April 21-25—Ninth annual TV newsfilm workshop, co-sponsored by *National Press Photographers Association*, *University of Oklahoma*, and *Department of Defense*. Center for Continuing Education, Norman, Okla.

April 21-24—Convention of *American Newspaper Publishers Association*. Waldorf-As-



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The Mothers-in-Law
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Entertainment from
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BROADCASTING PUBLICATIONS INC.

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Broadcasting

THE BUSINESS SENSIBILITY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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toria hotel, New York.

April 22 — Annual stockholders meeting, Zenith Radio Corp. Chicago.

April 22—Marketing conference, Premium Advertising Association of America. Hotel Americana, New York.

April 22—Foote, Cone & Belding annual stockholders meeting to elect directors and to vote on qualified stock-option plan. Hotel Commodore, New York.

April 24-28—Management seminar, Intermarket Association of Advertising Agencies. G. Maxwell Uie, consultant to Milwaukee Advertising Laboratory. Nassau Beach hotel, Nassau, Bahamas.

April 24—Annual stockholders meeting, Transamerica Corp. Mark Hopkins hotel, San Francisco.

April 24—Annual stockholders meeting, Trans-Lux Corp. New York.

April 24-25—Annual meeting of American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

April 24-28—Fifth semiannual management conference for members of Intermarket Association of Advertising Agencies. Nassau Beach hotel, Nassau, Bahamas.

April 24-May 1—Ninth international television contest, "Golden Rose of Montreux." of European Broadcasting Union. Montreux, Switzerland.

April 25—New deadline for comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations. Previous deadline was March 28.

April 25-26 — Sigma Delta Chi region 6 conference. Minneapolis, Minn.

April 28—Annual stockholders meeting, Wometco Enterprises Inc. Miami Beach, Fla.

April 28-30—Annual meeting, Canadian Association of Broadcasters. MacDonald and Lacombe hotels. Edmonton, Alberta.

April 29-May 2—Twenty-sixth annual national convention. Alpha Epsilon Rho. Speakers include Gordon McLendon, president, the McLendon Stations; Harold Niven, vice president-planning and development, National Association of Broadcasters; Clark George, president, CBS Radio; Miles David, president, Radio Advertising Bureau, and Marcus Cohn, Washington attorney. Statler Hilton hotel, Detroit.

April 30—New deadline for comments on two FCC proposed rules that would permit sharing of UHF channels 14-20 with land-mobile radio, and would authorize additional land-mobile frequency space in 806-960 mc band. Previous deadline was March 31.

April 30-May 1—Meeting of National Association of Broadcasters television code board. NAB headquarters, Washington.

April 30-May 4—Eighteenth annual national convention of American Women in Radio and Television. Shamrock Hilton, Houston.

May

May 1 — Annual shareholders meeting, Scripps-Howard Broadcasting Co. WCPO-TV Cincinnati.

May 1—Symposium of "The Reardon Report and the News Media." Massachusetts Bar-Press Committee and Boston University. School of Law, Boston University, Boston.

May 1-2—Spring meeting, Washington State Association of Broadcasters. Robert Cahill, FCC. North Shore Convention Center and Motor hotel, Coeur d'Alene, Idaho.

May 1-3 — Meeting of Pennsylvania AP Broadcasters Association. Allenberry, Bolling Springs, Pa.

May 2—New deadline for reply comments on those portions of FCC's proposed CATV rules dealing with questions of program origination and diversification. New deadline for reply comments on other portions or rules is July 2.

May 2—New deadline for comments on all portions of FCC's proposed CATV rules, except those dealing with program origination and diversification, for which new deadline is April 2.

May 2-3—Sigma Delta Chi region 3 conference. Memphis.

May 2-4—Sigma Delta Chi region 8 conference. Lubbock, Tex.

May 3—Annual dinner of White House Correspondents Association. Washington Hilton hotel, Washington.

May 4-9—Advanced advertising management seminar of Association of National Advertisers. Gurney's Inn. Montauk, N. Y.

May 5—New deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was March 3.

May 5—Annual stockholders meeting, Wometco Enterprises Inc. Stockholders will vote on increasing company's stock from 6 million to 12 million shares, a portion of which will provide for a three-for-two stock split. Byron Theater, Miami Beach, Fla.

May 5-7 — Spring convention, Kentucky Broadcasters Association. Sheraton Seelbach hotel, Louisville, Ky.

May 6—Deadline for comments on FCC's proposal to ban cigarette advertising on radio and television.

May 6-8—Annual spring meeting of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

May 7-8—Annual spring meeting, Pennsylvania Community Antenna Television Association. Allentown, Pa.

May 7-9—Regional conference co-sponsored by National Association of Educational Broadcasters and Southern Educational Communications Association. Dedication of Kentucky ETV Network. Phoenix hotel, Lexington, Ky.

May 8—Spring meeting, Connecticut Broadcasters Association. Wesleyan University, Middletown.

May 8-10—Annual convention, Kansas Association of Radio Broadcasters. Statler-Hilton Inn, Salina.

May 9—New deadline for reply comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations. Previous deadline was April 11.

May 9-10—Annual meeting, Virginia AP Broadcasters Association. Mariner Motor Inn, Virginia Beach, Va.

May 9-10 — Sigma Delta Chi distinguished service awards banquet and region 1 conference. Rochester, N. Y.

May 11-13—Spring meeting of Pennsylvania Association of Broadcasters. Hershey motel, Hershey.

May 13—Annual meeting and performer's award luncheon, International Radio and Television Society. Waldorf-Astoria, New York.

May 13—Radio Day luncheon meeting, Advertising Club of Metropolitan Washington. Hotel America, Washington.

May 15—Annual spring manager's meeting, New Jersey Broadcasters Association. Rutgers University, New Brunswick.

May 15-16—Annual spring convention, Ohio Association of Broadcasters. Imperial House South, Dayton.

May 16-17—Annual meeting, United Press International Broadcasters Association of Alabama and Mississippi. Peter S. Willett, broadcast services, UPI. Ramada Inn, Tuscaloosa, Ala.

May 16-17—Spring meeting of Iowa Broadcasters Association. Holiday Motor Lodge, Clear Lake.

May 19—New deadline for reply comments on FCC's proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

May 19—Radio Advertising Bureau regional sales clinic. Sheraton-Ritz hotel, Minneapolis.

May 19-21—Annual Idea Bank convention (promotions). Holiday Inn, Pottstown, Pa.

Charges prejudging

EDITOR: I was appalled by the letter in "Open Mike" March 24 telling how wcky Cincinnati began a campaign to keep the Doors musical group from performing there.

By taking such action before the group has been convicted of charges of lewd conduct, indecency, profanity and drunkenness, wcky has taken unto itself the roles of prosecutor, judge and jury. To act on allegations, but not convictions, is to make a mockery of our judicial system. . . .—*Kenneth R. Kurtz, news director, WANE-TV Fort Wayne, Ind.*

Refocus on fall forecast

EDITOR: I would like to correct two errors in the forecast charts accompanying the article on the TV Stations Inc. breakfast meeting, held during the National Association of Broadcasters convention (BROADCASTING, March 31).

We predicted a 38 share for the first half hour of *Bonanza* on Sunday night, rather than the 30 share reproduced in the chart. We also forecast a 36 share for the second half hour of *Hawaii 5-0*

on Wednesday night, not a 35.—*Don Menchel, vice president, TV Stations Inc., New York.*

EDITOR: I missed the Herb Jacobs-TV Stations Inc. meeting and I'm sorry I did because, according to those who attended, NBC was projected to be the winner in the upcoming season.

BROADCASTING's report of the meeting, however, said "Mr. Jacobs looked for CBS to win the ratings race next year with 23 firsts in half-hour segments. . . ."

Any handicapper knows you wouldn't pit horses against hounds. On that basis, how could BROADCASTING use half-hours to place CBS first in a "ratings race." Herb Jacobs gave NBC the nod on a rating basis—19.9 to 19.8. Somehow, this didn't make your story.—*Gene Walsh, director, program publicity, NBC, New York.*

(The extremely tight prime-time race, predicted by Mr. Jacobs, did call for NBC to come up a 19.9 to 19.8 Nielsen rating victor in the fourth quarter and for CBS to turn up with 23 half hour wins to 22 for NBC.)

Howard autonomy clarified

EDITOR: I would like to clarify one point about my recent elevation (BROAD-

CASTING, March 17), and would very much appreciate it if you would print the following:

The Bernard Howard Co. is a completely autonomous unit of Sonderling Broadcasting Corp. and will continue to function as it has in the past with Bernard Howard as president answering only and directly to the board of directors.—*Alan Henry, executive vice president, Sonderling Broadcasting Corp., New York.*

The opposite effect

EDITOR: I agree with Harlan Oakes [in "Open Mike" March 24] that it seems rather silly to propose legislation which would prohibit advertising of tobacco products by the broadcast media while thinking nothing about the effects of alcoholic beverages, which are advertised freely and which contribute to far more deaths, suffering and misery.

But I would like to correct his use of the word "stimulant." Nicotine and alcohol are depressants, not stimulants.—*Private First Class Bruce H. Campbell, broadcast specialist, Fort George G. Meade, Md.*

The man who gets this job will reach the greatest 18-34 TV audience in the top market in the country. Is it you?

One of the great TV opportunities is here. The man we pick to host a 90 minute show aimed at the 18-34 youth market will be a star. May not be now, but by the time the massive promotional campaign that is our trademark goes to work, he's certain to be.

The man we want comes from within the age group he's going to reach. He knows current youth music, fashions, preoccupations, attitudes. He's articulate but not pompous; warm but not syrupy. He may now be a singer, a disc-jockey, an actor, an announcer, or host of exactly this kind of show in a smaller market.

Our time is limited, so do your best to tell us why you're our man. Kinescopes, tapes and resumes will not be returned, so please don't send originals.

D-60
Broadcasting Magazine
1735 De Sales Street, N.W.
Washington, D.C. 20036

A special car spawns special sales

The 47 dealers composing the Chicagoland Oldsmobile Dealers/Advertising Association have just successfully completed a daring merchandising gambit, using broadcast media heavily, which increased the sales of Oldsmobiles in this area in January and February by about 47% over sales in the comparable two months of 1968.

The campaign—built around a special GMO car (from "The Gallant Men of Old" umbrella merchandising theme) tailored for the big Chicago market—reversed a seasonal trend which had seen Oldsmobile winter sales lag even behind most other cars during this period. The new car market in the Midwest traditionally opens up around March 1.

The program was initiated in July 1968 at a committee meeting of the dealer's association and our group at Stern, Walters & Simmons, which handles the local dealer account. Our plans were completed in October. A visit to the Oldsmobile factory in Lansing, Mich., early in November buttoned up the project. A goal of 5,100 sales of all Oldsmobile models was set for the two-month period—an increase of 25% over sales for the same period in 1968.

The actual increase in car sales through January was 43.8% and for the two months, 47%. Olds for many years averaged 7% of the market in its price class in Chicago. In 1968 it moved up to 10% of the market. In 1969 Old's share may go to 12%.

More than 6,000 new Oldsmobiles were sold retail in January and February in Chicagoland. Chicago is Oldsmobile's biggest retail market and, incidentally, General Motors' largest market in the world.

The Chicago dealers allotted \$150,000 for advertising—70% for television and 30% for radio. A campaign of teaser ads began Dec. 15. The Oldsmobile Division of GM funded a campaign in newspapers. The advertising was accompanied by a contest among the 250 Olds salesmen in metropolitan Chicago with \$15,000 in prizes.

The campaign was phenomenally successful. Showroom traffic for the 60 days was much heavier than usual. Dealers judged that the television and radio advertising campaign, featuring the GMO, was especially effective. Television spot announcements were con-

centrated on prime evening time over two stations, WMAQ-TV and WGN-TV. Many people coming in the showrooms asked specifically for the GMO. Others, but not as many, asked for "the custom-built car" which was featured in the newspaper advertising.

Though an over-all survey of tradesmen taken in January and February has not been completed, the result of the campaign has been many new customers. "Conquest sales"—the term used by dealers for sales to persons trading in competitive makes of cars—were much higher than normal.

A representative Oldsmobile dealer is Steve Foley of Hollingshead Oldsmobile on South Western Avenue in Chicago. Hollingshead—the largest Olds dealer in Chicago and the oldest car dealer in the city—never in its history had larger sales in January and February than during the 1969 GMO campaign.

"The GMO campaign did a lot to get the Oldsmobile name across to people in general, including those who usually buy Fords or Chevrolets or Pontiacs," says Mr. Foley. He is a member of the six-man dealers' committee that guided the program. "The committee feels that a specific merchandising program tied in with the advertising did the trick. In January and February we had something to merchandise and it worked."

"People used to buy their cars in the spring," Mr. Foley said, noting, "they didn't want a new car to go through a rough winter. Today that attitude seems to be changing. For one thing, cars are better built today and

more people probably garage their cars than formerly. And a lot more people drive South in winter.

"Perhaps our GMO campaign was not as risky as we originally thought. Maybe the idea of starting out the new year with a new car is an idea whose time has come. Maybe the public is ready to change its car-buying habits, and ceded just a little encouragement."

What will be the effect of the GMO campaign on the sales of Oldsmobiles this spring and summer? The dealers think it will help sales tremendously. Dealer salesmen are enthusiastic about the 1969 line. The name of Oldsmobile has been put forcefully before people, so that additional advertising efforts should have that much more pulling power.

Though the GMO campaign was tailored specifically for the Chicago market, similar campaigns probably could be successful in other parts of the country. The Oldsmobile dealers in Boston (where Stern, Walters & Simmons works with Olds dealers as in Chicago) carried on a similar campaign, but featuring a different car model, a stripped-down version. They did all right in January. The big snowstorm in February may have hurt them.

Habits do change. At one time we all took vacations in the summer. All that has changed. Maybe automobile buying habits are ready to change, too. The Chicago area Oldsmobile dealers who thought up the idea of having a special car of their own to sell during the winter doldrums may have sparked a national trend. The broadcast media have helped strike the spark.



Ray Freedman is a senior vice president of Stern, Walters & Simmons Inc. advertising agency. He has been account supervisor for the Chicagoland Oldsmobile Dealers Association since the agency acquired the account in 1966. He also supervises Oldsmobile dealer association accounts in Boston and the Twin Cities. Mr. Freedman joined SW&S in 1965 and formerly had been with several smaller Chicago agencies including his own, dealing chiefly with local and regional accounts.

WMAR Photographer Wins Citizen Service Award

Frank Cronin, news photographer for WMAR-TV, has received the Community Radio Watch Distinguished Service Award. The award was presented in ceremonies at Police Headquarters.

The award plaque and a \$200 U.S. Government bond was presented to Mr. Cronin by Police Commissioner Donald D. Pomerleau, who complimented Mr. Cronin for taking the time to help a fellow citizen.

The selection of Mr. Cronin results from his actions following an accident October 25 on the Baltimore-Washington Expressway.

Came Upon Accident

He had been cruising the expressway near the city line when he came upon a heavily damaged car that smashed head-on into a concrete abutment. The driver of the car had been thrown free by the force of the impact, as had three small children who were passengers.

Mr. Cronin used his radio to call a police car and ambulance.

When the police and rescue crews arrived,

the mother, who had been trapped inside the wreckage, and rushed the family off to the hospital.

Community Radio Watch, a public service program sponsored nationally by Motorola Communications and Electronics, Inc., in Chicago, is designed to help all drivers of vehicles with two-way radios. The "eyes and ears" of the program are the agencies.

Asked to observe and report on other incidents involving their company, they are required to take their hands off the wheel. Since the program was first introduced, it has been a valuable communication over the road.

Asked

These drivers observe and report on other incidents involving their company.

They are required to take their hands off the wheel.

Since the program was first introduced, it has been a valuable communication over the road.

Action...


in the public interest



Reprinted from the Baltimore SUNPAPERS



Left to right: Donald P. Campbell, Vice-President and General Manager of WMAR-TV, Police Commissioner Donald D. Pomerleau, Frank Cronin, Mrs. Nancy Cronin.

In Maryland
Most People Watch **COLOR-FULL**
WMAR-TV 
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

An aerial photograph of a large body of water, likely a bay or ocean. The water is dark green and blue, with a prominent white wake from a boat curving along the right edge. The overall texture of the water is slightly grainy, suggesting a printed or scanned image.

When you talk to the you're

Marine World is ABC's newly opened six-million-dollar outdoor attraction in Redwood City, California. It brings a whole new concept in leisure time activity to tourists and residents of the San Francisco Bay area. Marine World combines the entertainment of porpoises, trained seals, speedboats and water skiers with a chance to learn casually about life under and around the water.



porpoises at Marine World, watching ABC.

Marine World is the most recent addition to ABC's group of outdoor scenic attractions, which also includes Silver Springs and Weeki Wachee Springs in Florida. If you are surprised that ABC owns them, you'll probably be astounded to know that we also own three leading farm publications, four hundred movie theatres, record companies, motion picture production com-

panies and many more.

When you pet a baby alligator at Marine World, you're watching ABC. When you read *Prairie Farmer* magazine or listen to a top ten record or go out to the movies, you're watching ABC.

We're many companies doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.

 **American Broadcasting Companies, Inc.**

ONE STATION SIX MAJOR AWARDS

"THE YOUNG GREATS"

(A documentary on self-help projects in the slums)

The National Academy of Television Arts & Sciences

Special Citation

(only TV station thus honored)

Ohio State Award

Outstanding documentary produced by an independent station

San Francisco Film Festival

Television Documentary Award

National Association Television Program Executives

Outstanding Program Achievement

"SOMETHING FOR NOTHING"

(A documentary on consumer frauds)

National Headliner Club

Public Service Award

National Academy of Television Arts & Sciences

Regional Winner

WFIL-TV6 
PHILADELPHIA, PENNSYLVANIA

Spot TV soared 16% last year

That's what TVB says—and it agrees with the earlier estimate published by BROADCASTING

A new and firmer fix on the comeback of spot-television business in 1968, showing that gains exceeded even the bullish earlier estimates, is provided in the 13th annual spot-TV report of the Television Bureau of Advertising, being released today (April 7).

The report puts 1968's increase in national and regional spot-TV sales at 16% above the total recorded in 1967. This is three percentage points above industry estimates earlier this year, but jibes with BROADCASTING's findings based on its own industrywide survey (BROADCASTING, Jan. 27).

In addition, TVB is now estimating that TV sales to local advertisers rose 20% to 22% in 1968, up from an earlier estimate of 17%. Network-TV revenues for the year gained an estimated 3% on a growth curve held down by an unusually heavy volume of pre-emptions for coverage of major news events ranging from assassinations to political conventions, elections and space shots.

TVB put total spot-TV investments by national and regional advertisers in 1968 at \$1,275,991,600, but that figure is misleading—on the low side. The "total" reported by TVB is the sum of the investments recorded by reporting stations, and the number of stations submitting reports dropped off sharply last year.

In 1968, the number of stations filing quarterly reports ranged from 340 to 379 and averaged 362. It was from these that TVB derived its figure of almost \$1.3 billion for the spot-TV "total" for the year. But in 1967 reporting stations ranged from 381 to 400 and averaged 394, producing "total" spot billings of \$1,194,014,700.

Thus an average of 32 fewer stations in 1968 reported almost \$82 million more spot billings than the total for 1967.

To get its estimate of a 16% increase in spot billings in 1968, TVB used only the reports of stations that filed in both years.

Highlights of the 1968 report:

- A total of 1,263 advertisers—66

more than in 1967—invested \$20,000 or more in spot TV.

- A total of 54 advertisers—four more than in 1967—invested more than \$5 million in spot TV.

- Eight advertisers—one fewer than in 1967—increased their spot-TV budgets by \$3 million or more.

- Procter & Gamble, television's biggest customer, increased its spot budget 26% to almost \$81 million. But the number-two investor, General Foods, had the biggest dollar increase, adding \$9.8 million to bring its spot budget to \$51.9 million. The number-three spot user in 1968, Colgate-Palmolive, remained in the \$33-million range recorded in 1967.

- The number-one product category again was food and food products, up 2% to \$313.5 million. Among others in the top-five categories, toiletries and toilet goods were off 1% and confectionery and soft drinks off 8%, but laundry soaps, cleansers and polishes were up 5% and drugs and remedies, which had the biggest dollar decline in 1967, snapped back with a 20% increase to edge beer and wine out of

fifth position. Beer and wine continued to decline, dropping almost 13% after a 15% drop in 1967.

- Night time again claimed most spot-TV dollars, \$467.1 million or 36.6% of the total. The 60-second spot was still the dominant length with \$654.3 million or 51.2% of the total, but 20- and 30-second announcements added \$130.9 million to bring their share to \$365.6 million or 28.7% of the whole.

The TVB report comes at a time when current spot business is running well ahead of its year-ago levels. But cautious observers, although generally optimistic, tend to note that in the first quarter of last year, sales were still showing some of the sluggishness that dominated all advertising media in 1967.

In this view, the real test of 1969 vigor will come over the next several months, when comparisons can be made with year-ago periods that clearly had recovered from the 1967 slow-down.

Among individual advertisers, one of the eye-catching increases—which also dramatized the growing trend of retail advertising on television—was recorded by Sears, Roebuck and Co. Sears more than doubled its 1967 spot-TV budget, increasing from \$5.8 million to almost \$12.2 million and moving up from 45th to 19th in the ranks of television spot users.

International Telephone & Telegraph moved up even more dramatically, from 70th place to 10th on a budget increase from \$3.4 million to \$17.2 million, but authorities said this resulted primarily from ITT's acquisition during 1968 of Continental Baking Co., a big spot spender (\$16.2 million in 1967).

Among tobacco companies, American increased its spot outlays from \$14.8 million to \$22.8 million and R. J. Reynolds edged up from \$9.1 million to \$10.8 million, while Philip Morris cut back from \$9.3 million to \$8.5 million and Liggett & Myers cut from \$5.9 million to \$3.2 million.

P. Lorillard, which spent \$2.9 million in spot TV in 1967, is now part of

P&G and General Foods lead spot buyers in 1968

Here are the big spenders of spot television in 1968—the top 10 as compiled for Television Bureau of Advertising by LNA/Rorabaugh—and how their 1968 spot investments stacked up against their 1967 spending. The 1968 figures would be even higher if as many stations had filed reports as did in 1967 (see this page).

Advertiser	1968 Spot Billing	1967 Spot Billing
1. Procter & Gamble	\$80,944,000	\$78,878,700
2. General Foods	51,904,500	43,105,000
3. Colgate-Palmolive	33,281,100	33,316,200
4. Coca-Cola	29,923,000	36,661,300
5. Lever Brothers	23,647,900	24,689,100
6. Bristol-Myers	23,088,400	21,822,900
7. American Tobacco	22,792,100	14,848,300
8. William Wrigley Jr. Co.	20,777,100	21,756,400
9. American Home Products	18,145,000	12,589,800
10. ITT	17,158,800	3,442,200

Food, food products still biggest users of spot TV

Television Bureau of Advertising estimates on leading spot-TV expenditures by classifications were estimated as follows:...

Estimated spot TV expenditures by product classifications (1968)

Category	Expenditure
AGRICULTURE & FARMING	5,257,000
APPAREL FOOTWEAR & ACCESSORIES	20,759,500
Apparel, fabrics & finishes	1,641,600
Footwear & shoe care products	4,271,000
Hosiery	3,598,900
Ready-to-wear	2,632,600
Undergarments	7,586,400
Misc. apparel, accessories & notions	1,029,000
AUTOMOTIVE	73,068,900
Anti-freeze & additives	360,000
Auto parts, batteries & accessories	1,127,500
Car cleaners, waxes & polishes	624,600
Passenger cars	63,387,400
Tires & tubes	7,252,300
Trucks & mobile homes	317,100
BEER & WINE	65,282,400
Beer & ale	57,393,200
Wine	7,889,200
BUILDING MATERIALS, EQUIPMENT & FIXTURES	5,582,600
Building materials	1,018,100
Equipment, fixtures & systems	2,373,200
Paints, varnishes & misc. coatings	2,191,300
CONFECTIONERY & SOFT DRINKS	103,911,700
Candy & gum	36,259,200
Soft drinks	67,652,500
CONSUMER SERVICES	31,719,600
Engineering & professional services	3,655,500
Financial	12,238,200
Public utilities & telephone service	13,827,600
Schools & colleges	1,998,300
DRUGS & REMEDIES	76,333,800
Cold, cough & sinus remedies	14,035,600
Digestive aids & antacids	12,728,200
Headache remedies & sedatives	20,487,200

Category	Expenditure	Category	Expenditure
Laxatives	1,945,700	JEWELRY, OPTICAL GOODS & CAMERAS	2,785,900
Medical equipment & supplies	4,706,700	Cameras & photographic supplies	1,916,900
Skin products & liniments	8,018,800	Jewelry & watches	245,000
Vitamins	3,264,500	Optical goods & precision instruments	624,000
Miscellaneous	11,147,100	LAUNDRY SOAPS, CLEANSERS POLISHES	104,263,500
ENTERTAINMENT & AMUSEMENT	16,890,500	Cleaners, cleansers, polishes & waxes	38,332,900
Amusements & events	1,441,800	Laundry preparations	24,275,900
Motion pictures	7,469,200	Laundry soaps & detergents	41,654,700
Restaurants & drive-ins	7,979,500	OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	2,892,400
FOOD & FOOD PRODUCTS	313,485,000	Office machines, furniture & accessories	188,400
Appetizers, snacks & nuts	11,677,800	Pens, pencils & stationery	2,704,000
Bakery goods	35,430,100	PET PRODUCTS	23,498,000
Cereals	33,334,500	Pet foods	22,274,700
Coffee, tea & cocoa	48,723,700	Pet supplies	1,223,300
Condiments	11,878,400	PUBLISHING & MEDIA	3,623,700
Dairy products	24,395,300	TELEVISION, RADIO, MUSICAL INSTRUMENTS & RECORDS	11,025,700
Desserts & dessert ingredients	9,852,000	Musical instruments	37,800
Flour & baking mixes	4,007,200	Records & tape recordings	2,792,600
Food stores	8,780,900	TV sets, radios, phonographs & recorders	8,107,300
Fruit & vegetable juices	7,875,500	Miscellaneous	88,000
Fruits & vegetables	9,462,600	TOBACCO PRODUCTS & SUPPLIES	51,296,800
Health & dietary foods	8,898,200	Cigarettes	48,570,500
Infants' foods	2,015,900	Cigars & tobacco	2,426,500
Meat, poultry & fish	17,050,400	Smoking accessories	299,800
Pasta products & dinners	10,095,200	TOILETRIES & TOILET GOODS	147,009,800
Prepared dinners & dishes	10,868,100	Cosmetics & beauty aids	20,636,900
Salad dressings & mayonnaise	5,524,200	Dental supplies & mouth-washes	28,197,300
Shortening & oil	15,133,500	Depilatories & deodorants	17,748,400
Soups	4,088,500	Hair products	38,204,600
Sugars, syrups & jellies	3,078,600	Razors & blades	9,417,300
Miscellaneous	31,314,400	Shaving cream, lotions & men's toiletries	8,069,000
GARDEN SUPPLIES & EQUIPMENT	3,212,300	Toilet soaps	11,687,400
GASOLINE, LUBRICANTS & FUELS	48,958,600	Misc. toilet goods	13,048,900
Gasoline & oil	47,408,500	TOYS & SPORTING GOODS	21,888,300
Lubricants & fuels	1,550,100	Sporting goods	1,072,300
HOTELS, RESORTS & TRAVEL SERVICES	3,377,600	Toys, games & hobbycraft	20,816,000
HOUSEHOLD EQUIPMENT & SUPPLIES	46,761,100	TRANSPORTATION & TRAVEL	32,272,900
Deodorizers & air fresheners	496,100	Airlines	24,203,100
Disinfectants	1,500,700	Buses	3,282,400
Food wraps & foils	3,348,100	Car rental	4,248,100
Household paper products	24,040,500	Railroads	391,300
Insecticides	2,572,000	Steamship lines	148,000
Major appliances	5,713,300	MISCELLANEOUS	45,849,200
Small appliances & equipment	4,851,100	TOTAL	1,275,991,600
Misc. accessories & supplies	4,239,300		
HOUSEHOLD FURNISHINGS	4,181,400		
Floor covering	1,126,800		
Furniture	1,679,700		
Household fabric & finishes	1,221,100		
Misc. household furnishings	153,800		
INDUSTRIAL MATERIALS	3,434,500		
INSURANCE	7,369,500		

SOURCE: TVB/LNA-Rorabaugh.

Loew's theaters and no doubt accounted for most of Loew's approximately \$3.7 million spot expenditure in 1968. Similarly, Brown & Williams, which spent \$8 million in spot in 1967, is now a subsidiary of British-American Tobacco, whose 1968 outlays were put at \$4.9 million.

Cigarette advertising as a whole increased from \$46.4 million to almost \$48.6 million, and tobacco advertising in general—including cigars, tobacco and smoking accessories as well as cigarettes—rose from \$48.4 million to \$51.3 million.

Automotive advertising scored even bigger gains, going up 38% from \$52.8 million to \$73.1 million, with Ford Motor dealers, General Motors and GM

and Chrysler dealers making substantial increases while Ford Motor cut back somewhat.

Other categories with big gains in 1968 included entertainment and amusement, up 57%; hotels, resorts and travel services, up 92%; household equipment and supplies, up 21%, and TV, radio, musical instruments and records, up 69%.

The nine advertisers with spot-TV increases of \$3 million or more in 1968 were the following:

Advertiser	1968 Spot Billing	\$ Increase Over 1967
General Foods	\$51,904,500	\$9,820,800
American Tobacco	22,792,100	7,752,000
American Home Products	18,145,000	5,546,800
National Dairy Products	12,777,800	7,230,400
Sears, Roebuck	12,190,300	6,367,100

General Motors Dealers	12,856,100	3,177,300
Norton Simon Inc.	10,213,500	3,343,000
American Dairy Association	4,384,700	3,371,300

By time of day, TVB said, \$275.2 million (21.6% of total) was invested in daytime, \$325.1 million (25.5%) in early evening and \$208.5 million (16.3%) in late-night, in addition to the \$467.1 million (36.6%) spent in night-time hours.

Top 100 national and regional spot television advertisers (1968)

1. Procter & Gamble	\$80,944,900
2. General Foods	51,904,500
3. Colgate-Palmolive	33,281,100
4. Coca-Cola	29,923,000
5. Lever Bros.	23,647,900
6. Bristol-Myers	23,088,400
7. American Tobacco	22,792,100
8. William Wrigley Jr.	20,777,100



UNCOMMON DOMINATOR

WSB RADIO

There are many remarkable things about Atlanta. Its history, homes, culture, dynamic progress. And people. People who spend more time listening to WSB Radio than any of 28 other Atlanta stations.


WSB Radio has close to three-quarters of a million people (unduplicated) listening each week; more than half the metro Atlanta listeners in a week. An audience greater than the next four stations combined.*

Now that's remarkable. Even uncommon. But the uncommon is commonplace with the Uncommon Dominator, WSB Radio.

WSB RADIO

Atlanta / AM 750 / FM 98.5
NBC Affiliate / Petry & Co. Inc.



Source: ARB Survey, October 1968. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
 COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIIC-TV, Pittsburgh

9. American Home Products	18,145,000	72. Eastern Air Lines	3,492,500
10. ITT	17,158,800	73. Plough Inc.	3,449,400
11. Warner-Lambert	14,688,000	74. Consolidated Foods	3,372,200
12. Ford Motor/dealers	14,357,600	75. S. W. Woolworth	3,308,400
13. General Mills	13,952,800	76. Union Oil of Calif.	3,271,600
14. Alberto-Culver	13,284,200	77. Noxell Corp.	3,261,300
15. Kellogg	13,264,300	78. Liggett & Myers	3,220,700
16. General Motors/dealers	12,856,100	79. Kimberly Clark	3,196,400
17. Pepsico	12,840,500	80. Trans World Airlines	3,171,500
18. National Dairy Products	12,777,800	81. Uniroyal	3,154,800
19. Sears, Roebuck	12,190,300	82. Motorola	3,106,700
20. Gillette	11,618,300	83. Toyota Motor/dealers	3,100,400
21. Shell Oil	11,202,000	84. Heublein	3,080,600
22. R. J. Reynolds	10,803,600	85. McDonald Corp.	3,065,500
23. Corn Products	10,340,800	86. Sinclair Oil	3,028,300
24. General Motors	10,297,400	87. American Airlines	3,003,800
25. Norton Simon Inc.	10,213,500	88. Chas. Pfizer	2,996,900
26. Miles Labs.	9,893,700	89. SCM Corp.	2,976,600
27. Sterling Drug	9,599,900	90. E&J Gallo Winery	2,894,400
28. Johnson & Johnson	8,820,400	91. Mobil Oil	2,850,400
29. Seven-Up	8,756,700	92. United Vintners	2,832,100
30. American Can	8,675,600	93. Wallace & Tierman	2,817,700
31. Chrysler Corp./dealers	8,668,300	94. General Telephone	2,671,600
32. Campbell Soup	8,569,400	95. Aamco	2,688,800
33.Ralston Purina	8,561,600	96. Greyhound Corp.	2,621,700
34. Philip Morris	8,515,500	97. Olympia Brewing	2,604,200
35. Quaker Oats	8,435,100	98. Anheuser-Busch	2,568,800
36. Jos. Schlitz	8,129,200	99. RCA	2,521,100
37. Pillsbury	7,765,100	100. Associated Brewing	2,492,300
38. Standard Brands	7,687,400		
39. Carter-Wallace	7,522,300		
40. Nestle	7,444,900		
41. AT&T	7,430,000		
42. Borden	7,363,200		
43. Scott Paper	6,958,700		
44. Armour	6,745,000		
45. H. J. Heinz	6,443,900		
46. Mars Inc.	6,306,800		
47. Avon Products	6,248,600		
48. Carnation Co.	6,247,900		
49. Royal Crown	5,906,200		
50. Canadian Breweries	5,808,400		
51. Pabst Brewing	5,689,600		
52. National Biscuit	5,401,900		
53. Chesebrough-Pond's	5,324,800		
54. United Air Lines	5,077,600		
55. British-American Tobacco	4,879,100		
56. Standard Oil of Ind.	4,821,600		
57. Squibb, Beech-Nut	4,773,200		
58. Falstaff Brewing	4,613,900		
59. Standard Oil of Calif.	4,600,100		
60. Richardson-Merrell	4,593,300		
61. Norwich Pharmacal	4,394,900		
62. American Dairy Assn.	4,384,700		
63. Beatrice Foods	4,102,300		
64. S. C. Johnson	4,086,500		
65. Eversharp Inc.	3,855,100		
66. Ford Motor Co.	3,836,900		
67. Pet Inc.	3,811,700		
68. Ideal Toy	3,762,900		
69. U. S. Borax	3,700,100		
70. Loews Theaters	3,683,600		
71. DeLuxe Topper	3,582,800		

L&M's to switch from Compton to Y&R

Liggett & Myers Tobacco Co., New York, is moving its L&M cigarette brands, which bill about \$12 million, to Young & Rubicam, New York, from Compton Advertising, New York, effective July 10. The L&M brands spend about \$9.5 million in broadcast.

Compton has had the L&M brands for almost three years. Young & Rubicam has been working on some test products for Liggett & Myers for the past six months.

Though neither Compton nor Liggett & Myers would discuss the end of their business relationship, it was understood that the tobacco company has disagreed sharply with plans Compton had submitted for an advertising campaign for the remainder of 1969.

C&W lands another \$4-million account

The food division of Anderson, Clayton & Co., Houston, makers of Seven Seas salad dressings, Chiffon margarine and Chiffon Ice Box Spreads, is moving its estimated \$4 million in billings out of Benton & Bowles, New York, and into Cunningham & Walsh, New York. Approximately 60% of Anderson's total ad budget has been spent in network television, with almost all of the remaining 40% assigned to spot TV.

In announcing the account switch, spokesmen for Anderson commended Benton & Bowles for its six years of service, but cited a need for change of environment as reason for the split.

Chiffon Ice Box Spreads, a new flavored margarine product, is due to be introduced in selected markets this spring.

Schenley plans spots for two of its wines

Schenley Industries, New York, which allocates a small portion of its \$25-million annual budget into broadcasting, last week announced radio-TV for two of its wines.

TV spots in 10-, 30- and 60-second lengths are scheduled for Dubonnet wine, an account of the Gilbert Advertising Agency, New York, while the Schaller-Rubin Co., New York, has created a radio campaign for Stock vermouth.

Included in the Dubonnet spot-TV campaign are WNBC-TV, WCBS-TV, WABC-TV and WOR-TV, all New York; KNBC (TV), KABC-TV and KTLA (TV) in Los Angeles; KPDX (TV), KRON-TV and KGO-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 23, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Mar. 23	Total dollars week ended Mar. 23	1969 total minutes	1969 total dollars
	Week ended Mar. 23	Cume Jan. 1-Mar. 23	Week ended Mar. 23	Cume Jan. 1-Mar. 23	Week ended Mar. 23	Cume Jan. 1-Mar. 23				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 4.9	\$ 116.4	\$ 1,373.6	\$ 351.8	\$ 4,087.2	88	\$ 468.2	934	\$ 5,465.7
Monday-Friday 10 a.m.-6 p.m.	1,507.2	16,930.1	2,988.5	33,825.9	2,196.0	29,770.7	900	6,691.7	10,497	80,526.7
Saturday-Sunday Sign-on-6 p.m.	1,243.2	14,299.8	1,309.1	14,651.3	778.3	8,632.9	316	3,330.6	3,398	37,584.0
Monday-Saturday 6 p.m.-7:30 p.m.	553.1	4,279.0	771.9	8,980.6	734.6	9,184.7	102	2,059.6	1,080	22,444.3
Sunday 6 p.m.-7:30 p.m.	108.1	2,075.7	239.6	2,922.8	219.1	2,909.9	21	566.8	263	7,908.4
Monday-Sunday 7:30-11 p.m.	5,742.0	65,797.4	7,213.2	84,622.7	8,278.0	85,323.7	441	21,233.2	5,076	235,743.8
Monday-Sunday 11 p.m.-Sign-off	287.8	4,340.8	117.0	840.8	509.6	5,743.6	82	914.4	890	925.2
Total	\$9,441.4	\$107,727.7	\$12,755.7	\$147,217.7	\$13,067.4	\$145,652.7	1,950	\$35,264.5	22,138	\$ 400,598.1

tv in San Francisco. The schedule includes such specials as the *Bob Hope Special*, Tony awards show, *Jose Feliciano Special*, World Premiere movie, *Jack Paar Special*, *Hallmark Hall of Fame*, *Andy Williams Special*, *The Best on Record* (Grammy awards), *Alan King Special*, *Jack Benny Special*, Emmy awards.

The radio campaign for Stock vermouth is scheduled on WQXR-AM-FM, WTFM and WRFM(FM) in New York, WCRB-AM-FM Boston (Waltham, Mass.), WBKV-FM West Bend, Wis., WFMR(FM), Milwaukee, and WQTE Monroe, Mich.

RRR study shows young adults prefer air travel

A study on air travel conducted by Brand Rating Research for RKO Radio Representatives Inc. has found that the dominant market in current air travel is young adults.

This should be of interest to airline advertisers, according to James F. O'Grady Jr., RRR vice president and general manager, because "young adults—the most frequent air travelers—are the hard-core listeners of contemporary top-40 radio stations." The travel figures show that in three categories—total air travel, personal vacation, and business—young adults account for around half the travelers.

More people fly for personal vacation reasons than for business, the study reports, and the 18-34 age group represents 51.7% of men travelers and 44.1% of women travelers in the vacation category. This same age group accounts for four out of every 10 air trips taken by businessmen.

Comparing these findings to radio data, the report says that 70.3% of the men who listen to contemporary radio are between the ages of 18 and 34.

Other formats were said to attract smaller percentages of the young adult male audience: country-and-western, 42.5%; standard, 36%; semiclassical, 29.8%; middle-of-the-road, 27.8%; good music, 27.1%; talk, 25.2%; and news, 22.2%.

Clairol's double swap

Clairol, subsidiary of Bristol-Myers, last week reversed agencies for two of its products, one heavily in television, the other not at all. Nice 'N Easy shampoo-in haircoloring was shifted from Foote, Cone & Belding to Doyle Dane Bernbach. The haircoloring, which is Clairol's most heavily advertised product, billed an estimated \$4.8 million last year, most of it in television. Clairol's Creme Toner, which billed less than \$500,000 in print, was moved from DDB to FC&B.

Census queries irk congressmen

House hearings show concern over 'invasion of privacy' by bureau

Congressional hearings began last week on proposals that would curtail the Census Bureau's power to compel answers to a number of questions designed to yield basic marketing data—including accurate tabulations of national radio and television-set ownership.

Opposition to the bureau's authority to insist that its questions be answered—on pain of fine or imprisonment—stems from a growing concern over "invasion of privacy." Bills are pending in both houses of Congress that would remove penalties for refusing to answer all but a few basic census questions required under the constitutional provisions calling for a head count of the citizenry every 10 years.

Last week the House Subcommittee on Census and Statistics opened hearings on the legislation. The first witness to appear before the subcommittee, under the chairmanship of Representative Charles H. Wilson (D-Calif.), was A. Ross Eckler, director of the Bureau of the Census, who stressed the importance of accurate data-gathering. He further tried to allay the "anxieties" of the public, as expressed through their congressmen, about the alleged intimacy of the questions and the penalties for failure to answer.

Mr. Eckler said that questions on housing and appliances in use were essential to determine the "level of convenience" in the U. S. and also to estimate the "demand on public utilities" in various areas of the country. The use of the census as a benchmark study for other surveys was also stressed by the director.

In answer to a question as to whether members of the bureau were responsive to public opinion about what should be included in the questionnaire, Mr. Eckler replied that they "tried to be." He added that the public could be heard through their congressmen or through various other federal agencies. Mr. Eckler said that the bureau uses the American Marketing Association on an advisory basis, and is working with the American Civil Liberties Union on the question of privacy rights.

Mr. Eckler explained that penalties "were very seldom used"; fines were imposed in only two cases involving 1960 census, he noted. No jail terms were imposed.

Hearings are to resume, tentatively, on April 24, when the subcommittee

has scheduled a meeting to hear Raymond Bowman, assistant director of the Bureau of the Census.

Also on April 24, Senator Sam J. Ervin Jr. (D-N. C.), chairman of the Judiciary Subcommittee on Constitutional Rights, is scheduled to begin hearings on "privacy and government questionnaires, including the powers of the Bureau of the Census."

Tobacco interests seek extension on FCC ban

Six tobacco companies and the industry's chief trade association last week asked the FCC for a two-month extension of time for comments on its proposal to ban radio-TV cigarette ads.

The petition was filed jointly by the Tobacco Institute Inc.; American Tobacco Co.; Brown & Williamson Tobacco Corp.; Liggett & Myers Inc.; Philip Morris Inc.; Lorillard Corp., and the R. J. Reynolds Tobacco Co. They argued that comments in the proceeding would be substantially affected by the progress of the Supreme Court case involving the FCC's application of its fairness doctrine to cigarette advertising as well as by several "relevant" bills now before the Congress.

The latter statement presumably referred to numerous bills that would extend the Cigarette Labeling Act of 1965, which expires on June 30. That act specifically prohibits the Federal Trade Commission, and by implication the FCC, from curbing cigarette advertising.

The companies asked that the deadlines be extended to July 7 for comments, and to Aug. 7 for reply comments. Present deadlines are May 6 and July 7 respectively.

Sperry Rand suggests TV for local dealers

One of the world's largest manufacturers of farm equipment is "selling" local television to its dealers. Sperry Rand Corp., New Holland, Pa., is mailing folders to dealers in the U.S. and Canada, pointing out the advantages of local TV advertising and urging the dealers to "look into buying time."

The folder describes the various kinds of buys for farm-equipment buyers and advises about production considerations. It also urges the local equipment dealers to "rely on their local station staff for format guidance and technical help."

The company will provide free copies of the folder to stations while the supply lasts. Write: Public Relations Dept., New Holland Division of Sperry Rand Corp., New Holland, Pa. 17557.

The shoals that threaten the new ad

ANA workshop participants agree that client's blessing is hard to come by

Leading advertisers and agency people met on neutral ground last Wednesday (April 2) in New York to discuss the problems of creativity and the approval process.

One of the many conclusions: It isn't easy to get client approval of commercials or print ads—at some companies they have to run a gamut of up to 15 executives with power of review or approval, and over half (52%) of the companies require their agencies to revise new-campaign submissions “frequently,” “very frequently” or “almost always,” only 10% “almost never.” About three-fourths of the revisions were classified as “minor” or “moderate,” however, as against outright rejections for 10%.

The workshop, sponsored by the Association of National Advertisers, was devoted in large part to discussion of an ANA survey, “The Development and Approval of Creative Work.”

The survey, conducted among 272 ANA member companies, investigated the role of client and agency in developing creative strategy. The procedures that the client follows in reviewing ads and commercials and practices followed with regard to advertising research.

Speakers at the workshop included H. Copland Robinson Jr., director of advertising services and new product development, Liggett & Myers Tobacco Co.; John Monsarrat, group executive vice president, J. Walter Thompson Co.; James F. Pomroy, vice president, Booz, Allen & Hamilton, management consultants; William B. Campbell, executive vice president, Weightman Inc.;

Ford counting on TV

Taking a cue from its big television punch that overnight made Mustang a household word several years ago, Ford Motor Co. expects to repeat the performance April 16 with triple network exposure to introduce its new subcompact, the Maverick, the following day. J. Walter Thompson Co., New York, is handling the \$2-million introduction blitz that relies heavily upon the broadcast media. Ford will use 15 one-minute commercials April 16 on the TV networks plus more than 100 spots on NBC Radio's *Monitor* over the weekend. Humor will underscore much of the copy themes with foreign competitors such as Volkswagen foils for the ploy.

F. William Free, president, F. William Free Associates; Norman B. Norman, chairman, Norman, Craig & Kummel; John Hartman, assistant to the director of marketing communications, Westinghouse Electric Corp.; Martin L. Smith, secretary-treasurer, Smith / Greenland Co., and William Claggett, vice president and director of communications and marketing services, Ralston-Purina.

A 110-page survey report has been issued, which also includes the results of an American Association of Advertising Agencies poll and excerpts from an interim report conducted for ANA by Booz, Allen & Hamilton—both dealing with the subject of creative approval. Copies are available at \$10 each from: Association of National Advertisers, 155 East 44th Street, New York 10017.

Brooke bill proposes reduced tobacco subsidies

A bill that would gradually reduce, then eliminate subsidies for production and sale of tobacco and tobacco products has been introduced by Senator Edward Brooke (R-Mass.).

If passed, the Brooke measure (S. 1721) would remove an argument raised by procigarette forces that steps to curtail cigarette advertising by regulatory agencies, such as the Federal Trade Commission and the FCC, are not consistent with other federal policies, which actively promote production and use of tobacco products.

The bill would eliminate tobacco subsidies beginning with the 1974 crop, and federal promotions of tobacco sales, particularly in export markets, would be barred after 1970.

Banzhaf points finger at nine more stations

John F. Banzhaf III and Action on Smoking and Health last week called on the FCC to revoke the licenses of nine stations for allegedly failing to broadcast a “significant” number of anti-smoking announcements.

One of the stations, KPX(TV) San Francisco, has already been the target of one petition for revocation filed late last year by Mr. Banzhaf, who is executive director of ASH and a leading crusader against smoking and cigarette advertising. That petition was denied last month by the FCC, which, however, did order KPX to submit within 60 days a report on its plans to present more anti-smoking announcements in prime time (BROADCASTING, March 31).

The other stations cited are KATU(TV), KGW-TV, KOIN(TV) and KPTV(TV), all Portland, Ore.; WCCO-TV Minneapolis, already designated for hearing on other charges (BROADCASTING, March 24);

KMSP-TV Minneapolis; WLWI(TV) Indianapolis, and WSBA-TV York, Pa.

All nine petitions were accompanied by comparisons of the number and total time of cigarette commercials against anti-smoking announcements observed on each station during the evening hours of a sample viewing period, during which ASH allegedly monitored the stations. The figures and dates submitted for KPX were the same as those presented in ASH's previous petition against that station. The organization asked for hearings to present further evidence.

Pacific sales go up-'n'-away on radio-TV

“PSA gives you a lift” is giving Pacific Southwest Airlines' sales a lift as it launches an expanded, multimedia advertising campaign for 1969.

The current program is “contributing significantly to the fact that we are flying nearly a third of a million passengers a month so far in 1969, the most in our 20-year history,” according to Dwane Wittmayer, PSA sales vice president.

Concentrating on radio, TV and newspapers, the campaign emphasizes the added convenience of PSA's satellite airports in a variety of 60-second humorous dialogue commercials, featuring comedian Ronnie Schell. The schedule runs 52 weeks in San Francisco, Los Angeles, San Diego, Sacramento, San Jose, San Bernardino and Riverside, all California.

All television buys are sports packages with emphasis exclusively on the male market. They include 20- and 60-second live action and animated spots being aired in Los Angeles, San Francisco, San Diego and Sacramento.

Gross, Pera & Rockey, San Francisco, is the agency.

Local store spots produced by HF/TV

HF/TV Inc., a subdivision of Alderman Studios Inc., High Point, N.C., has produced a group of color-TV commercials designed for use by retail advertisers on stations, starting in September.

The commercials consist of two groupings: series one, including 18 spots of 10-, 30- and 60-second lengths and focusing on midsummer, store-wide, carpet, midwinter, bedding and warehouse clearance sales, and series two, including six 60-second spots spotlighting home decorating problems and their solutions.

The commercials are sold to local retailers, exclusive to one store in each TV market. Each store's personalized script is recorded by a professional announcer and the store's logo is superimposed.

PULSE... newsbeat of the Carolinas

Pulse is WSOC-TV's 6 pm news program. An exciting innovation in local and regional tv reporting. Branches out into comment and public involvement. WSOC-TV has just become a winner of the coveted North Carolina School Bell Award.

Anchorman is news director Doug Bell. Jimmy Kilgo supports with human interest features and weather. Bill Currie scores with the sports slot. Now, for the fifth consecutive time Currie has been named N.C.'s Sportscaster of the Year, becoming a 6-time winner.

Ask us or H-R about adjacencies and participations.

NBC / Represented by H-R

**Charlotte's
WSOC-TV**



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



The new QUEEN has a new King!

QUEEN FOR A DAY has returned to television full of bright, modern ideas reflecting the tastes of the young housewife. Dick Curtis, familiar to TV viewers from The Jonathan Winters Show, reigns as the new Master of Ceremonies, presenting contestants with a look at today's latest in-vogue fashions and fabulous prizes. Based on the all-time television favorite which drew some 10 million viewers daily—plus 2 million radio fans daily—the new QUEEN FOR A DAY is designed to attract young housewives in your market.

QUEEN FOR A DAY is produced in color by Western Video Productions in association with Metromedia Television in Hollywood for half-hour strip programming. For information on this royal combination, QUEEN FOR A DAY and host Dick Curtis, call MPC today.



485 Lexington Avenue, New York,
New York 10017 212-682-9100

'Danny' yogurt gets Ficalora treatment

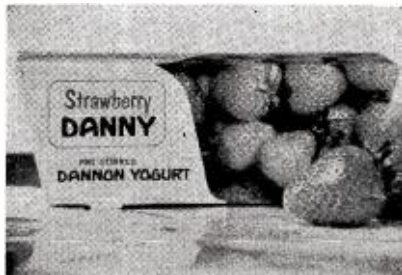
The increasing use in TV of rapid (high-speed) camera work and mixed multiple exposures is reflected in a new television commercial filmed for Dannon Yogurt, through Zlowe Agency, a division of Masteller Inc., New York.

Film-maker Toni Ficalora Film Productions, New York, produced the commercials—a 30-second and two 10-second versions—for the campaign now underway for "Danny," a fruit yogurt that is prestirred and new on the market.

The camera techniques, along with a cascade of strawberries, were utilized to demonstrate the "nonstirring" sales point. On the production Mr. Ficalora was both director and cameraman, and for the agency, Joe Goldberg was art director and producer, and Milton Sutton, the writer.



Visual shows girl enjoying the prestirred yogurt.



Accurate head counts spur radio revenues

The growth in radio revenues in 1968 is attributable in large part to "accurate audience measurement," Stephen B. Labunski, president, NBC Radio Division, told a meeting of the Louisville (Ky.) Advertising Club last week.

He reported that radio revenues were "three times greater than the amount of radio sales in the last pretelevision year of 1947" and pointed to the multimillion dollar investments in the medium by such large advertisers as General Foods, Bristol-Myers and Colgate-Palmolive as evidence of "the revival of radio."

"The major unexplored frontier of radio lies in the area of specific measurements of radio's communications and sales effectiveness," Mr. Labunski said. "But this new frontier is already being explored. Several organizations have been working independently on the problems for the past year. Hopefully, they will again come up with interlocking, parallel and mutually supporting findings."

Agency appointments:

■ BP Oil Co. has appointed Dancer-Fitzgerald-Sample as agency for the new British-controlled gasoline company formed from former Sinclair Refining Co. with the purchase of almost 10,000 service stations and two refineries serving 16 eastern seaboard states and the District of Columbia. Although billings and media distribution are yet to be determined, they are expected to total about \$5 million and a company spokesman said "a substantial proportion" will be in radio and

television.

■ The Gillette Toiletries Co., Boston, announced last week it has appointed Grey Advertising Inc., New York, as agency for its Foamy shaving cream, which currently is at BBDO, New York. The account bills about \$2.2 million, of which approximately \$1.8 million is in TV-radio.

■ Plymouth Dealers Association and Chrysler-Imperial Dealers Association, both Los Angeles, have consolidated their accounts and have appointed Honig-Cooper & Harrington, Los Angeles, to handle their combined estimated \$1.5-million annual advertising expenditures. The associations had been operating as separate groups until February.

Business briefly:

Hughes Sports Network has signed two sponsors so far for its telecast of the parade preceding the Indianapolis "500" auto race. Goodyear Tire & Rubber and Burger Chef will advertise in the May 30 presentation (4:30-6 p.m.), scheduled for 140 stations to date. Steve Allen, Marilyn Van Derbur and Sid Collins will provide the commentary.

Colgate-Palmolive Co., New York, has purchased sponsorship for Ultra-Brite toothpaste and Fab, Axion and Cold Power cleansers on the NBC radio network. The Colgate-Palmolive spots will be heard on *News on the Hour*, *Emphasis* and *Monitor*. Ted Bates & Co., New York, is the agency.

The Ford Motor Co. has purchased sponsorship for its "better idea" theme on several NBC Radio network programs, including *News on the Hour*, *Emphasis*, *David Brinkley Reports*, *Chet Huntley's Perspective on the*

News, and *News of the World*. The Ford order was placed through Grey Advertising, Detroit.

E. I. du Pont Co. will sponsor Triangle Stations' auto racing special, *Four Hands on the Wheel*, in about 175 markets this spring. The one-hour documentary on Philadelphia drivers Roger Penske and Mark Donohue in du Pont's seventh Triangle buy. The station lineup will include Triangle's stations: WFIL-TV Philadelphia; WNBC-TV Binghamton, N. Y.; WFBG-TV Altoona-Johnstown, Pa.; WNHC-TV Hartford-New Haven, Conn.; WLYH-TV Lancaster-Lebanon, Pa.; and KFRE-TV Fresno, Calif.

Kal Kan Foods Inc., Los Angeles, through Honig-Cooper & Harrington, same city, will begin a 20-week run on the full CBS-TV network in prime time starting May 8. The pet foods manufacturer is building a complete advertising and merchandising package around its TV program property, *Animal World*. Kal Kan will purchase a large ID campaign on TV to promote the show and its long line of products. Total 20-week activity will generate an estimated more than \$1 million in advertising and promotion expenditures.

Top executive posts change at Gardner

Gardner Advertising, St. Louis, last week announced a series of organizational changes, starting with the expansion of President Warren J. Kratky's title to include chairman of the board. He succeeds Champ Humphrey, who retired.

Two general managers were elected executive vice presidents: A. Laney Lee of the central division and William H. Mallison of the eastern division.

Elected senior vice presidents were Noel Digby, corporate creative director and associate creative director in the central division, and Rudolph P. Maffei, vice president, media and programming, New York.

The board of directors added seven new members: William F. X. Byrne and William D. Watson, account supervisors, and Bruno E. Brungatelli, creative director, all eastern division; and from St. Louis, Robert H. Lundin and Leroy F. Porter, management representatives, C. Kelly O'Neill, corporate media director, and Dale A. Knight, chief financial officer. Mr. Knight, who has been secretary-treasurer, becomes vice president-finance and planning.

Succeeding Mr. Knight as secretary-treasurer will be Thomas E. Wehrle, controller and assistant secretary-treasurer. Robert R. Eckert, general accounting manager, will take over the controller's duties.

FCC examines telephone firms in CATV

Inquiry and rulemaking look into numerous questions about telephone-company ownership

The FCC has opened a combined inquiry and rulemaking proceeding that could result in telephone companies being barred from direct or indirect ownership of CATV systems.

The proceeding, which was sparked by 17 applications by telephone companies for authority to build CATV facilities for affiliated firms, raises a host of questions that have long troubled the commission—as well as the CATV industry—about the implications of telephone company ownership of CATV systems.

They involve such matters as possible concentration of control by telephone companies of cable systems including those capable of providing not only CATV but a wide variety of services, the potential for anticompetitive practices by telephone companies in their dealings with CATV systems, and possible detrimental effects that CATV ownership could have on a telephone company's regular service.

The commission also asked for comment on what effect any new policies would have on its "long-range concern about a common carrier acting as a program originator."

"Foremost" among the questions it is raising, the commission said, "is whether telephone companies, either directly or through their owned or controlled affiliates, should be permitted to engage in furnishing CATV service to the public. . . ."

If it is to authorize such service, the commission said, it must know what conditions it should impose "to insure that rendition of the service will serve the public convenience and necessity."

The notice does not propose specific rules. But the commission said it may adopt rules incorporating any general policies established as a result of the proceeding.

The inquiry and rulemaking marked the second major step by the commission in the regulation of telephone company operations in the CATV field. Last June, it ruled that Section 214 of the Communications Act applies to telephone-company construction of CATV channel service. The section requires common carriers proposing to extend their lines to apply for a certificate of convenience and necessity.

At that time, the commission indi-

cated its concern about parent-subsidary relationships or common control of telephone companies and CATV systems. It cited the possibility of telephone companies blocking CATV competition—a possibility CATV systems have said is a real one—and the necessity of guarding against duplication of construction.

Some of the matters included in the proceeding are already under consideration by the commission. The question of ownership relationships is part of the over-all review of CATV rules involved in a combined inquiry and rulemaking proceeding that was initiated on Dec. 13 (BROADCASTING, Dec. 16, 1968.) But the commission said it needs separate comments at this time on the telephone-affiliation questions.

And allegations of anticompetitive practices in connection with pole-line agreements that telephone companies reach with CATV systems that want to string their lines on telephone poles are being considered in a pending tariff proceeding. But this case is in recess pending judicial review of the commission's Section 214 decision, and the agency asked for comments on whether to adopt policies to bar potential anticompetitive practices mentioned in the inquiry and rulemaking proceeding.

These include: discrimination against nonaffiliated CATV systems in building and furnishing CATV facilities; competitive advantages in establishing new CATV operations; subsidizing CATV affiliates out of regular telephone-company revenues and thus permitting the affiliates to sell their service at a lower price than nonaffiliated companies; and constraint on the development of such

Small-market radio group

Four broadcasters have been appointed to the National Association of Broadcasters Small-Market Radio Committee by NAB President Vincent T. Wasilewski. Named to two-year terms, which began March 26, were Clint Formby, general manager, KPAN Hereford, Tex.; J. Ray Livesay, president, WLBH Mattoon, Ill.; Philip Spencer, president and general manager, WCSS Amsterdam, N.Y., and Norton E. Warner, president and general manager, KIMB Kimball, Neb.

non-TV services as data transmission.

The commission also asked for comments to aid it in "considering what policies may be adopted to avoid undue concentration of control of CATV systems by telephone companies." It quoted a trade publication as listing four telephone-company affiliates as being among the top 36 CATV operators in the country. They are United Transmission Inc., No. 18, with 35,387 homes; Jefferson-Carolina CATV Corp., No. 32, with 24,060 homes; GT&E Communications Inc., No. 36, with 19,143; and Continental Telephone, No. 28, with 26,924 homes. The estimated national total of CATV homes according to American Research Bureau, is 2.8 million. (see "Telestatus" page 113)

Commission concern about the possibility of telephone-company dominance of the CATV industry is compounded by the realization that CATV systems have the potential of providing more than telephone-relay service. The commission pointed out in its notice that some of the 17 applications that prompted the inquiry and rulemaking are for channel facilities that would be used to provide "wide spectrum" services, such as high-speed data, as well as CATV. Comments were requested on the "policy implications, if any, of such proposals as contrasted with the proposals to serve only CATV customers."

The commission also asked whether it should act to prevent a telephone company's CATV ownership from having potentially detrimental effects on regular telephone service. It asked whether investment in CATV would affect a telephone company's ability to raise capital for telephone services and about possible conflict between requirements of CATV affiliates and those of new or expanded services, such as the video telephone.

Another, special problem, was raised by applications of Southern Bell Telephone and Telegraph Co. and Carolina Telephone and Telegraph Co. This involves the relevance, if any, of a consent decree which AT&T entered into with the Justice Department in 1956, to the Bell System interest in the CATV customer to be served. The decree bars Bell from engaging in any noncommon-carrier business.

Southern Bell and South Central Bell

together own about 13% of Carolina T&T, 50% owner of Jefferson-Carolina, which operates several CATV systems. However, the Bell subsidiaries have agreed to sell their interests in Carolina T&T prior to a merger of Carolina T&T with United Utilities (BROADCASTING, March 17).

The commission breaks the 17 214 applications being considered into five groups. They were filed by (1) Carolina T&T, which shares ownership of Jefferson-Carolina, the proposed customer, with Jefferson Standard Broadcasting Co. (licensee of WBT-AM-FM-WBT[TV] Charlotte, N. C.) and owner of WBIG Greensboro, N. C.); (2) Southern Bell, which owns about 7% (until the sale) of Carolina T&T, the half owner of Jefferson-Carolina and 100% owner of another CATV operator, Cablevision Inc., of Gastonia, N. C., both proposed customers; (3) United Telephone Co.'s of Indiana, Ohio, Missouri and United Inter-Mountain Telephone Co., all owned by United Utilities Inc., which owns the CATV customer, United Transmission Inc.; (4) General Telephone Co.'s of Illinois, the Southwest, Michigan, the Midwest and one California company, all controlled by General Telephone and Electronics Corp., which owns the CATV customer, GT&E Communications, and (5) Heins Telephone

Co., which the commission said is apparently 5% owned by James E. Heins Jr., who apparently owns about 7% of the customer, Lee Cablevision Inc.

The applications, which were attached to the commission's order, showed individual cost estimates ranging above \$2 million already spent and more than an additional \$1 million proposed.

Senate to look into employment practices

An investigation into the equal-employment practices of industries regulated by federal agencies, including the FCC, has been scheduled for "some time in mid-May," by Senate Commerce Chairman Warren G. Magnuson (D-Wash.).

The hearings will cover industries that come under the jurisdiction of the FCC, Federal Power Commission, Interstate Commerce Commission, Federal Maritime Administration and Civil Aeronautics Board. The three-fold purpose of this "extensive review," according to Chairman Magnuson, is to investigate with the Equal Employment Opportunity Commission present employment records; to educate employers about techniques for hiring minority employees at all levels, and to discuss

with the agencies the roles they can play in fostering equal employment.

Two weeks ago at a hearing conducted by the Senate Subcommittee on Administrative Procedures and Practices, under the chairmanship of Senator Edward M. Kennedy (D-Mass.), the EEOC came under heavy criticism from Senator Everett Dirksen (R-Ill.) for "harassing" industry on minority-hiring practices, including those of broadcasting networks and stations.

13 new stations bring TIO list to new high

The addition of 13 stations to the membership roster of Television Information Office, raising total enrollment to a record level, was announced last week by Roy Danish, TIO director. The total membership figure is not disclosed by TIO, but is believed to be about 175 stations in addition to the TV networks.

New members include the six stations of the Taft Broadcasting Corp.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WGR-TV Buffalo, N.Y.; WTVN-TV Columbus, Ohio; WKRC-TV Cincinnati; WBRC-TV Birmingham, Ala., and WDAF-TV Kansas City, Mo.

Other stations that have joined TIO are WMAL-TV Washington; WHEC-TV Rochester, N.Y.; WTMJ-TV Milwaukee; KLTV-TV Tyler, Tex.; KOAA-TV Pueblo, Colo.; WKBD-TV Detroit and KTNT-TV Tacoma-Seattle.

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Changing Hands

Announced:

The station sales reported last week, subject to FCC approval:

- WVGT Mount Dora, Fla.: Sold by David Rawley Jr. to Leon A. Ganapol for \$35,000. Mr. Rawley owns 33% of WKJK Granite Falls, S. C., and of KWON Bartlesville, Okla. Mr. Ganapol is a retired druggist. WVGT is a day-timer on 1580 kc with 1 kw. Broker: Chapman Associates.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 119):

- KMEC-TV Dallas: Construction permit sold by James T. and C. H. Maxwell and Carroll Maxwell Jr. to Thomas



M. Evans for \$40,000 plus assumption of liabilities totaling \$171,530. Mr. Evans is permittee of KDNL-TV St. Louis, and has applications pending FCC approval to purchase the construction permits for WUHF-TV Hartford, Conn., and WENS(TV) Pittsburgh, and to purchase WJZB-TV Worcester, Mass. KMBC-TV is on channel 33 with 1,000 kw visual. Commissioner Nicholas Johnson dissented.

Cable TV

■ Banning Calif.: Banning Communications Corp. sold to Storer Broadcasting Co. Price was not disclosed. The 12-channel Banning system, owned by Eugene Knox and wife, serves its 1,000 subscribers with 11 Los Angeles TV stations and one in Palm Springs. Acquisition brings to 22 number of California communities and to 28,000 total number of subscribers now served by Storer CATV. Broker: Hogan-Feldmann.

■ Pleasantville, Somers Point, Absecon, Linwood and Egg Harbor township, N.J.: 50% of Alpine Cable TV Inc. sold by Alpine Geophysical Associates Inc. to multiple CATV owner Jerrold Corp., giving it 100% ownership. Alpine Cable TV serves 6,000 subscribers with Philadelphia TV stations and three New York independents. Acquisition gives Jerrold, a subsidiary of General Instruments Corp., 26 systems serving 91,000 subscribers. Purchase price, for cash and notes, was not disclosed.

Evins bill would give added strength to FTC

A bill that would give the Federal Trade Commission greater power and more budgetary independence from the executive branch was introduced last week by Representative Joe L. Evins (D-Tenn.), chairman of the House Small Business Committee.

The proposed legislation (H.R. 9811) would authorize the FTC to submit its budget and any legislative recommendations directly to Congress without obtaining approval from the Bureau of the Budget.

The Evins bill would also authorize the FTC to conduct investigations through mailed questionnaires without receiving Budget Bureau approval if the data were needed for law enforcement purposes. Finally, it would increase the FTC's power with respect to subpoenas and appeals in that approval of the Department of Justice would not be required for the enforcement of subpoenas, and the power of the solicitor general to veto FTC requests for appeals to the Supreme Court would be eliminated.

The bill has been referred to the House Commerce Committee.

New contender for channel 7 Boston

Group, which stresses its minority origins, requests 'safe' period

In a new variation on the theme of so-called "strike" applications, a would-be applicant for Boston's channel 7 has asked the FCC for a "two-month 'safe' period" in which to file a competing application for that facility.

The firm, Dudley Station Corp., is the second announced competitor for channel 7, which is presently occupied by RKO General Inc.'s WNAC-TV. The other contestant, a group of seven Boston businessmen operating under the name Community Broadcasting of Boston, filed its application last month (BROADCASTING, March 10).

The Dudley Station petition introduces a new element beyond its procedural novelty, however. It proposes to be "representative of the black community of the Boston area."

Specifically, the petition lists three objectives: "To create a viable, profit-making broadcasting enterprise which implements significant training programs aimed at involving black Ameri-

cans and other minority groups; to experiment in locally produced programming to meet the needs of major audience segments in the greater Boston area which are not now adequately represented by existing media," and "to offer a major community component in station ownership."

The corporation is still in its infancy and still sorting out its structure, plans and membership. Its president is Bert-ram M. Lee, who heads a Boston consulting firm, Organization Development Associates. Other board members are Henry Hampton, who heads a consulting firm, Blackside Inc., as well as the Museum of Afro-American History in Boston; Jerome Weisner, provost of the Massachusetts Institute of Technology and formerly the White House science adviser under John F. Kennedy, and Dr. Henry Morgan, human relations director for Polaroid Corp. and former president of K LH Electronics.

According to Mr. Lee, the new organization will issue a further statement of its plans and purposes some time this week.

Dudley Station is represented by the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn. The earlier Community Broadcasting application was submitted through the firm of Welch & Morgan, which also represents firms competing for the facilities

WHERE THE ACTION WAS

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415/392-5671

presently occupied by KNBC(TV) and RKO's KHJ-TV, both Los Angeles.

Of the groups that have filed competing applications this year, Dudley Station is the second to emphasize its connection to the black community in its area. A group in Jackson, Miss., doing business as Civic Communications Corp., last month challenged for the facility presently occupied by WLBT(TV) in that city, pledging greater attention to minority needs and interests (BROADCASTING, March 17).

CATV rules draw very faint praise

Comments are limited to the origination and diversification issues

Comments which descended upon the FCC last week on the program-origination and diversification sections of the commission's proposed CATV rules revealed a singular lack of enthusiasm for the proposals among CATV interests.

The origination proposals, which would require most cable systems to originate programing on one channel, brought cries such as "heavy-handed regulation of free speech" and "unlawful" from the cable community. The diversification issue, which includes a proposal to bar cross-ownership of CATV's and broadcast stations in a market, as well as inquiry into multiple ownership of the systems, prompted such outbursts as "unnecessary" and "unlawful."

A similar lack of enthusiasm greeted the commission's treatment of CATV-originated advertising. The question was simply left open for comment, with no specific proposal one way or another. However, this omission was in itself enough to rankle the cable industry, since the commission had proposed to require origination without suggesting a new source of revenue. Many responded with "economically unsound," or "unlawful."

This opposition to any form of CATV regulation was of course not echoed by broadcasters. Most urged the commission to limit CATV origination to "public-service" programing, which would provide an additional outlet for "community self-expression," rather than simply allow the systems to duplicate programing provided by free broadcast service. They also supported the diversification proposals—except for those who favored cross-ownership of CATV's and broadcast stations as a means of insuring high-quality programing on cable systems.

The comments filed last week pertained only to a portion of the proposed CATV rules. In response to a request by the National Cable Television As-

sociation for an extension of time for filing comments, the commission last month set two separate deadlines for comments. It extended the deadline to May 3 on all the proposed rules except those dealing with origination and diversification, which the commission characterized as of "immediate concern" and requiring "prompt determination" (BROADCASTING, March 3). The deadline in those two cases was extended to April 3.

The commission's urgency was shared, in altered form, by CATV's. NCTA, representing the entire industry, based much of its filing on the argument that the commission has no authority to promulgate or implement its proposals. On the cross-ownership proposal, for example, NCTA said: "Because the commission's authority to regulate CATV is restricted to that reasonably ancillary to the effective performance of its responsibilities for regulation of television broadcasting, cross-ownership of CATV and other interests is beyond the commission's authority to prohibit."

Similarly, NCTA said, there is no need and no legal justification for limitations on the number of CATV systems or subscribers. Claiming that the largest CATV has 231,385 subscribers, the association compared this figure to the number of viewers served by the five owned-and-operated ABC-TV stations, and argued that regulation of size is equally inappropriate in both cases. If antitrust abuses exist, NCTA said, they can be adequately regulated by the Federal Trade Commission and the Department of Justice.

It was the proposal to require program origination, however, that elicited NCTA's most irate arguments. In conditioning CATV operations upon origination, the association said, the commission would infringe liberty of expression "by conditioning a grant of privilege upon an abridgement of speech."

NCTA objected to required origination as "unconstitutional infringement of free speech, as an unreasonable, arbitrary and capricious regulation, and as inimical to the public interest."

NCTA went beyond this argument, however; it pressed for no regulation of origination at all. "Clearly," it said, "any citizen could erect a wire communications system in his neighborhood and originate whatever lawful program material he chose. He could charge for advertising and he could charge for the service, just as a neighborhood newspaper or a magazine does. Not Congress, not the commission, not any power in the land could stop him."

Specific aspects of the over-all CATV rationale were explored by individual cable systems in their filings. A filing submitted separately by Northwest Cablevision Inc., Aiken Cablevision and others criticized the origination proposal

as unresponsive to varying local needs and inconsistent with other commission regulation. According to these firms, it is no more reasonable to favor origination over "automatic" programing on CATV than to require it in broadcasting, where much of the day, especially in radio, is taken up by "automatic" material. Automated programing such as stock market reports should therefore meet the commission's requirements, they said.

The firms also argued in opposition to the diversification proposals that many small cable firms could not stay alive unless operated by large companies. More generally, they said that the commission's proposals would deny CATV "the right to utilize its maximum technical capabilities."

Broadcasters held to their past positions regarding CATV. The NAB filing developed the argument "that originations should not be mandatory, should be on an unsponsored basis, and should be limited to programing of a local public-service nature, on a single channel." This position, NAB noted, accords with past decisions of the commission and the Congress.

The association presented stiff opposition to CATV advertising, arguing that it would help "lead to a nationwide system of CATV-pay-TV—the very result [the commission] has steadfastly maintained should not evolve from CATV operations which use broadcast signals."

This last argument was pursued at length by the Association of Maximum Service Telecasters, which devoted its entire filing to the origination question. According to AMST, origination would allow a form of pay TV to slip in, virtually unregulated, by the "back door," even though the commission has explicitly authorized genuine subscription television on a tightly controlled basis. Moreover, AMST said, this CATV-pay-TV hybrid would "exploit free television to promote wire pay-TV."

On the diversification question, NAB reiterated its opposition "to any rule which would limit cross-ownership of CATV systems and broadcast facilities." The association argued that "broadcast ownership would have a de minimis effect on the number of programs and opinions offered to the public, while a ban on such ownership would greatly reduce the amount of local public-service programing which might otherwise be offered via CATV."

This position was upheld even more emphatically in a group of identical filings submitted separately by group-owner McClatchy Newspapers and others, devoted entirely to the advocacy of broadcast-CATV cross-ownership. These groups argued that the broadcaster has a natural concern for the quality of the CATV system carrying



More than a history of rock and roll. It's an ambitious documentary series. Penetrating. Fun. Typically KRLA.

"The Pop Chronicles" is an in-depth account of the lively and sometimes loony history of pop music in the second half of the twentieth century. In 52 hour-long documentaries, over 200 composers, producers and performers — from Mitch Miller to Phil Spector, Johnnie Ray to John Lennon, Kay Starr to Janis Joplin — relate in first-person reports how they helped make it happen. Aside from its entertainment value, "The Pop Chronicles" is a serious work two years in the making . . . the first major documentary on the evolution of popular music. A definitive study. A monumental piece of electronic journalism. Written and produced by John Gilliland, KRLA staffer and Golden Mike award winner. For the young, it's the straight story on where it all began. For the over-35 set, it's an indication of where it all may be heading. For everyone, it's a good close look at the effects of pop music on today's culture. "The Pop Chronicles" was created by KRLA and is presented weekly in Los Angeles by Sears Southern California stores.

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his signal, as well as a knowledge of his area which will enable him to evaluate the need for CATV.

Program origination would actually lead to an even greater necessity for cross-ownership, the firms said, since broadcast ownership of cable systems would be a logical method of insuring quality programming. They compared this situation to the growth of FM, which, they noted, was aided by the entry of experienced AM broadcasters into its operation.

McClatchy said that since many large CATV firms, as well as the broadcast networks, are already being subjected to government scrutiny because of their conglomerate aspects, it may be that local broadcasters are the last, best hope as CATV owners. The firms also urged that the bulk of regulation be left to local authorities.

Another viewpoint appeared in a filing by the city of New York, which presently houses four cable systems. The city supported origination—which, it noted, it has already authorized anyway—but proposed several complementary restrictions, including a “significant” amount of public-service programming and what amounted to a system of CATV licensing. It also proposed that local authorities determine whether CATV’s in their areas will be allowed to originate advertising.

On diversification, the city urged prohibition of cross-ownership within a certain predetermined geographic area, and proposed that multiple ownership of cable systems be regulated according to the number of subscribers rather than the number of systems, both within limited areas and on a nationwide basis.

The only filing that apparently involved no vested interest was submitted by Stephen R. Barnett, a former member of the President’s Task Force on Communications Policy, now acting professor of law at the University of California at Berkeley.

Mr. Barnett’s filing, devoted entirely to the diversification issue, supported the commission’s proposals in virtually every particular, and was especially adamant in opposition to cross-ownership of CATV’s and newspapers within a community. The filing argued that both already have monopoly power in many cases, which would only be aggravated if the two were to combine.

The law professor’s diversification filing was some 250 pages long. He declined to include further material on origination, he said, because “one has to stop somewhere.”

CPB funding problems create heat

Senate hearings promise stiff debate; citizens’ group offers plan to tax commercial broadcasters

The problem of long-range financing for the Corp. for Public Broadcasting and how to solve it is sure to be a topic of heated senatorial discussion on April 29-30. At that time the Senate Communications Subcommittee, under the chairmanship of John O. Pastore (D-R.I.), will hold hearings on a stopgap measure sent to Congress by the Department of Health, Education and Welfare and submitted by Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

In the meantime, the National Citizens Committee for Broadcasting has come up with its own solution: a 4% tax on gross receipts of commercial broadcasters.

The Magnuson bill (S. 1242) calls for the appropriation of \$20 million in operating funds for CPB. It would also extend the authorization for appropriation of “such sums as may be necessary,” a virtual blank check, for each of the next five fiscal years beginning July 1, 1971. An identical measure has been introduced in the House by Commerce Committee Chairman Harley O. Staggers (D-W. Va.), but no date for hearings has been set.

The problem of long-range federal subsidies for CPB has been evident since its inception, but until now no action had been initiated. The CPB itself has a committee of board members under the direction of John D. Rockefeller III to study the situation, but to date no recommendations have been offered.

Recommendations have come, however, from Dr. Dick Netzer, head of the

Department of Economics, New York University, who prepared a special report for the citizens committee. The report, which advocates among other things the taxation of commercial broadcasters, was to be sent today (April 7) to President Nixon and “other key individuals in the administration,” members of the House and Senate Appropriations and Commerce Committees, FCC commissioners, foundations, commercial and noncommercial broadcasters, and the presidents of all three commercial TV networks.

Dr. Netzer, working from the Carnegie Commission recommendation for annual funds totaling \$270 million, proposed a five-point package:

- A tax of around 4% on commercial broadcasting’s total revenues, yielding about \$120 million to be assigned to a proposed trust fund for noncommercial broadcasting (based on \$3.1-billion gross receipts in 1966-67).

- A charge for access to spectrum, through competitive bidding for licenses “or otherwise,” yielding about \$50 million annually.

- Establishment of the Ford Foundation’s proposed nonprofit satellite system, with 90% of the proceeds, or \$20 million, slated for the trust fund, exclusive of the value of a free interconnection service.

- Authority for noncommercial broadcasting to accept advertising on a controlled basis.

- Authority for noncommercial broadcasting to experiment with subscription television.

The last two would yield less than

\$100 million combined.

Dr. Netzer foresees the proposed trust fund as a conduit, paying its receipts annually or quarterly to noncommercial broadcasting, presumably through the Corp. for Public Broadcasting. He cautions, though, that “it might be appropriate for the trust fund to build up a modest balance in early years, to insure against unforeseen declines in tax receipts. . . .”

He defended his choice of a tax on broadcasters’ revenues by suggesting, “if broadcasters’ or advertising firms’ costs, including the new taxes, go up while revenue remains the same, this would tend to encourage economizing throughout the industry, reducing the notorious extravagance and inefficiency in the broadcasting/advertising productive process. Such cost reductions will release resources for other uses,” he added, resulting in lower production costs for commercial broadcasters as well.

Dr. Netzer emphasizes in the report that the proposals are not equivalent in merit or attainable with equal speed. “The best components, from the standpoint of inherent merit, are the gross-receipts tax and the satellite system,” he said. “The components most amenable to speedy action are the gross-receipts tax and the acceptance of advertising on a limited basis. In light of this, the highest priority attaches to the creation of the trust fund and the adoption of the gross-receipts tax, to provide substantial financing of public broadcasting while the other features of the program are being developed and con-

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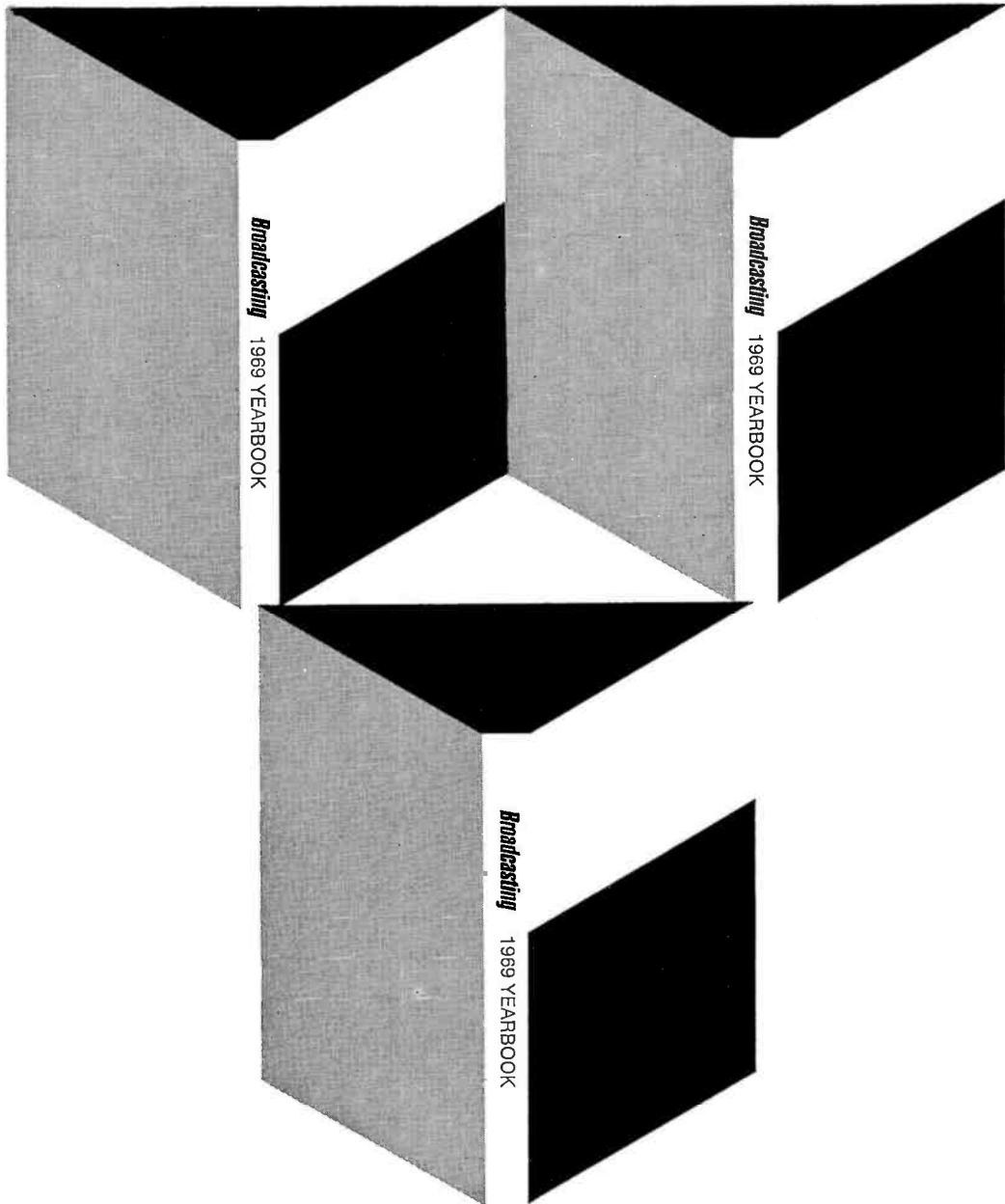
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verted to reality."

Other funding proposals considered in the report include taxes on the gross receipts of the entire communications industry (telephone and telegraph as well as broadcasting), on the total television-advertising outlay, on net profits of broadcasters, on excess profits of broadcasters, a flat per-house television license fee, and a manufacturers' excise tax on television sets. These were rejected because in some cases costs would be passed on to consumers, thus burdening low-income households, and others—such as tax on broadcast profits—were considered not stable enough or as having substantial collection costs or a slow growth rate.

The criteria on which the five proposals were selected were adequacy of yield, year-to-year stability, long-term growth, regressivity, other economic effects and benefit linkage (the extent to which the supporting body receives benefits from the use of the proceeds for noncommercial broadcasting).

Dr. Netzer's report is based on recommendations for long-term financing that were first studied by the citizens committee's board of trustees. In its letter to the President and Congress, the board declares its full support of the final recommendations and asks for congressional action.

'Monsters invade the living room'

New York theater owners wage campaign for public support against pay TV

A "save free TV" campaign once again has been launched in the New York area.

The National Association of Theater Owners (NATO) and the Metropolitan Motion Picture Theaters Association (MMPA), supported by labor unions associated with the industry, have formed a joint labor and management committee to save free TV in an effort to stop the FCC from authorizing pay television June 12.

These same groups conducted a similar campaign against cable-TV origination during New York City Board of Estimate hearings last fall (BROADCASTING, Oct. 21, 1968).

Martin H. Newman, executive vice president of Century Theaters, charged at a news conference in New York last week that "the pay-TV interests are trying to lull the public into believing that if they pay for their programs they will be getting bigger and better programs than they now receive on free TV. This is the big lie.

"They will have to go to the same

market place for talent that the free-TV companies go to; they will have to cater to the widest public taste, just as free TV must do, if they are to survive economically," he insisted.

The committee plans to alert Congress that pay TV will automatically go into effect June 12 under FCC rules set up in December (BROADCASTING, Dec. 16, 1968), unless it acts to prevent it. Theater owners throughout the U.S. will show a 45-second trailer to their audiences calling subscription television and cable TV "monsters in the living room." They hope to get 25 million signatures on petitions to congressmen, and they are forming a suborganization in Washington to lobby on the subject. They have already run newspaper ads and have conducted a "lights out on Broadway" night to emphasize the danger pay TV presents to their livelihood.

The campaign received support from two New York state assemblymen, Manuel Ramos of the Bronx and Leonard R. Stavisky of Queens, cosponsors of a bill to halt program origination on cable TV in New York. The bill is now in committee.

U.S. Representative Emanuel Celler (D-N.Y.) sent a letter stating his position against pay TV, calling the airways "the property of the people and not of private interests," and stating his intention to vote against any proposal by the FCC "to permit the rape of the public airways by pay TV."

The committee has set up headquarters at NATO offices at 1501 Broadway, New York. Cochairmen are D. John Phillips, executive director of the MMPA, and Steve D'Inzillo, business agent of the Projectionists Union, Local 306, International Alliance of Theatrical Stage Employees.

NATO has also taken legal action against the FCC regarding the commission's jurisdiction over pay TV (BROADCASTING, Jan. 13), but members have little hope that the case will come up before the June 12 deadline.

ETV for kiddies

An \$8-million experiment in teaching preschoolers through educational television was disclosed March 30 when the U.S. Office of Education announced a grant of \$2 million for the project. The remaining \$6 million is to come from the Carnegie Corp., the Ford Foundation and other private organizations.

The two-year program, to run through spring of 1970, will be handled by the Children's Television Workshop, an affiliate of National Educational Television, New York. Planned are 130 hours, five-days weekly of puppet shows, story telling, cartoons, fast-action films and minute spots—to teach youngsters through the kind of entertainment they enjoy.

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At last, a decision on KRLA

After prolonged battle, California frequency is awarded by examiner to Voice in Pasadena

The five-year-old, multisided and star-studded battle over 1110 kc in Pasadena, Calif., reached a turning point last week in an FCC hearing examiner's initial decision recommending the grant of an application whose ownership is divided among 56 Californians.

Voice in Pasadena Inc., one of 10 applicants still in the contest, was favored by Examiner Forest L. McClenning on grounds of integration of management with ownership and diversification of ownership of mass media.

The largest individual stockholder, with 7.85%, is Robert E. Lovett of San Marino, the president. He is vice president and one-third owner of an advertising agency and assistant dean of the University of Southern California School of Commerce.

Another stockholder is Calvin J. Smith, of West Hollywood, former general manager of KFAC Los Angeles, who owns 2.6% of Voice in Pasadena. Carl Haverlin, of Northridge, former president of Broadcast Music Inc., will be a vice president. William H. Morse, Pasadena financial adviser and real-estate operator, is board chairman and 2.6% owner.

The contest involves a number of Hollywood personalities among the other applicants. Bob Hope is a 25% owner of Western Broadcasting, Art Linkletter owns 5%; oilman Edwin M. Pauley owns 15%. Actor MacDonald Carey is 10% owner of Crown City Broadcasting. TV producers Mark Goodson and William Todman each owns 30.53% of Goodson-Todman Broadcasting Inc.

The 1110 kc frequency became vacant in 1964, after Eleven Ten Broadcasting Corp., original operator of KRLA, was denied renewal of its license on charges it had conducted fraudulent contests and had attempted to mislead the commission. KRLA has been operated on an interim basis since 1964 by Oak Knoll Broadcasting Corp., which is owned by Broadcasting Foundation of California. Eighty percent of the station's profits are earmarked for non-commercial KCET(TV) Los Angeles.

Originally, 20 applications were filed for the facility in the prosperous Los Angeles market. But 10 were withdrawn over the years. Voice in Pasadena proposes to operate with 50 kw day and 10 kw night, as KRLA has operated. Its proposed program format is patterned after NBC's weekend *Monitor*, with talks, discussions and interviews, interlaced with music and news.

Besides Mr. McClenning's choice, five other applicants proposed to op-

erate in Pasadena—Goodson-Todman Broadcasting Inc., California Regional Broadcasting Corp., Crown City Broadcasting Co., Western Broadcasting Corp., and Pasadena Broadcasting Co.

Charles W. Jobbins proposed to operate a daytime station at Costa Mesa-Newport Beach; Orange Radio Inc., at Fullerton; Pacific Fine Music Inc., at Whittier; and Topanga Malibu Broadcasting Co., at Topanga.

Examiner McClenning whittled his ten choices down to one in this fashion:

The applications of Jobbins and Topanga, he said, would be "a gross waste of facilities" under the provision of the Communications Act requiring an equitable distribution of facilities.

Pacific Fine Music and Topanga failed to meet the so-called suburban issue—that is, they had not overcome the presumption that their applications were intended to serve Los Angeles rather than the communities they had specified.

The examiner held that Pasadena was the preferred community under the criterion of efficient and equitable distribution of radio service. The city of 116,000 is served by two radio stations—one (KWKW) broadcasting in Spanish, the other (KPCC) operating only 18 hours Sunday and four on Wednesday with religious programming. This conclusion knocked out Orange Radio and Pacific Fine Music.

California Regional Broadcasting's application must be denied, he said, because of failure to prove its directional-antenna array could be maintained, as proposed.

The other applications were judged under criteria contained in the commission's policy statement on comparative hearings, which is designed to promote diversification of control of media and integration of ownership with management.

On the integration factor—which Mr.

McClenning noted the commission considers an essential element in determining which applicant is likely to bring the best practicable service to the public—both Voice in Pasadena and Crown City were accorded a preference over the other applicants.

Crown City promised some participation by each of its 10 partners, including Mr. Carey. All but seven of Voice in Pasadena's 56 owners promised some form of participation. The examiner would not accept the promises of 19 as "creditable," but he said the local residence and extensive civic participation of those individuals is entitled to a slight credit.

But when the diversification factor is also considered, Mr. McClenning said, Voice in Pasadena is found to be the one whose application should be granted. Voice in Pasadena has no media connection that the examiner feels merits decisional significance. Two Crown City principals, Robert W. Breckner and Donald C. McBain, own WTHO-AM-FM South Lake Tahoe, Calif.

Goodson-Todman was considered by the examiner the "least favored" under the diversification factor. The two principals have extensive newspaper interests in Rhode Island, New Jersey, New York and Pennsylvania, besides their program-production interests. In addition, Robert H. Forward, vice president-chief executive and 10.5% owner of Goodson-Todman, owns 14% of KEAP Fresno, Calif.

A number of Western Broadcasting's principals have other media interests. Mr. Hope owns 40% of the permittee of WBMJ San Juan, P.R. Talent agent James L. Saphier, vice president and 7.5% owner of Western, owns 90% of KVEC San Luis Obispo and KMBY Monterey, both California, and he is president and 12.82% owner of WBMJ San Juan.

Gang, Tyre & Brown, a law firm that owns 7.5% of Western, owns 10% each of KVEC and KMBY, and 12.82% of WBMJ.

The Tribune Publishing Co., a 20% stockholder in Pasadena Broadcasting, is the licensee of KTNT-AM-FM Tacoma, Wash., and KTNT-TV Seattle-Tacoma.

S.F. experimental center planned for KQED (TV)

A national center for experiments in television will be established at non-commercial KQED(TV) San Francisco with a \$100,000 grant from the Corp. for Public Broadcasting.

Under this grant, and an additional \$50,000 pledged by KQED, the center will operate for a year, starting this month, with Richard Moore, director of KQED's special projects department, as administrator and Brice Howard,

former head of KQED's experimental project, as director.

The experimental project, funded by the Rockefeller Foundation and The National Endowment for the Arts in 1967-68, was the forerunner of the national center. One feature of the national center project is a program of internships and fellowships for young broadcasters to investigate possibilities of the medium, with an emphasis on experimentation rather than production and transmission of programs, CPB pointed out.

It also publishes the *Tacoma News Tribune*, the only daily newspaper in the city, and has CATV franchises in Fircrest and Pierce county, both Washington.

Principals of other applicants have media interests also. A. Arthur Crawford who, with his wife, owns Pacific Fine Music, operates KCBH(FM) Los Angeles. Carey Deane Funk and George A. Baron, partners in Topanga Malibu, own KSRF(FM) Santa Monica, Calif. Mr. Funk, in addition, is general manager and 3% stockholder in a daily newspaper in Santa Monica that is wholly owned by the Funk-McClure family.

And Wesley I. Dumm, president and 23.3% owner of California Regional Broadcasting, holds the controlling interest in KXA Seattle.

The road ahead for CATV

Malarkey sees a chance for common-carrier status and regulation

A CATV pioneer gave cable-TV operators some unpalatable forecasts last week—principally that CATV operators in major markets may very well derive a substantial portion of their future income from nonbroadcast services and as a regulated common carrier.

Martin F. Malarkey, an early CATV owner-operator and first president of the National Cable TV Association, also predicted that in the future cable-TV systems group owners and those eyeing the top TV cities will be offering a variety of services for a fee to subscribers—security protection, information retrieval, shopping, banking, meter reading, and computer-fed information services for lawyers, doctors and businessmen.

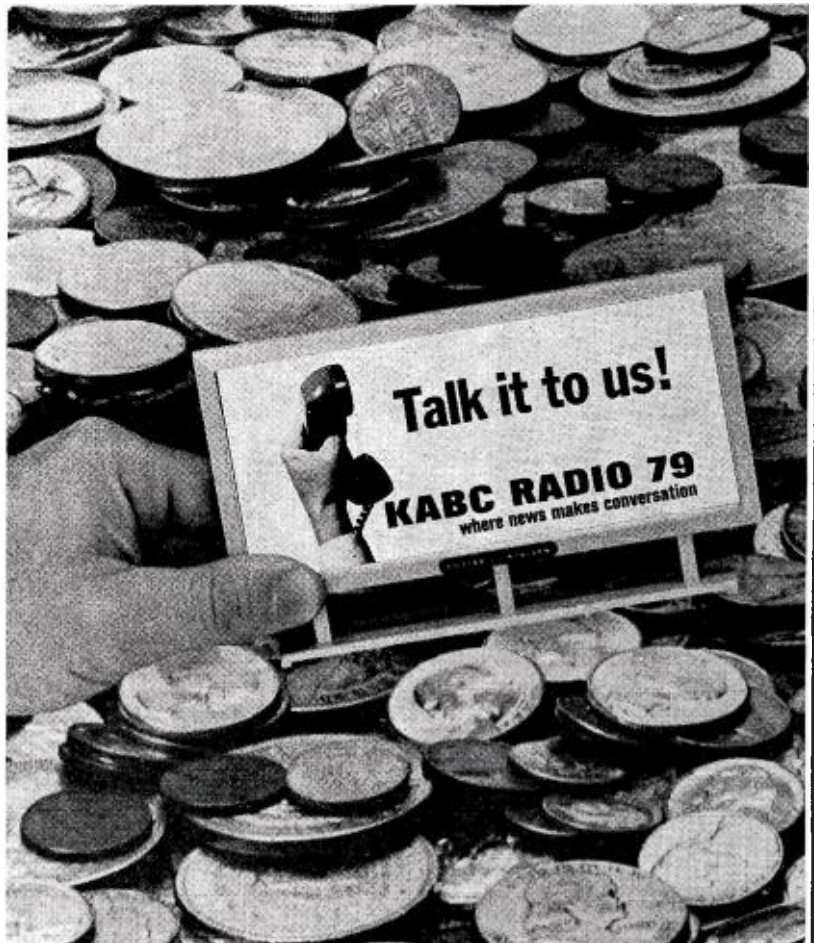
Mr. Malarkey, who is a CATV management consultant and broker in Washington, also told CATV operators attending the Southern CATV Association meeting in New Orleans last week (also see page 125) that he feels the FCC will probably adopt its proposed new rules for CATV without major changes; that he doesn't see Congress doing anything substantial about changing the FCC's mind.

"I do not see our industry mounting an effective program to persuade the Congress that the commission has, indeed, inflicted through the Second Report and the now proposed rules, mortal blows to our industry," he said.

And, he added, he doesn't see agreement between copyright holders and the CATV industry eliminating problems.

"In my opinion," he said, "a copy-

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right deal will not eliminate the continuing pressures from the broadcasters on the commission and the Congress to protect their markets from invasion by CATV systems that can import distant independent signals."

Mr. Malarkey predicted also that "traditional" CATV systems — those providing a simple reception service— would find themselves soon coming under stringent technical standards adopted by the FCC.

"We have," he said, "too many CATV system owners who make no effort to do more than barely squeeze by, from both a technical and public relations standpoint."

And, he continued, these systems will not move into full-scale local originations unless the FCC forces them to do so.

"Their saturation factor is high and the incentive just not there," Mr. Malarkey commented.

If, however, the sale of time for commercials is permitted, he continued, these CATV owners will have the proper motivation. In such case, Mr. Malarkey urged CATV operators to work "hand-in-hand" with the local radio station, which, he noted, has the news and advertising sales staff vital to this kind of operation.

Tangled Curtis web gains more strands

An investigative report submitted to the board of the Curtis Publishing Co. last week said it is doubtful that claims of fraudulent undervaluation could be substantiated in the sale of former Curtis magazines to Downe Communications Inc.

At the same time, Downe moved to be dismissed as a defendant in a suit brought by Cary W. Bok, a trustee of the Cyrus H. K. Curtis estate. Downe was named a codefendant in connection with its purchase of *Ladies Home Journal* and *American Home* from Curtis for 100,000 shares of Downe common stock, a price Mr. Bok contends was a "gross and fraudulent undervaluation" of the magazines (BROADCASTING, Feb. 17).

Spencer Pinkham, a lawyer who is a Curtis director, submitted a report of a three-man committee to the Curtis board April 1 on the dealings involving Curtis, former president Martin S. Ackerman, and Mr. Ackerman's Perfect Film & Chemical Co. The magazine sale was involved in these transactions. However, Mr. Pinkham said of Mr. Bok's charge, "I do not believe this claim can be sustained."

Meanwhile, Downe President Edward R. Downe Jr. said his lawyers had advised him that the Bok action against the company "is without merit" and sale of the magazines "is irrevocable."

Downe, which also owns more than 30% of Bartell Media, has been seeking FCC approval to assume control of the radio broadcasting and publishing company (BROADCASTING, Sept. 9, 1968).

Another broadcast name also has become enmeshed in the Curtis-Ackerman story with the entry of Matthew J. Culligan, former president of the Curtis Publishing Co. and MBS and now Culligan Communications Co. Mr. Culligan announced a week ago that he had petitioned the common pleas court in Philadelphia to allow him to intervene in another suit, filed by Philip P. Kolodner, an attorney who became vice president and a director of Curtis last month. Mr. Kolodner charges improprieties under Mr. Ackerman and seeks liquidation of Curtis.

The suit has been in a state of continuance since Mr. Kolodner's election to the Curtis board. In his petition, Mr. Culligan said "all my interests are served by Curtis' survival," claiming that he is entitled to \$22,000 a year in deferred compensation from Curtis for the next eight years, and that he has a \$400,000 claim against Curtis under arbitration.

Mr. Kolodner is a member of the investigating committee that produced the Pinkham report, but Mr. Kolodner declined to vote on it. The report said there has been no evidence found of "fraud or overreaching" in the Curtis-Perfect Film transactions. It recommended prompt dispensation of the Bok suit.

Two Calif. stations accused of turning deaf ear to union

A trial examiner of the National Labor Relations Board issued a recommended order last week charging the management of KJOY and KJAX(FM) both Stockton, Calif., with failure to bargain in good faith with representatives of the American Federation of Radio and Television Artists. The union was certified in December 1967 as the exclusive collective bargaining representative of the stations' employes "who appear regularly or frequently before the microphone," the examiner's decision noted.

The licensee, Joseph Gamble Stations Inc., the examiner charged, "entered into negotiations with a mind hermetically sealed against even the thought of entering into an agreement with the union . . ." Evidence that the stations did not intend to bargain, NLRB trial examiner Howard Myers said, was bolstered by the fact that management would not accept or reject any union proposals and did not offer any counter-proposals.

Bargaining sessions and correspondence on a union-proposed contract oc-

cupied the first half of last year, the examiner said, after which the union filed an unfair-practices complaint, charging refusal to bargain in good faith. During the pendency of the negotiations and the complaint action, it is noted, management began FM broadcasting, in the process changing employes' work schedules and duties, and unilaterally instituted employe benefits without notifying or consulting with the union.

Employe concern over workloads resulting from the proposed FM operations led to contacts with the union and the subsequent NLRB-supervised election, the examiner reported.

NAB moves against strike applications

Grass-roots applications legislation proposed to squelch challenges

The National Association of Broadcasters last week began its push to have legislation introduced and enacted in Congress that would provide a remedy against so-called "strike" applications. NAB President Vincent T. Wasilewski said he expects appropriate bills will be submitted by one or more congressional sponsors shortly "after the Easter recess."

Letters have gone out to NAB legislative-liaison members on the proposed NAB legislation, reportedly urging that a program for grass-roots contacts with congressmen and senators be put into high gear.

The NAB proposal would require the FCC to make a determination that an incumbent licensee should be denied a renewal of his license before the commission could entertain completing applications for the allocation.

The NAB's solution for coping with a rash of strike applications, which have multiplied since the FCC decided against renewal of WHDH-TV Boston in granting the license to a competing applicant (BROADCASTING, Jan. 27), was a subject of heated discussion at the NAB's annual meeting two weeks ago (BROADCASTING, March 31). Being weighed at the time were the relative advisabilities of seeking a legislative solution—in the face of a Congress that has expressed considerable hostility to broadcasting—or following the lead of Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), who had mounted a campaign of persuasion against the commission, seeking to have it reaffirm its traditional stance discouraging competing renewal applications.

The NAB feels, it is understood, that

pressures for legislation will not go unheeded at the commission, even if a push for enactment becomes ultimately bogged down. That development is not expected by the NAB strategists, who seem convinced that the antistrike-applications legislation can be passed if broadcasting's case can be strongly presented.

The possibility that more harm than good could come of a legislative attempt that subsequently failed, perhaps in a bruising floor fight, was minimized at the NAB. If opposition hardened to the point that a losing fight on the floor seemed imminent, it is unlikely that a committee chairman or floor manager of the legislation would commit the bill to battle and thus let matters get out of hand.

Meanwhile, it is expected, pressures on the commission for an improved policy on competing applications will continue unabated. At the same time, White House consideration of personnel changes on the commission (BROADCASTING, March 31) can also be expected to add pressures for reform.

WGCB attorney may receive court seat

The Washington attorney who is chief counsel for WGCB Red Lion, Pa., in its attack on the legality of the FCC's fairness doctrine, is expected to be named to a seat on the U.S. Court of Appeals for the District of Columbia.

According to reports circulating in Washington, Roger Robb, 61, will be nominated by President Nixon to one of the two vacancies on the Washington appeals court. The nomination must be confirmed by the Senate.

Mr. Robb represented WGCB in the argument on the commission's fairness doctrine heard by the Supreme Court last week. The case is one of two involving the doctrine that was argued. The other was brought by the Radio-Television News Directors Association, CBS and NBC (see page 101).

The Washington appeals court is of particular importance to broadcasters, since that is the court where appeals from most commission actions are taken. Over the years, it has acquired the reputation among broadcast attorneys of being sympathetic to the commission's point of view.

Mr. Robb, a Republican, is a native of Vermont, but he grew up in Washington, where his father served on the appeals court from 1906 to 1937. He graduated from Yale Law School.

He served as assistant U. S. attorney in Washington from 1931 until 1938, when he entered private practice. Since then, his clients have ranged the political spectrum from Communist Earl Browder, on the left, to Senator Barry Goldwater (R-Ariz.), on the right.

FCC grants waivers of interim CATV rules

In two separate CATV actions last week the FCC waived its hearing requirements for distant-signal importation into the top-100 TV markets and permitted "leapfrogging" of distant signals under its interim cable procedures.

Middlesboro TV Systems Inc., serving Middlesboro, Ky., was permitted by the commission to carry the distant signals of WBLG-TV Lexington, and either noncommercial WKSO(TV) Somerset, or noncommercial WKHA(TV) Hazard, all Kentucky. Since Middlesboro is in the Knoxville, Tenn., market (ARB ranked 77th), a hearing would have been required on its carriage of the distant signals. This provision of the rules was waived, in addition to the "leapfrogging" provision, which stipulates that when a CATV is more than 35 miles from any commercial TV station, in such a location it may carry distant signals so long as nearer stations of the same class (either classed net-

work, education or independent) are not bypassed.

In waiving this rule the commission permitted the selection of WBLG-TV over WLOS-TV Greenville, S.C.-Asheville, N.C., saying that the carriage of the in-state Lexington signal was preferable to an out-of-state signal.

In the Salinas-Monterey, Calif., market (ranked 60th), the commission permitted Southern Monterey County CATV, serving King City, to carry seven signals, five of which are distant. The commission waived its leapfrog provisions to permit the carriage by Southern Monterey of the following distant signals over closer Fresno, San Mateo, and San Jose stations: KNTV(TV) and KGSC-TV both San Jose; noncommercial KQED(TV), and KBYK-TV both San Francisco, and KTVU(TV) Oakland-San Francisco. The local signals Southern Monterey may carry are KSBW-TV Salinas-Monterey and KMST(TV) Monterey. Similar to the Middlesboro CATV case, the commission preferred in-market station as opposed to out-of-market station carriage by the California CATV.

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Canada's lawmakers eye TV coverage

Opening parliament to medium sparks debate over possible intrusion or valuable record

Members of the Canadian House of Commons are giving more thought these days to the possibility of letting television cover their proceedings. But, judging by the remarks of some MP's, a period of experimentation may first come before full coverage is allowed.

Not all members favor the televising of parliamentary proceedings, but some members seem to feel that such coverage could enhance the stature of parliament.

Don Jamieson, minister of defense production as well as president of CJON-AM-TV St. John's, Nfld. and also a former president of the Canadian Association of Broadcasters, told his fellow MP's that it was time to set up a committee to see whether the questions surrounding a visual record of parliament can be resolved. "You cannot turn back the tide in this matter," he said.

Robert Stanfield, leader of the opposition Progressive Conservative Party, said that he was concerned that

public discussions that are now having their impact on the Canadian people "are not those that take place in the House of Commons or in parliament but those that they see or hear on television or radio. In other words, I am concerned about the fact that what is going on now is downgrading parliament." He said that parliament had to recognize that if this situation continues, "parliament will become less and less important to the people of this country."

Mr. Stanfield admitted that all MP's were not in agreement on the solution, but said that he thought that "if what is going on now is allowed to continue, it will kill parliament as an effective deliberative institution in this country."

He said he was in favor of experimenting, perhaps by opening up a committee proceeding to radio or television.

Mr. G. W. Baldwin, a Conservative from Peace River, Alberta, said he was also worried that "an attempt is being made to diminish the role played here by the representatives of the people of Canada."

Donald S. Macdonald, president of the Privy Council, said he hoped that when the Standing Committee on Procedure and Organization was finished with the proceedings of the house and its committees, it might proceed to take up the question of broadcasting the proceedings of the house. He pointed out

that MP's now have immunity from the courts in anything they say within the house, and that some protection would have to be arranged for the media carrying these statements.

Robert Stanbury, parliamentary secretary to State Secretary Gerard Pelletier, said he favored televising Commons proceedings as a means of giving "new visibility" to democracy in Canada. David Lewis, deputy leader of the New Democratic Party, said he also favored the move.

A. D. Hales, a Conservative from Wellington, Ont., said the New Zealand parliament had been broadcasting, "either by radio or by television, its proceedings since 1936." In addition, he said, the Australian parliament had been broadcasting and televising its proceedings since 1946.

Ambrose Hubert Peddle, Conservative from Grand Falls-White Bay-Labrador, Nfld., said he was opposed to spending a lot of money to televise the Commons proceedings "when so many parts of Canada do not have even the basic radio and television services."

New ownership rules placed on Canadian CATV

CATV systems in Canada which were in operation before April 1, 1968, will have to comply with Canadian-ownership requirements by Sept. 1, 1970, State Secretary Gerard Pelletier said in Ottawa last week. Any applicant for a license to establish CATV facilities which were not in operation April 1, 1968, must meet the ownership requirements immediately.

Mr. Pelletier's new directives to the Canadian Radio-Television Commission came after a cabinet order made last month.

Among the modified requirements are these:

- Previous orders required that one or more Canadian citizens hold 80% of the voting shares of corporations having shares in a license-holding corporation. The new requirements permit a second holding corporation to hold shares, provided that 80% of its shares are owned by one or more Canadians.

- Under previous directives, all directors of license-holding corporations and eligible share-holding corporations had to be Canadian citizens. All directors of license-holding corporations still must be Canadian, but under the new directives only four-fifths of the direc-

CKLW told to drop its U.S. ownership

The Canadian Radio-Television Commission has given RKO General's CKLW Windsor, Ont.-Detroit one-and-a-half years to change from American to Canadian ownership or go out of business.

The result stems from a Canadian cabinet order of Sept. 20, 1968, which specified that the Canadian broadcasting system, composed of public and private elements, made use of radio frequencies that were public property and that the "system should be effectively owned and controlled by Canadians" (BROADCASTING, Nov. 25, 1968).

According to the cabinet order, CRTC said, Western Ontario Broadcasting Co., licensee of CKLW-AM-FM-TV "is not an eligible corporation for a license granted by the Canadian Radio-Television Commission." Western Ontario is owned by RKO Distributing Corp. of Canada Ltd., which in turn is owned by its American parent, RKO General Inc.

The CRTC action affects at this time

only the AM facility, because, under Canadian broadcast procedures it was up for renewal first. Presumably, when the licenses for CKLW-FM and CKLW-TV come up for renewal (expected later this year), the CRTC would take a similar action under its policy.

CKLW had asked to be declared exempt from the order at a CRTC license-renewal hearing in London, Ont. last month (BROADCASTING, March 17).

But, the CRTC said, had it recommended exemption to the cabinet, the commission would have had to satisfy itself and the cabinet that the action would not be contrary to the public interest.

CRTC said it found it could not do so after having given "careful consideration to . . . the programming of the station and the unique situation of this station and its relation to the Canadian broadcasting system."

CRTC noted a new cabinet order replacing the 1968 order, but said the new one does not change the eligibility of Western for a renewal or deny opportunity for compliance.

tors of an eligible share-holding corporation must be Canadian citizens.

▪ A former requirement that 40% of the total indebtedness of a broadcasting undertaking had to be under Canadian control has been dropped. But the CRTC still must be satisfied that Canadian control is not prejudiced through the holding of a significant portion of the outstanding debt outside Canadian control.

Hearings planned on Mexican treaty

Senate to put it on its calendar for immediate consideration

The U. S.-Mexican treaty governing those two nations' use of the standard radio band—signed late last year, but made public only last week—is now slated for Senate scrutiny later this month, following the Easter recess.

The agreement's broad outlines have been known since shortly after conclusion of negotiations in Mexico City last November (BROADCASTING, Dec. 2, 1968). It permits some 260 daytime-only U. S. stations to operate pre-sunrise on Mexican clear channels; provides for direct notification of the other party upon commencement of new operations; authorizes Mexican daytimers on U. S. clear channels to operate between sunset and 6 p.m. local time, and permits stations of both countries to operate on the other's clear channels during postsunset hours, using 500 w or less.

(This last provision has aroused the interest of U. S. daytime broadcasters, who are presently barred from just such postsunset operations by the North American Regional Broadcasting Agreement, to which the U. S. is a party along with Canada, Cuba and the Dominican Republic. It was indicated at last month's National Association of Broadcasters convention that U. S. daytimers will urge the FCC to accept the U. S.-Mexican agreement as new authority for postsunset operations, after the treaty is ratified [BROADCASTING, March 31].)

Included in the treaty, and specified for the first time last week, were exemptions for a number of "special cases."

The following U. S. stations have been authorized to increase their daytime power from 250 w to 1 kw, without prior consultation with the other country: in order of frequencies, KXO El Centro, Calif.; KORS Demming, N. M.; KSOX Raymondville, Tex.; KSON San Diego; KVOY Yuma, Ariz.; KVOU Uvalde, and KBEN Carrizo Springs, both

Texas; KFBR Nogales, Ariz.; KOBE Las Cruces, N. M., and KICO Calexico, Calif.

Also Mexican stations on 1230 kc, Ensenada, Baja Calif.; 1340 kc, Ojinaga, Chihuahua; 1340 kc, Ciudad Acuna, Coahuila; 1400 kc, Nueva Rosita, Coahuila; 1400 kc, Sabinas Hidalgo, Nuevi Leon; 1450 kc, Ojinaga, Chihuahua; 1450 kc, Valle Hermoso, Tamaulipas; 1490 kc, Ciudad Juarez, Chihuahua, and 1240 kc, Ciudad Juarez, Chihuahua.

Other U. S. stations may increase from 250 w to 1 kw only after special consultations with the other country. They include KDLK Del Rio, Tex.; KSFE

Needles and KWXY Cathedral City, both California; KVIC Victoria, and KOLB Port Arthur, both Texas; KOWN Escondido, Calif.; KYOR Blythe, Calif.; KOLD and KAIR, both Tucson, and KAWT Douglas, all Arizona; KIBL Beeville, and KVOZ Laredo, both Texas; 1240 kc, Globe, and KSUN Bisbee, both Arizona; KQIQ Santa Paula, Calif., and KRUC Tucson, Ariz.

Also Mexican stations on 1240 kc, Piedras Negras, Coahuila; 1340 kc, Mexicali-Baja, Calif.; 1340 kc, Nuevo Laredo, Tamaulipas; 1340 kc, Matamoros, Tamaulipas; 1450 kc, Ensenada-Baja, Calif.; 1450 kc, San Luis-Rio Colorado, Sonora; 1450 kc, Mag-



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The treaty also lists other special stations which fall within its geographical purview, but are exempt from its technical requirements. Most of these are carried over from the preceding U. S.-Mexican agreement.

The new ones include a Mexico City station on 1030 kc, authorized to operate at night with 20 kw with a directional antenna pattern that will protect WBZ Boston, the dominant station on that clear channel; a similar agreement on 1180 kc that will protect WHAM Rochester, N. Y., and new authorization for WGTO Cypress Gardens, Fla., to operate nighttime with 10 kw on 540 kc. WGTO, a 50 kw daytimer, had previously been prohibited from operating nighttime.

EBU blackballs company over soccer rights

The administrative council of the European Broadcasting Union (EBU), has forbidden all Western European TV companies—including Britain's Independent Television—from dealing with Worldwide Sports Ltd. Worldwide, a subsidiary of Associated Television, an ITV programming company, has bought the exclusive European TV rights to the World Cup soccer matches from Telesistema Mexico.

Last January, Robin Gill, chief of ATV and Worldwide, who negotiated the contract with Telesistema, offered the sole viewing rights in Britain to ITV programmers—pointedly excluding the British Broadcasting Corp. (BROADCASTING, Feb. 17). The BBC protested strongly, and so did the EBU, which claimed that because of an early agreement it made with the Mexican company, it alone had the authority to apportion viewing rights to the games among its members.

If the independent TV companies decide to defy the ban, they could face expulsion from the organization, which would also mean denial of facilities for live coverage in the event of another major European news story, like the Czech crisis. One ITV executive thought it likely that the dispute would have to be settled in court.

Greeks buy satellite stations from IT&T

Greece is joining the international satellite telecommunications network with its purchase of a large satellite ground station. International Telephone and Telegraph Corp. announced last week a \$2.8-million contract between the

Greek Telecommunications Organization (OTE) and ITT Space Communications. The new ground station will have an antenna 33 yards in diameter.

Previously two ITT European subsidiaries received contracts totaling \$4½ million to supply telephone equipment to the Greek administration in its current communications modernization program.

How TV traffic on satellites rises

Comsat cites gains on overseas circuits, plugs domestic system

Television's use of communications satellites tripled in 1968, to 666 hours, compared to 225 hours in 1967, the Communications Satellite Corp. reported last week.

And, Comsat noted in its annual report, TV rate reductions for both Atlantic and Pacific satellites are expected to double this volume according to broadcast estimates (BROADCASTING, Feb. 24, 10).

The unusual climb in TV usage. Comsat explained in its yearly report to the President and Congress, came from such special events as the Olympic games in Grenoble (France) and Mexico City, the U.S. political conventions, and the presidential election. The summer Olympics from Mexico, it noted, resulted in 230 hours of TV use, by far the largest block of time for TV since 1965, when Comsat began operating its trans-oceanic satellites.

Television's 666 hours, however, accounted for only 2% of the total use of the satellites in 1968.

Comsat also continued to urge that a prompt start be made in a domestic satellite communications system, and that Comsat be authorized to provide the facilities and manage the system on an interim basis pending a final decision on ownership and operating authority.

For the calendar year 1968, Comsat had a net income of \$6.8 million (68 cents a share) on operating revenues of \$30.5 million and income from investments and other sources of \$10.3 million (BROADCASTING, March 3).

Meanwhile, nominated for election as Series 1 (public) directors at Comsat's annual meeting May 13 in Washington, were Joseph H. McConnell, president of the Reynolds Metals Co., Richmond, Va., and one-time president of NBC, and Philip W. Buchen, Grand Rapids, Mich., lawyer who served as an adviser to the U.S. delegation at the International Telecommunications Satellite Consortium conference in Washington that ended last month.

Oscars go worldwide via TV

This year's Academy Awards presentation telecast will be distributed worldwide for the first time. Mexico and Canada will receive the telecast live and in color. A total of 30 other countries will be serviced by means of color video tape or color film or black-and-white kinescopes. ABC Films Inc., under an agreement with the Academy of Motion Picture Arts and Sciences, is handling worldwide distribution. ABC-TV will carry the Oscar awards live and in color from Los Angeles on April 14th. Countries signed to receive the awards program are: the United Kingdom, Australia, Mexico, Korea, Venezuela, Argentina, Austria, Greece, the Netherlands, Finland, Italy, New Zealand, Uruguay, Chile, Costa Rica, Guatemala, Panama, Nicaragua, the Dominican Republic, Ecuador, El Salvador, Honduras, Norway, Spain, Portugal, Belgium, Switzerland, Thailand, Singapore, Hong Kong, the Philippines and Canada. It is possible that several other countries may contract for the telecast before the event takes place.

Yorkshire has bad break

Britain's Yorkshire Television, which began operations last summer, went off the air March 19 when its 1,265-foot antenna at Emley Moor collapsed under the accumulated weight of tons of ice. The breakdown has already cost the company something like \$180,000 in advertising revenue, and advertising rates have been cut by 50%. Service may resume in four weeks.

Abroad in brief:

Bates boost in billings ■ The 10 European agencies of Ted Bates & Co. have added \$4.8 million in new billings in the last six months. Members of the Bates International-Europe group have picked up new assignments from Mars Inc. in Belgium and in the Netherlands, from Olympia typewriters in Belgium and in England, from Geigy chemical in Italy and Tuborg beer in Denmark, plus a number of new assignments from local advertisers. Bates has total worldwide billings in excess of \$334 million. More than \$75 million of its billings is in the Bates International-Europe group.

NBC entries in CBC fall schedule ■ NBC International announced its first sale of two new half-hour NBC-TV fall series—*The Bill Cosby Show* and *My World and Welcome to It*—to the Canadian Broadcasting Corp. for its 1969-70 night-time schedule. In addition, *Bonanza*, which is returning for its 11th season on NBC, has also been sold to the CBC and will begin its ninth season on Canadian television.

Appraisal of land-mobile needs

SRI report blames FCC, user groups for poor management, suggests ways to relieve congestion

The FCC has been cited by the research organization it retained as the chief reason there are so many land-mobile radio user complaints about spectrum congestion. The commission and the user groups on which it relies for spectrum-management assistance simply lack the proper tools to do the necessary management job, according to Stanford Research Institute.

And if the commission adopted and properly implemented a plan of intra- and interservice sharing of land-mobile frequencies, it could "eliminate" most of today's channel-congestion problems, SRI says.

These findings in an interim SRI report released by the commission last week thus parallel the preliminary findings SRI submitted to the commission two months ago on a confidential basis (BROADCASTING, Feb. 17). As such, they are certain to cheer broadcasters opposing commission proposals to make spectrum space now assigned to UHF television available to land-mobile radio.

These proposals are based on the assumption that, although some relief from spectrum congestion can be obtained through tinkering with management procedures and utilization of technological developments, significant relief can come only through some form of spectrum reallocation.

Broadcasters, reluctant to give up any portion of the spectrum assigned to their services, have argued that the basic problem is inefficient management, not lack of spectrum space.

And SRI, in one of its key findings, states: "This study has shown that, while a significant number of land-mobile users currently operate under channel-saturation conditions, many others operate under low channel-occupancy conditions. The distribution of users among the land-mobile channels has been found to be seriously inequitable."

SRI stresses that its study is limited to developing recommendations of optimum ways of utilizing the channels now allocated to land-mobile use. But at one point, in its two-volume report, it says that if additional spectrum space is allocated to land-mobile under current management techniques, it probably

would soon be as "inequitably distributed as the present spectrum."

SRI was retained by the commission last June as part of an increasing effort to solve its land-mobile spectrum problem. SRI was to make a study of interservice sharing of land-mobile radio channels and frequency-assignment principles, and to issue a final report in 12 months.

The interim report was based on studies conducted in Los Angeles and Detroit, two areas where land-mobile radio is in large-scale use. A similar study is underway in New York City. The data collected there will be included in the final report.

SRI took some of the edge off its criticism of its client by asserting that "it is clear that the FCC has not been provided with the resources for adequate management of the land-mobile radio spectrum.

"Although it is not within the scope of our study," SRI added, "it is our over-all conclusion that the lack of these resources is the key reason for complaints of congestion from land-mobile users. Unless this lack is remedied, the complaints of land-mobile users will continue to increase in quan-

tity and intensity."

SRI found considerable fault with the adequacy of commission records, and said it found "no meaningful relationship . . . between the number of users licensed by the FCC for a channel and the actual occupancy of that channel." It said the message structures of users appear to affect channel occupancy more than the number of users on a given frequency.

SRI recommends that the commission develop a regional system, based at large urban centers where channel congestion is confined, to implement SRI's proposed plan of intra- and interservice sharing of land-mobile channels. The commission, it said, "must give serious consideration" to employing regional managers, monitoring systems and staff.

The principal functions of the regional units would be to monitor use of land-mobile channels, identify channels with high and low occupancy, reassign users to relieve congestion, and to equalize channel loading and assign new users to low-occupancy channels.

Monitoring is the critical element in the SRI plan, as it was in its studies of actual land-mobile use of channels in Detroit and Los Angeles. SRI employed

CBS News takes wraps off secret laser process

The Defense Department has lifted, at least partially, the lid it has been keeping on a new high-speed, high-resolution photographic process developed by CBS Laboratories and being used in aerial reconnaissance of North Vietnam.

From word that leaked out months ago, the system is known to employ laser beams in recording images on film that is developed electronically and provides—in seconds—printed pictures whose resolution is said to be several hundred times that of home television ("Closed Circuit," July 1, 1968).

The electronic components of the pictures are transmitted by military satellite from Vietnam to a base in the Washington area for delivery to Pentagon officials less than half an hour after the pictures were made.

CBS News announced last week that

a special military communications satellite network, called Compass Link, that speeds the reconnaissance pictures from Vietnam to Washington would be shown in operation on CBS-TV's *21st Century* next Sunday (April 13, 6-6:30 p.m. EST).

Other sources said that although the Defense Department had given its approval to the showing on *21st Century*, it was still maintaining silence about such basics as the high quality of the resolution and detail in the pictures.

Dr. Peter C. Goldmark, president of CBS Labs, whose intelligence-systems department developed the technique, said last week that it has no applications in television but indicated it could have far-reaching effects in the print media by providing virtually instantaneous transmission of high-quality pictures for use in magazines and newspapers.

The system reportedly is in daily use in Vietnam and works equally well with both color and black-and-white.

scanning-receiver equipment, adjusted to sweep through 5-mc blocks of spectrum every one-half second for five-minute periods, in conjunction with a computerized data-processing system.

SRI said the commission could either acquire its own equipment or continue using the SRI mobile laboratory. Using monitoring data and updated and expanded license files, the commission could resolve congestion, SRI said. It suggested that the commission begin with "the most congested channels and progress toward an equitable distribution for all users."

It suggested this sequence:

- Look within the appropriate service for unassigned channels.

- Look at other services for unassigned channels.

- Look within the appropriate service for low-occupancy channels.

- Look at other services for low-occupancy channels.

SRI said the critical functions in its proposed plan can be undertaken with no significant new studies and with the application of available technology and management principles. However, it said implementation will require use of personnel with additional skills in data processing as well as sufficient reorganization to accommodate regional spectrum management. It also said new monitoring equipment may require ad-

ditional staff and personnel training.

SRI said that during the remainder of the period of its contract with the commission—through June—it would explore further the details of the national and regional systems it says are needed for improved spectrum-usage efficiency in the land-mobile services.

The interim report further indicates the problems its plan is meant to solve.

In Detroit, for instance, SRI found that on some 5% of the channels in three public-safety services—highway maintenance, forestry conservation and police—80% to 100% peak-usage levels are shown. When this high usage is viewed with the availability of low-usage channels (those with occupancy below 40%), SRI said it would appear "that an equitable distribution of users across the available channels has not been achieved."

In another example cited by SRI, 49% of the railroad-service channels revealed no occupancy at all. The peak-usage levels for 42% of those channels are shown to be between 0% and 20%. "In theory," SRI added, if the users of the remaining 9% of the channels were redistributed among the 0% to 60% peak-usage channels, 49% of the railroad service's channels in Detroit would be available for further use."

SRI, in criticizing the commission's management techniques, is taking direct

aim at user groups and their frequency coordinators. With the aid of manufacturers representatives, these groups do a significant amount of the spectrum management and spectrum engineering performed for land-mobile users.

SRI said the groups have emerged "because of necessity and because no other agency, including the FCC, has been able to accomplish the needed regional spectrum-management task.

SRI does not recommend "a revolutionary departure from present procedures"; it says the present procedures could evolve into a regional management capability. But SRI makes clear its view that the user groups as now organized cannot do the job.

"Radio-spectrum problems have become so acute in large urban areas and the task of performing the required regional frequency engineering and management has become so complex that the user groups do not have the resources, the capability, or the basic mission to solve these problems or to perform the task effectively," SRI said in summarizing its findings.

"The diverse interests and goals of the user groups, their limited intergroup coordination, their lack of common procedures, their limited resources, and the absence of a common management system among them all," SRI adds, "indicate that they are inadequate for solving the regional spectrum-engineering problems of the land-mobile services."

SRI found the FCC "data base"—the fund of information on which the commission makes its allocations decisions—seriously deficient. It said it found twice as many channels occupied in Detroit as reflected in the "data base."

SRI also found these faults with the commission's compilation of its data base: the time required ("currently several months") to convert a license record into a digital format; the commission practice of keeping on its books for the entire five-year license period land-mobile radio users who have discontinued their service (SRI refers to them as "user dropouts"); lack of specific geographic designations of users; lack of information required on such matters as antenna type, antenna radiation pattern, and features near the antenna that might affect that pattern.

SRI, as it indicated in its preliminary findings, also found that over-designed land-mobile systems have contributed to the problem of spectrum congestion. Such systems, SRI said, cover larger areas than required, and "unnecessarily limit the extent of geographic sharing of channels."

SRI said the commission should impose "reasonable coverage limitations on each land-mobile user." But to accomplish this, it said, more accurate and

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comprehensive license records are essential.

The SRI report was a direct bearing on the two commission proposals aimed at relieving land-mobile radio's spectrum-congestion problems. One would permit land mobile to share the seven lowest UHF channels (14-20) on a geographic basis; the other would set aside 115 mc between 806 and 960 mc, which includes UHF channels 70-83, for land-mobile use.

Reply comments in the proceeding were to have been filed March 31. However, after deciding to release the SRI interim report, the commission postponed the deadline until April 30, so that those persons filing could make use of the SRI findings in preparing their comments.

For want of a healthy gerbil . . .

Mutated pets living next to TV set may cause another X-ray scare in Congress

If the great color-TV X-ray scare of 1967-68 comes back to life, blame can be placed on a pair of gerbils owned by the children of a congressman's sister. The hamster-like animals had a normal litter, reported Representative Edward I. Koch (D-N.Y.), but after being placed next to the family's color set they produced two litters in which one gerbil in five had a leg missing.

Congressman Koch said he wasn't sure that the TV set had caused the mutations, but the matter was "worth looking into."

A check on the government's programs to protect consumers against harmful X-radiation, he said, showed the FCC's file "currently inactive." The Public Health Service, under legislation that resulted in part from release into distribution of a large number of color sets with faulty shielding, has been setting up standards and inspection routines for new sets in production, he noted, but the PHS is doing nothing about sets in use that are emitting X-rays as a result of deterioration or faulty manufacturing, the congressman charged in a news release.

"If some color sets emit no measurable radiation," he said, then it should be possible to "manufacture all sets so that their viewers are not subject to radiation dangers."

Congressman Koch was joined in his statement by Representative Benjamin Rosenthal (D-N.Y.), who has been active in consumer matters in the House. Mr. Koch was elected last year to a first term from Manhattan's "silk-stocking" district, which contains the head-

quarters of the three major networks, several broadcasting group owners and a good portion of New York's advertising fraternity.

(Industry standards on set radiation accept slight amounts of "soft" X-radiation—0.5 milliroentgens per hour at a distance of five centimeters from any surface of a receiver. This amount is said to be only slightly more than normal "background" radiation. Scientific witnesses testified during hearings on the radiation-control law now on the books that radiation intensities much higher than the permitted level would have to be maintained on immobilized portions of the body for hour after hour to result in even a "threshold" reddening of the skin. Long-term genetic effects were less predictable, it was said, but a hypothesis that low-level radiation was cumulative in its effects has been questioned as a result of research on mice conducted at the Oak Ridge, Tenn., atomic-research facility.)

A PHS survey of sets found two of 1,124 tested that exceeded 12.5 mR/hr (BROADCASTING, March 18, 1968).

Collins board rebuffs Electronic Data take-over

Collins Radio Corp., New York, announced last week that its board of directors have voted unanimously to "oppose vigorously" a proposed exchange offer from the Electronic Data Systems Corp., New York.

Electronic Data, with sales of \$7.7 million in its latest fiscal year, announced two weeks ago it was interested in acquiring 51% of Collins Radio, which had sales of \$447 million in its latest fiscal year. Electronic Data offered to exchange common stock with a market value of \$54 for each Collins common share, but said it would not exchange more than 1.5 shares of its stock for each Collins share.

Arthur A. Collins, president, said none of the company's officers or directors would accept the offer of Electronic Data.

He called the proposal "hostile to the interests of the company and its stockholders."

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Cameras are stars of the NAB show

Exhibitors with new color chains draw biggest crowds during three and half days of meeting

There were many pieces of equipment that caught the eyes—and the pocket-books—of broadcasters at the NAB convention last month, but the single item that had massed spectators at every exhibit area showing them were the color-TV cameras.

Of special interest were the newer cameras that held out the promise of light weight and higher quality color rendition.

Notable was the fact that virtually all color cameras are now using the Plumbicon tubes, introduced for the first time in 1965.

For the cameras a number of exhibitors showed new lenses, pedestals and other accessories.

Full color at 10 foot-candles is how Commercial Electronics' promoted its fully transistorized, 70-pound Model 270 field camera, which also operates at 40 foot-candles at f 8, and contains three Westinghouse SEC vidicons. Price is \$28,800.

Commercial Electronics also highlighted its low-lightfield, black-and-white cameras, with the MB-25 containing a vidicon plus a single-stage image intensifier, at \$23,000, and the DK-24 containing only a vidicon tube at \$9,800.

International Video Corp. showed its new IVC-300 "Maverick" color camera, weighing only 65 pounds, which is capable of being used as a studio or field instrument. Using three Plumbicon tubes, the camera comes with Varotal XX, 10:1 zoom lens, and a 9-inch viewfinder. It is priced at \$29,500.

Principal International Video Corp. feature was its IVC-2000 color camera that sells for \$72,000 with three Plumbicons (\$76,000 with four Plumbicon tubes). The camera features lightweight, direct-imaging optics, pre-aligned prism assembly, interchangeable zoom lens packages, with lenses mounted inside the camera, making it 29-inches long, with zoom lens. It is 15×15 inches in height and width, and weighs 160 pounds without zoom lens. The viewfinder is demountable and can be operated up to 30 feet from the camera.

Philips demonstrated its 70-pound PC-100 color camera, containing three, 1-inch Plumbicon tubes, and using

digital control techniques. The camera comes with a removable 7-inch viewfinder that is capable of being tilted and rotated. The camera lens, designed for the 1-inch color-tube format, comes with a zoom range of 14mm to 140mm, at f 1.8. A significant feature provides for multiplexing all signals from or to the camera on small-diameter triaxial cable. Price is \$84,850.

Philips "Minicam" PCP-90 portable color camera, digitally controlled, is equipped with three, 1-inch Plumbicon tubes, and operates with thin-diameter triaxial cable, as does the company's studio PC-100. The portable, however, may also be battery-driven to supply monitors and video-tape recorders without base station cables. In the wireless mode, the camera can be controlled from as far away as 30 miles, according to the company. The PC-90 processes all its color signals in the backpack, carried by the cameraman. The camera head is 17×17×4 inches and weighs 18½ pounds; the backpack, 15×15×7 inches, weighs 32 pounds with battery. It sells for between \$97,000 and \$139,000.

Featured by RCA was its TK-44A, three-Plumbicon color camera, shown for the first time a year ago, with shipments beginning last February. The TK-44A camera includes a special filter that permits amplification of high-frequency details without an increase in noise. Pictures of broadcast quality are possible at only 15 foot-candles of light, RCA said. A further feature, termed "Chromacomp," is used in conjunction with the light splitter to capitalize on the new extended-red-sensitive Plumbicon tube used for the red channel. The TK-44A is priced at \$72,000.

Exciting interest was RCA's single-tube color camera, shown for the first time last November. Although designed primarily for closed-circuit use, the camera is being sold as part of the complete PFS-710 color-TV film system, which also includes 16mm and slide projectors and a multiplexer. The system, including an electronic viewfinder, is priced at \$9,850. A stripped-down version of the one-tube camera, without viewfinder, is priced at \$6,500.

Sarkes-Tarzian's Polychrome III col-

or-TV camera with three Plumbicon tubes was claimed to be the versatile zoom and focus unit demanded in quick horizontal and vertical scan operations. The processor coordinates all modules as plug-ins, and it eliminates multiple coax connectors between modules and relies on fixed connections. The unit is priced between \$65,000 and \$70,000.

The first color-TV camera bearing the Visual Electronics name is the \$68,000 VP-3 three-Plumbicon camera for studio and field use. With a plug-in, 7-inch viewfinder, the camera uses integrated circuits and silicon solid-state devices, is of reduced size (11×17½×24-inches) and weighs 90 pounds.

Albion Optical Co. featured its Varotal XVIR television lens (\$13,780) for the Philips PC-70 color camera. With a 16:1 variable focal length lens, the XVIR is adaptable to present and planned color cameras of all major manufacturers. The XVIR has quick-release interface mountings to match it to specific cameras, with appropriate removable rear optical component subassemblies. Manual or servo control is available. Accessories include lenshood, close-up attachment, zoom preselect unit, focus preselect unit and range converter.

A giant, 100:1 zoom lens (18mm to 1,800mm focal length range) was shown by Angenieux Corp., made especially to operate with the Plumbicon tube. The lenses are usually sold to camera manufacturers who have to modify their cameras somewhat to accept the lenses.

Introduced by Canon U.S.A. Inc. was the P17×30B1, a 17 power zoom lens for Plumbicon color-TV cameras. The lens has a focal-length range of 30mm to 500mm. The maximum relative aperture between focal lengths up to 395mm is 1:2.2; 1:2.8, at 500mm. It is designed for low light-level performance.

Tele-Cine showed the Schneider TV-7 Variogon, 11 to 1, f 2.1 zoom lens (18mm to 200mm focal length) for the RCA TK-44A color camera. Optional are quick-change range extenders, close-up adaptors and a disascope test protector.

Davis & Sanford Co. displayed its cradle head and ETVG-W tripod

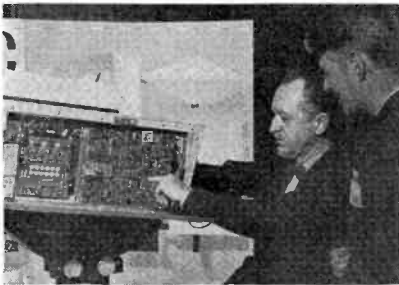


RCA's C. Korivhak (l) points out some of the new features of the TK-44A color camera to Fred D. Edwards, di-

rector of engineering for noncommercial WQED(TV) and WQEX(TV) Pittsburgh, Pa.



Ray Price (l), Visual Electronics product engineer, explains the features of the new VP-3 three Plumbicon color camera, to Virgil D. Duncan, chief engineer, WRAL-TV Raleigh, N. C.



Glen Akins (l), ABC manager, facilities group, western division, checks innards of International Video Corp.'s new three-tube color camera with Gerald Hobbs, IVC senior engineer.



Details of Philips' PC-100 three-Plumbicon color camera are explained by Anthony Pignoni, director of video products marketing (l) to Allen Solomon, president of Eastern Video, Miami.



Demonstrating the Listec O. B. type 525 camera dolly to Jim Muehlenbeck (r), owner of WLEW-AM-FM Bad Axe, Mich., is Listec's Jack Littler.



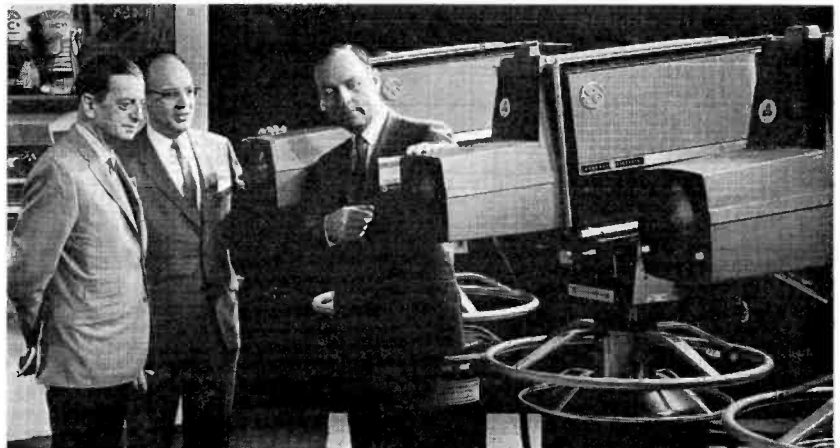
Edward D. Cervanek (l), operations director, WEWS(TV) Cleveland, watches as John Landre, marketing manager, demonstrates Commercial Electronics' model 270 color camera.



Alfred Garshick (l), chief engineer, Boston Insulated Wire and Cable Co., shows J. E. Thompson, CFCF-TV Montreal, the firm's new camera cable.



A Plumbicon yoke assembly is explained to Roy W. Pratt (r), chief engineer of WHO Des Moines, Iowa, by Cleveland Electronic's David Kingsley.



Representative Alvin E. O'Konski (R-Wis.) (l) whose WAED-TV Rhinelander, Wis., was severely damaged last November when an airplane struck the station's antenna tower, is shown looking over some of the GE color TV cameras he

bought. With him are James M. McDonald (c), general manager of GE's Visual Communication Products Department, and Vernon H. Russel (r), of General Electric's district sales office in Chicago.



Joseph G. Merkwaz (r) of American Enka's Brand Rex Division tells John R. Novak, assistant chief engineer, Temple University, Philadelphia, that his firm's 78-conductor mini-camera cable uses new military insulation.



Edward Resk (r), vice president, Davis & Sanford, shows his firm's cradle head and tripod to D. R. Taylor, chief engineer, KOLN-TV Lincoln, Neb.



Tom Moore (l), WCTU-TV Charlotte, N. C., examines Albion Optical's Varotal XVIR lens for the Philips PC-70 color camera while Albion's Jack Keyes explains its features.



Canon U.S.A. low-light TV zoom lens is described to Leo Reetz (r), ABC engineer, New York, by Haruo Odagawa, Canon chief engineer for TV products.

(\$470). The cradle head features adjustable pan handle, friction drag adjustment of tilt and detachable camera screw to quickly line up the camera with the head. The tripod has a self-locking gear mechanism, split-color lock for leg extension, ball-bearing wheels with positive lock of both wheel and swivel, and a gear-driven elevator column which slides on nylon sleeves.

Listec Television Equipment Corp. displayed its Vinten O.B. camera dolly (\$6,000), featuring tubular steel chassis, Ackermann steering linkage, rear-pivoted jib assembly and a platform pan-and-tilt head capable of full 360-degree rotation.

Power-Optics featured its new high-low P-10 camera pedestal with a servo-assist accessory unit for fast elevation. Price is \$6,200.

The Hercules cam-link pan head was featured by Quick-Set Inc. Selling at

\$260, the new springless head holds loads of up to 80 pounds and features a "quick-on" mounting plate that incorporates a rigid, safe-locking device.

TV-81N miniature color-camera cable was introduced by Boston Insulated Wire & Cable Co. Designed for applications requiring a light-weight cable, it is compatible with standard TV-81N cable since the cable configurations are identical. The new miniature cable is priced at \$3.50 per foot.

The Brand Rex Division of American Enka Corp. featured its 78-conductor mini-camera cable, using new military insulations. The cable sells for \$2 per foot and is 30% lighter than ordinary cable.

Optical Coating Laboratory displayed a striped dichroic filter for color-television camera applications and color separation. A set of two filters sells for \$500.

TV automation proves successful

Gear between camera and transmitter has many improvements

Obvious to TV broadcasters during the NAB show was the trend to automation in the television field. Several manufacturers showed completely automated installations that would permit a full day of TV operation, virtually unattended.

But many more of the firms, as well as those displaying full-scale systems, presented equipment designed to provide semi-automatic operations—especially for station-break time when switches must be made instantaneously from network to slide-to-film chain to tape recorder.

Also noted by television-production and engineering personnel were special effects and titling machines, image enhancers, color analyzers, and, of course, color monitors.

Alma Engineering displayed its model 6502 video-production switcher (\$9,500), featuring 20 inputs and six outputs. The 6502 provides the capability to fade mats or keyed titles in or out, dissolve to or from split-screen effects and inserts, and super titles over effects.

Ampex Corp. exhibited its RA-4000 random-access programmer (\$26,000), which includes a control console, one or more VR 2000 recorders with Mark III electronic tape editors and a time-code generator, which may be used for several systems. The system records a unique address to identify each television frame. Readout of the address is in hours, minutes, seconds and frame number. It allows full- or semi-auto-

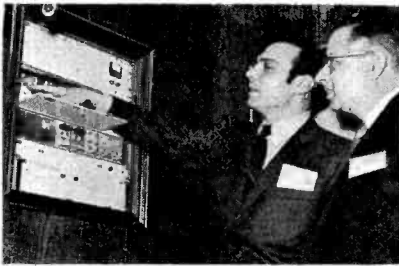
matic control of the VR-2000 and desired addresses can be called for by manual keyboard or computer entry. It allows VTR search, cue and synchronizing in one automatic sequence.

Ampex Corp. also showed its new automatic television switching and control system, consisting of a console-mounted control panel, a rack-mounted audio/video switcher and a control computer. The system utilizes standard ASCII digital code, allowing compatible, direct interchange of data to local or distant teletypes or computer terminals for billing, and sales availability and other business transactions. It also features an alphanumeric character generator, electronic editing with manual over-ride, automatic indication of invalid commands and an optional associated card system enabling tape, film and slides to be entered into the computer for program assignment.

Applied Electro Mechanics Inc. introduced the AEM-VKA-1 keying amplifier (\$895), for video keying functions. Other uses include double-entry switching, titling by video insert, permitting remote or added studio switching systems, keying color into monochrome scenes using the CGB-1 colored burst generator and adding live backgrounds with black or chroma keying.

Andersen Laboratories Inc. displayed its chrominance delay equalizer (\$525), a device used to replace trim cable at the output of a distribution amplifier. It allows 360 degrees of chroma-phase shift with a continuous vernier of 180 degrees.

Andersen also showed a zero studio delay (\$7,500), which allows direct switching from a camera or other source to a second source which has been routed through a separate studio. It permits dissolving, wiping and other special effects normally restricted by



Paul Milazzo (l), manager of TV products for Tracor Inc., shows the TV sync system to Ted Goldsmith, chief engineer, WJZ-TV Baltimore.



Quikset's Hercules pan head is demonstrated for John W. Ralle (l), engineer and Donald Freeman (r), chief engineer of non-commercial WUST-FM-TV Tampa, Fla., by Art Weber, Quikset sales representative.



Zoomar showed Gardner Laboratories' TV Colorgard 11, here being demonstrated to Jim Verrindor (r), senior applications engineer, International Video Corp., by Gardner design engineer Thomas J. Keane.



Bern Levy (l), motion picture sales manager for Angenieux Corp., operates the 100:1 (18mm to 1800mm) zoom lens for Edwin R. Huse, WKHM-TV Jackson, Mich.



Abe Jacobowitz, Riker Video national sales manager, describes the series 4000 video switcher to Jim Perkins, operations supervisor of WJW-TV Cleveland.



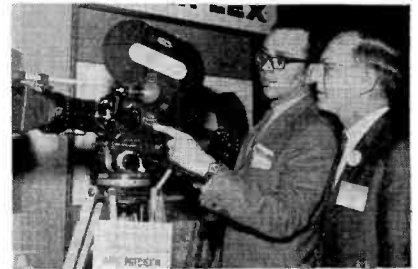
George E. Devault (r), WKPT-TV Kingsport, Tenn., watches as Richard Wallas, vice president, Harwald Co., uses teletypewriter machine, an integral element of company's \$150,000 Mark II Mediatron automated operation system.



Bill Zillger (r), chief engineer, noncommercial WMFE-TV Orlando, Fla., asks for a briefing from Standard Electronics' Joseph S. Hearn on the possibilities offered in the use of the AH-614 10 kw TV amplifier.



Allen Witheridge (l), Ward Electronic Industries' system engineer, explains to H. F. Abfalter, chief engineer, KOCO-TV Oklahoma City, the possibilities offered by the TS-215 semiautomated preset switcher.



Arriflex representative Bruce E. Harris (l), explains the fine points of the Arri precision exposure control system for the Arri 16BL cameras to Robert A. Frase, director of engineering, WMC-AM-FM-TV Memphis.



Spindler & Sauppe's Jim Hulfish (r), shows Ed Segal, general manager, Capitol Glogau, Washington, solid-state dynamic dissolve system for paired 2x2 slide projectors.



Bruce Walkin (r), general manager of Front Projection Corp., points out main features of Studio 45 system to Hobart Paine, chief engineer, KUAT-AM-TV Tucson, Ariz.

delay problems.

Displayed by Ball Brothers Research Corp. was its TCB-14R color monitor (\$1,925). Featuring a 14-inch display, the monitor fits into rack space measuring 10½ x 19 x 18 inches. Optional features include factory-installed pulse cross and/or two switchable video inputs.

CBS Laboratories highlighted its new image-enhancer system that is used to sharpen TV signals automatically. Selling for \$3,500, the system incorporates a "crispended-comb" circuit that sharpens images without affecting color or causing noise. A companion "Dynamic Presence Equalizer" enhances audio signals to TV and radio home receivers by eliminating frequency distortion and maintaining sound clarity. This unit sells for \$1,000.

Central Dynamics showed its APS-510 automatic programing system that includes equipment for picture and sound switching, telecine operation, a logic system to drive switchers and ma-

chine controls, and a cathode-ray tube display system. A full-scale system costs between \$90,000 and \$100,000.

Cohu Electronics featured its 9300 series 21-input, solid-state video-switch system, that provides automatic sensing circuits to protect against nonsynchronous dissolves. The complete system sells for \$28,000.

Conrac featured its RHA-19 transistorized 19-inch color-video monitor, built to mount in racks or for mounting on pedestal or ceiling. It features stability, long life, low power drain (250 w) and a minimum of heat. Price is \$2,700.

Dynair Electronics Inc. displayed its VS-121B-RS remote-controlled video switcher-fader with preview output (\$2,150). Specifically designed for the small studio, it features controls for fade-in, fade-out, lap dissolve and super-imposition; instantaneous trouble-free switching, and six noncomposite and six composite camera inputs.

Also shown by Dynair was the SE-

260A Mini-Split special-effects generator (\$550), which can produce a single electronically combined video signal from two synchronous sources, with inserts from each of four corners, internal and external key, and full vertical and horizontal wipes. The compact unit can be used with standard switchers as a separate unit or it can be custom-installed into program-switcher panels.

GE introduced a new solid-state video production switcher, the TS-300-A, consisting of modularized "building blocks," capable of handling 40 inputs. It employs computer logic and, with the company's TS-301-A video distribution switcher, is aimed at completely automating TV stations. The control panel has integrated circuits, on-air tally lights on all inputs, and contains complete provisions for special effects.

The Mark II Mediatron System was demonstrated by the Harwald Co. Using a computer and a teletype, the Mark II Mediatron is able to compile



Joe Ryan (r), sales representative of Sarkes Tarzian, points out the intricacies of the Polychrome 111 TV camera to New York State University personnel Jerry Jones (l), TV department chief engineer, and facilities manager, John Angus (c).



Bob Swanson (l) of Telesync Corp. discusses the operation of the horizontal-vertical crawl device with William Dixon, chief engineer, non-commercial WSIU-TV Carbondale, Ill.



Visual Electronics' video switcher is the attraction for Leo M. MacCourtney (l), general manager, and Robert B. Good Jr. (c), chief engineer, both of WLYH-TV Lancaster-Lebanon, Pa., as Chet Siegrist, Visual sales engineer, describes its features.



Robert Lynch, Grass Valley northeast sales manager (l), notes the features of the company's video switcher to Ron L. Renaud (c) and John F. X. Browne (r), both of Browne Associates, consulting engineers, Detroit.



Prospective programing is being discussed in terms of the Television and Computer's data control TV broadcast program system, by Thomas Murtaugh Jr. (r), TCC technician, and Otis Freeman, vice president, WPIX(TV) New York.



Robert Fletcher (l) of Andersen Laboratories shows the chrominance delay equalizer and zero studio delay to Steve Carr (c), chief engineer, and Glade Brable (r), engineering supervisor, both of RME Productions, Columbus, Ohio.



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camera to
effectively meet
field requirements
... without
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studio productions alive with color realism



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color
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makes the
3-tube concept
better
than ever!



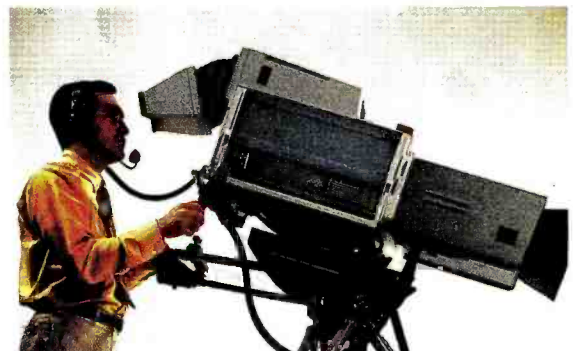
For studio or field use, there's simply never been a television camera that captures the color, the excitement, the crisp detail of all the action the way the new Visual VP3 does. Incorporating all of the performance-proven concepts that have made three-tube plumbicon* design the *accepted* approach to live color pick-up, the VP3 achieves new levels of quality, sensitivity and simplicity.

Here is the first color camera to assure studio performance under any conditions in the field. It's the smallest, lightest general-purpose color camera on the market. It is extremely simple to set up, and gets you on-the-air faster . . . in the studio or on location.

But it is quality that really sets VP3 apart from anything else in the industry. The unique contour enhancement concept produces those live, snappy, brisk colors — without noise — that makes a solid success of both studio and field pick-up, even at low-light levels or high-contrast ranges.

Optimum color quality, maximum sensitivity, and extreme simplicity are the principal features of the new Visual VP3 Color Camera. The latest integrated circuits, solid-state devices, complete new optics, parallel yokes, EMI printed-circuit yokes, and temperature-compensated gamma circuits are incorporated . . . producing a camera that combines ideal broadcast quality with unmatched long-term reliability.

That's VP3. The advanced color camera from Visual!

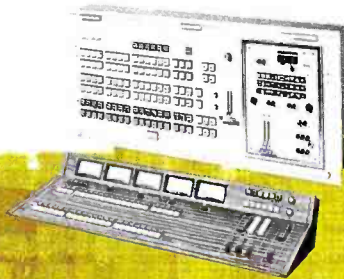


model VP3 color camera

...rounding out
Visual's
total-systems
line of
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equipment.



Systems-integrated *Custom Audio and Video Switching* . . . providing superior performance, long-term reliability at KIRO, Seattle, Washington.



Custom Audio and Video Switching . . . providing superior performance, long-term reliability



Visual Video Tape Recorders, precision equipment with the latest state-of-the-art electronics for performance second to none.



Ultra-stable *Visual Color Sync Generator* to eliminate color-lock loss of VTRs.



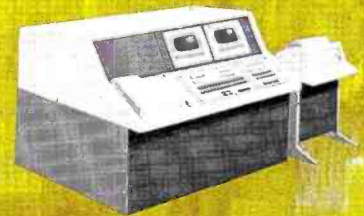
Color Replacement Tubes from EEV . . . superior color-matched 3" image orthicons, or 4 1/2" I.O.s with matched sets of electrostatic focus vidicons.



Visual UHF Transmitters . . . incorporating solid-state, integrated-design driver, and a stable 5-cavity klystron.



Information Display Systems . . . bringing a new order of flexibility and economy to television titling, storage, and retrieval.



Visual Digital TV Program Control . . . for advanced performance, optimum reliability.



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Optical Coating Laboratories' Dick Sharman (l) shows the striped dichroic filter for color TV to Clinton Mangum of Sutler & Co., Vienna, Va.



George W. Marti (r), president of Marti Electronics, explains the operation of a new AM studio-transmitter link system to Harold B. Wright Jr., operations manager, WELK Charlottesville, Va.



Robert G. Frick (l), president, Alma Engineering, describes the features of the 6502 video production switcher to engineering supervisor Willis Ruppert, WSPD-AM-FM Toledo, Ohio.

all the elements of a program schedule into a log and give spot availabilities up to 60 days in advance.

Introduced by Marconi Instruments was the 2909/1 gray scale generator. Price of the unit is \$2,625. Waveforms include 5, 7 or 10 step staircase or sawtooth on every fourth or fifth line; staircase or sawtooth on every line; superimposition of 3.58-mc subcarrier on staircase or sawtooth with color burst on every line, and full-line bar on all lines with or without superimposed subcarrier and color burst. Bars may be switched manually, remotely or automatically from black to white to average picture level.

A television color analyzer was shown by Minolta Corp. The product sells for \$2,000 and measures the chromacity of the color-TV signal.

Q-TV Sales & Distributing Corp. unveiled its cartridge "Q" Prompter. The portable unit features standard positive line-for-line synchronization, one-and-a-half-hour script load and shadow-free lighting. The cartridge model eliminates threading, has a longer lamp life and eliminates disconnecting. It also features an automatic loading release and simplified editing. A two-prompter system sells for \$4,200.

Rhode and Schwartz showed its fully-transistorized TV demodulator for monitoring and measuring TV picture and sound signals. For VHF, the instrument is \$5,550; for UHF, \$5,790.

Featuring fine phasing control, delay line aqualizer, syn-add capability on all inputs and composite or noncomposite inputs, the Riker video switching system RVS-2000 is designed for use in studio, master control or mobile installations.

Scantlin Electronics featured its Videotype titling-editing system that enables electronic generation of alphanumeric characters, matted over live black-and-white or color broadcasts. The system sells for \$10,000 and above.

Shibaden Corp. of America showed modules from its new video-distribution amplifier. The SM-1007A is a plug-in module with a rectangular miniature connector and the SM-1007B is an eight-lead solder unit. Both feature monolithic integrated circuits specifically designed for color-TV broadcasting. The largest of the two, the SM-1007A, measures 1.7 x 2.6 x 0.8 inches and sells for \$120.

Telemation Inc. displayed its TPS-12X3-7P video switcher (\$3,495). The self-contained unit has 12 video inputs and mounts in a 7-inch console arm extension. Solid-state cross points controlled by integrated circuits assure precise timing of switching transitions while the video processor eliminates switching transients and bounce. Video inputs are bridging with looping jacks



Central Dynamic's vice president and general manager, Robert Hueffed (l) is showing firm's program event display keyboard, part of the APS-510 automation system, to Roger Peterson, consulting engineer, Jansky and Bailey, Washington.



H. M. Holzberg (l), Telemet sales manager, explains that company's vertical interval switcher to Wesley Haugen, general manager of KFVR-TV Bismarck, N. D.



B. B. Honeycutt (r), director of engineering, KRDL-AM-FM-TV Dallas-Fort Worth, tries out Q-TV Sales' cartridge-"Q" Prompter as company's Sam Monteforte watches.

and termination switches provided. Complete video processing is included in both program and preview amplifiers.

Telemet featured its SS-140 solid-state, modular, vertical interval switcher that handles 20 inputs and seven outputs.

Demonstrated by Telestrator Industries Inc. was the new Telestrator (\$8,000), a device which permits immediate writing over live, slide, film or videotape television images. It uses a lead-tipped probe to make invisible markings with audio impulses on a resistive glass screen covering a television screen. The markings are then superimposed as continuous lines, dots, or dashes in any color.

Telesync Corp.'s horizontal-vertical color effects crawl was of special interest. The 115v AC, 75-w power input activates a 28 x 28 inch adjustable table. At \$1,740, this crawl unit can handle any program format fitted to its drum.

Exhibited by Television and Computer Corp. was the DCP-1 Data Controlled TV Programmer (\$23,900), a new one-event preset audio/video/machine switching system which enables one man to operate all station on-air functions, including the control of projectors and video-tape recorders. The system features include plug-in devices on computer cards; full audio break-away and output mixing; add/non-add mix, wipes, inserts and mattes, and remote control of all transitions.

Tracor Inc. exhibited its television synchronization system, which sells for \$40,000. The Rapidframe transmitter automatically synchronizes two or more independently generated rasters and the Chromafix transmitter automatically synchronizes remote subcarrier generators to within 1.5 degrees of phase of the master-plant subcarrier generator.

Trompeter Electronics displayed a complete line of patching and switching components, including coaxial, twin-

axial and triaxial patch cords, connectors, looping plugs, and switches, as well as standard and specially designed switching panels that sell for between \$79 and \$500.

Visual Electronics' V-7000 digital television program-control system, that runs up to \$75,000 for the complete system, incorporates a character generator, card reader, video-audio switcher and teletype printer. The storage unit provides a display of 12 events plus column captions. An operator can load the storage display by keyboard from one typical four-event station break to a complete program day—being able to add, delete or change events anytime.

Displayed by Vital Industries Inc. was the VIX-108 vertical-interval TV production switching system (\$55,000). Features of the system include composite additive/nonadditive mixer with automatic inhibit of nonsynchronous dissolves; fade network color to net-



Arnold Taylor (r) and Charles Crum (c) of Ampex point out the advantages of the new RA-4000 random access programmer to Thomas B. Keller Jr., chief engineer, noncommercial WGBH-FM-TV Boston.



Jack R. Daniels (l), Telemation representative, tells Ed Elias, engineering supervisor, WFIL-TV Philadelphia, about the vertical interval switcher.



Sal Raia (l), CBS Laboratories' manager of advertising and sales promotion, describes the TV image enhancer to J. Rex Horton, technical director, WBIR-AM-FM-TV Knoxville, Tenn.



Thomas Streeter (l), of Power-Optics, shows Harold Higgins, manager of engineering, WGR-TV Buffalo, N. Y., the company's new P-10 hi-lo pedestal.



Dynair Electronics' Bill Killion (r), explains the VS-121B-RS remote controlled video switcher-fader to Jay C. Adrick, Cincinnati State University.



Charles L. Scofield (l), KEYZ Williston, N. D., examines a Scantlin Electronics video titler-editor, shown by Lew Dickey, Scantlin manager of equipment sales.



Bruce Singleton (l), chief engineer WLCY-TV Largo-St. Petersburg, Fla., gets a lesson on Vital Industries' double effects production switching system from Nubar Donoyan, sales representative.



Details of the General Electric video switcher are pointed out to Wayne Lovely (r), chief engineer of WEEK-TV Peoria, Ill., by Vern Russell, GE district sales manager (l) and Fred Eames, GE projector engineer (c).



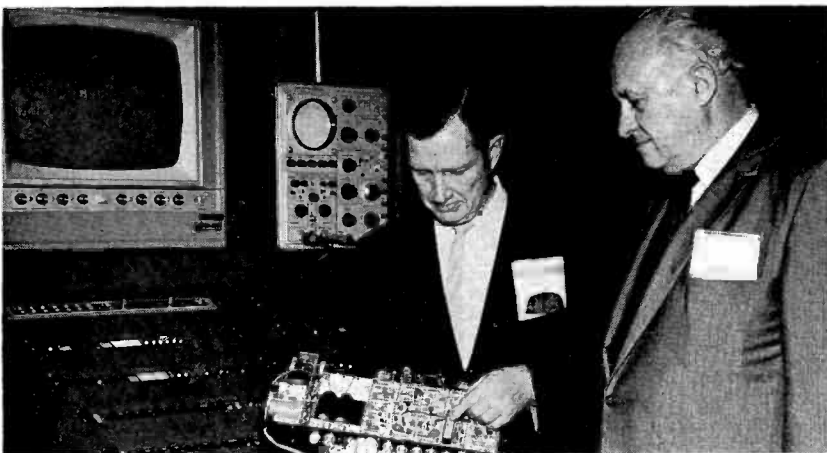
Clare Hanawald (l), chief engineer, KGW-TV Portland, Ore., watches as Frank Gonzalez, marketing manager for Data Memory Inc., demonstrates Data Memory's new UDR/222C video-disk.



K. Kiyohara (l), Shibaden Corp. of America, shows Paul F. Godley Jr., consulting engineer, Little Falls, N. J., an integrated circuit module for video distribution amplifiers.

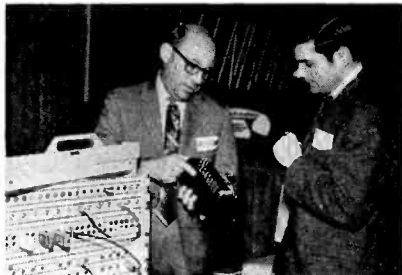


Roy LeJeune (l), chief engineer, KATC-TV Lafayette, La., checks out the \$50,000 Sarkes-Tarzian production switcher console he has bought with Gordon Peters, firm's southwest regional sales manager.



Harry Brown (l), vice president, Applied Electro Mechanics, describes the VKA-1 keying amplifier used with color

burst generator to John Sherman, director of engineering, WCCO-AM-TV Minneapolis-St. Paul.



Ed Trompeter (l), president of Trompeter Electronics, demonstrates patching and switching panels and components to Albert O. Louer, TV-radio director, Colonial Williamsburg, Va.

The switch- hitters

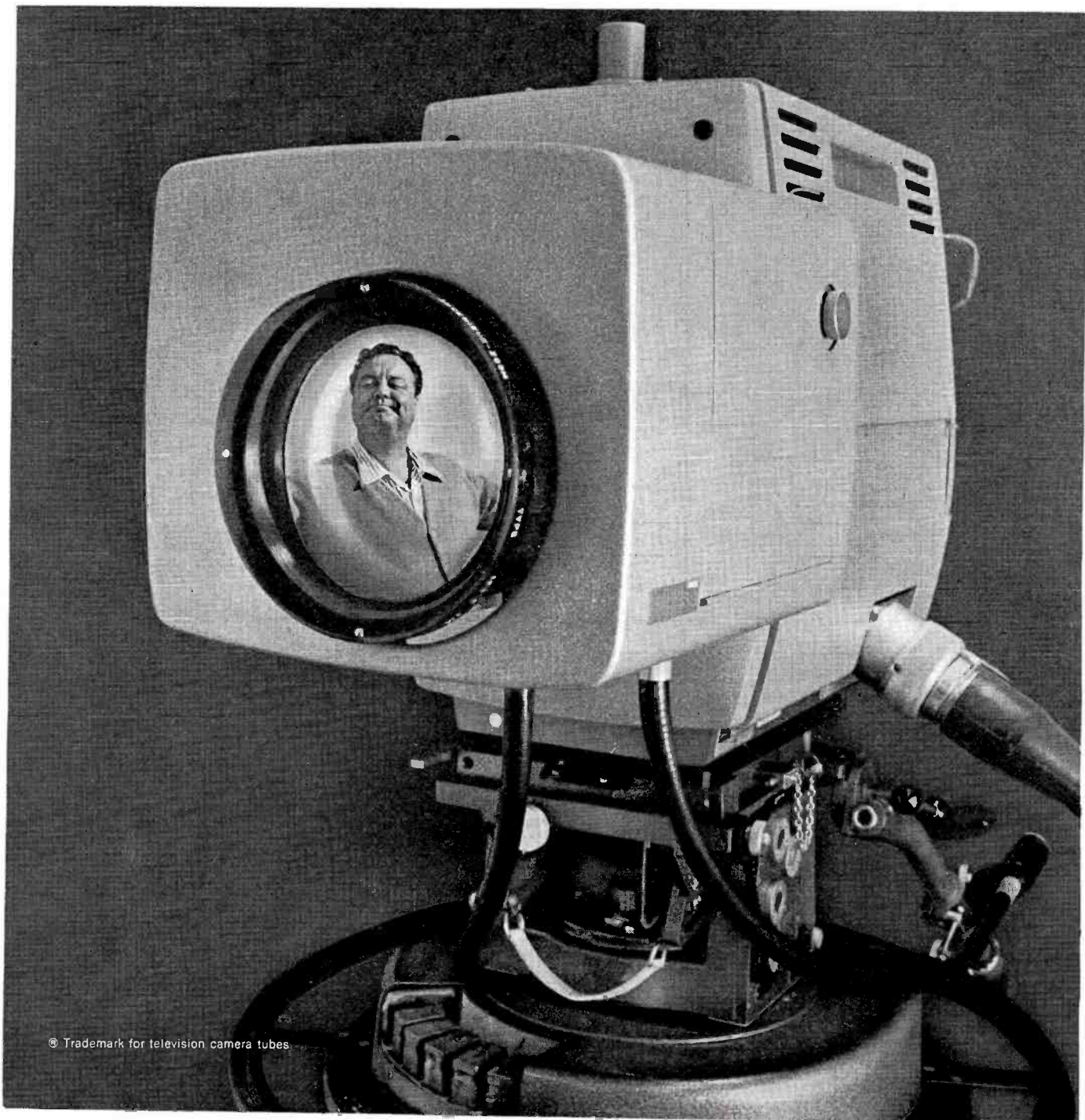
THE PHILIPS PC-70 ... the prime time king of color cameras ... serves on more live and taped studio color shows, by far, than any other camera.

And it's a fantastic switch-hitter. If the PC-70 is a winner in studio work, in the field it's no contest. For major outdoor news and sports events, the PC-70 consistently takes the most valuable player award.

Why? Its unsurpassed color picture, faithful and sharp. There are over 700 Philips 3-Plumbicon® cameras in use worldwide. A videoman's dream. The cameraman's camera. Management's assurance of the best, most reliable, and most economical performance.

When a better camera is built, Philips will build it.*
In the meantime, the PC-70 is the ticket.

► The Philips PC-100, announced at NAB '69, will be available early in 1970.



THE PHILIPS PCP-90 digitally controlled "Minicam" takes the field alongside the PC-70 as the most mobile and versatile of portables. Operating wireless or on small, cost-reducing triax, the 3-Plumbicon Minicam brings total flexibility to broadcast-quality telecasting.

The PCP-90 is designed basically as a field camera. Controls may be beamed from as far away as 30 miles. Signal processing is done in the backpack. The Minicam produces a real-time color-composite signal for direct broadcast. Or it can go into the field with a portable recorder to tape interviews or other action—totally unencumbered.

And here again, you have a star switch-hitter. Three new one-inch Philips Plumbicon tubes perform to broadcast standards, bringing the Minicam right into the studio.

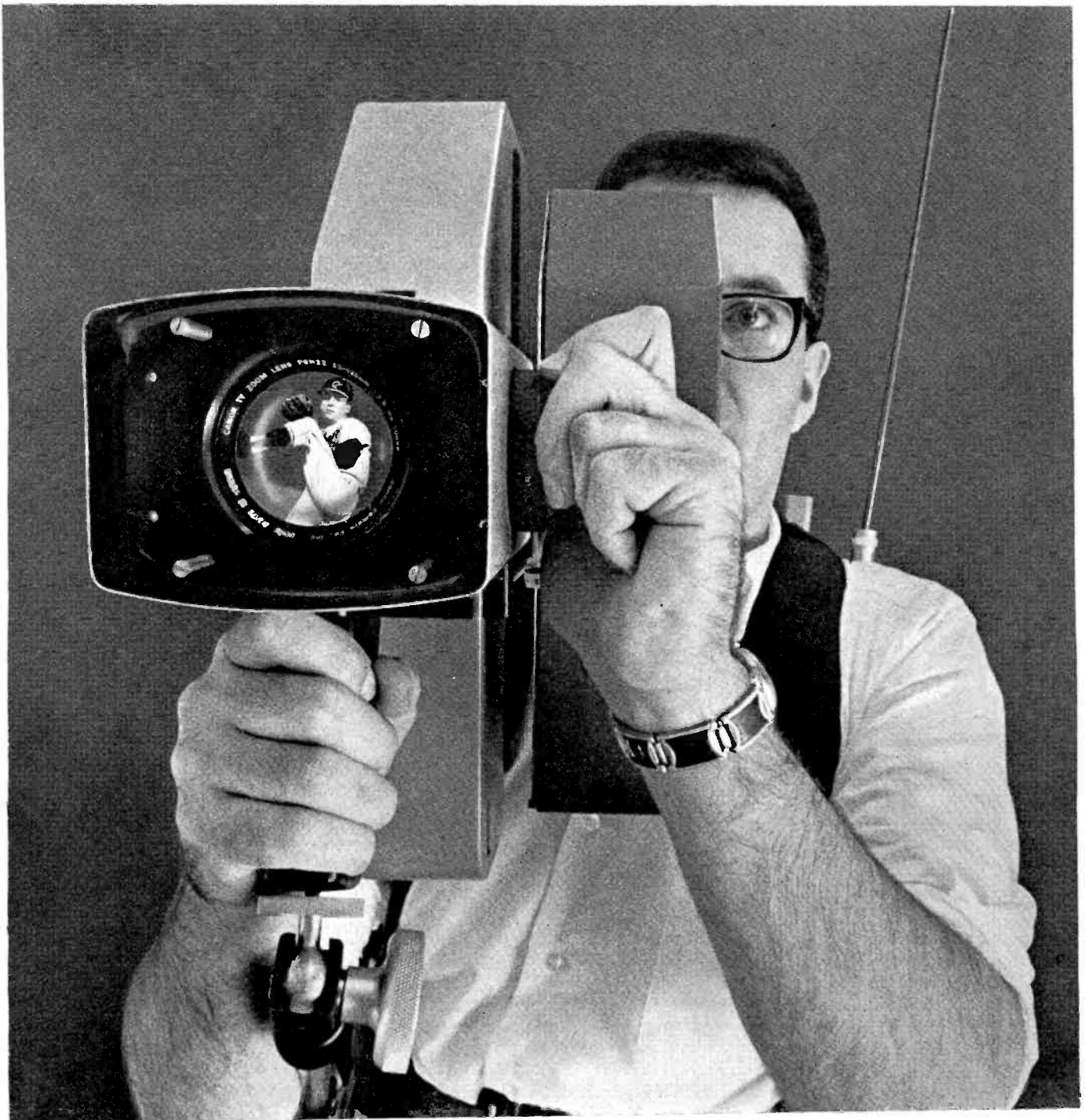
Training camps for Minicam prototypes included crowded conventions, major sports, the inauguration and other events. Now it's ready to sign with you.

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R. H. Baulio (r), Cohu Electronics TV product line manager, explains the new TV switcher to Lawton Metcalfe, chief engineer of WTVT(TV) Tampa, Fla.



Discussing the new RCA video cartridge record-playback are Richard Lewis (l), KTAR-AM-FM-TV Phoenix, Ariz., and Barton Kreuzer, RCA vice president and general manager of the commercial electronics systems division.



John Nash (l), 3M technical service manager describes the new No. 400 video tape to Slavko Permuss, of the Yugoslavia Broadcasting System.



A new high-output video tape is explained by Memorex Corp's vice president-marketing Ed Seaman (r) to G. T. Hernreich, (l), owner, and J. C. Robbs (c), business manager, KAIT-TV Jonesboro, Ark.



Westel's Alan Grace (r) explains to Lem Schofield, general counsel for Corinthian stations, that the WRR-350 videotape recorder is designed specifically for high-band color operation.



William L. Lyons (r), WMAL-TV Washington management trainee, ponders Audio Devices' Audiv brand video tape held by Gerard Meyer, firm's regional sales manager.



International Video Corp's IVC 825 color preview recorder is described by William Birdsey (l), IVC sales promotion engineer, to Max Duenas (c), chief engineer, XEWT(TV) and Pablo Salazar (r), video-tape supervisor, XETV(TV), both Tijuana, Mexico.

work black burst with automatic inhibit; fade to monochrome, maintain color burst or choose to drop color burst; automatic sync and clamping on all inputs for bounce-free switching of video with varying luminance levels.

Ward Electronic Industries featured its MCR semi-automated pre-set switcher Type TS-215 capable of handling video, audio and machine sources.

Shown at the Zoomar booth was Gardner Laboratory's TV Colorgard II, a companion to its first unit. The new colorgard equipment includes simultaneous readout of the red, blue and green primaries, a built-in luminance scale, easily varied calibration, and a remote sensing head that attaches to the kinescope face, plus flexible packaging. The core of the \$2,000 basic unit is an inexpensive, easily-replaced memory module for color-calibrating different monitors or receivers.

Video cartridge wins applause

Innovation draws big crowds; many new tape developments

Actually, the most talked-about new development at the NAB exhibits last month was RCA's introduction of the first TV video-tape cartridge system.

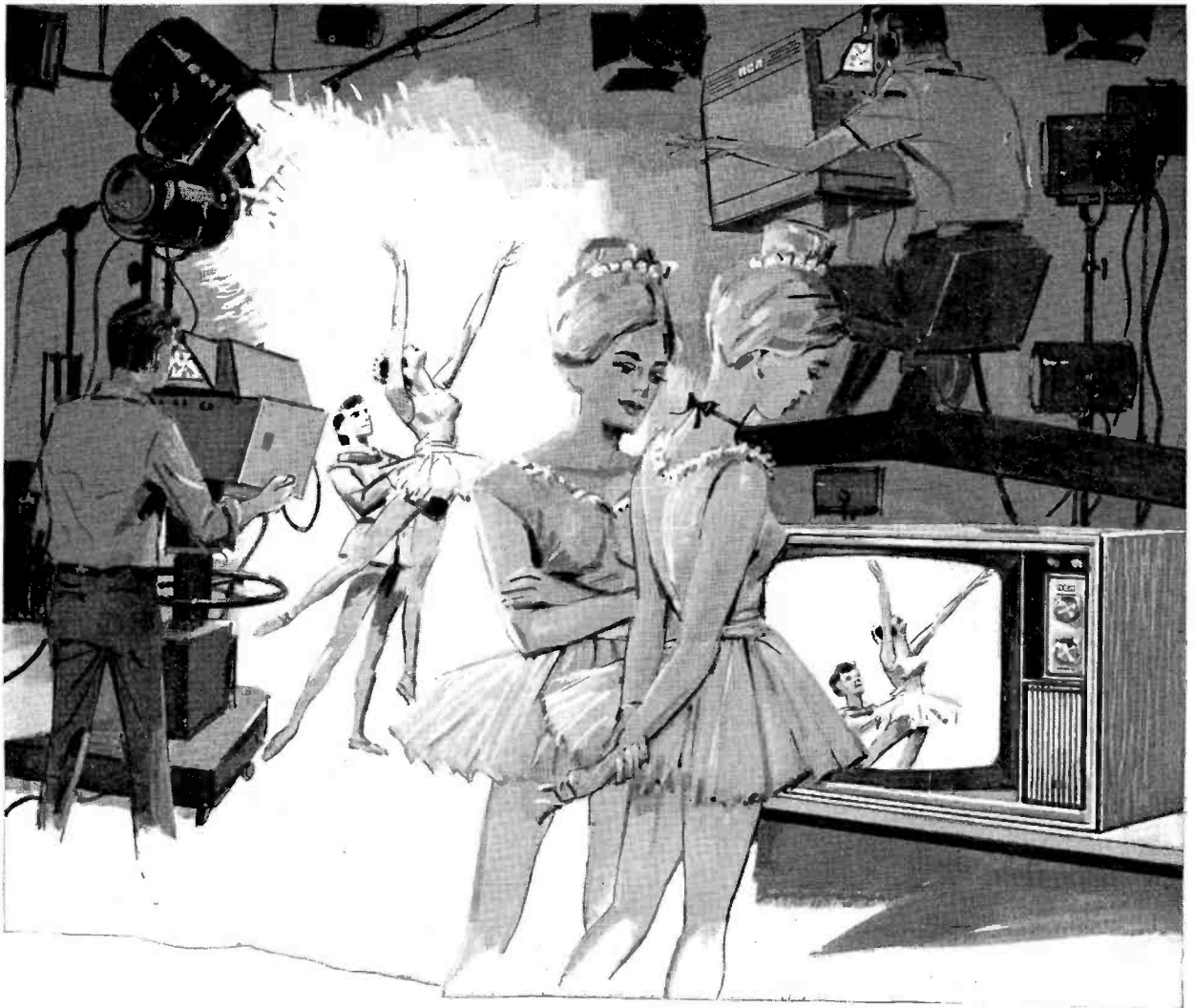
The RCA innovation was extolled by one television broadcaster: "This is what we've been waiting for," he said, "to put us into the automation field, just like the radio people."

Admittedly a prototype, with its usual complement of "bugs," the new RCA video-tape cartridge machine records and automatically reproduces program or commercial material in small (2½×3×5 inch) tape cartridges. Each cartridge is capable of up to three minutes of playing time, and each machine can handle up to 19 cartridges, all cued for a predetermined sequence—either singly or in multiples.

A small digital computer, built into the system, serves to analyze the status of the electronic and mechanical subsystems and to make decisions required for automated operation. The cartridges are placed in slots in a belt-like arrangement and are automatically positioned at the recording or playback heads.

The system is designed to operate in conjunction with RCA's high-band, color-TV tape-recorder TR-60 or TR-70, and uses some of the recorder's electronics in controlling some of its functions.

The 2-inch video-tape cartridges can be used to record from "live" cameras or can duplicate material from a master



Move in on your viewing monitor costs...

Here's an RCA Commercial Color Set that, while not suitable for all your monitor needs, can fill the bill, and really cut your cost!

Non-critical viewing spots in your studio—backstage, audience and the like—don't need the critical efficiency of technical, high cost monitor sets. RCA commercial color TV viewing monitors do the job—*for under \$400 each!*

Unlike a consumer set, RCA's Model JM-897W is equipped to accept RF or bridged direct TV video and audio line feed without the costly adaptors required when entertainment-type TV sets are used for monitoring functions. Yet you get every non-critical monitoring function you can ask for—picture, sound, live or tape, color and black-and-white!

Mail this coupon to arrange to talk it over with us. Show us how many spots you have waiting for non-critical monitoring. We'll show you cold cash reasons why RCA's commercial color TV is your best answer.

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RCA Service Company
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Commercial Products Sales, Bldg. 203-3
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Dept. R-130

Please furnish further information about RCA commercial color sets for broadcast monitor purposes.

Name _____ Title _____

Station _____ Phone _____

Address _____

City _____ State _____ Zip _____

tape.

The unit is priced at \$89,500, which includes a kit to modify the companion video-tape recorder.

AEC/Veritas featured the Documentor 210 recorder (\$2,500), which at 2 rpm records up to 24 hours of material on a 9-inch disc. Its companion 220 playback unit sells for \$165.

Featured as a high-quality, high-frequency helical scan video tape was Audio Devices' Augdev Series 80, that sells for \$60 a roll.

Highlighted by Data Memory Inc. was the VDR/222C Color Videodisc, a magnetic disc memory system which records, plays back and stores up to 25 seconds of color or monochrome television signals. It stores the signals on a 14-inch disc and manipulates them for stop-action and slow-motion replays. The Videodisc has 15 selectable operating models and with prices ranging around \$39,500.

New to the International Video Corp. line was its IVC-825 preview color-TV tape-recorder, useful for screenings, previews, rehearsals, documentation and sales presentations. The \$5,900 helical-scan, fully solid-state instrument contains a capstan servo mechanism that provides fast lockup, fast forward and rewind.

International Video Corp. also demonstrated its IVC-600 series helical-scan video-tape recorder for color that plays one hour on an 8-inch reel containing 2,150 feet of tape. Among the features of the completely transistorized \$2,335 machine are 60-second replacement-time recording heads, servo-controls, a single motor design for fast lockup and stabilization, and fast forward and rewind.

Memorex Corp. introduced its new high-output video tape, an experimental product with low dropout and carbon backing.

3-M showed its new No. 400 "Scotch" brand color video tape with special backing treatment that is said to eliminate cinching and windowing, to give increased tape life, and to reduce static attraction of dust.

A dropout profile recorder that prints a record of dropouts to determine whether a tape should be retired was featured by 3-M.

Nortronics demonstrated its 9000 series replacement magnetic tape heads for use with 1/4-inch to 2-inch tape, and up to 16 channels, selling for \$42 each; and its 2000 series and 5700 series of heads for cartridge tape.

Shibaden Corp. of America unveiled its VS-300 automatic video-tape splicer (\$5,000). The unit automatically senses the cut positions on each tape end, cuts the tape, joins the ends in a butt splice and finishes by trimming off excess tape. The splicing operation takes about 25 seconds. The machine uses two

ordinary razor blades and also has fine adjustment controls for changing splice point positions.

The WRR-350 video-tape recorder for high-band color operation was exhibited by the Westel Co. The unit uses standard 1-inch tape and will re-

cord up to 96 minutes on a 14-inch reel. The two audio channels can be selectively recorded, or erased and re-recorded without disturbing the video tracks. Full electronic editing capability is an optional feature. The recorder sells for \$3,950.

Better film equipment on market

Eastman shows new projector; several new processors ready; cameras are improved

New developments in film cameras, film projectors and film processors were on display at the Washington show.

Exhibited by Arriflex Corp. of America was the Arri Precision Exposure Control System (\$699) for its BL camera. The system is built into the camera door and utilizes the existing Arriflex mirror-reflex optical system for its behind-the-lens light-measuring method.

The model 285 16mm television projector (\$8,200) was featured by Eastman Kodak. In the 285, the film transport system is separated from the Geneva-type drive, which actuates the pulldown sprocket, thus isolating shock forces from each other and from the rest of the machine. Other features include sealed lubrication and a constant-tension take-up assembly that automatically accommodates 100-foot to 5,000-foot reels.

Filmline Corp. featured its FE-30 color film processor for 16mm Ektachrome (\$16,400). The speed of the FE-30 is 30 frames-per-minute and special features include extended development time up to two additional camera stops at 30 frames-per-minute, recirculation of all eight solutions, solution agitation through spray bars, five transistorized temperature controllers, impingement dry cabinet and built-in air compressor.

The Studio 45 front-projection system (\$6,500) was displayed by Front Projection Corp. The system projects two photo-optical vivid color-television backgrounds simultaneously. The background can be superimposed or can fade from one to the other. A large beam splitter permits fast and easy alignment with camera and pedestal. The unit is completely portable on its own locking wheel dolly.

The SS III film camera (\$4,000) was introduced by General Camera Corp. The six-pound camera has a combination blimping turret, zoom-finder alignment and lens support. Its noise level is reduced by the advanced drive mechanism and the sound is compatible with existing systems. Self-lubricating sealed

bearings, a silent rotary counter and a behind-the-lens gelatin filter slot are other features. The unit accepts 400-foot and 1,200-foot Mitchell magazines and standard C mount lenses. Sync signals output, Autoslate and beep tone are available.

Houston Fearless Corp. exhibited its Colormaster film processor (\$17,850) for 16mm Ektachrome ME4 film. The unit has a processing speed of 30 frames-per-minute and a transport speed of up to 100 frames-per-minute. Drying time is 25½ minutes. The unit features type 316 stainless steel modular construction with a solid-state drive system and transistorized controlled film drier.

Jamieson Film Co. featured its Mark IV color film processor for 16mm and 8mm Ektachrome film at 30 frames-per-minute. The compact, automatically controlled unit has a put-through time of 23 minutes and features small reservoir tube tanks which contain about one-fifteenth the amount of chemicals required by the open tank design. Other features are direct drive, 2,000 foot magazine, and full instrumentation. Price of the Mark IV is \$11,565.

A 16mm kinescope recording camera, the \$11,000 DBM-64-A, was shown by Milliken, featuring self-cleaning gate and lifetime lubrication.

Paillard Inc. unveiled its new Bolex 16 Pro film camera (\$10,000), featuring automatic threading, power zoom and focusing.

Spindler & Sauppe Inc. displayed a new solid-state dynamic dissolve system for paired 2x2 slide projectors (\$2,226). The system offers three distinct dissolve speeds, variable speed control for dissolves from two to 500 seconds in length and reverse sequence dissolves. Other features include complete remote controls, up to 192 slide capacity and fade-out/fade-in capability without requiring black slides.

The Sondor synchronous magnetic-film sound recording system (\$10,000) was displayed by Tele-Cine Inc. The system provides direct synchronization with cameras, projectors, video-tape



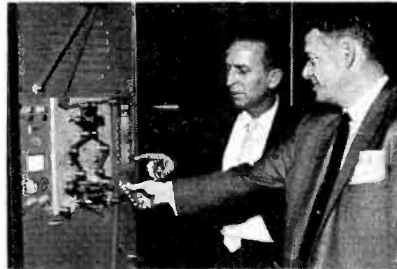
General Camera Corp.'s SS-III camera is the object of discussion between General Camera representative Walter Druker (r) and Joseph Elkins, associate chairman for production at United Presbyterian Church, U. S. A., in New York.



James Verrinder (l), International Video Corp.'s senior applications engineer, describes the IVC-200 film chain to Jerry Evans (c), assistant chief engineer, WROC-TV Rochester, N.Y., and Charles C. Shepperd, vice president-engineering, Rust Craft Broadcasting Co.



Paul Klaas (r), vice president, Broadcast Equipment Leasing Co., Pittsburgh, looks over the Houston Fearless Colormaster film processor with company representative Derrick J. Macho.



Tele-Cine's Sondor synchronous magnetic film sound recording system is being explained to Jesse Waymire (l), chief engineer, KRTV(TV) Great Falls, Mont., by Don Collins, president of Tele-Cine.



Milliken's new DBM-64 video film recording system is shown by C. G. Holzapfel (l), senior field engineer, to Jacques Charette, director of technical services, Radio Quebec, Montreal.



Swancor's film editor is demonstrated by George Andros (l), vice president of the company, to Jack Liddy, WCNS-TV New York.



Tom Loose (r), assistant chief engineer, WLYH-TV Lancaster-Lebanon, Pa., puts a question about Jamieson Film's film processor to Hugh Jamieson, executive vice president of firm.



Filmline Corp.'s FE-30 color processor is being explained to William Kelly, (r), vice president and chief engineer, WNEW-TV New York, by Filmline sales manager John Koteas.



Frank Emanuel (l), general manager of Telepro's audio-visual division, shows his company's new \$1,425 lectern including a teleprompter for \$575 more to Ivar Nelson, director of engineering, KFVR-TV Bismarck, N. D.



Kodak marketing specialist C. G. Arnold (l), explains the model 285 16mm TV projector to Bert Verney, director of engineering, CKVR(TV) Barrie, Ont.



Paillard Inc.'s Larry Herold (l) talks up new Bolex 16mm camera to Paul Spengler, assistant chief engineer, WBAL-TV Baltimore.



Robert W. Behringer (l), Kaiser CATV vice president-manager describes a line amplifier to Howard W. Yaws, director of production, Mississippi ETV Commission.



Bill Down (l) of Craftsman describes the model 1400 modular directional tap to Samuel De Loach, Fort McPherson, Ga.

recorders and any signals and generators or motors. Other features include built-in generators, adjustable by push-button for accelerating or retarding the running tape; remote control for all functions, and fast forward and reverse with speed regulations. Tape capacity of the unit is 3,600 feet.

Swancor showed its Cine Sound 16, providing viewing, reading or projecting of 16mm sound or silent motion-picture film. Price is \$1,200.

Transmitters are improved

New tubes and logging systems featured at industry trade show

A number of new television transmitters appeared in the exhibits at the NAB convention.

Ampex Corp. displayed its new TA-8000 series of VHF transmitters, employing solid-state RF circuits and modulator and capable of remote-control operation. The 35-kw model sells for \$245,000. Standard features of the new product include FCC frequency tolerance in the visual oscillator, air filters in the air supply to amplifiers, manual control power circuits and manual differential phase and gain correction.

The HTV-100-D VHF translator was shown by Emcee Broadcast Products. The unit, which sells for \$7,850, is available in a UHF version—UH-TV-100-D. The translators, which can re-broadcast color TV signals, incorporate automatic on-off control and use a dual conversion technique—input signals are converted to 45 mc IF frequency, then converted to the output channel. CCIR bandwidths and channel frequencies are available on special order.

Philips' new 17.5-kw VHF television transmitter features IF modulation, and is fully solid state except for the power amplifier. Terminals are provided for remote control and unattended operation. A special design permits front servicing; no rear access is required. Considered smaller than similar conventional transmitters, the Philips unit is 133x29x83 inches.

RCA's new 30-kw VHF television transmitter is said to improve color-transmission quality by two to one, with complete redundancy obtainable as each 15-kw section (with only five tubes each) is capable of sustaining the broadcast. The TT-30-FL was designed to operate by remote control when this procedure is approved by the FCC. Under development is a 35-kw and 50-kw unit. The 30-kw transmitter sells for \$250,000.

Standard Electronics Corp. featured

its 10-kw VHF television amplifier (\$27,500). The unit is housed in two self-contained cabinets, each having an amplifier and a high-power rectifier unit. The rectifier units supply high-plate voltage via a three-phase full-wave circuit which uses six solid-state rectifier boards. The visual and aural amplifiers have a complete system of interlocks, overload circuits and relays, time delays and safety switches to protect the equipment from overloads and power transients.

Visual Electronics showed its new UHF transmitter, the 30-kw selling for \$225,000; the 55-kw, for \$285,000.

A traveling wave tube, vapor-cooled tube and a Kylstron with 10,000-hour life were shown.

ITT Electron Tube featured its W4GD/ITT traveling wave tube (\$4,000), which provides broad-based amplification to cover the entire UHF TV band with no tuning adjustments.

Machlett Laboratories Inc. featured its ML-7479 A vapor-cooled AM transmitting tube. With a 55-kw triode output, the vapor-cooled tube eliminates the bulk of water-cooled assemblies, and it sells for \$1,000.

Varian showed its 10,000-hour Klystron tubes for UHF, including the 30-kw 4KM100LA, external cavity Klystron, and the 55-kw VA-953A and 30-kw VA-890A integral cavity Klystrons. The 30-kw tubes are \$10,000 each; the 55-kw tube sells for \$12,000.

Two companies showed transmitter logging systems.

Humphrey Electronics Inc. displayed the SM-1500 transmitter data-logging system (\$3,900), which provides completely automatic data recording every 10 or 30 minutes and can handle logging requirements for two transmitters. The logging instrument is an unmodified teletype and a standard typewriter keyboard enables manual log entries at any time.

Mosely Associates Inc. exhibited its ADP-120 digital automatic transmitter logger (\$6,800). The unit records up to 20 transmitter readings and automatically prints out log entries every 10 minutes.

A differential phase and gain linearity compensation unit, the TZ-8-A, was shown by GE as a separate item for use with all VHF and UHF transmitters using NTSC color standards. The unit, which is now a regular segment of GE transmitters, sells for \$7,950 and helps correct distortion in modulation and power amplifier circuits, "measurably" improving color hues and brightness.

Fewer CATV exhibits are seen this year

Three CATV equipment manufacturers exhibited at the NAB convention and



K. R. Decho (r), regional sales manager for Machlett Laboratories (Raytheon) shows his firm's ML-7479A vapor-cooled transmitting triode to E. F. MacDuff, Canadian Broadcasting Corp.'s New Brunswick, Ont., plant manager.



R. C. Evans (l) of Collins Radio describes the new 831 G1 FM transmitter to J. Dean Howard (c), assistant chief engineer for television station KARK-TV Little Rock, Ark., and Herb Schubarth (r), director of engineering, KBTU(TV) Denver.



Harold M. Kneller Jr. (r), studio maintenance engineer, WMEX Boston, learns about the Bauer 602 2-kw FM transmitter from Robert Halvorson, Granger representative.



Dick Floyd (r) of Continental Electronics, shows the 317C 50 kw AM transmitter to John Kanzius, director of engineering, WJET Erie, Pa.



Fine points of the new RCA 30 kw VHF transmitter are explained to Paul Gross (c) and Donald D. Near (r), both of WAPI-AM-FM-TV Birmingham, Ala., by Jerry Smith of RCA.



W. Lewis Evenden (c), chief engineer, WPTV(TV) Palm Beach, Fla., and Robert R. Thomas Jr. (l), owner, WOAY-AM-FM-TV Oak Hill, W. Va., listen as ITT Electron Tube's John E. Wood explains features of the new W4GD/ITT traveling wave tube.



Humphrey Electronics's transmitter data logging system is explained to Alan MacIntyre (r), director of engineering, noncommercial WUNC-FM-TV Chapel Hill, N. C., by Humphrey President A. L. Humphrey.



Leonard R. Harris (l), chief engineer, WSMS-TV Fort Lauderdale, Fla., asks a question about Varian's cw Klystron amplifier for UHF in company of Hal Tribble, marketing engineer, representing Varian.



Bill Hart (l), vice president-station manager, WPFM Middletown, Ohio, inspects Andrews' HJ-10 eight-inch transmission line, with Edward Andrew standing by.



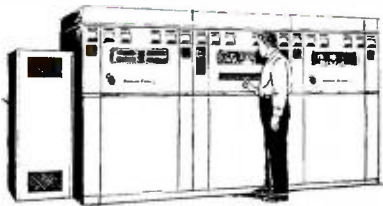
Continental's most delivered 50 kw delivers you most for your money!

MONEY IN THE BANK

modulation	power
0%	82 kw
30%	92 kw
100%	120 kw

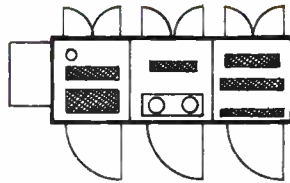
These average power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.

JUST THREE CABINETS



Continental's 317C is completely self-contained, including a 5 hp, 2,000 cfm blower housed inside the transmitter cabinets. Plate transformer is in a separate, self-contained enclosure next to transmitter.

COMPACT



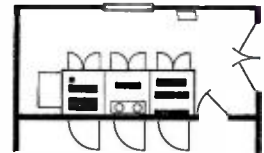
Entire transmitter is 144" wide, 78" high, 54" deep and uses 54 sq. ft. of floor space. External plate transformer is 24" wide, 61" high, 38" deep. Wide doors give easy access to all cabinets, with walk-in access to driver and power distribution cabinet.

LOW SHIPPING COSTS



More money in the bank: Continental's Type 317C has a net weight of approximately 6,600 lbs.; three-cabinet configuration ships easily and inexpensively via truck, rail, ship or plane; standard fork lift equipment will do the job on-site.

LOW INSTALLATION COSTS



How's this for helping your profit picture? Minimum installation costs with Continental's 317C. Simple air intake and exhaust duct, main power panel and you're in business. One Continental customer was on the air 36 hours after receiving shipment. Right. On the air 36 hours after the transmitter cabinets were delivered to his station site. And he did it himself, reading our instruction book.

30 317C INSTALLATIONS

WRKO WMOO WKVM KWJJ
WCCO (2) CHQM YVLL YVMR
WLAC KOMA DWS (2) WOR
WNEW (2) XETRA AFRTS (4)
RAI KYW CKDA CBU BUR-
MA BROADCASTING SERVICE
RADIO CAROLINE RADIO
SAHARA RADIO DOLPHIN
BRITAIN RADIO

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John Montforte (l), Vikoa sales manager, discusses an underground CATV tap with Curt Pierce, NBC director of technical operations.



Howard R. Bell (r) of Mole Richardson and Don Friedman, production operations manager, Transmedia International, Rochester, N. Y., discuss a lighting package using Molequartz Molefays for Transmedia's new mobile unit.



Larry Kellerman (r), Century Lighting, explains Memo-Q lighting control system to Wallace Ceglarek, engineering supervisor, WJBK-TV Detroit.



Jacques St. Pierre (l), Radio Quebec, Montreal, is given the highlights of Kliegl's 44Q 10-inch, 2,000-w quartz frenal by Pat S. Byrne, TV sales manager for Kliegl.

found some interest by touring broadcast engineers.

Craftsman Electronic Products showed its amplifiers and modular tapes for CATV.

Kaiser CATV showed its Model KCAB-4 combination trunk/bridging amplifier with automatic gain control. The \$40 unit is in a 4×9¼×14½-inch housing.

Vikoa's Futura line of amplifiers, connectors, transformers for both above- and underground installation was shown.

Lighting improvements featured at NAB show

The importance of television lighting was apparent in the displays of a number of exhibitors who specialize in that field.

Those in Washington for the convention found no dearth of information and samples of the various lighting gear for broadcast stations.

Introduced by Bardwell & McAllister Inc. was the Mini-Mac 1000, a compact, portable floodlight, selling for \$48.95.

Berkey-Colortran displayed the adjustable Anti-G hanger, capable of supporting luminaires weighing up to 80 pounds. A fingertip knob control permits dialing appropriate weight settings and its unique suspension prevents the hanger from twisting. The 6-foot model sells for \$123; 10- and 15-foot models are also available.

Berkey-Colortran also showed its Geletran gels, which thwart halogen heat and color fading, and are brittle-proof, fade-resistant and moisture proof. Geletran comes in 12 colors and a sheet 24 inches square sells for \$4.00 or \$100 a roll.

Century Lighting's Memo-Q light-control equipment using a ferrite core memory, integrated circuitry, analog and digital micro-logic devices, permits presetting and rehearsal functions, as well as previewing, over-riding, and corrections.

Mole-Richardson Co. introduced the Molequartz Molefay, a 650-w sealed-beam light with dichroic filter for daylight balance. The lamps are \$44.50 each.

Skirpan Electronics Inc. unveiled its new 12-channel modular lighting control console. The price of the unit is \$4,800 including dimmers.

Featured by Sylvania Electric Products was the DTY, 10-kw, 10-inch LCL studio lamp for 3200-degree Kelvin with an average rated life of 300 hours. A companion lamp, the DTZ, for 3350-degree Kelvin, is rated for an average life of 150 hours. Price for each is \$235.

Microwave-relay gear is more sophisticated

Exhibitors were ready for this year's convention delegates with a number of improvements in microwave-relay equipment.

Utilizing a local oscillator is Lenkurt Electric's new 78B1 solid-state, microwave transmitter-receiver, designed for 1-w operation in the 6,425-7,125 mc band. Price is \$8,000.

Featured by Marti Electronics was its new AM studio transmitter link system (\$2,545), which replaces telephone lines between studio and transmitter. The system includes transmitter, receiver, antenna and RA domes, and transmission-line connectors. Options available are a limiting amplifier, audio limiter and a sub-channel for a talk circuit.

Microwave Associates displayed its BX series of color-TV microwave-relay equipment in modular design. Distortion is said to be extremely low due to the use of a high-frequency UHF oscillator in the transmitter. The equipment sells for \$8,000.

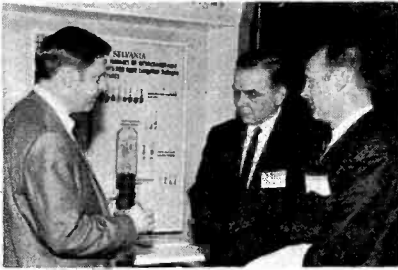
Moseley Associates Inc. featured its PCL-303/C studio transmitter-link system for composite stereo (\$4,100). The tubeless transmitter uses all silicon solid-state components. Integrated circuits are employed in the binary divider chain and reference oscillator circuits; modular construction is used in the transmitter and receiver, and the RF sub-assembly chassis is silverplated. The unit, which has multi-circuit panel meters, requires only 5¼ inches of rack space.

RHG Electronics Laboratory showed its solid-state 7 gc television microwave-relay link (\$10,000). Its features include built-in ferrite isolator, removable power-supply module, plug-in pre- and de-emphasis and plug-in printed-circuit cards.

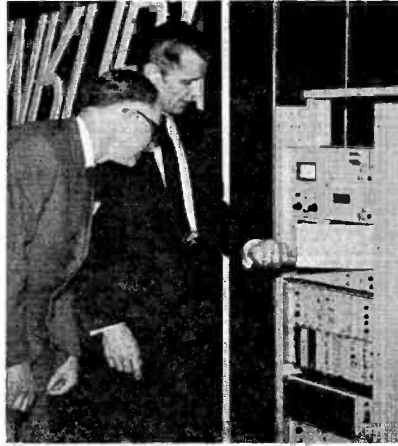
Raytheon's KTR-2-A fully-transistorized microwave-relay equipment is capable of handling color TV with pro-

Big projection by GE

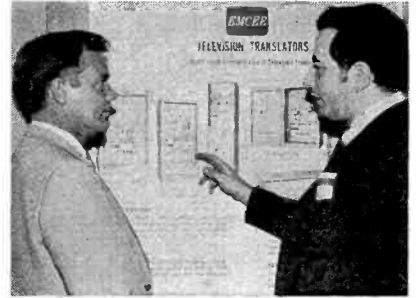
For the broadcaster or theater owner, businessman or government official who needs a large-screen TV projection system, GE showed at the NAB meeting its PJ-400 color large-screen projector, which provided 7½×10-foot pictures. The screen contains a sealed light valve using a maximum of 8 kv guaranteed for at least 1,000 hours of operation. The unit, which also comes in a monochrome version (PJ-700), is said to be capable of throwing a front or rear-screen picture up to 20 feet wide. The basic unit sells for \$39,500.



Ted Phillips (l) of Sylvania Electric Products, Chicago, discusses with George Gray (c), vice president, Avco Broadcasting Corp., and Dale Smith, general sales manager, WSB-TV Atlanta, Sylvania's 10-kw LCL tungsten halogen 10½-inch lamp.



W. Bockhacker (r), general sales engineer, Lenkurt Electric, discusses the improvements featured in his firm's new 1-w STL solid-state microwave relay system with George E. Hughes, video engineer, Ground Electronics and Engineering Installation Agency, U. S. Army, Weisbaden, West Germany.



Steve Koppelman (r) of Emcee goes over details of the TV translator line with David R. Gunter, president, All Technical Industries Inc., Baton Rouge.



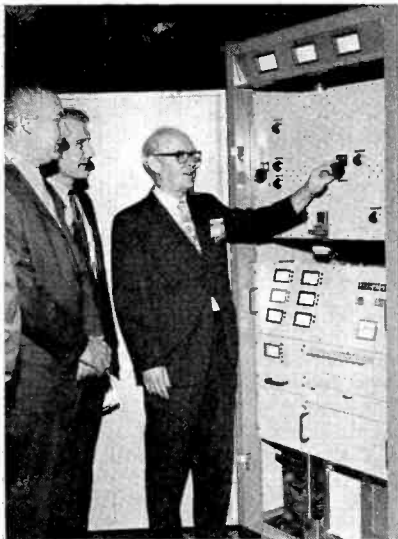
New 12-channel lighting control console by Skirpan Electronics is described to Orville Sather (r), director of engineering, WOR-AM-FM-TV New York, by Skirpan engineer John Chester.



Walter E. Copeland (l), operations director, WQMG(FM) Greensboro, N. C., gets a demonstration of Berkey-Colortran's Anti-G hanger from that company's L. Nelson.



Inspecting Raytheon's KTR-2A studio-transmitter link is Alan Higgen (l), of WHIO-TV Dayton, Ohio, with Raytheon's John Cheval making a point.



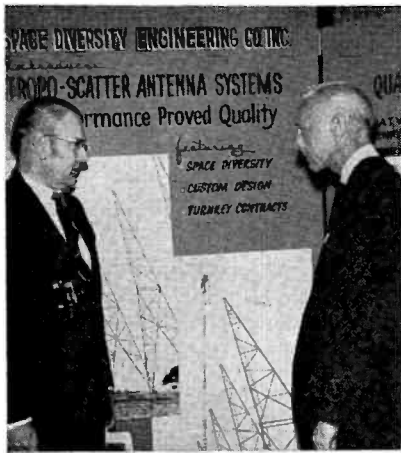
F. Bendesmann, Philips marketing sales manager (r), explains the features of the new VHF transmitter to Leo Domeier, director of engineering, WTCN-TV Minneapolis-St. Paul (c), with J. Collins, Philips application engineer (r) standing by.



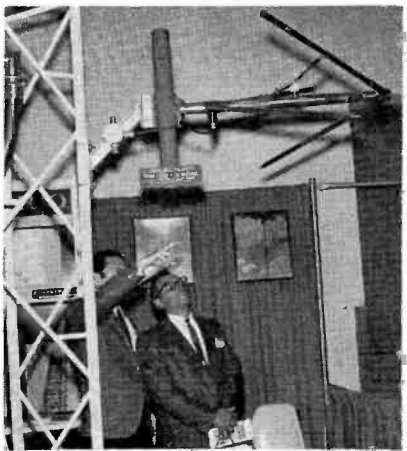
Small portable floodlight, Bardwell & McAllister Inc.'s Mini-Mac 1000, is turned on by Bardwell's representative John Munoy (r) for Vaun McArthur, chief engineer, KMVT(TV) Twin Falls, Idaho.



Peter Lubell (r), manager for special products, demonstrates the RHG Electronics Laboratory solid-state 76H2 relay link to David Ginaven, chief engineer, WCOT-TV Akron, Ohio.



Al Tilton (r), Fort Worth Tower, stands in front of a picture of a tropo scatter antenna system with Bob MacLeod, station manager, KFVR-AM-FM-TV Bismarck, N. D.



Jampro's Jim Oliver (l) shows a model of the circularly polarized FM antenna to Homer Haines, chief engineer, WNAE Warren, Pa.



Utility Tower's Type 220 tower base insulator and a tower section has the attention of ABC's Robert Ayers (r) and R. G. Nelson of the firm.



John A. Moseley (r), president of Moseley Associates, gives details on the PCL-303/C studio transmitter link for composite stereo to Kirk Kuykendall, chief engineer, and Joe Marsh, staff engineer, both WREC-AM-FM-TV Memphis.



Features of a 300-foot self supporting microwave tower are explained by Grady Rooker (l), Rohn Systems' assistant sales manager, to Thomas Parrington, WKY-TV Oklahoma City.



Microwave Associates' color TV microwave relay equipment is explained by Microwave vice president I. T. Corbell (l) to Don F. Wellington, chief engineer, Jamaica Broadcasting Corp., Kingston, Jamaica.



Harold H. Leach (l), Alford vice president, describes UHF antenna section to Charles F. Quentin, chief engineer, KRNT-TV Des Moines, Iowa.

gram audio, operating in the 5,900 mc to 8,500 mc band. A companion, the KTR-2-A-11, operates on the 10,700 mc to 13,250 mc range.

Tall towers are again featured at exhibits

Tall towers and candelabras were featured by tower makers and installers.

Dresser Crane, Hoist & Tower displayed drawings of its prototype multiple-station candelabra tower. The tower is designed to support 11 TV antennas, eight emergency service TV antennas and 12 FM antennas; to save land and tower costs, and to reduce air clearance and zoning problems.

Fort Worth Tower Co. displayed pictures of its towers used in tropo-scatter antenna systems. The A frames are constructed of heavy wall steel pipe, entirely welded. In addition, the exact parabolic curve is built into the A frame during fabrication to reduce error during installation.

Rohn Systems Inc. featured prototype drawings of its 1,000-foot towers, a product it has just begun designing.

Specialty items shown for AM and FM stations

An FM wireless system, new microphones, and a machine that improves the quality of telephone lines were among the specialty items shown during the NAB convention.

Providing a range of between one-quarter and three-quarters of a mile, was Microwave Associates "Portamike," an FM wireless microphone system that operates on a self-contained four-hour battery. Price is \$3,000 for a transmitter and receiver unit.

New was Fairchild's Model 659 Reverbertron with improved signal-to-noise ratio, capable of working off lower input levels and with a full range of equalization.

A model of the circularly polarized shunt-feed antenna was shown by Jampro Antenna Systems. It provides improved reception for car radios and home receivers using built-in or line-cord antennas. In addition, the shunt-feed antenna provides wide-band width for low stereo broadcasting crosstalk. A six-bay model sells for \$5,000.

Kahn Research Laboratories featured a "Voice-Line" device for improving voice quality over low-grade telephone and radio lines. The VLT-67 transmitter, selling at \$800, and the VLR-67 receiver, selling at \$1,200, extends low-frequency response to 100 cps, and reduces hum and line noise. A portable, battery-operated transmitter, at \$1,495, was also shown.

McMartin Industries showed its new

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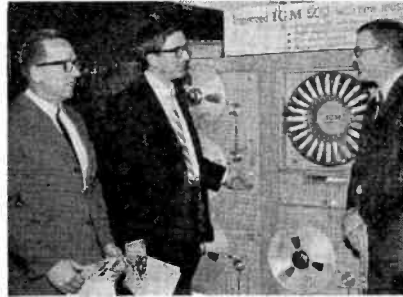
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Bob Sload (l), Dresser Crane Hoist & Tower shows a cross-section drawing of the multiple station Candelabra tower the company is in the process of engineering for San Francisco TV stations to Keith Scammahorn, audio engineer, WHYY Philadelphia.



Rogan Jones Jr. (c), of International Good Music explains the operation of the IGM 500 automated audio control system to Stan Hooper (l) and Dex Dexter, owners of KLYQ Hamilton, Mont.



John Andre (r), of Delta Electronics and Ed Barnett, manager, KMED-TV Medford, Ore., look over Delta's RG-1 receiver/generator for use in antenna measurements.



G. Robert Johnson, general manager, WJQT Horseheads, N. Y. (r), asks a question of Steve Grayson, northeast sales manager, about the fine points of Schafer Electronics' computerized automated broadcast system.



Suburban Sound's switch unit is the focus of discussion between Neil Muncy (l), president of Suburban, and John Slatton, owner, WJBB Haleyville, Ala.



H. M. Ussery (l), Kahn Research sales manager, describes a voice-line portable, battery-operated player-transmitter to Thomas P. McWilliams, Keesler Air Force Base, Biloxi, Miss.



Johnson Electronics' Wayne Wainwright (l) and Lawrence Gahagan, general manager, KPGM-FM Los Altos, Calif., discuss the company's IC-20 SCA multiplex receiver.

TBM-1005A five-channel, crystal-controlled FM rebroadcast receiver, selling at \$500.

Shure Brothers highlighted its SM53 microphone (\$150), a unidirectional dynamic unit with a frequency response of 70 to 16,000 cps. Changes in tonal quality due to accidental blockage of the rear entry ports are said to be virtually eliminated. The unit also features an integral "pop" filter and a built-in hum-rejection system.

Demonstrated by Telex Communications was the new audio monitor headset (\$50), which provides 100 db sound pressure with 1 mw input. The headset is available in two versions—600 ohms per side and 6,000 ohms per side.

More refinements in automation

Radio stations finding new ways to cut down station man-hours

Full-scale automation systems, virtually commonplace now in many radio stations, were featured at the NAB exhibits, but in addition stereo generators and program-logging devices were given a big play by many manufacturers.

Altec Lansing Inc. unveiled its prototype 9300A recording console, which it expects to market by summer. Each module is a complete track and can be individually switched. Other features include a built-in compressor, echo overlap indicator and equalizers on each track, plus individual volume indicators for each channel utilizing a light rather than a meter system.

Belar Electronics Laboratory Inc. showed its AMM-1 frequency and modulation monitor (\$1,200), featuring a separate negative-peak indicator and a true-peak reading modulation meter. The frequency deviation, carrier level and modulation meters may be remotely metered. The monitor is designed to accurately monitor AM transmitters and operate over long periods of time without adjustment.

Broadcast Products Co. featured its AR-1000 automation system (\$12,000), consisting of a program computer designed to control up to nine program sources; a digital clock with program capability, and an audio control unit which performs all audio overlap switching functions and incorporates a monitor-cue amplifier, line amplifier, automatic program fader and a silent sensor to advance the system in case of a source failure.

A 10-channel stereo console, capable of handling seven stereo and three mono channels, was featured by CCA



Wilkinson Electronics' TACS-3 audio stereo console is explained to Dex Dexter (c) and Stan Hooper (r), co-owners of KLYQ Hamilton, Ont., by William Johnson of Wilkinson.



Tape-Athon's automation system is shown by David J. Anthony (l), executive vice president of the company (l), to Lloyd Gochenour (c), president of WAFB and WJUM-FM Roanoke, and Rex C. Hauser (r), chief engineer of WTON Staunton, both Virginia.



Joe A. Chasteen (l), chief engineer, WFDR-AM-FM Manchester, Ga., gets particulars on Seeburg Music Library's automatic background music center from representative Dan Hart.



The T-40 action console with four built-in cartridge players from SIS Electronics is shown by its designer, Jim Blanchard (l), to David Calef, director of broadcast operations, WKVT Brattleboro, Vt.



Sparta's Jack J. Lawson (r) describes the ASC-305 control board to John A. Englebrecht (c), president, WIKY Evansville, Ind., and his son, John David.



Paul Bunker (r) of Telex Communications watches as Carlos A. Arreaza, director of Radio Sistemas C. A., Puerto La Cruz, Venezuela, tries on Telex's new audio monitor headset.



Graham Fawcett (standing) of McCurdy Radio discusses the Moduline production console with Winston H. Loyd, chief engineer, WABC-AM-FM New York.

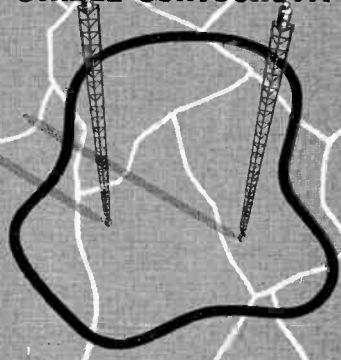


Hy Lehrman (r), Gray Research, shows Keith Kossuth, an engineer with non-commercial WDET-FM Wayne State University, Detroit, the 810-A stereo equalizer.



Guy Christian (l), owner-manager, KAFF Flagstaff, Ariz., listens while Carrol Cunningham, southwest regional manager, CCA Electronics, points out features of a 10-channel stereo console.

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Electronics. The unit contains plug-in, solid-state modules, 100% magnetic shielding and features complete accessibility with tilt-down front and removable top, sides and rear.

Displayed by Defense Electronics Inc. was the 112 phase monitor for indicating the phase relations in directional antenna systems. It also incorporates provisions for indicating the relative amplitudes of the currents in various antennas and can be used with systems containing up to nine towers. The unit, which sells for \$1,395, uses silicon transistors and incorporates all circuitry necessary to permit future adaptation to remote control.

Gates Radio featured its new automatic program-logging device that is an integral part of the company's \$10,000 to \$50,000 automation system. The alphanumeric logging printer is activated by tape cartridges as they supply programs through a station's automated programing system, providing direct print-out of time and title, whether programs or commercials.

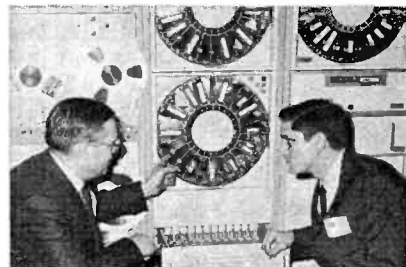
Grass Valley Group's video-audio program control switcher, Model 1400-20, may be operated manually or with a programmer. On automatic, the video portion of the switcher can accomplish fades, takes and inserts among 13 picture sources, with the audio portion providing fades and takes from 19 audio sources.

The model 500 audio control system (\$27,000) was demonstrated by International Good Music Inc. The system features separate controls over all inputs in the system—music and voice—and touch-tone logging.

Johnson Electronics Inc. displayed its 13 w solid-state amplifier (\$60), designed for background-music applications and featuring all-silicon transistors; a two-channel mixer/power amplifier, external program and microphone gain controls; internal program gain limit control, and internal program tone control.

MaCarta Inc. exhibited its control-cell random programing system (\$15,000), which uses five music channels, two Carousels, two playbacks, time announcer, monitor and control equipment. The system is controlled by up to 200 thin metal plates, loaded into magazines that enable the reader unit to control all functions of the system. A calibrated window on the feed magazine permits virtual last-minute format changes and the reader-stacker may be remoted from the system.

McCurdy Radio Industries Inc. introduced its Moduline audio console (\$30,000), which consists of a series of modular audio components that plug together with standard 36-pin, double edge connectors. Up to 30 different channels may be mixed with from one to eight simultaneous composite out-



MaCarta representative W. E. Moulie (l), gives Gunther Meisse, general manager, WVNO-FM Mansfield, Ohio, a run-down on the MaCarta automatic programing system.



Broadcast Products' AR 1000 automation system is explained to C. H. Quick (l), general manager, WLAY-AM-FM Sheffield, Ala., by Broadcast Products sales manager James Woodworth.



Yung T. Wei (r), staff engineer and Robert W. Henning (c), chief engineer, both with Armed Forces Radio and Television Service, listen to Nippon Columbia representative Jay Poole explain the workings of the DN-35FE automatic cueing turntable.



David Bain, Fairchild Recording sales manager (r), demonstrates as electronic engineers Guillermo Vieco (with headphones) and Gustavo Orozco, both of Medellin City, Colombia, consider the reverberation device.



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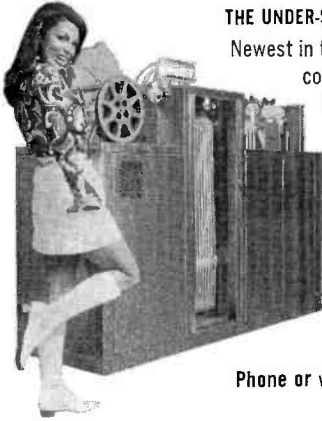
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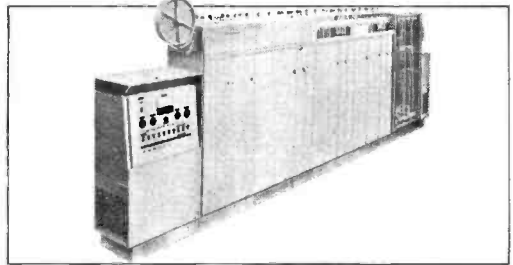
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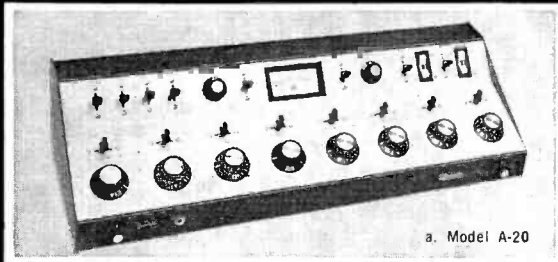
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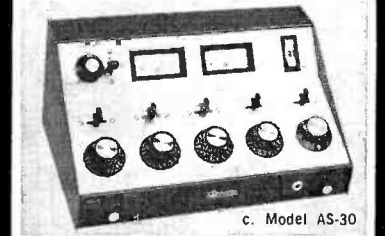
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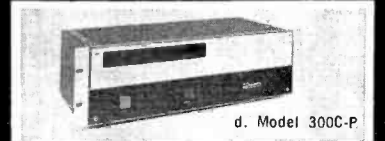
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Hugh S. Allen Jr. (r) of Gotham Audio shows the EMT-930 stereo turntable to Milton Wishard, engineering operations supervisor, WMAL-TV Washington.



Jack Ducart (l), general sales manager of McMartin Industries, describes the five-channel, crystal-controlled FM re-broadcast receiver to Alvin L. Anderson, KBMR Bismarck, N. D.



Sergeant William C. Cothran (r), Shepard Air Force Base, Texas, is shown the SM53 microphone by Shure's Robert W. Carr.



J. Lyon (l), Defense Electronics engineer, describes the fine points of the PM-112 phase monitor to Robert Barnett, WRBD Pompano Beach, Fla.

puts. A system of amplifier sub-modules provides balanced submasters, masters and monitor selections; blank feed-through modules are available in place of the equalizer module.

SIS Electronics introduced its new T-40 audio console (\$3,800) with built-in cartridge players, 10 mixers, ear-phone amplifier with tone controls, monitoring amplifiers with tone controls, and two power supplies.

Sparta Electronics demonstrated its ASC-305 stereo audio-control center (\$1,675) for production, main control or remote assignment use. An all-channel monitor/cue system with speaker muting is provided, and the transistorized console may be removed for use as a full-facility stereo remote amplifier.

The Interface Module series switch unit (\$200) was shown by Suburban Sound Inc. The switch unit—a passive switching device designed as a signal transfer panel when designing systems around the Interface Module series of console components—consists of eight three-position lever switches mounted on a standard rack panel.

Broadcast automation equipment, Model 5000, was Tape-Athon's highlight. Typical equipment included reel-to-reel and cartridge tapes with 100-input memory board for automated operation. Basic system sells for \$6,000 (monophonic) and \$7,200 (stereophonic), plus \$360 for a 25-cps cue tone generator and cueing circuits.

A portable audio console, dual channel or stereo, was shown by Wilkinson Electronics. The six-position TACS-3 features first quality step attenuators, with a cue position on each fader, low distortion, and sells for \$995.

Radio executives find transmitters improved

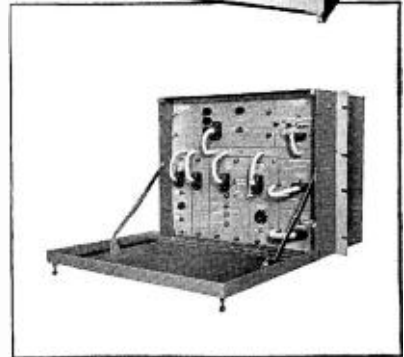
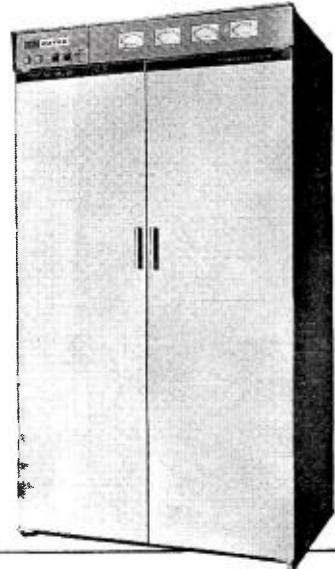
FM transmitters attracted the most interest of those shown at the NAB meeting, although all exhibitors also displayed their customary line of standard broadcast transmitters.

American Electronic Laboratories showed its new solid-state FM exciter/stereo generator, Model 2202-3, with 10-w output for the exciter and, according to AEL, with high channel separation, negligible cross talk and outstanding stability. Price is \$1,700.

Collins Radio Co. highlighted its exhibit with a demonstration of its new 831G-1 FM broadcast transmitter, which has a nominal power output rating of 20,000 w, and sells for \$26,500.

Continental Electronics displayed its Type 317C 50-kw AM transmitter, which features a high-fidelity screen modulation of the amplifier, eliminating a large modulation transformer and reactor, and a compact 62 square-foot

What FM transmitter power do you need?



Gates has the most complete line of FM transmitters in the industry. From 10 watts to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) where modulation occurs at carrier frequency. The TE-1 exciter is the heart of all H series transmitters—one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8200 today.

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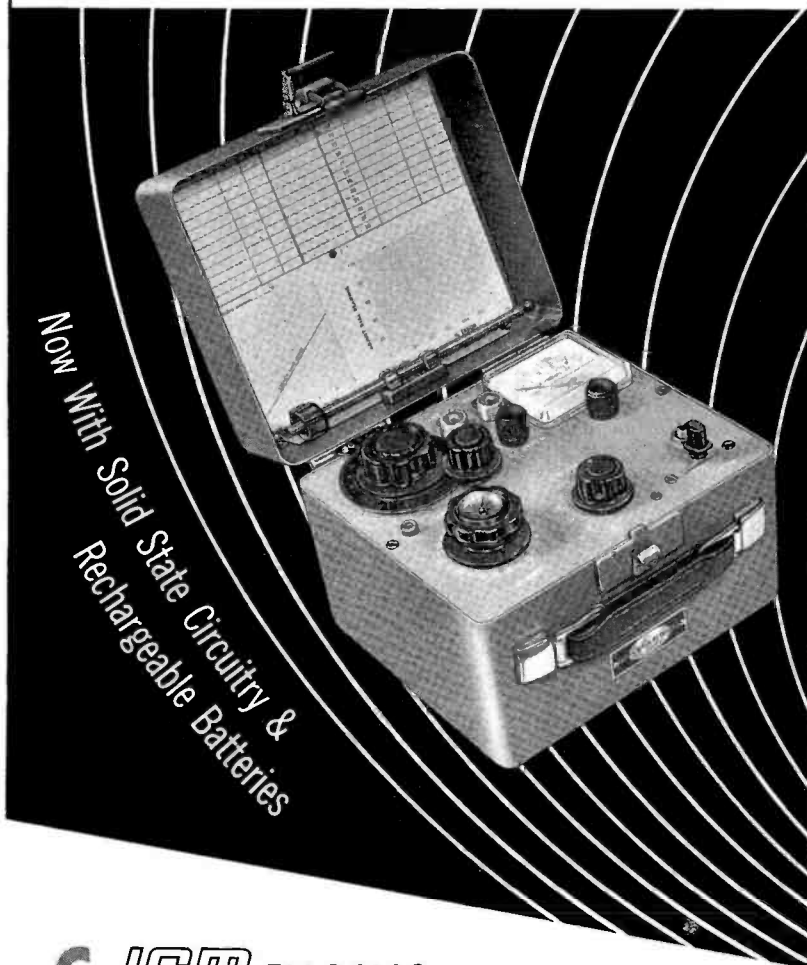
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design package. The unit is priced at \$95,000.

Granger Associates highlighted its Bauer model 602 2-kw FM transmitter (\$7,950) with model 660 solid state exciter, push-button stereo control, full metering and automatic recycling.

Test equipment shown for both radio and TV

Test equipment for both TV and radio was highlighted by a number of instrument makers.

B & K Instruments Inc. featured its Universal electro-acoustic test system (\$20,000), which has a versatile signal generator, to test audio components and systems.

The RG-1 receiver/generator was highlighted by Delta Electronics Inc. The unit, which sells for \$1,295, features a battery-power supply with built-in charger, a linear-power amplifier, a solid-state receiver and a high-gain metering circuit.

Potomac Instruments Inc. featured the FIM-21 solid-state field-intensity meter (\$995), a test instrument for measuring electromagnetic fields, featuring stability over a wide temperature range, long battery life with standard D cells, high adjacent channel rejection and ganged OSC/receiver tuning.

The Type 140 NTSC test signal generator by Tektronix Inc. featured a unit of combined test signals for all color-video equipment. The 75% to 100% amplitude conforms to EIA specifications for full-field or split-field bars, and the unit sells for \$1,600.

A modular, expandable test signal generator, Model 305-A, was shown by Videometrics Inc. It is equipped to produce a range of test signals including polyburst, stairstep and ramp, T and 2T pulse and window, 20T pulse and dot-grating. The unit sells for \$5,300.

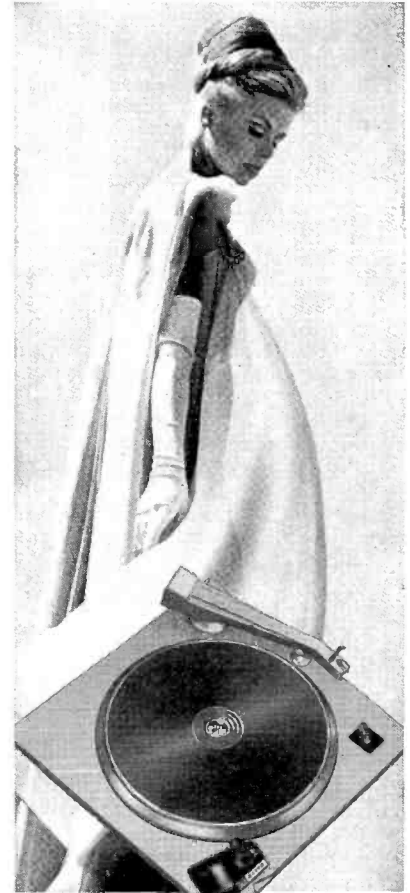
How to keep the inspector happy

FCC's Plummer tells NAB FM delegates where most frequent violations occur

FM operators at the National Association of Broadcasters convention were given a report card on their control-room behavior. It came from Curtis B. Plummer, chief of the FCC field engineering bureau, speaking to the FM Day program in Washington (BROADCASTING, March 31).

Mr. Plummer presented this summary of the most frequently violated rules and the number of times each rule was broken in the last six months

Smooth as silk with a GATES turntable



12" or 16" models available.

Quality reproduction of today's technically advanced recordings calls for new Gates 12" or 16" transcription equipment.

Both turntable models achieve new lows in rumble, wow and flutter - without sacrificing quick cue-up and with years of reliability.

Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very first turntables for broadcasting 40 years ago. Truly, the soundest sound in broadcasting is the new sound of Gates.

Write today for our new Turntable Guide.

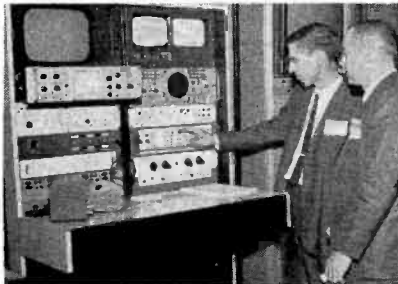


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Rust's dial switcher is explained to Thomas Moffer (r), Montreal engineering consultant, by the firm's Charles Manninen.



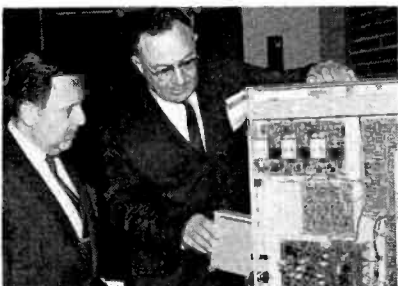
John A. Prather (l), director of engineering, noncommercial WCVE-TV and WCWV(TV) Richmond, Va., fingers Videometrics' Model 305-A test signal generator as he is watched by the company's president, Don Dudley.



Art Anderson (l) of Textronix explains to Dick Walters, marketing manager for Scientific-Atlanta, Atlanta engineering firm, this year's improvements and how to use the Type 140 test signal generator.



Vega Electronic's new wireless microphone is shown by Barry Kauffman (l) to W. Judd Wyatt, advertising director, KMMO-KMFL(FM) Marshall, Mo.

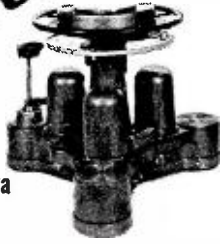


Enrique Valdez Pages (l), chief engineer of WKAQ-TV San Juan, P.R., inspects Conrac's RHA-19 and KHA-25 monitors, as Robert Vendeland, Conrac general manager, explains the features.



George Petetin (r), sales manager for Stanton Magnetics, shows the company's recently developed 500-AL broadcast standard recording arm magnetic cartridge to Roy Gallagher, WRBD Fort Lauderdale, Fla.

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T. M. Olsen (l) of Ball Brothers Research Corp. points out features of the TCB-14R color monitor to Harry Kaemmerer, supervising engineer of the audio visual center, AT&T, New York.



Richard L. Lindell (l), director of engineering, WTAR-AM-FM-TV Norfolk, Va., gets some information about General Electric's TZ-8-A differential phase and gain linearity compensation unit from GE's John Wall.



John Jonny (l) manager of industrial sales division of Minolta Corp., points out highlights of Minolta's TV color analyzer to Chuck Baker, facilities manager for School of Journalism and TV, University of Georgia, Athens, Ga.

of 1968:

All logs and records (105 violations)—Includes failure to: make required entries in station logs; insure entries are factual; make orderly and legible entries so that required data is readily available.

Operating power (85 violations)—Includes failure to: maintain power within required limits; ascertain validity of parameters, including efficiency factor, and computation of indirect operating power; determine direct operating power; determine direct operating power with properly calibrated instruments.

Annual audio-performance measurements (80 violations)—Includes failure to: make equipment performance measurements and data; present data and measurements in a readily comprehensible manner.

Operating log (71 violations)—Includes failure to: record all required operating parameters; record all required operating parameters at required intervals; record details of daily antenna tower light observation; record facts and data relating to carrier interruptions.

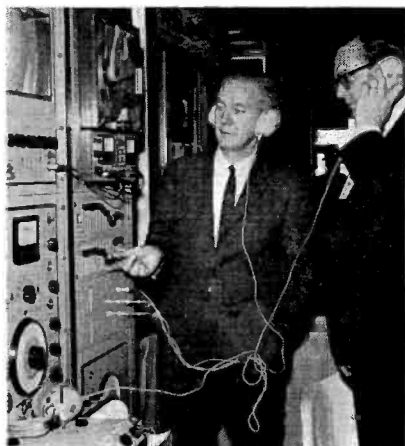
Maintenance log (52 violations)—Failure to: make and/or record pertinent details of required antenna lighting system inspection; correlate results of frequency measurements with indications of frequency monitor; make and/or record pertinent succinct statement of details of required inspection of transmitting equipment.

Operators (47 violations)—Include failure to: have properly licensed operator on duty; verify that radiotelephone third class operator permits are endorsed for broadcast operation; properly instruct operators concerning their duties and responsibilities as operators; employ full-time or contract radiotelephone first class operator license holder; verify periodic inspection of transmitting equipment has been completed as required.

Remote control (37 violations)—Includes failure to: provide necessary facilities, including meters and controls, at the control point; terminate operation by remote control upon failure of equipment, including controls, meters and circuits; provide fail-safe circuits to render transmitter inoperative under short-circuit or open-circuit conditions.

Program log (33 violations)—Includes failure to: correct erroneous entries in the prescribed manner; certify validity of contents of auto-logged program records; enter required details of PSA; authenticate sponsor identification.

Modulation monitor (31 violations)—Includes failure to: have a properly functioning type-approved instrument installed at the required location; notify district office of removal and/or restora-



Frank Steigerwald (r), manager of marketing services for B&K Instruments, explains the display of the Universal Electric Acoustic System to Ed McKee, manufacturer's representative, Lee Associates, Winston-Salem, N. C.



Al Levin (r), maintenance engineer, CBS Washington, is shown Richmond Hill Laboratories' STG-500 studio test signal package by Richmond sales manager D. L. Latham.



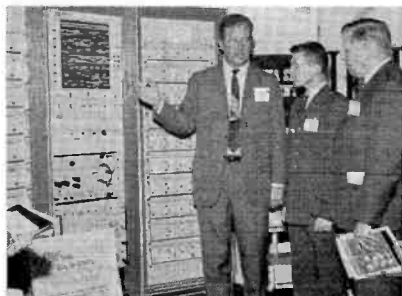
AEC/Veritas's 210 Documentor 2rpm recorder and playback unit is shown to C. K. Parrick (r), president of WCLV Cleveland, by AEC representative John Malone.



Cliff Hall, (l), Potomac Instruments representative, shows J. M. Duchaine, director of CHVD Dolbeau, Que., how to use the Potomac solid-state field intensity meter.



Altec-Lansing's A. C. Davis (r) explains the functions of the prototype 9300A recording console to William Nunn, supervisor of maintenance, CFPL-TV London, Ont.

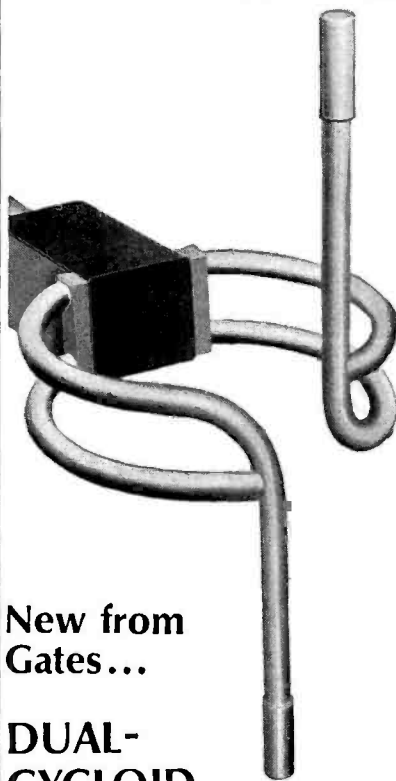


Arthur May (l), Jerrold representative, points out the features of his company's solid-state program receiver to F. C. Mortensen (r), Armed Forces Network, Europe, Frankfurt, Germany, and Lieutenant Karl Maron (c), Griffiss Air Force Base, New York.



Belar Electronics' AM frequency and modulation monitor is shown by Belar's Ed Harper (l) to Bob Smith, chief engineer, WMAP Monroe, N. C.

The soundest sound in FM is the new sound of GATES



New from Gates...

DUAL-CYCLOID CIRCULARLY POLARIZED FM ANTENNA

Now you can have circular polarization without individual horizontal and vertical transmitting bays on the tower.

The new Gates FM antenna combines in a single unit the time-proven features of the individual Gates Cycloid and vertical-type 300G antennas.

Designed for rugged, trouble-free operation. No power divider required. Any number of elements from 1 to 16 may be utilized for maximum flexibility in power gain selection. Special antenna with null fill and beam tilt also available.

The new Gates antenna is ideal for transmission of today's complex FM monaural, stereo and SCA multiplex signals.

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tion of instrument to service; annotate maintenance log with details of removal and/or restoration of instrument to service; file an informal request for additional time from district office when instrument is out of service in excess of 60 days; provide suitable means to insure modulation remains within tolerance when monitor is out of service.

Station and operator licenses (26 violations)—Includes failure to: post station license and all authorizations at transmitter control point; insure operator has posted his license or FCC Form 759 at his place of duty.

Approximately 500 delegates were in attendance at the Sunday afternoon convention session.

Business aids part of display at meet

Among all the electronics equipment on display at the NAB convention, two exhibits dealt with more mundane, business operations.

Shown was the Addressograph-Multi-graph A-M 2650-2000 copying system that can produce 150 copies per minute, and is priced at \$13,000.

Broadcast Computer Services provided information about its computerized traffic accounting system. The service costs about \$11,000 for radio; \$15,000 for television.



Robert H. Sauber (l), wrtv Titusville, Pa., slides one in as Ken Schneider, Visual Electronics product manager, describes the new Rapid-Q cartridge player.



Tapecaster's Ted Oshehoff (l), sales technician, shows his company's tape cartridge machine to Lamar Simmons, president, WLCS Baton Rouge.

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STV buys United Control

Subscription Television Inc., New York, has purchased the Winston Division of United Control Corp., Culver City, Calif., designer and manufacturer of data recorders. Winston had sales of about \$2 million last year. Leach Corp., acquired by STV last month (BROADCASTING, March 10), manufactures tape recorders and data acquisition systems, designs and produces circuit switching devices and has developed a high density digital recording technique.

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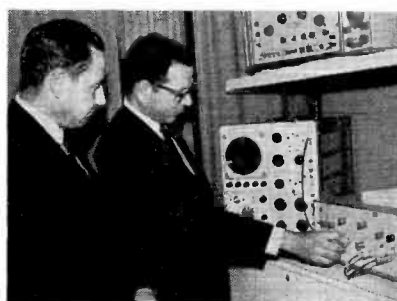
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Carl Fosmark (l) Gates district manager, describes the company's automatic program logger to Ned Nolan, chief engineer, WJR-TV Detroit.



Talking to Stuart W. Underwood (l), chief engineer, WTAP-TV Parkersburg, W. Va., about American Electronic Laboratories' FM exciter stereo generator, is AEL representative John Pilman.



The Marconi 2909/1 gray scale generator is examined by company representative L. Presutto (r) and Robert L. Stapleton, University of Michigan, Ann Arbor, Mich.



The Rohde & Schwarz video demodulator is shown by Lucian Feldt (r) to George F. Davis, WRGB(TV) Schenectaday, N. Y.



Jack Finlayson (r) Broadcast Computer Services, discusses BCS's computerized traffic accounting system with Tom Griscom, general manager, WSM-TV Nashville.

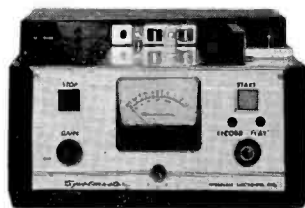


Howard Brown, (l), Addressograph-Multigraph representative, describes the versatility of the company's duplicating machine to E. D. Baydush, director of WECT-TV Wilmington, N. C.

The Spotlight Is on

Spotmaster

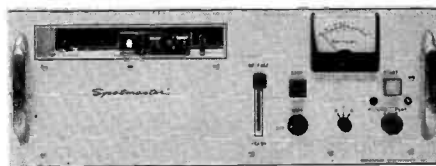
Superior Tape Cartridge Recording and Playback Equipment



Model 500 C



Model 400 A



Model 500 CR

COMPACT 500 C SERIES—Completely solid state, handsome 500 C equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, automatic record pre-set, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

RACK-MOUNTED 500 C MODELS—The 500 CR rack models offer the same Model C design and performance features and are equipped with chassis slides ready to mount in your rack. Each unit slides out for easy head and capstan cleaning and other routine maintenance. All 500 C models carry iron-clad full-year guarantees.

ECONOMICAL 400 A SERIES—Now even the smallest stations can enjoy Spotmaster dependability with the low-cost, all solid state 400 A series, available in compact record-play and playback-only models. Performance and specifications are second only to the 500 C series. For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!

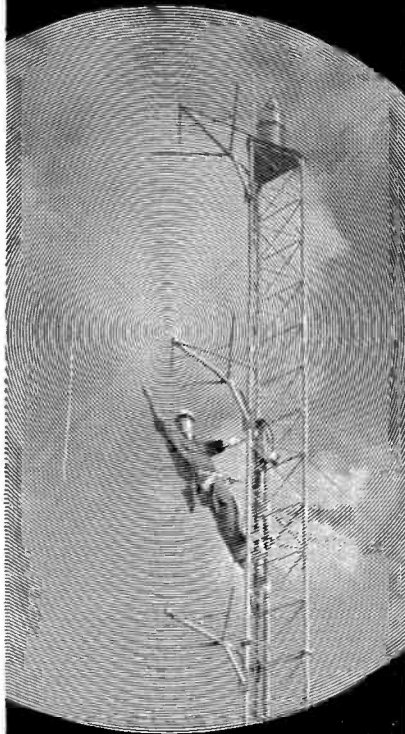
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EXCLUSIVE DIGITAL TUNING END STUBS allow lower VSWR on your tower (GUARANTEED under 1.1 to 1), and field trimming to 1.08 to 1, \pm 200 KC.

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Nortronics Co.'s magnetic tape heads are shown by Thomas Johnson (r), company sales assistant, to Dr. Robert Lacy (c), general manager, KVRO Stillwater, Okla., and J. W. Kulinski (l), manager-engineer, WVTS Terre Haute, Ind.



Bruce Selb (l), chief engineer, educational WGLS-FM, Glassboro, N. J., examines a Marathon DP Cartridge as Marathon representative Dick Myers points out they come in three basic sizes.

Tape cartridges shown by many exhibitors

Radio tape cartridges were featured by many exhibitors showing wares for radio broadcasters. But several manufacturers displayed new and improved turntables and so-called "music centers."

Broadcast Electronics featured a mini,

plug-in recorder module, the MRM-600, which connects to the firm's M 605-B or M 610-B record/playback units. Price is \$205.

Effective Communication Systems displayed its Marathon DP cartridges, which feature differential pulleys for constant tape tension, fast-forward winding without spew-out and elimination of pressure pads for most tape loads over two-and-a-half minutes.

Highlighted by Gotham Audio Corp. was the three-speed EMT-930stu stereo turntable (\$1,350). Speed is attained in less than one second by a low vibration, self-starting, synchronous motor using friction drive. Other features include the new S-shaped pick-up arm, statically and dynamically balanced; a remote-control start-stop, and an equalizer amplifier.

Gray Research and Development Co. exhibited its 810-A equalizer (\$97.50), which is said to offer high performance from high-impedance stereo broadcast cartridges with a stereo console. The passive equalization device requires no power source and has no active circuitry to maintain.

The DN-35FE two-speed automatic cueing turntable (\$1,950) was demonstrated by Nippon Columbia Corp. of America. The 13-inch turntable uses a hysteresis synchronous motor, self-contained preamp, power supply, equalizer, DA-303 pick-up arm, and moving magnet type stereo pick-up cartridge.

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Our 'hands-free' Centrum intercom system makes internal calls fast and simple. Employees stay at their desks instead of walking for information. The Centrum system reduces our monthly phone bills, too.

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If you ignore it, maybe it'll go away. And other famous cancer legends.



In an all-out effort to avoid the truth, people have created some pretty imaginative phrases.

Like the ever-popular "What I don't know can't hurt me." Very definitely an expression from the lips of a non-checkup goer.

And what about "It can't happen to me. I feel fine!" Or "Never sick a day in my life." You hear that a lot. Too much as far as we're concerned. Especially from people who are finally forced to see their doctors. When it's often too late.

Logic doesn't work. Facts don't seem to sink in. We have no recourse but to fight fire with fire and offer some more meaningful phrases.

Like "1 in 3 is being saved now. 1 in 2 could be saved if people went for checkups every year."

Now, here's our favorite. "200,000 were saved last year. Annual checkups can help save thousands more." What are you waiting for?

Don't you want to enjoy the peace of mind that comes from knowing you're doing the best thing for your health?

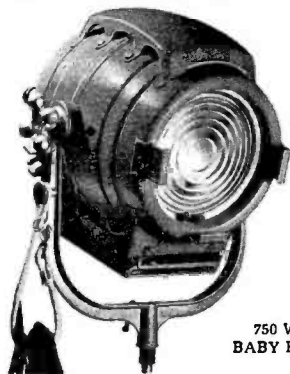
If it's slogans you want, we can give them to you. We'd put them to music if we thought it would help. Anything to try to make cancer a legend in its own time. But we need your help.

Help yourself with a checkup. And others with a check. American Cancer Society

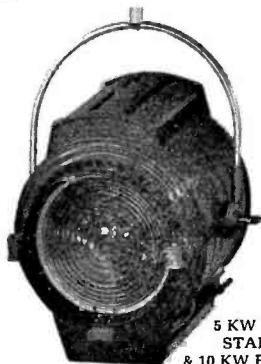
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the **NEW** and **IMPROVED** **Bardwell & McAlister**

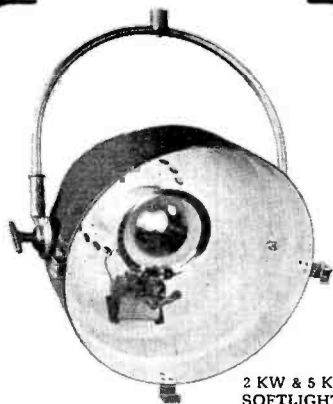
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displayed its 280 recorder (\$2,095), which features automatic tape lifters, disk brakes, linearity control, selective synchronization, scrape filter and tapped transformers. Editing features include edit-control switch, sweep-loading tape path and hum-shield lock.

Seeburg Music Library Inc. introduced its automatic background music center for use with FM-multiplex background-music service. The center plays a total of 120 hours of music and includes three standard BMC-1 units mounted on drawer slides. The program timer consists of two synchronous motors—one for accurate timing and another for accurate switching. The center sells for \$1,068.

Displayed by Stanton Magnetics Inc. was the 500AL standard-broadcast cartridge (\$25) for heavy duty on-the-air use. Frequency response of the cartridge is 20 cps to 17 kc.

Tapecaster showed its new Series 700 solid-state tape-cartridge machine that features a hysteresis synchronous motor, all-silicon transistors, and remote control of all functions. Price runs from

\$500 for the stereo playback unit to \$750 for the stereo combination record-playback unit.

Featuring automatic fast-forward wind, Visual Electronics solid-state, integrated circuit Rapid-Q cartridge tape unit is desk-top or rack mounted, contains two modules for each 3½-inch rack mount and is available in stereo or monaural types. The combination record-playback unit is priced at \$695; the playback unit alone is \$515.

Manhattan CATV feels strike

Cable television installation in the northern half of Manhattan was halted last week by a job walkout of about 100 installers and technicians employed by Teleprompter Corp., which holds the CATV franchise for that New York area. The strikers are members of the International Brotherhood of Electrical Workers. They did not report for work Wednesday (April 2). Talks between Teleprompter and the union were continuing.



Ray Barker (r), WCWA-FM Toledo, Ohio, inspects the Spotmaster five-spot cartridge player, after a demonstration at

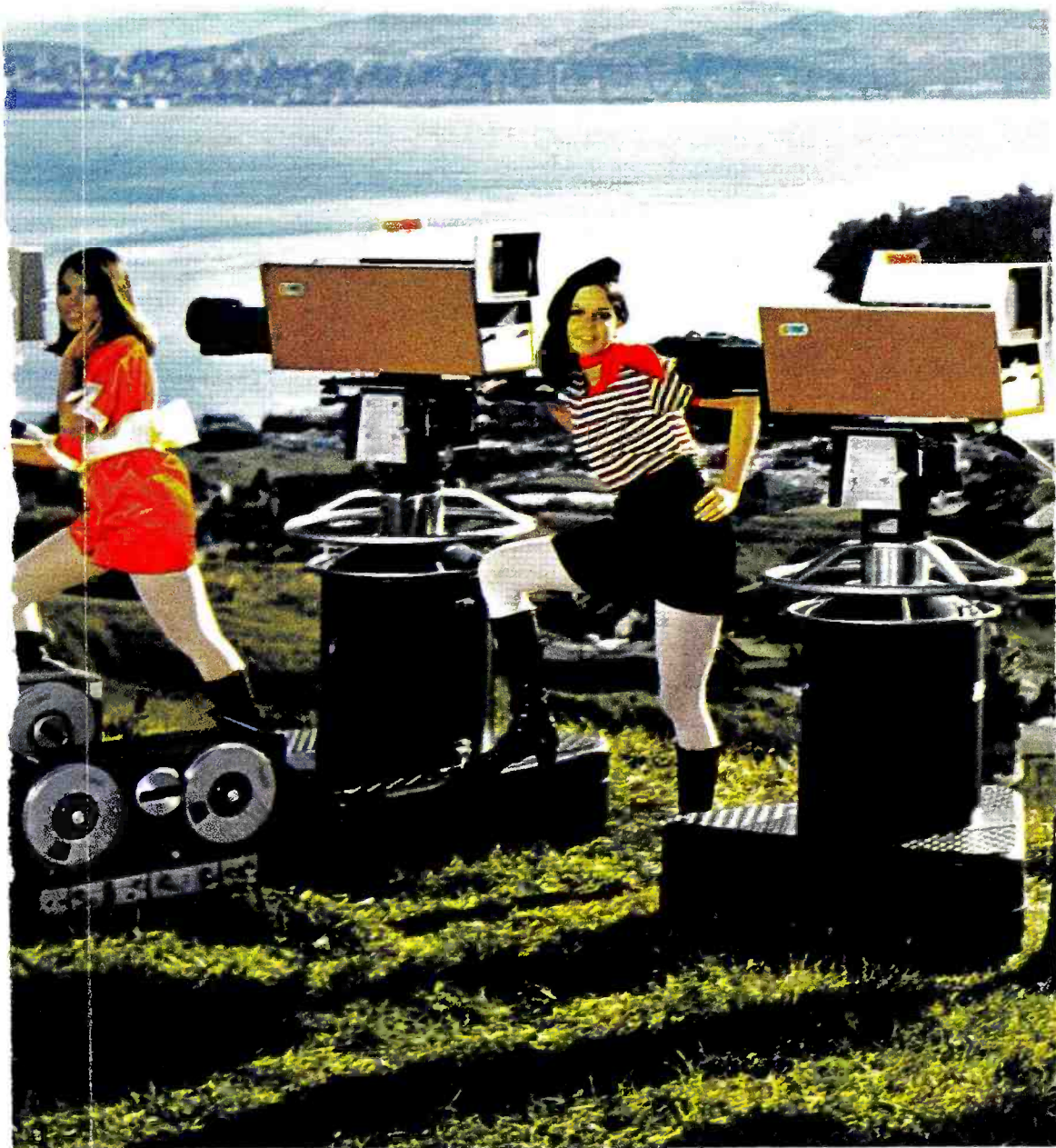
the convention by Jack Neff (c), president, and Ken McHenry of Broadcast Electronics.



Scully 280, tape recorder, featuring disk brakes and selective synchronization, is shown by representative Mike Faulkner

(r) to Bob Estony, communications specialist, CBS Laboratories, during the Washington convention.

*s its complete lineup.
steal the scene.
the evidence.*



The IVC-200 has the performance advantages of expensive cameras at about one-third the cost. Picture quality, registration and stability near that of higher priced cameras. Ease-of-maintenance, simplicity of adjustment in day-to-day setup and interchangeability in film chain operation are outstanding features of the IVC-200.

The 65 pound IVC-200 has a VARTAL XX, 10:1 200 lens with local or remote servo driven iris, negative registration, full shading correction, adjustable gamma correction, 9" viewfinder, built-in filter wheel and cable corrector.

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The IVC/EMI 2001-C and IVC/EMI 2001-B, 3 and 4 tube Plumbicon cameras have exclusive features not available in other equipment at any price. Printed wiring deflection yokes provide precise registration. Viewfinder may be tilted to up and down position, and remote up to 30 feet from the camera. Self-contained, dust-proof lens, short circuit-proof power supplies, servo iris in joystick control and operator remote panel, just to mention a few. Direct imaging optics provide optimum contrast and resolution. Equipped with Angenieux zoom lenses for top quality broadcast reproduction.

Costing only one-third to one-fifth as much as standard studio cameras, the 3-tube IVC-100 produces full broadcast quality color at normal studio lighting levels (200-400 ft. candles) and superb color under all conditions outdoors. Color fidelity compares very favorably with that obtained from highly regarded and more expensive studio cameras. Excellent as remote or fixed position news and weather casting camera.

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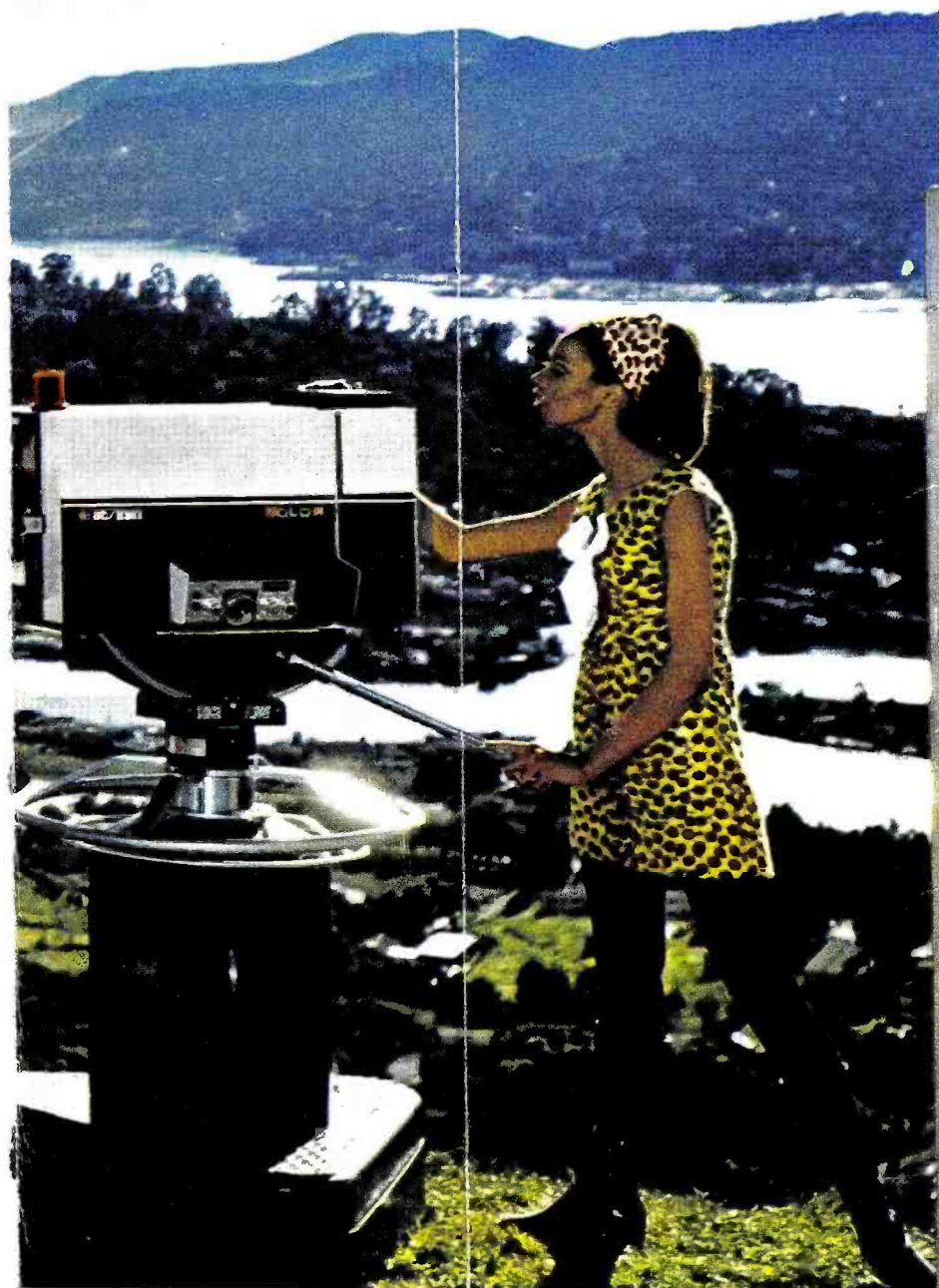


The new IVC-300 gives outstanding results in fixed, mobile or remote colorcasting. It's the first color camera to utilize three Plumbicon tubes in the exclusive IVC dichroic mirror optical system. An ideal combination of lightweight — only 65 pounds — high sensitivity and performance features that permit flexible, low-cost color pickup.

Because of compact configuration, the IVC-300 can be transported and operated by a single cameraman on almost any site.

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Stealers



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It's here. The color TV broadcast breakthrough of the year — an IVC camera to fit your every need — indoor, outdoor, mobile, studio, remote or film chain — from the lowest priced color television camera to the world's finest — regardless of price.

IVC helps you cut costly "search time" by raising the curtain on the biggest troupe of scene stealing cameras and VTR's available today from a single source.

MEET THE CAST

The new IVC-300 has three one-inch Plumbicon tubes — it's the star of the show — shoots any scene with unmatched quality at the best price/performance ratio available.

The IVC/EMI 2001-C, new three tube Plumbicon camera is one of the great upstagers in the colorcasting picture. Unique design concept with latest sophistications "built-in" for precise, stable, efficient operation.

The IVC/EMI 2001-B. This four Plumbicon camera is undisputed king of the color scene. Called "the best in the world" by experts. Specified by the British Broadcasting Corporation.

The IVC-200. The best value available in a color camera — a real hit. Superior vidicon color. Only 65 pounds, but a real "heavy" for easy, mobile, low-cost operation.

The IVC-100. An inexpensive three vidicon, all-purpose camera — great player in bit parts, or leads. Adaptable to almost any studio, remote or film chain operation.

Hold the curtain for the IVC VTR's — IVC-600's, IVC-800's, IVC-900's — star performers with the scene stealers.

Whatever your needs, cast an IVC color camera and VTR in the role, and relax. You'll know you're getting more show for the investment. Consult with an IVC Broadcast Sales Representative and let him fit the camera and VTR to your scene. He carries the broadest line in the industry.



International Video Corporation

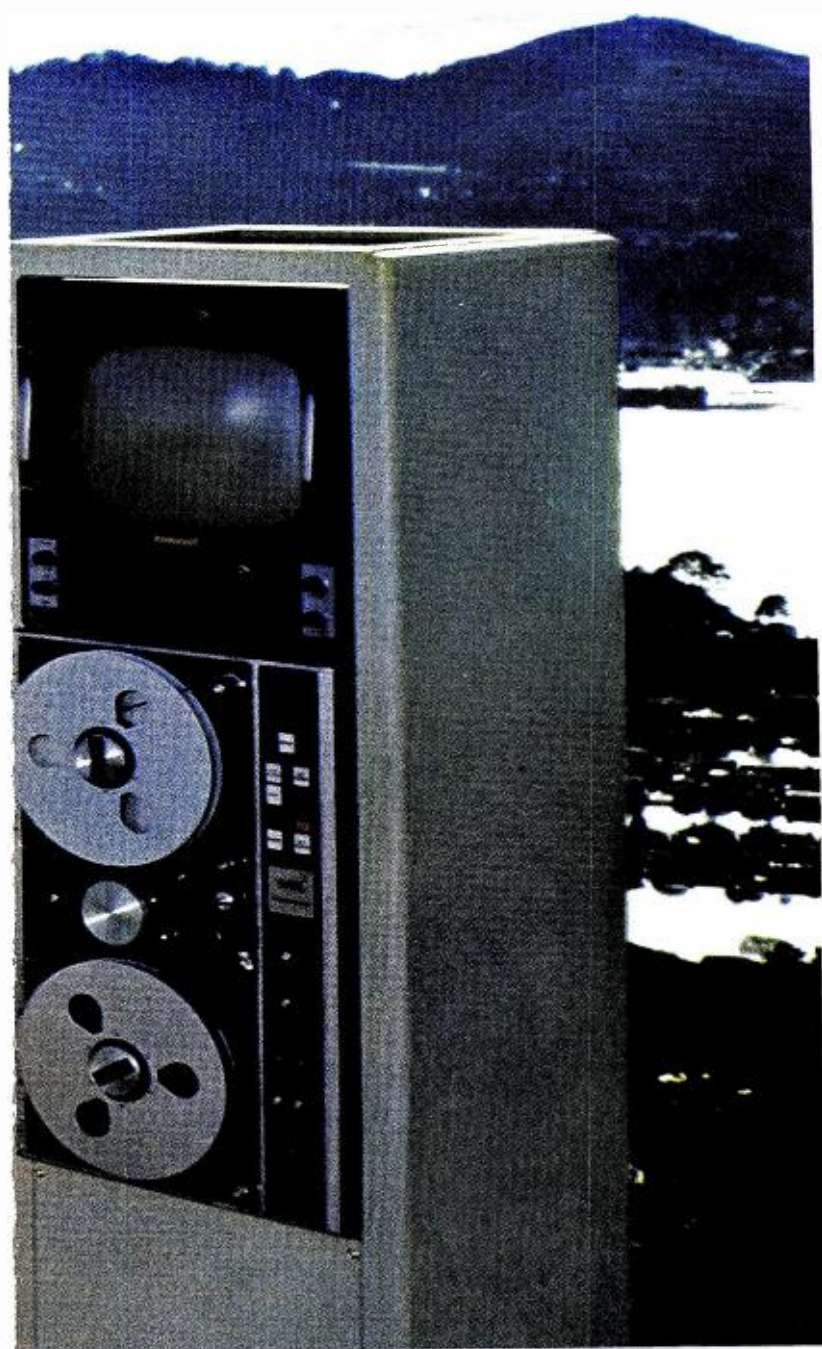
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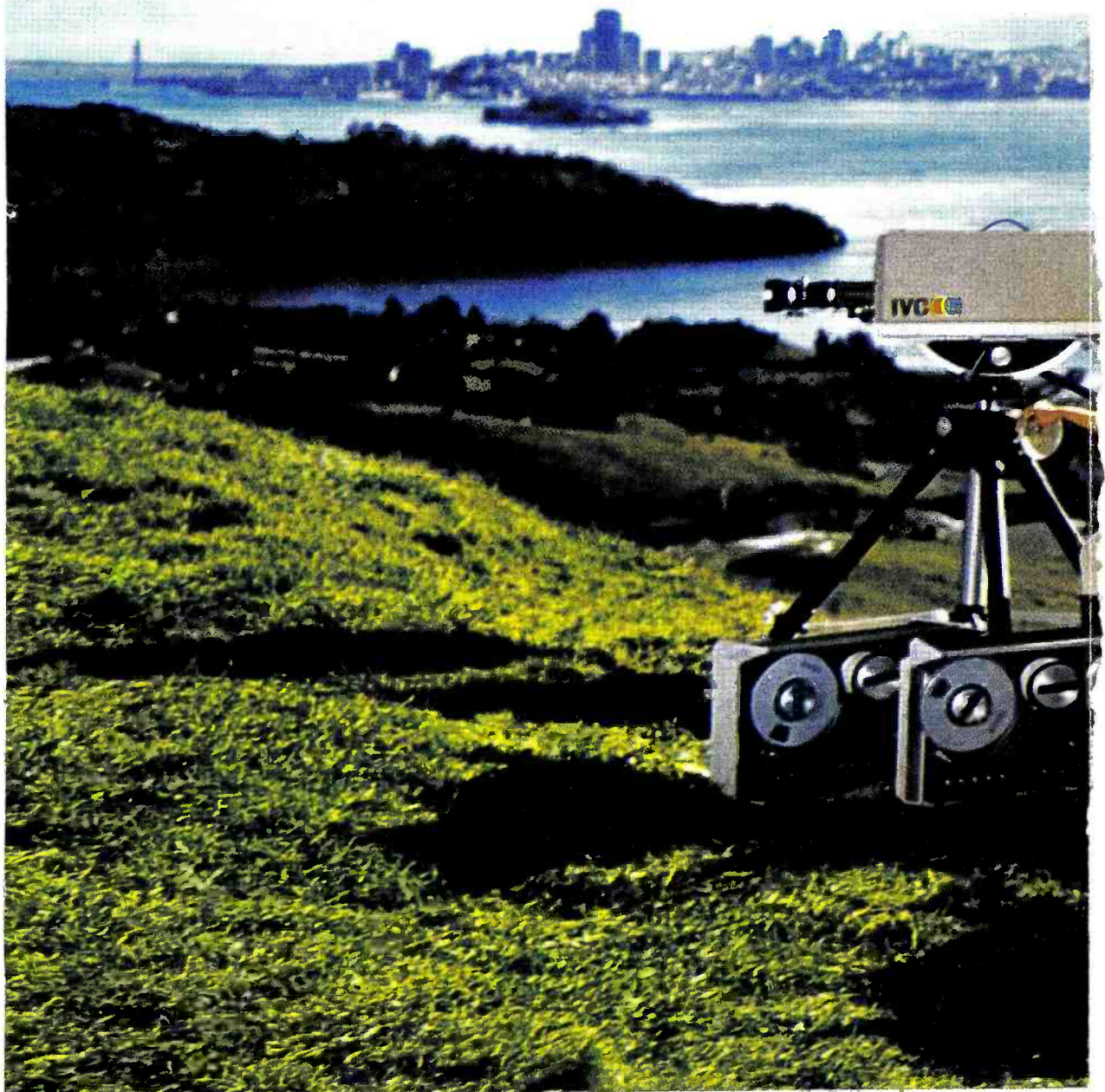
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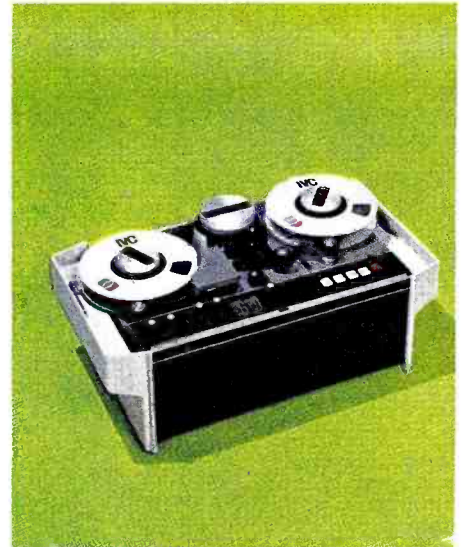
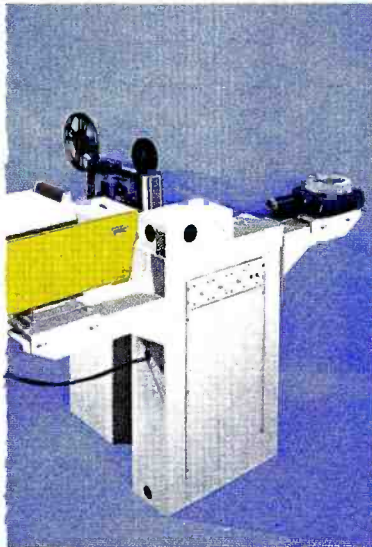


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Fairness aired in Supreme Court

Oral arguments on two cases involving doctrine point up broadcaster fears of 'muzzled' journalism

The question of the government's authority to tell broadcasters how to be fair in dealing with public issues was under consideration by the Supreme Court last week, following arguments on two cases involving the FCC's fairness doctrine.

Attorneys for broadcasters involved in the suits argued that the commission's fairness policies and rules violate the constitutional guarantee of freedom of the press, and will muzzle debate.

But Solicitor General Erwin N. Griswold, speaking for the government in both cases, refused to be put on the defensive. The government and the FCC, he said, "are the real champions" of the First Amendment. The fairness doctrine and the rules adopted under it, he added, promote "robust debate."

Under attack in one of the cases are commission rules adopted in 1967 prescribing the manner in which broadcasters are to accord fairness after they have broadcast a personal attack or an editorial endorsing or attacking a political candidate. In the other case, initiated before the rules were adopted, WGCW Red Lion, Pa., is appealing a commission order issued under fairness-doctrine policy that later evolved into the personal-attack rules.

That order was upheld by the U. S. Court of Appeals for the District of Columbia. However, the U. S. Court of Appeals for the Seventh Circuit, in Chicago, declared the rules themselves unconstitutional. That suit was brought by the Radio-Television News Directors Association, which was joined by CBS and NBC.

The high court heard the two cases with two of its nine members missing. Justice William O. Douglas was absent because of illness. Justice Abe Fortas disqualified himself. As is customary, he gave no reason. However, his former law firm, Arnold & Porter, has represented the Tobacco Institute in its opposition to the commission's application of the fairness doctrine to cigarette advertising.

Some communications attorneys were disappointed by the absence of the two justices. They are part of the liberal wing of the court, and, the attorneys believed, would have been likely to

endorse the industry's freedom-of-press argument. The court is expected to decide the cases before the present court term ends in June.

The fate of the commission's fairness doctrine, as well as the rules, is at stake in the companion cases. NBC, in its brief, said both the doctrine and the rules are unconstitutional (BROADCASTING, March 24). And the seventh circuit, in holding the rules invalid, used language that cast doubt on the legality of the doctrine.

However, Professor Archibald Cox of Harvard Law School, representing RTNDA, and Washington attorney Roger Robb, representing WGCW, drew distinctions between the rules and the doctrine, and concentrated their fire on the rules. These require any station carrying a personal attack to notify the person involved, submit a copy of the broadcast, and offer reply time. Similar requirements apply in the case of editorials supporting or opposing political candidates.

Mr. Cox and Mr. Robb said the rules—by laying down such specific requirements on fairness—were more onerous than the fairness doctrine and would lead to blandness in programing. The doctrine, which requires broadcasters airing one side of a controversial issue of public importance to carry all sides, they said, affords broadcaster greater

latitude in their news judgments.

The WGCW case involves a commission order directing the station to give reply time to author Fred J. Cook, who claimed to have been attacked in a broadcast by preacher Billy James Hargis. Mr. Robb said that donation of free time—as required in the commission order—was not a "trivial matter." Enough of such requests could put some stations out of business, he said.

If the rules are upheld, he added, the public will hear neither side of a controversial issue, "because the attack won't be broadcast. The rule will choke it off at the source."

Mr. Cox, who was solicitor general in the Kennedy administration, made a similar argument. He also said that neither Congress nor the commission has the authority to regulate broadcasting in a way that inhibits freedom of speech.

But Chief Justice Earl Warren, who had asked the two attorneys to distinguish between the doctrine and rules, in principle, then asked Mr. Cox whether it might be a "greater inhibition on free speech" to permit a station to broadcast as it pleased throughout its three-year license period, and then face the "loss of its franchise because, in the opinion of the commission, it has not been fair."

Mr. Cox agreed this danger existed, but said that the "element of discretion in the fairness doctrine gives it a flexibility"—which he said the rules do not have—and "makes it easier to comply with."

Mr. Cox referred to a number of CBS programs, including Eric Sevareid commentaries and *Face the Nation* shows, that CBS said it would have been difficult if not impossible to present under the rules. (Most of the programs would be exempt under an amendment the commission adopted in March 1968, after the rules were challenged in court. However, the amendment notes that the fairness doctrine applies to the exempt programs, and that broadcasters are to present the viewpoint of the person or group attacked; if they don't, they must notify the person involved and offer time for

Five get OPC awards

Five broadcast newsmen were designated last week to receive awards from the Overseas Press Club of America. The presentations will be made at the OPC's annual awards dinner in New York on April 18. The winners are Elie Abel, NBC News, for "best radio interpretation of foreign affairs"; Liz Trotta, NBC News, for "best television reporting from abroad"; Bernard Redmont, Westinghouse Broadcasting Co., for "best radio reporting from abroad"; Charles Collingwood, CBS News, for "best TV interpretation of foreign affairs" and Bernard Kalb, CBS News, for *Asian Magazine* award for "best article or reporting on Asia in any medium."

reply. Mr. Cox argued that this wipes out the exemption.)

Justice Hugo Black wondered whether "no relief" was available to a person who has been attacked in a broadcast. In most of the cases cited, Mr. Cox said, "the other person has ample opportunity to present his views."

Mr. Griswold, in arguing that the commission has the authority to require fairness, said broadcasters, who "have and require exclusive use of the spectrum," can be required to operate in the public interest.

And in picturing the government as a defender of free speech, he lashed out at broadcasters. Those attacking the fairness rules and the seventh circuit court, he said, "are trying to put us in the role of attacking the First Amendment.

"We reject this," he said. "We are protecting the First Amendment against the private and selfish interests of broadcasters." The rules don't bar free speech, he added, "they require a response when a person is attacked."

He said "a false assumption" on which broadcasters are proceeding is that "a station has every minute to use for personal profit." If a station fails to meet the public-interest standard, he said, it "is subject to losing its license."

Mr. Griswold, who said the rules are the result of an evolutionary process in the regulation of broadcasting that dates back 40 years, argued that they should not be rejected by the court without reference to a case in which they had actually been applied. He noted that no one had yet been affected by the rules, and said the seventh circuit court had ruled them invalid simply "on the basis of a parade of horrors" of what might happen under them.

He acknowledged that experience might demonstrate that modification is necessary. But he said that "if the commission goes too far" in a case, judicial review is an available remedy.

But Mr. Cox, in rebuttal, said it "is well settled that the court won't permit something to stand that on its face would interfere with free speech." And the rules, he said, would do that.

One question that interested Justice Byron White was whether the government has the authority to require the broadcast of certain material in presenting all sides of a controversial issue. Mr. Robb had no trouble in answering it in the negative.

But the question gave Mr. Griswold more trouble. He said a broadcaster is required to be fair. If, Mr. Griswold said, after presenting one side of a controversial issue he does not present the other side through someone else, "he must do it himself." But, he added, "I shrink from saying a licensee is required to make a certain announcement.

Metromedia imports aid for KLAC strike

Periodic replacements due for out-of-town help; KMET(FM) automates

Metromedia's KLAC Los Angeles, hit late last month by a walkout of its engineering staff—a strike that is supported by members of the American Federation of Television & Radio Artists (including disk jockeys, newsmen and sports reporters)—is carrying on programming as usual with a broadcast staff of station group executives, all with on-air experience in the past. Dick Carr, vice president and general manager of Metromedia's WIP Philadelphia, is handling the 11 a.m.-to-4 p.m. music block on the station, Monday through Sunday. Program directors from Metromedia's KNEW Oakland, Calif. and WHK Cleveland and the public-affairs director from KNEW and news director from KLAC are other executives performing as DJ's during the strike. Alan Walden, national news coordinator for Metromedia news, and news directors from WIP, WHK and KNEW, together with David Crane, program director for KLAC, are covering news beats for the struck station.

Plans call for a new cadre of executives from Metromedia stations to come in periodically to replace those executives now helping out at KLAC. The idea being that no Metromedia station would be weakened by loss of key personnel for any extended period of time.

KLAC and its FM affiliate KMET(FM) Los Angeles were struck at 5:30 a.m. on March 28 by 14 engineers, members of the International Brotherhood of Electrical Workers, Local 45 (BROADCASTING, March 31).

Immediately, the executive board of



Richard F. Carr (l), vice president and general manager of WIP Philadelphia, and Richard Janssen, vice president and general manager of KLAC Los Angeles, at KLAC during the IBEW strike. Mr. Carr is doing the 11 a.m.-4 p.m. show.

the Hollywood committee of broadcast unions voted unanimously in "full sympathy" with the engineers. Members of the Los Angeles local of AFTRA, one of the 17 unions and guilds in the Hollywood committee of broadcast unions, decided to respect the IBEW picket line.

Faced with the loss of its air personalities, KMET, which programs a progressive-music format, went fully automatic. KLAC, which was to switch its format on March 29 (the day after the walkout took place) from all-talk to adult, contemporary music, made the conversion a day early with Dean Sander, news director for the station, taking over as the morning DJ. Executives at the other Metromedia radio stations, alerted for two weeks to the possibility of a strike and with bags packed and tickets bought, flew in to Los Angeles to man the struck station.

At issue in the strike are two jurisdictional points. KLAC and KMET want their DJ's to have the right to handle turntables. The stations also want newsmen to be able to dub off phone-in news reports from reel-to-reel tape to cartridges. The station claims that no engineering jobs are threatened by these changes in jurisdiction.

David C. Croninger, president of Metromedia Radio Division in New York and a former on-air personality at WHB Kansas City, Mo., among other stations, is scheduled to take over the morning shift at KLAC this week.

NER's new head will serve some 155 stations

Appointment of Miss Lucinda Landreth as manager of the National Educational Radio network, effective July 1, heralds the move of the NER operational headquarters from Urbana, Ill., to Washington.

Move of the tape operation is expected to take place this summer and will be principally underwritten, it's understood, by a \$22,600 grant from the Corp. for Public Broadcasting.

Miss Landreth presently is the administrative assistant in the Washington office of the NER division of the National Association of Educational Broadcasters. Before that, she served in the Paris office of the division of educational planning and financing, United Nations Educational, Scientific and Cultural Organization (UNESCO). She succeeds Robert Underwood, who has resigned, also effective July 1.

The educational tape operation was established at the University of Illinois in 1952 and provides a minimum of five hours a week of regular programming to 155 affiliated stations, mainly FM outlets. The \$75,000 installation consists of two master audio taping ma-

chines and 10 slaves for duplicating. It employs six people. The programs, which come from affiliates and other sources, are mailed to NER network members. The network operates on a budget of \$70,000 annually.

Earlier this year, NER received a \$65,000 grant from CPB for the purpose of acquiring and developing programs for educational radio.

Newly elected chairman of the NER division of NAEB is Richard Estell, WKAR-AM-FM East Lansing, Mich. He succeeded John Witherspoon, KEBS(FM) San Diego. Vice chairman is Will Lewis, WBUR(FM) Boston, succeeding Jack Summerfield, WRVR(FM) New York.

A Smothers rerun before major editors

Television entertainer Tom Smothers will take his case against television "censorship" back to Washington next week—this time with his brother Dick—in an appearance before a national assembly of newspaper editors. The Messrs. Smothers have been invited to address a banquet meeting of the American Society of Newspaper Editors, set for April 18.

And the Messrs. Smothers are not going to sing for their suppers. For that matter, they are not being billed as the "Smothers brothers," either. The Smothers office insists there will be no music—although some banter between the brothers is anticipated at the start of their presentation. But the core of their remarks is to constitute a serious discussion of the need for "relevance" in television entertainment programing, and the key role that newspapers and their television critics have to play in the struggle against censorship.

Tom Smothers went to Washington during the National Association of Broadcasters' annual convention two weeks ago, visiting congressmen, senators, FCC commissioners and local broadcasters. During a meeting with Senator Vance Hartke (D-Ind.), plans were laid for a Senate hearing with Mr. Smothers, other producers and academic experts (BROADCASTING, March 31).

A spokesman said late last week that a list of suggested witnesses for the proposed hearing was almost ready for submission to Senator Hartke.

Meanwhile, the Smothers brothers' dispute with their network, CBS-TV, over programing standards (which the Smothers brothers want relaxed), headed into the homestretch. A CBS reply to the request for relaxation was due last Friday (April 4). Word late Thursday was that the network would make no exceptions in its standards for the Smothers program. Despite the anticipated turndown, sources in New York and Hollywood predicted that the program would remain on CBS.

Olympics TV tab keeps going up

ABC to pay \$12 million for summer games in '72; complete prime-time planned

The television rights to the 1972 Summer Olympic games in Munich, Germany, have gone to ABC-TV for an estimated \$12 million.

The network plans to pre-empt its complete prime-time schedule, Monday through Friday, for more than two weeks to present its coverage of the games.

The network would not reveal its bid because of a promise to the Olympic committee, but a spokesman reported the Germans expected to collect around \$15 million in total worldwide rights.

ABC televised the 1968 summer games from Mexico City for about \$4.5 million in rights, and the winter games from Grenoble, France, for \$5.5 million. NBC-TV paid about \$1 million for the 1964 summer games in Tokyo.

The 1972 Summer Olympic coverage will exceed 60 hours of programing, compared to 45½ hours from Mexico City. The 60 hours include the network's entire prime-time schedule, 7:30-11 p.m., on weekdays during the Aug. 26-Sept. 10 period, plus extensive weekend coverage.

Because of the time difference (Munich is five hours ahead of New York's Daylight Saving Time), the results of the events will be broadcast before ABC televises the contests, but the network expects no problem in attracting audiences when most of the other prime-time programing is summer reruns.

CBS-TV and NBC-TV also put in bids for the 1972 Olympics, and industry sources say NBC was the most persistent competitor. Rights to the 1972 winter games in Japan are still under discussion.

Negotiators for ABC were network President Elton Rule and ABC Sports President Boone Arledge.

BMI sues four radio stations over copyright

Broadcast Music Inc. and some of its affiliated companies have filed copyright-infringement suits against four radio stations, claiming they had not paid fees due under contracts which expired late in 1968 and accordingly were not offered new license agreements beginning Jan. 1, 1969.

The actions were instituted on March 27 in the U.S. District Court for the Southern District of New York against

Hudson-Westchester Radio Inc., WGHQ Kingston, N. Y.; in the Central District Court of California against the KPAL Broadcasting Corp., KPAL Palm Springs, Calif.; in the Western District Court of Texas against the Walmac Co. and Howard Davis, KMAC San Antonio, Tex., and in the Western District Court of Kentucky against WDXR Inc., WDXR Paducah, Ky.

In each action BMI is seeking monetary damages and attorneys' fees for the alleged infringement of copyrighted musical compositions in its repertory. Edward M. Cramer, BMI president, released a statement after the actions had been filed saying that BMI regretted having had to undertake this action, but added, "in all fairness to the thousands of stations who have honored their contracts with us, as well as to our affiliated writers and publishers, we have no other alternative but to take these drastic measures."

Networks get programing protests from CURE

The three commercial television networks and the FCC last week received an "expression of concern" about "violent" and "adult" television programing from an organized group of parents called CURE.

The organization, based in the South but branching into the North and West, includes local units named Citizens United for Responsible Entertainment or Christians United for Responsible Entertainment. It was said to be launched by a group of Baptist women in March 1968, headed by Mrs. Sam McGinnis, a social-studies teacher at Fulton high school in Knoxville, Tenn., and wife of a Baptist minister.

CURE says over 44,000 signatures were gathered on petitions sent to Presidents Leonard Goldenson of ABC, Robert Sarnoff of RCA, parent company of NBC, and Frank Stanton of CBS. The petitions reportedly requested (1) the elimination of "adults only" movies from television, (2) a decrease in violence and sadism and (3) more "character-building programs" for the youth of our country.

A CBS spokesman acknowledged receipt of the petitions and said a reply might go out to CURE shortly. NBC also said the petitions had arrived, and that "we share the same views as the people who signed them. We are particularly gratified by the comment attributed to Mrs. McGinnis in the *New York Times* to the effect that she believes the networks are reducing unnecessary violence in television programing."

ABC had no formal comment on the petitions.

New individuality in network news

On Eisenhower coverage, aside from pool pickups, three play it own ways

Broadcasting—particularly television—coverage of the funeral rites for former President Dwight D. Eisenhower drew wide audiences and critical praise.

The mourning vigil also cost heavy red ink entries in broadcasting balance sheets. Although officials refused to estimate expenses, expert observers calculated preemption losses and out-of-pocket costs for the three television networks alone totaled \$6 million, with CBS and NBC absorbing almost \$2.4 million each and ABC about \$1.25 million.

Funeral coverage costs were minor compared to revenue lost in the pre-emptions: NBC, for example, wrote off \$360,000 in the single preempted hour of its biggest money-maker, the \$60,000-a-minute *Laugh-In*.

One of the most dramatic indications of national interest in the final tributes to the former President was in overnight national Arbitron ratings for the 7:30-11 p.m. (EST) time period on the evening of Mr. Eisenhower's death, Friday (March 28). CBS-TV pre-empted its entire prime-time programing for memorial broadcasts and claimed an average 17.1 rating against a 14.0 rating for NBC and 12.1 for ABC.

NBC had pre-empted 10-11 p.m. for special programing, but otherwise carried its regular prime-time entertainment line-up, and ABC maintained its

normal schedule except for an 8:30-9:30 p.m. memorial broadcast.

CBS, which coordinated pool coverage of all the rites, also said the national Arbitrons indicated it drew a much heavier audience during the ceremonies in Abilene Wednesday. CBS began coverage at 7 a.m. while NBC cut in at 10 a.m. and ABC at 10:30, although NBC also carried a special report on the funeral train's arrival during the *Today* show earlier.

The Arbitrons for the 10-10:30 a.m. period showed ABC with a rating too low to measure, while CBS had an 11.4 rating and 37 share and NBC a 6.8 rating and 22 share. CBS said ratings showed its lead rose as high as a 19 rating and 52 share in the noon-12:30 period, versus a 10.6 rating and 29 share for NBC and 4.9 rating and 13 share for ABC.

Although time allotment was widely varied, CBS and NBC ended up counting virtually identical totals of air time devoted to the funeral, with CBS clocking 17 hours and 51 minutes of programing outside of regularly scheduled newscasts from Friday through Wednesday, and NBC counting 17 hours and 49 minutes outside of newscasts. ABC said it devoted 12 hours and 30 minutes to special coverage.

All three networks displayed individual initiative.

Sunday night, NBC's New York and Washington owned and operated stations, WNBC-TV and WRC-TV, stayed on all night with live pictures of mourners filing by General Eisenhower's coffin in the Capitol rotunda—using the pool camera that was manned by an ABC crew under the CBS pool direction.

On Wednesday in a relatively unus-

ual procedure, with only two cameras in Abilene—both pool—CBS fed pictures from both back to New York, allowing directors at individual networks or participating independent stations to make their own choice of pictures.

No cameras were allowed in the church, but audio from the Abilene funeral service was broadcast.

Among individual network achievements noted during the six days:

NBC was the only network to interrupt regular programing Sunday (at 7:29 p.m.) to broadcast live the arrival of French President Charles De Gaulle in the Capitol rotunda to pay his last respects.

NBC extended the *Huntley-Brinkley Report* beyond one hour for the first time Monday, to carry a special two-and-one-half-hour edition of the program, summarizing services to date and memorial tributes from around the world, and concluding with a filmed simulation of a trip along the rail route over which the dead President's body would be carried, accompanied by an audio track of memorial comments on General Eisenhower by citizens.

CBS preceded its coverage of the Abilene service Wednesday with a filmed tour of the Eisenhower Library there, made the previous day by the President's comrade-in-arms, General Omar Bradley.

CBS also re-formatted its Sunday *Face the Nation* program to provide a memorial forum of newsmen who reminisced on their coverage of the President. The network also broadcast a one-hour special at 10 p.m. Saturday, *Some Friends of General Eisenhower*, with prominent figures from General Bradley to Bob Hope. But CBS had to cancel plans for another one-hour special originally scheduled for the following evening, *Some Foreign Friends of General Eisenhower*, because there were not enough prominent overseas guests well enough to appear.

ABC several times called upon the intimate commentary of its own vice president for corporate affairs, James C. Hagerty, news secretary to President Eisenhower during his two terms. Among Mr. Hagerty's unique additions was the reading on Sunday of a personal letter sent to him by General Eisenhower in 1966 in which the former President enumerated 23 accomplishments that he considered major contributions of his administration.

Just as the television networks culled their files for film tracing the highlights of the Eisenhower years to document the many achievements of his career, all of the radio networks, too, made extensive use of tapes recalling dramatic moments of one of the most thoroughly recorded American careers to this time.



NBC News Photo

Ike ushered in new TV era

First to permit
television cameras
at his news conferences

Dwight Eisenhower will be remembered by broadcasters as a President who by word and deed contributed to television's coming of age as the nation's foremost news medium.

He was the first President to permit television to film White House news conferences. Indeed his zest for using the medium formed part of the basis for the charge that his administration was infected with a strong strain of Madison Avenueism.

And he was the first President to make a personal appearance before the broadcasters' national convention. He addressed the National Association of Radio and Television Broadcasters (the name was later shortened to National Association of Broadcasters) on May 24, 1955, at its first convention to be held in Washington in 17 years.

All of this, of course, was in part a result of the congruence of events. Mr. Eisenhower entered the White House in January 1953, at the time television was emerging as a vital force. The FCC had recently lifted its four-year freeze on television applications, and technological developments were underway that would facilitate the use of television as a reporting tool.

In part, also, it resulted from the men the President had around him. In James Hagerty, trained as a political reporter by the *New York Times* and as a news secretary by the demanding Thomas E. Dewey, when he was governor of New York, the President had an able news secretary who was alert to the possibilities of exposure offered by television.

And, with the President's approval, Mr. Hagerty brought in Robert Montgomery, of *Robert Montgomery Presents* fame, as technical adviser. "Those were the days when the President's office had to be set up in advance, with live cameras, 16 mm cameras for television film, 35 mm for newsreel—we needed someone who knew what he was talking about on lighting," Mr. Hagerty recalled last week.

Mr. Hagerty, now an ABC Inc. vice president, had worked for Mr. Eisenhower during the campaign and, after the election, promised greater contact between the President and the public. And in that connection, he hoped to make use of television.

However, he was not thinking simply in terms of formal, set speeches. He had seen television change the nature of campaigning; the informal approach



Three days before his second term ended in January 1961, the late President Eisenhower made his farewell radio-TV address as the chief executive. He is shown in his White House office

just prior to the start of that address. At right is James Hagerty, who served Mr. Eisenhower as news secretary and is now ABC's vice president for corporate affairs.

seemed to have greater impact. Certainly it did where the President, a man of considerable personal warmth, was concerned.

Twenty-two weeks into the first term, there were the President and four of his cabinet officers, live from the White House Fish Room, informally discussing administration matters. The production was carried off with the help of specialists from BBDO, a fact that proved handy for critics who were to accuse the administration of hiring hucksters to polish its image.

However, it was a notable TV first. And it wasn't the last such first. On the night of Oct. 25, 1954, the President assembled his entire cabinet for a meeting to be addressed by Secretary of State John Foster Dulles, and opened the doors to live radio and television coverage. Murray Snyder, an assistant White House news secretary, told BROADCASTING at the time that the coverage had been permitted simply for the sake of allowing the public to observe a cabinet meeting in action (BROADCASTING, Nov. 1, 1954). However, since the meeting came near the climax of the midterm political campaign—with all of the House seats and one-third of those in the Senate at stake—most observers insisted, perhaps not unreasonably, on reading political implications into the event.

During the first two Eisenhower years, work was going ahead in film laboratories on a new fast film that would reduce the amount of light needed for television filming, even indoors. This was to pave the way for the most notable TV first of the Eisenhower years.

In January 1955, a committee rep-

resenting the networks—Julian Goodman, now president of NBC; Lewis Schollenberger, then with CBS; and John Secundari of ABC—reported to Mr. Hagerty that the new fast film would work as promised. And filming of a news conference for television, they indicated, was feasible. (They had briefed him earlier on work being done on the film.)

"There was no talk then of live coverage," Mr. Hagerty recalled last week. It seemed not to have been given serious consideration. There would have been no room in the Indian Treaty Room of the executive office building, where news conferences were then held, for live cameras. Besides, Mr. Hagerty noted, television filming itself was simply another step in "the evolutionary process and growing sophistication of presidential news coverage." (The process was to continue when President Kennedy opened his news conferences to live coverage and proceeded to prove himself a masterful performer and when television, relayed by communications satellites, carried President Nixon's European trip to the homes of viewers all over the world.)

Mr. Hagerty told the President of the new fast film and of its implications for White House news conferences—and was directed to set up a dummy conference, to test the film. This was done. "Small flood lights were used for lighting," Mr. Hagerty said, "and I stood where the President would during a conference." The cameras turned for 20 minutes.

"I went over to the film laboratory on New York Avenue to see the rushes," Mr. Hagerty said, "The lighting looked fine. We reported to the

President, and showed the film to his staff. They reported the film suitable, and the President said, 'Fine, set it up for the next press conference.'" That was scheduled for Jan. 19. "And that Tuesday [Jan. 18] I announced the press conference would be open to TV film."

There was one qualification. The film was not to be used until cleared by the White House. And that, Mr. Hagerty said, proved a wise precaution on that first occasion. The President, who had been asked a question about the French position in what was then Indo-China and is now Vietnam inadvertently said, "the condition in Indonesia is rapidly deteriorating."

"Everyone in the room knew he was referring to Indo-China," Mr. Hagerty said. But if the film had been released unedited, the White House felt, it could have been used by those who, as Mr. Hagerty says, "wished us ill."

Mr. Hagerty recalls only one other occasion when news conference film was edited to correct a blooper—and that one involved a domestic matter. For the rest, he simply read the printed transcripts, and released the film. When an error was discovered, he merely called it to newsmen's attention, and asked them to note it and provide the correct information.

One event veteran broadcasters will remember probably as long as that first

televised presidential news conference of Jan. 19, 1955, was President Eisenhower's appearance before the NARTB, in May of that year. Never before had a President appeared at a broadcasters convention. And President Eisenhower did much for the industry's prestige. He talked of the "television and radio professions" and expressed the view that, "particularly about burning questions of the moment," broadcasters may have even "greater effect . . . in swaying public opinion . . . than the press."

Of course, he talked, too, of the responsibility that goes with such power and of the need "to observe the normal rules of decency and good taste" (rules Senator John O. Pastore [D-R. I.] indicated in the most recent NAB convention he did not feel broadcasters have always followed). And he talked of the radio and television media as belonging "to the people"—something broadcasters will not readily concede.

But here was a President addressing broadcasters in person and crediting them with greater power than the printed press. In 1955, that was heady brew. During the period of March 28-April 2, 1969, in the live coverage, special interviews and documentaries that were devoted to the former President's funeral, television provided evidence of the kind of power Mr. Eisenhower had talked about, and recognized.

First-run syndication expansion at Four Star

A production expansion program was announced by Four Star International last week. Four Star disclosed it has received a firm contract from Metro-media's television stations for 130 episodes of *On Trial*, an hour anthology series, featuring a complete courtroom drama in each episode and designed to be seen on a strip basis.

Expansion plans at Four Star also include the production of motion pictures for both theatrical and television release production of network programming and musical specials for television.

Among the expansion projects are *Here and Now*, a 90-minute program with a magazine concept, designed to be offered live to TV stations on a five-day-a-week basis. Another project is *Can You Top This*, a game show strip.

Feature films in reproduction are "Cassandra," in association with Universal Pictures, and "A Sleeping Partner," in association with Curtis Harrington and George Edwards. Four Star also is offering ABC-TV's *The Big Valley* for syndication this fall.

Four Star executives, including David B. Charney, president, are making a six-week, 150-market sales trip to acquaint stations with the company's plans. Mr. Charney said ". . . there is an extensive market for first-run programming for independent stations and groups" and Four Star plans "to produce such product for a consortium of independent stations and an amalgam of group stations."

Networks, NAB code boss hold talks

New relationship expected to emerge as authority may consult, advise more on programs

First indications last week, in the wake of network disagreements over the proposal to invest the National Association of Broadcasters Code Authority with the powers of a TV program "czar," were that future relationships between the code authority and the networks would be about as they have been in the past, except a lot more so.

In other words, authorities believed, the code office would continue to act primarily in consultative and advisory capacities on network programming, but would do so far more extensively than it has previously. This seemed a rational result of the divided network response in which CBS rejected but ABC and NBC accepted, within limits, the urging of Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, that they submit programs for code prescreening (BROADCASTING, March 31).

However, Stockton Helffrich, code director, was conferring with standards-and-practices officials of the three TV networks individually last week to get their views and attitudes at first hand, and NAB President Vincent T. Was-

lewski was expected to seek follow-up meetings with the network presidents. Out of these sessions a definitive indication of future code-network relationships was expected to emerge.

The code authority's practice of screening ABC and NBC pilot programs was expected to increase, and CBS has made it clear that, although it will not submit programs for prescreening by the code authority, it will "most assuredly" continue to "consult and advise" with code officials, presumably on pilots as well as other issues.

Some authorities raised the question—without suggesting an answer—of what the end result might be if the code authority requested CBS to submit a specific program and CBS refused, as it says it would do.

There was more agreement that if the code authority challenged an ABC or NBC program in advance, either network would have the option of revising the program to meet the code authority's objections or going ahead and airing it without change—and then thrashing out differences with the code office after the broadcast.

Secondari Productions severs ties with ABC

John Secondari, president of John H. Secondari Productions Ltd., has secured the termination of the company's 13-year exclusive contract with ABC in order to become more active in feature-film production, as well as to continue to produce TV specials. The split was described as amicable.

During its tenure with ABC, the company has produced more than 80 specials for such sponsors as 3M Co., North American Rockwell, B. F. Goodrich and Bell and Howell. The specials have won 17 awards, including Emmys and Peabodys.

The last special under Mr. Secondari's current contract with ABC traces the invention and development of the automobile, and will be put into production in various U.S. locations this month. A recently completed documentary on the history of flight, *Kitty Hawk to Paris: The Heroic Years*, will be sponsored by 3M and carried on ABC-TV May 8, 9-10 p.m. EST.

TV network showsheets: 2d-quarter schedules

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sust., sustaining; part., participating; eff., effective. All times Eastern. Showsheets are published in BROADCASTING at the beginning of each quarter.

Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *The Beatles*, part. (Eff. 4/27 *Dudley Do-Right*, part.)
CBS-TV 8:30-9 *Sunrise Semester*, sust.; 9:30 *Tom & Jerry*, sust.; 9:30-10 *Adventures of Aquaman*, sust.
NBC-TV No network service.

10 a.m.-noon

ABC-TV 10-10:30 *Linus the Lionhearted*, General Foods; 10:30-11 *King Kong*, part.; 11-11:30 *Bullwinkle*, Deluxe Reading, General Mills; 11:30-12 *Discovery '69*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12:00 *Face the Nation*, part.
NBC-TV No network service.

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV 12-1 No network service
CBS-TV 12-12:30 *Face the Nation*, part. (2d feed); 12:30-1 No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.
CBS-TV No network service.
NBC-TV 1-1:30 *Meet the Press*, Sperry Rand; 1:30-2 *Religious series*, sust.

2-5 p.m.

ABC-TV No network service. 2-4 *NBA Basketball* (Eff. 5/4 No network service); 4-5 No network service.
CBS-TV *National Hockey League Games*, part. (Eff. 5/18 2-3:30 No network service; 3:30-4:30 *AAU Championship Track & Field*, part.; 4:30-5 *NFL Action*, part.)
NBC-TV 2-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *The Kelly Style*, part.; 5:30-6 *Original Amateur Hour*, part.
NBC-TV 5-5:30 No network service; 5:30-6 *Frank McGee Sunday Report*, part.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *The 21st Century*, Union Carbide; 6:30-7 No network service.
NBC-TV 6-6:30 *GE College Bowl*, General Electric; 6:30-7 *Wild Kingdom*, part.

7-8 p.m.

ABC-TV *Land of the Giants*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *Gentle Ben*, part.
NBC-TV 7-7:30 *Huckleberry Finn*, part.; 7:30-8:30 *Walt Disney*, RCA, Kodak, Gulf.

8-9 p.m.

ABC-TV *The FBI*, Ford.
CBS-TV *Ed Sullivan Show*, part.
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Mothers-in-Law*, P&G.

9-10 p.m.

ABC-TV *Sunday Night Movie*, part.
CBS-TV *Smothers Brothers Comedy Hour*,

part.
NBC-TV *Bonanza*, Chevrolet, R. J. Reynolds

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Mission: Impossible*, part.
NBC-TV *My Friend Tony*, part.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV 11-11:15 *News with Harry Reasoner*
NBC-TV No network service.

Monday-Friday

7-10 a.m.

ABC-TV No network service.
CBS-TV 7:05-7:55 *News with Joseph Benti* (two feeds); 8-10 *Captain Kangaroo* (two feeds).
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lucy Show*, part.; 10:30-11 *Beverly Hillbillies*, part.
NBC-TV 10-10:25 *Snap Judgment*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

11-noon

ABC-TV No network service.
CBS-TV 11-11:30 *Andy Griffith*, part.; 11:30-12 *Dick Van Dyke*, part.
NBC-TV 11-11:30 *Personality*, part.; 11:30-12 *Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 *Funny You Should Ask*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News with Joseph Benti*, part.; 12:30-1 *Search for Tomorrow*, P&G
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Eye Guess*, part.; 12:55-1 *Edwin Newman News*, part.

1-2 p.m.

ABC-TV 1-1:30 *Dream House*, part.; 1:30-1:55 *Let's Make a Deal*, part.; 1:55-2 *Children's Doctor*, Bristol-Myers.
CBS-TV 1-1:30 *Sunrise Semester* (feed); 1:30-2 *As the World Turns*, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Hidden Faces*, General Foods, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3 *Dating Game*, part.
CBS-TV 2-2:30 *Love Is a Many Splendored Thing*, part.; 2:30-3 *Guiding Light*, P&G
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *One Life to Live*, part.
CBS-TV 3-3:30 *Secret Storm*, part.; 3:30-4 *Edge of Night*, P&G part.
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *You Don't Say*.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 No network service.
CBS-TV 4-4:30 *The Art Linkletter Show*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*; part.; 4:25-4:30 *Floyd Kalber News*, part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-7:30 *ABC Evening News with Frank Reynolds*, part. (three feeds).
CBS-TV 5-6:30 No network service; 6:30-7:30 *CBS Evening News with Walter Cronkite*, part. (two feeds).
NBC-TV 5-6:30 No network service; 6:30-7:30 *Huntley-Brinkley Report*, part. (two feeds).

11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service; 11:30 p.m.-1 a.m. *Joey Bishop Show*, part.
CBS-TV No network service.
NBC-TV 11-11:30 No network service; 11:30 p.m.-1 a.m. *Tonight Show*, part.

Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Avengers*, part.; 8:30-9 *Peyton Place I*, part. (Eff. 6/9 *Guns of Will Sonnett*, part.)
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *Here's Lucy*, part.
NBC-TV 7:30-8 *I Dream of Jeannie*, part.; 8-9 *Rowan and Martin's Laugh-In*, part. (Eff. 4/7 *Specials*.)

9-10 p.m.

ABC-TV *Outcasts*, part.
CBS-TV 9-9:30 *Mayberry R.F.D.*, part.; 9:30-10 *Family Affair*, part.
NBC-TV 9-11 *Monday Night Movies*, part.

10-11 p.m.

ABC-TV *Big Valley*, part. (Eff. 5/26 *Dick Cavett*, part.)
CBS-TV *Carol Burnett Show*, part.
NBC-TV *Movies*, cont.

Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Mod Squad*, part.; 8:30-9:30 *It Takes a Thief*, part.
CBS-TV 7:30-8:30 *Lancer*, part.; 8:30-9:30 *Red Skelton Hour*, part.
NBC-TV 7:30-8:30 *Jerry Lewis*, part. (Eff. 6/3 *Star Trek*, part.); 8:30-9 *Julia*, part.

9-10 p.m.

ABC-TV 9-9:30 *It Takes a Thief*, cont.; 9:30-10 *N.Y.P.D.*, part.
CBS-TV 9-9:30 *Red Skelton*, cont.; 9:30-10 *Doris Day Show*, part.
NBC-TV 9-11 *Tuesday Night Movies*, part.

10-11 p.m.

ABC-TV *That's Life*, part. (Eff. 5/27 *Dick Cavett*, part.)
CBS-TV *CBS News Hour* (alt.), *60 Minutes* (alt.), part.
NBC-TV *Movies*, cont.

Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Here Come the Brides*, part.; 8:30-9 *King Family*, part.
CBS-TV 7:30-8:30 *Glen Campbell Goodtime Hour*, part. (Eff. 6/4 *Tarzan*, part.); 8:30-9 *Good Guys*, part.
NBC-TV *Virginian*, part.

9-10 p.m.

ABC-TV 9-11 *Wednesday Night Movies*, part.
CBS-TV 9-9:30 *Beverly Hillbillies*, part.; 9:30-10 *Green Acres*, part.
NBC-TV *Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Hawai Five-0*, part.
NBC-TV *Outsider*, part.

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Flying Nun*, part.; 8-8:30 *That Girl*, part. 8:30-9 *Bewitched*, Quaker Oats, Chevrolet.
CBS-TV 7:30-8 *The Queen & I*, part. (Eff. 5/8 *Animal World*, part.); 8-9 *Jonathan Winters*, part. (Eff. 5/29 *The Prisoner*, part.)
NBC-TV 7:30-8:30 *Daniel Boone*, part.;

8:30-9:30 *Ironside*, part.

9-10 p.m.

ABC-TV *What's It All About World*, part. (Eff. 5/15 *This Is Tom Jones*, part.)
CBS-TV 9-11 *Thursday Night Movies*, part.
NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Dragnet*, part.

10-11 p.m.

ABC-TV No network service.
CBS-TV *Movies*, cont.
NBC-TV *Dean Martin Show*, part. (Eff. 6/3 *The Goldiggers*, part.)

Friday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Tom Jones Show*, part.; 8:30-9 *Generation Gap*, part. (Eff. 5/30 7:30-8 *Let's Make a Deal*, part.; 8-9 *John Davidson Show*, part.)
CBS-TV 7:30-8:30 *Wild, Wild West*, part.; 8:30-9 *Gomer Pyle-USMC*, General Foods.
NBC-TV 7:30-8:30 *High Chaparral*, part.; 8:30-10 *Name of the Game*, part.

9-10 p.m.

ABC-TV 9-9:30 *Let's Make a Deal*, part.; 9:30-10 *Guns of Will Sonnet*, part. (Eff. 5/30 9-10 *Judd for the Defense*, part.)
CBS-TV 9-11 *Friday Night Movies*, part.
NBC-TV *Name of the Game*, cont.

10-11 p.m.

ABC-TV *Judd for the Defense*, part. (Eff. 5/30 *Dick Cavett*, part.)
CBS-TV *Movies*, cont.
NBC-TV *Star Trek*, part. (Eff. 4/18 *The Saint*, part.)

Saturday

8-10 a.m.

ABC-TV 8-9 No network service; 9-9:30 *Casper Cartoons*, part.; 9:30-10 *Adventures of Gulliver*, part.
CBS-TV 8-8:30 *Go-Go Gophers*, part.; 8:30-9:30 *Bugs Bunny/Roadrunner Hour*, part.; 9:30-10 *Wacky Races*, part.
NBC-TV 8-9 No network service; 9-9:30 *Super 6*, part.; 9:30-10 *Top Cat*, part.

10-11 a.m.

ABC-TV 10-10:30 *Spiderman*, part.; 10:30-11 *Fantastic Voyage*, part.
CBS-TV 10-10:30 *Archie Show*, part.; 10:30-11:30 *Batman/Superman Hour*, part.
NBC-TV 10-10:30 *Flintstones*, part.; 10:30-11:30 *Banana Splits*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Journey to Center of the Earth*, part.; 11:30-12 *Fantastic Four*, part.
CBS-TV 11-11:30 *Batman/Superman Hour*, cont.; 11:30-12 *Herculoids*, part.
NBC-TV 11-11:30 *Banana Splits*, cont.; 11:30-12 *Underdog*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *George of the Jungle*, part.; 12:30-1:30 *American Bandstand*, part.
CBS-TV 12-12:30 *Shazzan!*, part.; 12:30-1 *Jonny Quest*, part.
NBC-TV 12-12:30 *Storybook Squares*, part.; 12:30-1 *Untamed World*, part.

1-2 p.m.

ABC-TV 1-1:30 *American Bandstand*, cont.; 1:30-2 *Happening*.
CBS-TV 1-1:30 *Moby Dick/Mighty Mightor*, part.; 1:30-2 *Lone Ranger*, part.
NBC-TV No network service.

2-5 p.m.

ABC-TV No network service.
CBS-TV 2-4 No network service; 4-5 *CBS Golf Classic*, part.
NBC-TV *Baseball Game of Week*, part.

5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV 5-6 Sports specials, part.; 6-6:30 No network service; 6:30-7:30 *News with Roger Mudd* (two feeds), part.
NBC-TV 5-6 *Shell's Wonderful World of Golf*; 6-6:30 No network service; 6:30-7:30 *Huntley-Brinkley Report* (two feeds), part.

7:30-9 p.m.

ABC-TV 7:30-8 *Dating Game*, part.; 8-8:30 *Newlywed Game*, part.; 8:30-9:30 *Lawrence Welk*, part.
CBS-TV 7:30-8:30 *Jackie Gleason Show*, part.; 8:30-9 *My Three Sons*, part.
NBC-TV 7:30-8 *Adam 12*, part.; 8-8:30 *Ghost & Mrs. Muir*, part.; 8:30-9 *Get Smart*, part.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*, cont.; 9:30-10:30 *Hollywood Palace*, part.
CBS-TV 9-9:30 *Hogan's Heroes*, part.; 9:30-10 *Petticoat Junction*, part.
NBC-TV 9-11 *Saturday Night Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.; 10:30-11 No network service.
CBS-TV 10-11 *Mannix*, part.
NBC-TV *Movies*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11-11:30 No network service; 11:30-1 *Tonight Show*, part.

Specials in the second quarter

ABC-TV

April 7, 7:30-8:30 p.m. *Man and His Universe: The View from Space*.
April 13, 4-5 p.m. *Man and His Universe: The Scientist*.
April 14, 9-10 p.m. *Carol Channing Presents The Seven Deadly Sins*.
April 14, 10 p.m. to conclusion *Academy Awards*.
April 19, 4-5 p.m. *Tournament of Champions*.
April 20, 4-5:30 p.m. *Tournament of Champions*.
April 24, 7:30-8:30 p.m. *Undersea World of Jacques Cousteau*.
April 26, 4-5 p.m. *Byron Nelson Golf Classic*.
April 27, 4-5 p.m. *Byron Nelson Golf Classic*.
May 6, 10-11 p.m. *The Lennon Sisters Show*.
May 8, 9-10 p.m. *Kitty Hawk to Paris: The Heroic Years*.
May 9, 7:30-8:30 p.m. *Explorers' Club: The Riddle of the Mayan Caves*.
May 11, 3-5 p.m. *Texas Open Golf Tournament*.
May 12, 10-11 p.m. *Cosmopolis*.
May 14, 7:30-8:30 p.m. *Undersea World of Jacques Cousteau*.
May 16, 7:30-8:30 p.m. *Comrade Soldier*.
May 18, 4-6 p.m. *Colonial Invitational Golf Tournament*.
May 23, 7:30-8:30 p.m. *The Singers*.
June 1, 8-9 p.m. *D-Day Revisited*.
June 2, 7:30-8:30 p.m. *Summer Focus: War in the Mideast*.
June 13, (TBA) *U. S. Open*.
June 14, 6-7:30 p.m. *U. S. Open*.
June 15, 5-7 p.m. *U. S. Open*.
June 19, 10-11 p.m. *Summer Focus: Abortion*.
June 28, 8:30-11:30 p.m. *Coaches All-America Game*.
June 29, 4:30-6 p.m. *U. S. Women's Open*.

CBS-TV

April 10, 7:30-8 p.m. *Volcano: Birth of an Island*.
April 13, 7:30-8 p.m. *Charlie Brown's All-Stars*.
April 13, 8-9 p.m. *Dick Van Dyke*.
April 15, 7:30-8 p.m. *National Geographic: "Polynesian Adventure"*.
April 16, 7:30-9 p.m. *Cinderella*.
April 21, 9-10 p.m. *Frances Albert Sinatra Does His Thing*.

April 21, 10-11 p.m. *Spoon River*.
April 23, 10-11 p.m. *CBS News Special: "The Japanese"*.
May 7, 9:30-11 p.m. *CBS Playhouse*.
May 24, 10-11:30 p.m. *Miss U.S.A. Beauty Pageant*.
May 25, 4:30-5:30 p.m. *Young People's Concert*.
June 8, 10-11:30 p.m. *Emmy Awards*.
June 9, 8:30-9 p.m. *You're in Love, Charlie Brown*.

NBC-TV

April 7, 8-9 p.m. *Petula Clark Special*.
April 9, 9-10 p.m. *Bill Cosby Special*.
April 11, 10-11 p.m. *Experiment in Television*.
April 13, 4:30-5:30 p.m. *Experiment in Television*.
April 13, 9-10 p.m. *Dinah Shore Special*.
April 14, 8-9 p.m. *The Monkees Special*.
April 17, 8:30-9:30 p.m. *Bob Hope Special*.
April 20, 4:30-5:30 p.m. *Experiment in Television*.
April 20, 10-11:30 p.m. *Tony Awards*.
April 21, 7:30-8 p.m. *Barbar the Elephant*.
April 21, 8-9 p.m. *Hawaii-Ho*.
April 22, 7:30-9 p.m. *Urban Crisis Special #3*.
April 24, 7:30-8:30 p.m. *Meet George Washington*.
April 26, 7:30-8:30 p.m. *Bell Telephone Hour*.
April 27, 10-11 p.m. *Feelings of Feliciano*.
April 28, 8-9 p.m. *Spring Thing*.
May 1, 10-11 p.m. *Jack Paar Special*.
May 2, 8:30-10 p.m. *Hallmark-Victoria Regina*.
May 4, 5:30-6:30 p.m. *Smokey the Bear*.
May 4, 10-11 p.m. *Andy Williams Special*.
May 5, 8-9 p.m. *Best on Record*.
May 6, 7:30-8:30 p.m. *America's Junior Miss Pageant*.
May 6, 9-11 p.m. *First Tuesday*.
May 9, 7:30-8:30 p.m. *Big Cats, Little Cats*.
May 10, 8:30-9 p.m. *Kod McKuen: The Loner*.
May 11, 10-11 p.m. *Mirror of America*.
May 18, 8:30-9 p.m. *Pogo's Special Holiday Special*.
May 19, 8-9 p.m. *Alan King Special*.
May 21, 10-11 p.m. *Jack Benny Special*.
May 26, 8-9 p.m. *Ringling Bros., Barnum & Bailey Circus*.
June 29, 10-11 p.m. *Ann Margret Special*.

HEW sponsors free TV dramas on cancer

A series of 30-minute entertainment programs, aimed at making the nation's TV viewers cancer-conscious, is being offered free to TV stations across the nation.

The six-film program is sponsored by the Cancer Control Program of the Department of Health, Education and Welfare at a cost of \$370,000 for the scripts, production and distribution. The half-hour dramas feature famous authors as part of the casts—Rod Serling, James Michener, Ossie Davis, Neil Simon, Jacqueline Susann and Irving Stone. Each film is in 16mm color, sound on film, and was produced by the Directors Group of New York.

The series, *Lifewatch 6*, is being distributed by Sterling Movies Inc., which is aiming special promotions to persuade TV stations to accept the films and to schedule them in good time segments.

Program notes:

Weekly report on Congress — A new weekly news series will be launched on NBC-TV next Sunday (April 13), 4-4:30 p.m. EST. *Congressional Report*, with anchorman William Monroe, will attempt to report developments in Congress and spot trends. Each week the program will bring together a small group of congressmen who will discuss

an issue that is relevant to Congress. The first will be *Congressional Report: The ABM*.

New series ■ Computer Utilities Corp. has formed Broadcast Columns Inc. to develop five-minute news features

for radio and TV, with prominent columnists as hosts.

'David Copperfield' special ■ NBC-TV is planning a new, two-hour production of *David Copperfield*, the Charles Dickens classic, for the 1969-70 season. The

cast includes Sir Ralph Richardson, Sir Laurence Olivier, Sir Michael Redgrave and Dame Edith Evans. Delbert Mann will direct and Fred Broffer will produce the special. *David Copperfield* will be produced in England by Omnibus Productions Ltd.

FocusOnFinance

JWT moves firmly into public arena

750,000 shares offered; Seymour sells all of his 25,000 common

The trend toward "going public" in the advertising-agency business was accelerated last week when the world's largest agency, J. Walter Thompson Co., New York, announced it would make a public offering of its capital stock.

JWT plans to offer about 28% of its stock (750,000 shares), with 350,000 coming from the agency's treasury and the remainder from the company's profit-sharing trust and from major stockholders. After the offering is completed, there will be about 2.7 million shares outstanding.

Morgan Stanley & Co., New York, will manage the underwriting, which will include a nationwide and international group of investment firms.

According to a preliminary prospectus filed with the Securities and Exchange Commission, JWT in 1968 had worldwide billing of \$636.8 million; \$393.9 million domestic and \$242.9 million international. Its commissions and fees last year came to \$92.69 million and the agency had a net income of \$5,474,223, or \$2.15 per share.

Dan Seymour, president and chief executive officer, is the largest stockholder of JWT with 25,000 shares of common and 100,000 shares of class B. He is selling all 25,000 shares of common. Mr. Seymour's remuneration in 1968 included \$125,000 in salary; \$50,000 bonus; \$35,060 deferred compensation and \$31,074 as a profit-sharing plan contribution.

The prospectus listed the remuneration in 1968 of these top JWT executives: Norman H. Strouse, who retired as board chairman at the end of last year, \$125,400 in salary and \$50,000 in bonus; Henry M. Schachte, group executive vice president, \$90,400 in salary and \$35,000 in bonus; John Monsarrat, group executive vice president, \$70,400 in salary and \$30,000 in deferred compensation; Howard D. Brundage, vice

president-finance, \$61,600 in salary and \$20,000 in bonus, and John F. Divine, vice president-administration, \$61,600 in salary and \$25,000 in bonus.

Other agencies gone public since 1962 are Papert, Koenig, Lois; Foote, Cone & Belding; Grey Advertising; Doyle Dane Bernbach.

CBS offers stock to buy cable systems

CBS, which had announced tentative plans to acquire CATV-operator Tele-Vue Systems Inc. (BROADCASTING, Dec. 23, 1968), has filed a registration statement with the Securities and Exchange Commission offering 426,283 shares in exchange for all the outstanding common stock of Tele-Vue in the ratio of 0.221 share for each Tele-Vue share.

The offer is contingent on the acceptance by holders of 80% of Tele-Vue's stock.

Also included in the registration statement are 25,237 common shares to be offered for public sale by CBS stockholders at \$50.375 per share maximum. These shares were acquired by the holders in connection with the CBS acquisition of Clear View Cable Systems Inc. and Marin Cable Television Inc.

Tele-Vue operates CATV systems in California and Washington; CBS has interests in Canadian cable systems in Vancouver, Victoria, Toronto, Montreal and Quebec City, and owns 49% of Television Signal Corp., a San Francisco system.

CBS has outstanding 25,125,231 common shares, of which management officials as a group own 10.3%.

NOT A NEW ISSUE

307,868 Shares

John Blair & Company

Common Stock

(par value \$1 per share)

Price \$25.25 Per Share

Upon request a copy of the Prospectus describing these securities and the business of the Company may be obtained within any State from any Underwriter who may regularly distribute it within such State. The securities are offered only by means of the Prospectus, and this announcement is neither an offer to sell nor a solicitation of any offer to buy.

Goldman, Sachs & Co.

A. G. Becker & Co.
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Incorporated

Eastman Dillon, Union Securities & Co.

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Hornblower & Weeks-Hemphill, Noyes

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Incorporated

Paine, Webber, Jackson & Curtis

Stone & Webster Securities Corporation

Wertheim & Co.

April 3, 1969

The curve starts back up in 1969

Broadcasting stocks fare better in March, but over-all performance for quarter is off

Broadcasting industry stocks enjoyed a mild recovery in March from the slide of the two previous months, but not enough to pull the first quarter of 1969 from a slight depression.

Nonetheless, the BROADCASTING index of selected stocks showed an overall performance during the quarter that was better than that of the Standard & Poor industrial average.

The BROADCASTING index registered a quarterly gain of $\frac{3}{4}$ of 1%, but this was solely on the basis of the large market capitalization of the manufacturing category. The manufacturing stocks edged up 1.9% during the quarter, while all other divisions recorded declines ranging from 3.5% for the

programming category to 8.4% for purely broadcast stocks.

Broadcasting-with-other-major-interests was down 5.2% in the quarter, CATV off 8.3% and service stocks down almost 7.4%.

The Standard & Poor industrial average for the same index period, from Dec. 31 to March 28, was down 2%.

The monthly performance of industry stocks during March was mixed, although up on the average, with an overall increase for the index of 3.5%. This lagged only slightly behind the Standard & Poor 4% gain in the March 6-March 28 period.

Programming stocks enjoyed the best market success during March, increas-

ing an average of 7%, while broadcasting with other major interests was softest, with a 6.4% drop. Purely broadcasting stocks were up an average of 2.5%, service stocks gained 1% and manufacturing stocks climbed 4.9%, while CATV stocks declined 4.6%.

Interpublic Group files \$1-million offer

The Interpublic Group of Co.'s has filed a registration certificate with the Securities and Exchange Commission to sell \$1 million of 7% convertible subordinated debentures due May 1, 1989. The offering covers the \$1-million worth

The Broadcasting stock index

A weekly summary of market activity in the shares of 81 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock Symbol	Ex-change	Closing April 3	Closing March 28	% change Month of March	1969 High	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting								
ABC	N	59 $\frac{1}{2}$	56 $\frac{3}{4}$	-11	76 $\frac{1}{2}$	56 $\frac{1}{2}$	4,709	\$ 266,600
Atlantic States Ind.	O	10	10	-11	15 $\frac{1}{2}$	9 $\frac{1}{2}$	1,798	18,000
Capital Cities	N	68	66 $\frac{1}{2}$	-4	79	62 $\frac{3}{4}$	2,811	186,900
CBS	N	50	50 $\frac{3}{4}$	+6	54 $\frac{1}{2}$	44 $\frac{3}{4}$	24,138	1,215,900
Corinthian	N	26 $\frac{3}{4}$	28 $\frac{3}{4}$	-11	37 $\frac{1}{2}$	26 $\frac{3}{4}$	3,384	97,300
Cox	N	44 $\frac{1}{2}$	47 $\frac{1}{2}$	-1	59	44 $\frac{1}{2}$	2,884	135,900
Gross Telecasting	O	19	40	+14	38 $\frac{1}{2}$	19	400	16,000
Metromedia	N	42 $\frac{1}{2}$	47 $\frac{3}{4}$	+15	53 $\frac{3}{4}$	40 $\frac{1}{2}$	5,408	257,600
Pacific & Southern	O	23	24	+14	25 $\frac{1}{2}$	19 $\frac{1}{2}$	1,616	38,800
Reeves Broadcasting	RBT	20 $\frac{3}{4}$	22 $\frac{3}{4}$	-2	35 $\frac{1}{2}$	18 $\frac{1}{2}$	2,091	47,800
Scripps-Howard	O	28	28 $\frac{1}{2}$	-	31 $\frac{1}{2}$	28	2,589	73,800
Sonderling	A	34 $\frac{1}{2}$	33 $\frac{1}{2}$	-6	40	32 $\frac{3}{4}$	963	32,300
Taft	N	37	38	+9	40 $\frac{3}{4}$	34 $\frac{3}{4}$	3,363	127,800
Total							56,154	\$ 2,514,700
Broadcasting with other major interests								
Avco	N	33 $\frac{1}{2}$	36	-6	49 $\frac{3}{4}$	33 $\frac{3}{4}$	12,535	\$ 451,300
Bartell Media	BMC	14 $\frac{1}{2}$	14 $\frac{3}{4}$	-7	22 $\frac{1}{2}$	14 $\frac{1}{2}$	2,106	31,300
Boston Herald-Traveler	O	42	40	-11	71	38	574	23,000
Chris-Craft	N	45	46	-6	58 $\frac{1}{2}$	38 $\frac{3}{4}$	1,395	64,200
Cowles Communications	CWL	14 $\frac{3}{4}$	14 $\frac{1}{2}$	+4	17 $\frac{3}{4}$	13 $\frac{3}{4}$	3,620	53,400
Fuqua	N	38 $\frac{1}{2}$	36 $\frac{3}{4}$	-3	47	34	3,781	139,400
Gannett	N	39 $\frac{3}{4}$	42	+8	40 $\frac{3}{4}$	38	5,322	223,500
General Tire	GY	24	26 $\frac{1}{2}$	-10	34 $\frac{3}{4}$	24	17,402	461,200
Gray Communications	O	10 $\frac{1}{2}$	10 $\frac{3}{4}$	+4	12 $\frac{3}{4}$	9 $\frac{3}{4}$	475	5,200
Lamb Communications	O	5 $\frac{1}{2}$	5 $\frac{1}{2}$	-19	10	5	2,468	13,600
Liberty Corp.	LC	19 $\frac{1}{2}$	20 $\frac{3}{4}$	-8	23 $\frac{3}{4}$	19 $\frac{1}{2}$	7,036	146,000
LIN	O	13 $\frac{1}{2}$	13 $\frac{1}{2}$	-32	30 $\frac{3}{4}$	13 $\frac{1}{2}$	1,415	19,100
Meredith Co.	MDP	53	53 $\frac{1}{2}$	+9	59 $\frac{3}{4}$	47 $\frac{3}{4}$	2,744	146,100
The Outlet Co.	OTU	23 $\frac{3}{4}$	24 $\frac{3}{4}$	+4	30 $\frac{3}{4}$	22 $\frac{3}{4}$	1,229	30,300
Plough Inc.	PLO	65 $\frac{3}{4}$	66	-1	72 $\frac{3}{4}$	62 $\frac{1}{2}$	6,761	446,200
Post Corp.	O	22	22 $\frac{1}{2}$	+7	40	17	566	12,700
Rollins	ROL	33 $\frac{1}{2}$	33 $\frac{1}{2}$	-	38 $\frac{3}{4}$	30 $\frac{3}{4}$	7,947	266,200
Rust Craft	RUS	30 $\frac{3}{4}$	30 $\frac{1}{2}$	-6	38 $\frac{3}{4}$	29 $\frac{3}{4}$	1,169	35,400
Storer	N	43 $\frac{3}{4}$	45 $\frac{3}{4}$	+3	62	43 $\frac{3}{4}$	4,194	190,300
Time Inc.	TL	79 $\frac{1}{2}$	81 $\frac{1}{2}$	-6	100 $\frac{3}{4}$	75 $\frac{3}{4}$	7,211	587,700
Wometco	N	21	21 $\frac{1}{2}$	+4	21 $\frac{1}{2}$	19 $\frac{3}{4}$	5,723	121,600
Total							95,673	\$ 3,467,700
CATV								
Ameco	ACO	10 $\frac{3}{4}$	10 $\frac{7}{8}$	+2	14 $\frac{7}{8}$	10 $\frac{3}{4}$	1,200	\$ 13,100
Columbia Cable	O	14 $\frac{1}{2}$	14 $\frac{1}{2}$	NA	15 $\frac{1}{2}$	13 $\frac{3}{4}$	580	8,400
Cox Cable Communications	O	18 $\frac{1}{2}$	18 $\frac{1}{2}$	+6	19 $\frac{1}{2}$	16 $\frac{3}{4}$	2,500	45,600
Cypress Communications	O	15	15	-	23	12	808	12,100
Entron	O	6 $\frac{1}{4}$	6 $\frac{1}{4}$	-18	10	6 $\frac{1}{4}$	607	3,800
H & B American	HBA	14	14 $\frac{1}{4}$	-5	20	13 $\frac{3}{4}$	4,973	70,900
Sterling Communications	O	9 $\frac{1}{4}$	9 $\frac{1}{4}$	+30	10	6 $\frac{1}{4}$	500	4,900
Teleprompter	TP	47 $\frac{1}{2}$	51 $\frac{1}{2}$	+4	66 $\frac{1}{2}$	46 $\frac{1}{2}$	995	51,000
Television Communications	O	12 $\frac{3}{4}$	12 $\frac{3}{4}$	+9	17 $\frac{1}{2}$	12 $\frac{3}{4}$	2,090	26,600
Vikoa	VIK	26	26 $\frac{3}{4}$	-6	33 $\frac{3}{4}$	23 $\frac{3}{4}$	1,573	41,500
Total							15,826	\$ 277,900

of debentures left unsold from the \$4-million offering that expired Jan. 24.

No conversion price is set on the new offering; the previously sold debentures were convertible into common stock at \$22.50 per share. As in the previous offering, the debentures will be offered only to employes of Interpublic and its subsidiaries.

The preliminary prospectus for the new offering shows that of the \$3-million shares sold in the previous offering, major blocks were purchased by the following Interpublic executives: Neal Gilliatt, group vice president and director, \$172,000; William J. Hogan, executive vice president and chief financial officer, \$100,000; Robert E. Healy, president and chairman of the board, \$90,000, and William S. Taggart, executive vice president, administration, policy and planning, \$90,000.

The prospectus also reports 1968 net income of \$3,647,707, slightly lower than the \$3,722,000 estimated earlier by Mr. Healy (BROADCASTING, Feb. 3)

Blair offering becomes a sell-out

A secondary offering of 307,868 shares of common stock of John Blair & Co. was oversubscribed quickly when it was placed on the market last Wednesday (April 2) at \$25.25 a share. The underwriting group was headed by Goldman, Sachs & Co. and A. G. Becker & Co., both New York.

The shares, as in all secondary offerings, were sold by stockholders, and none of the proceeds will accrue to the company. A prospectus on the offering noted that Blair intends to make application for listing of its common stock on the New York Stock Exchange, subject to having sufficient stockholders with 100 shares or more as a result of the offering. The company's shares are now traded over-the-counter.

According to the prospectus, John P. Blair, founder of the company and now a director, was to sell 80,000 shares and retain 113,500; Francis Martin Jr.,

Blair president, sell 20,000 shares and retain 78,300, and the estate of David Lundy, sell 36,160 and keep 21,840. (Mr. Lundy was a vice president of Blair at the time of his death last year.)

The board of Blair last week declared a common-stock cash dividend of 12 cents per share, payable May 15 to shareholders of record on April 15.

Multimedia cites record income from broadcast

Multimedia Inc., Greenville, S. C., newspaper owner and group broadcaster, reported a record 16% increase in gross income from broadcast operations and increases in revenues and in pretax income for 1968. Gross income from radio operations increased 12% over 1967.

Multimedia owns the Greenville *News and Piedmont* and the Asheville (N. C.) *Citizen and Times*. In addition, it owns the Citizen Express Co. and 31% of Columbus Communica-

Stock Symbol	Ex-change	Closing April 3	Closing March 28	% change Month of March	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)	
Programming									
Columbia Pictures	CPS	N	33 $\frac{3}{4}$	33 $\frac{1}{2}$	- 1	42	29 $\frac{3}{4}$	5,113	\$ 171,300
Commonwealth United	CUC	A	14 $\frac{1}{2}$	15 $\frac{1}{2}$	- 5	24 $\frac{1}{2}$	14 $\frac{1}{2}$	7,396	114,600
Disney	DIS	N	76 $\frac{1}{2}$	79 $\frac{1}{2}$	+ 6	86 $\frac{3}{4}$	69 $\frac{3}{4}$	4,346	345,500
Filmways	FWY	A	29 $\frac{1}{2}$	31	- 2	38 $\frac{3}{4}$	28 $\frac{3}{4}$	1,079	33,400
Four Star Int'l.	O		5 $\frac{1}{2}$	5 $\frac{1}{4}$	-12	10	5	666	3,800
Gulf & Western	GW	N	32 $\frac{1}{2}$	32 $\frac{1}{4}$	-11	50 $\frac{1}{2}$	31 $\frac{1}{2}$	15,700	514,200
MCA	MCA	N	38 $\frac{1}{2}$	36 $\frac{1}{2}$	- 3	44 $\frac{1}{2}$	36 $\frac{1}{2}$	8,059	297,200
MGM	MGM	N	38 $\frac{3}{4}$	39 $\frac{1}{4}$	- 7	44 $\frac{1}{2}$	37 $\frac{1}{2}$	5,762	227,600
Transamerica	TA	N	34 $\frac{1}{2}$	36 $\frac{3}{4}$	+11	38 $\frac{3}{4}$	32	59,742	2,195,500
Trans-Lux	TLX	A	36 $\frac{3}{4}$	39 $\frac{1}{4}$	-13	58 $\frac{3}{4}$	36 $\frac{3}{4}$	856	33,600
20th Century-Fox	TF	N	33 $\frac{3}{4}$	32 $\frac{1}{2}$	-18	41 $\frac{1}{2}$	31 $\frac{1}{2}$	7,072	227,200
Walter Reade Organi.	O		13 $\frac{3}{4}$	13 $\frac{1}{2}$	+13	15 $\frac{1}{2}$	12 $\frac{1}{2}$	2,248	30,300
Warner-Seven Arts	WBS	A	48 $\frac{1}{2}$	48 $\frac{3}{4}$	-14	64 $\frac{1}{2}$	48 $\frac{1}{2}$	3,816	185,600
Wrather Corp.	O		15 $\frac{1}{2}$	16	-10	22 $\frac{1}{2}$	15 $\frac{1}{2}$	1,760	28,200
							Total	132,615	\$ 4,408,000
Service									
John Blair	O		25 $\frac{1}{4}$	25	- 7	30	22 $\frac{3}{4}$	2,271	\$ 56,800
Comsat	CQ	N	45	44 $\frac{1}{4}$	- 2	55 $\frac{3}{4}$	41 $\frac{1}{4}$	10,000	442,500
Doyle Dane Bernbach	O		29	28	+ 1	31 $\frac{3}{4}$	28	2,104	58,900
Foote, Cone & Belding	FCB	N	15	14 $\frac{3}{4}$	- 2	15 $\frac{3}{4}$	14	2,159	31,000
General Artists	O		15	16	- 6	20 $\frac{1}{2}$	15	581	9,300
Grey Advertising	O		15 $\frac{3}{4}$	15 $\frac{3}{4}$	+13	18 $\frac{3}{4}$	14	1,199	18,900
Movielab	MOV	A	11	10 $\frac{1}{4}$	- 4	14 $\frac{1}{2}$	10 $\frac{1}{2}$	1,407	15,100
MPO Videotronics	MPO	A	14 $\frac{3}{4}$	15	- 2	22 $\frac{3}{4}$	14 $\frac{1}{2}$	536	8,000
Nielsen	O		36 $\frac{1}{2}$	36 $\frac{1}{4}$	+ 9	37	31 $\frac{1}{2}$	5,240	189,900
Ogilvy & Mather	O		29 $\frac{3}{4}$	27 $\frac{1}{4}$	+20	29 $\frac{3}{4}$	21 $\frac{1}{4}$	1,090	30,000
Papert, Koenig, Loiss	PKL	A	18 $\frac{1}{4}$	19 $\frac{1}{4}$	-14	30 $\frac{1}{2}$	10 $\frac{3}{4}$	721	14,300
Wells, Rich, Greene	O		18	17 $\frac{1}{4}$	+18	18	13	1,501	26,600
							Total	28,809	\$ 901,300
Manufacturing									
Admiral	ADL	N	15 $\frac{1}{2}$	16 $\frac{1}{2}$	- 1	20 $\frac{3}{4}$	15	5,110	\$ 84,300
Ampex	APX	N	37 $\frac{3}{4}$	38 $\frac{1}{2}$	+15	39 $\frac{3}{4}$	32 $\frac{1}{4}$	10,571	407,000
General Electric	GE	N	90 $\frac{3}{4}$	92 $\frac{1}{4}$	+ 7	96 $\frac{1}{4}$	85 $\frac{3}{4}$	90,578	8,355,800
Magnavox	MAG	N	52 $\frac{3}{4}$	54 $\frac{3}{4}$	+11	56 $\frac{1}{2}$	47 $\frac{3}{4}$	15,446	839,900
3M	MMM	N	101	102 $\frac{3}{4}$	+ 8	104 $\frac{3}{4}$	94	54,110	5,566,600
Motorola	MOT	N	104 $\frac{3}{4}$	111	+ 2	133 $\frac{3}{4}$	104 $\frac{3}{4}$	6,122	679,500
RCA	RCA	N	43 $\frac{3}{4}$	41 $\frac{3}{4}$	- 5	48 $\frac{1}{2}$	41 $\frac{1}{4}$	62,612	2,606,200
Reeves Industries	RSC	A	8	8 $\frac{3}{4}$	+ 3	10 $\frac{1}{2}$	7 $\frac{1}{2}$	3,415	28,600
Visual Electronics	VIS	A	22 $\frac{1}{2}$	23	+ 7	37	19	1,233	28,400
Westinghouse	WX	N	66 $\frac{3}{4}$	67 $\frac{1}{4}$	+ 3	71 $\frac{1}{4}$	64 $\frac{1}{2}$	38,239	2,571,600
Zenith Radio	ZE	N	49 $\frac{1}{2}$	50 $\frac{1}{4}$	- 3	58	49 $\frac{1}{2}$	18,924	948,600
							Total	306,360	\$22,116,500
							Grand total	626,437	\$33,686,100
Standard & Poor Industrial Average			109.95	110.91	-10.23	113.19	106.36		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of March 31

tions Corp., a Columbus, Ind., CATV system. Other stockholders in the CATV include Cox Cable Communications Inc., group CATV owner and subsidiary of group broadcaster Cox Broadcasting Corp.

The Multimedia broadcast properties are WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga., and WWNC Asheville.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.99	\$0.87
Revenues	22,292,549	19,693,704
Pretax income	6,665,587	5,474,852
Gross broadcasting income	8,210,732	7,046,047
Net operating income	2,689,190	2,429,265

Earnings up for PKL, but share losses reported

Pappert, Koenig, Lois Inc. reported a loss of 20 cents a share for fiscal 1968, but improved earnings for the first quarter of fiscal 1969.

The advertising agency simultaneously issued its annual report for the year ended Nov 30, 1968, and an interim report for the quarter ended Feb. 28, 1969. The annual report showed last year's loss compared with per-share earnings of 31 cents in fiscal 1967.

Net loss for the year was \$144,731, compared with earnings of \$244,360 the previous year. Gross billings also were down last year, \$32,359,808, compared to \$40,079,878 the previous year.

For the quarter ended Feb. 28:

	1969	1968
Earned per share	\$0.113	\$0.10
Gross billings	7,953,200	9,865,200
Pretax income	177,567	165,947
Net income	81,767	73,947

Teleprompter denies merger bids for MGM

Irving B. Kahn, chairman and president of Teleprompter Corp., issued a statement last week denying "rumors and reports" that TPT planned to merge with Metro-Goldwyn-Mayer Inc. or make a tender offer for MGM stock.

He called the reports "false and in-

accurate," but acknowledged he had had discussions over the past two years with officials of MGM regarding a possible merger or other combination.

"For the past month or so," Mr. Kahn said, "there have been discussions between officials of the two companies and others which looked toward a reopening of the possibilities of a merger or other combinations. These recent discussions have been terminated. Teleprompter does not in the foreseeable future intend to reopen discussions regarding any merger or combination with MGM or to make a tender offer for MGM stock."

Mr. Kahn also said that reports that he or Teleprompter own or control any significant amount of MGM stock are "erroneous."

Mr. Kahn's statement followed a report that MGM, through its attorneys, had written a confidential letter to the FCC asking the commission to thwart any move for a tender offer by Teleprompter for control of MGM. A spokesman for the FCC said the letter had been received but declined to divulge its contents.

MGM appealed to the commission apparently because Teleprompter is an FCC licensee through its ownership of several microwave companies.

Teleprompter, last week also reported increases in gross revenues and net operating income for 1968.

TPT has acquired a Newburgh, N.Y., CATV ("Closed Circuit," March 31) and has also purchased approximately 59% of State Investing Corp., which owns Mobile Cable Television Co., holder of franchises in Mobile, Saraland and Pritchard, all Alabama, representing a potential market of 70,000 customers.

In addition, Teleprompter has under consideration a proposed issue of approximately \$10 million of debentures.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.56	\$0.36
Gross revenues	7,270,094	6,557,127
Net operating income	554,020	315,696

Leisure-time groups add to Transamerica growth

Transamerica Corp., San Francisco, revealed in its annual report to stockholders, that 30.4% of its over-all net income last year was derived from its leisure-time activities.

The company's leisure services include United Artists Corp., which finances and distributes motion pictures, finances theatrical properties, and owns WUAB(TV) Lorain-Cleveland, Ohio, and KUAB(TV) Houston; Liberty/UA Inc., recording company and music publisher; Trans International Airlines, and Budget Rent-A-Car Corp.

A merger of Metromedia with Transamerica is waiting government approval.

Leisure companies brought \$27,427,000 to Transamerica in 1968; \$15,308,000 in 1967. As previously reported (BROADCASTING, Feb. 10), Transamerica's consolidated net income for the year ended Dec. 31, 1968, was about \$90.2 million, compared to \$76.5 million the previous year.

UA gross revenues advanced in 1968 to \$249,581,000 from \$231,785,000 in 1967. Net income was \$20,294,000 compared to \$17,302,000 in 1967.

Transamerica has declared a regular quarterly dividend of 12½ cents per share, payable on the new \$1 par value Transamerica common stock April 30 to shareholders of record April 10. Also declared was a \$1.20 quarterly dividend on \$4.80 convertible preferred stock, payable May 1 to stockholders of record April 10.

Company reports:

Wrather Corp., Beverly Hills, Calif., diversified company which owns the *Lassie* and *Lone Ranger* programs, reported a gain of more than 15% in gross revenues and an increase of 35% in net income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.85	\$0.62
Net income	1,489,271	1,097,060
Gross revenues	17,184,071	14,873,610
Shares outstanding	1,760,080	1,760,080

Note: Net income for 1968 includes an extraordinary item of \$118,000 resulting from a federal income tax adjustment.

Trans-Lux Corp., New York, reported record gross revenues and net operating income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.01	\$0.84
Gross revenues	10,050,155	8,279,469
Net operating income	911,532	658,452

Grey Advertising Inc. reported an increase in earnings and gross billings for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.17	\$1.01
Net income	1,358,200	1,208,733
Gross billings	180,368,530	179,806,908

Cypress Communications Corp., Stamford, Conn., group CATV owner and majority owner of KTXL(TV) Sacra-

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mento, Calif., reported a 37% gain in revenues while net income remained relatively unchanged for the first six months of the fiscal year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.54	\$0.62
Revenues	1,484,000	1,085,000
Net income	24,000	23,000
Shares outstanding	839,000	600,000

A. C. Nielsen Co., Chicago, reported

increases in sales and income for the first half of its fiscal year.

The regular quarterly dividend was increased from 10 cents to 11 cents, payable May 1 to stockholders of record April 9.

For the six months ended Feb. 28:

	1969	1968
Earned per share	\$0.65	\$0.61
Sales	47,991,235	40,981,650
Pretax income	7,018,598	6,049,818
Net income	3,381,402	3,187,128

Reeves Industries Inc., Danbury, Conn., diversified company whose Soundcraft division manufactures magnetic recording tape, reported a decline in net sales but an increase in net income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share (loss)	\$0.12	(\$0.25)
Net sales	8,622,646	9,466,122
Net income (loss)	414,647	(875,409)
Shares outstanding	3,436,175	3,414,920

Telestatus

TELEVISION

CATV penetration

In spite of its position as the center of controversy, CATV growth in the past year has not been dramatic. American Research Bureau data shows that in the year ending October 1968, CATV households increased by about 500,000 to 2,834,000, a growth rate of slightly over 20%.

The regional breakout reports CATV penetration highest in the middle Atlantic (8.7%) and Pacific (6.9%) territories; lowest in New England and Hawaii (both 2.9%). Metropolitan New York, with considerable current CATV construction, has a penetration of less than 0.5%.

County-size data shows extreme CATV concentration in C counties (14.1%). These are typically the outlying areas of smaller cities where limited service and population density make a cable system economically feasible.

Today more than half of the country's 205 television markets (ADI basis) have CATV penetrations of 5% or

greater. Of the 114 CATV-active markets, 76 show CATV penetration under 20%.

The higher CATV-density markets are typically smaller. Of the five markets with over 40% penetration, the largest in Santa Barbara, Calif. (ADI rank 148), with a household count of 77,300. Of nine markets in the over-30 to 40% group, the largest is Wilkes Barre/Scranton, Pa. (ADI rank 59), with a household count of 270,900.

The following market-by-market CATV penetration figures show both "Area of Dominant Influence" and total survey area data, the latter to provide an indication of CATV activity in the outer signal areas of larger markets.

"Telestatus" appears in the first BROADCASTING of each month. A "Telestatus" report on market-by-market UHF growth trends will appear May 5.

CATV penetration by territory and by county size (October 1967-1968)

Territory	Total TV homes		CATV homes		% CATV	
	1967	1968	1967	1968	1967	1968
New England	3,285,600	3,309,900	79,306	95,544	2.4%	2.9%
Metro New York	5,029,000	5,055,200	8,101	20,501	0.2	0.4
Middle Atlantic (excluding metro New York & various Pennsylvania counties)	6,534,500	6,647,800	512,855	576,966	7.8	8.7
East Central	8,963,000	9,117,800	354,854	464,522	4.0	5.1
West Central (excluding greater Chicago area)	7,870,200	8,001,500	302,705	372,192	3.8	4.7
Metro Chicago	2,204,300	2,249,100	337	337	—	—
Southeast	8,294,100	8,559,700	298,950	377,790	3.6	4.4
Southwest	5,464,500	5,643,100	284,643	315,771	5.2	5.6
Pacific	8,568,800	8,771,100	496,266	604,988	5.8	6.9
Hawaii	161,500	167,100	3,667	4,895	2.3	2.9
County size						
A	23,286,400	23,701,300	118,330	191,380	0.5	0.8
B	15,684,000	15,984,800	420,472	540,343	2.7	3.4
C	10,123,700	10,365,600	1,288,764	1,465,665	12.1	14.1
D	7,281,500	7,470,600	574,118	636,118	7.9	8.5
Total U.S.	56,375,500	57,522,300	2,341,684	2,833,506	4.2	4.9

CATV penetration by ADI, total survey area (ARB estimates, October 1968)

Television markets	Area of Dominant Influence			Total survey area		
	Total TV homes	Total CATV homes	% CATV	Total TV homes	Total CATV homes	% CATV
Abilene-Sweetwater, Tex.	93,800	19,447	20.7%	167,300	34,516	20.6%
Albany, Ga.	72,500	4,687	6.5	250,200	26,606	10.6
Albany-Schenectady-Troy, N.Y.	387,800	22,894	5.9	967,100	107,759	11.1
Albuquerque, N.M.	176,100	12,262	7.0	247,800	26,000	10.5
Alexandria, La.	49,600	9,001	18.1	312,900	28,403	9.1
Alexandria, Minn.	56,700	10,462	18.5	164,600	19,175	11.6
Amarillo, Tex.	141,800	21,647	15.3	199,100	39,601	19.9
Ardmore-Ada, Okla.	42,700	7,860	18.4	173,500	24,703	14.2
Atlanta	615,300	6,658	1.1	887,000	30,171	4.5
Augusta, Ga.	138,400	2,736	2.0	401,000	12,055	3.0
Austin, Tex.	98,500	12,869	13.1	237,300	45,927	19.4
Bakersfield, Calif.	83,100	22,101	26.6	519,400	53,933	10.4
Baltimore	638,400	2,575	.4	2,037,400	62,012	3.0
Bangor, Me.	76,900	1,454	1.9	166,100	13,779	8.3
Baton Rouge	135,800	1,600	1.2	418,200	23,784	5.7

Television Markets	Area of Dominant Influence			Total survey area		
	Total TV homes	Total CATV homes	% CATV	Total TV homes	Total CATV homes	% CATV
Beaumont-Port Arthur, Tex.	131,100	5,645	4.3	240,100	12,723	5.3
Bellingham, Wash.	21,200	6,645	31.3	485,200	41,325	8.5
Billings, Mont.	54,900	7,757	14.1	74,800	14,876	19.9
Biloxi, Miss.	37,000	6,315	17.1	297,800	17,919	6.0
Binghamton, N.Y.	129,600	29,923	23.1	492,400	138,546	28.1
Birmingham, Ala.	400,100	17,867	4.5	626,000	60,875	9.7
Bluefield, W.Va.	64,000	14,966	23.4	224,800	41,191	18.3
Boise, Idaho	82,300	4,476	5.4	130,900	21,408	16.4
Boston	1,432,800	22,976	1.6	1,998,300	33,787	1.7
Bristol-Johnson City, Tenn.	156,900	24,076	15.3	427,000	50,148	11.7
Buffalo, N.Y.	553,800	33,798	6.1	964,300	82,836	8.6
Burlington, Vt.-Plattsburgh, N.Y.	128,100	23,409	18.3	237,400	49,916	21.0
Butte, Mont.	36,200	8,427	23.3	72,600	22,167	30.5
Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	203,300	8,219	4.0	362,600	23,193	6.4
Casper-Riverton, Wyo.	41,200	11,943	29.0	85,100	26,002	30.6
Cedar Rapids-Waterloo, Iowa	225,600	13,409	5.9	550,400	20,466	3.7
Champaign-Decatur-Springfield, Ill.	238,000	22,296	9.4	483,700	64,019	13.2
Charleston, S.C.	119,100	—	—	333,600	9,858	3.0
Charleston-Huntington, W.Va.	412,100	62,336	15.1	582,000	110,888	19.1
Charlotte, N.C.	386,700	10,073	2.6	1,131,800	35,425	3.1
Chatanooga	193,600	2,800	1.4	439,100	28,661	6.5
Cheyenne, Wyo.	61,300	11,896	19.4	148,600	20,411	13.7
Chicago	2,466,200	25,100	1.0	2,650,300	30,690	1.2
Chico-Redding, Calif.	87,300	18,378	21.1	406,200	34,214	8.4
Cincinnati	560,400	3,596	.6	1,024,400	27,842	2.7
Clarksburg-Weston, W.Va.	43,900	20,129	45.9	392,100	99,568	25.4
Cleveland	1,227,100	34,044	2.8	1,485,100	66,807	4.5
Colorado Springs-Pueblo, Colo.	125,500	5,058	4.0	142,600	8,803	6.2
Columbia, S.C.	132,800	1,750	1.3	523,900	16,802	3.2
Columbia-Jefferson City, Mo.	109,800	8,850	8.1	197,700	11,437	5.7
Columbus, Ga.	133,100	2,451	1.8	531,100	34,178	6.4
Columbus, Miss.	48,000	6,915	14.4	155,400	25,606	16.5
Columbus, Ohio	412,800	13,141	3.2	957,900	113,147	11.8
Corpus Christi, Tex.	113,400	1,017	.9	191,500	14,927	7.8
Dallas-Ft. Worth	798,500	30,626	3.8	993,600	72,111	7.3
Davenport, Iowa-Rock Island-Moline, Ill.	254,200	720	.3	491,800	39,165	8.0
Dayton, Ohio	358,700	10,370	2.9	992,200	29,107	2.9
Denver	422,900	6,902	1.6	558,700	27,545	4.9
Des Moines-Ft. Dodge, Iowa	252,400	310	.1	367,100	3,676	1.0
Detroit	1,368,700	3,725	.3	1,869,000	25,225	1.3
Dothan, Ala.	61,300	3,554	5.8	348,000	24,779	7.1
Duluth, Minn.-Superior, Wis.	146,700	8,768	6.0	187,200	14,819	7.9
El Paso	130,700	4,364	3.3	133,400	5,664	4.2
Ensign, Kan.	11,300	710	6.3	51,700	10,044	19.4
Erie, Pa.	97,500	12,182	12.5	358,200	60,454	16.9
Eugene, Ore.	94,600	23,959	25.3	183,600	43,179	23.5
Eureka, Calif.	41,900	866	2.1	55,700	5,923	10.6
Evansville, Ind.	148,800	1,908	1.3	303,700	17,117	5.6
Fargo, N.D.	139,300	6,300	4.5	170,700	7,758	4.5
Flint-Saginaw-Bay City, Mich.	315,300	10,808	3.4	833,900	26,135	3.1
Florence, S.C.	66,200	4,323	6.5	259,700	14,015	5.4
Ft. Myers, Fla.	23,100	7,279	31.5	122,100	20,183	16.5
Ft. Smith, Ark.	52,700	7,606	14.4	145,700	25,686	17.6
Ft. Wayne, Ind.	171,900	5,581	3.2	318,700	29,959	9.4
Fresno-Visalia, Calif.	237,700	1,108	.5	374,000	23,209	6.2
Glendive, Mont.	4,400	825	18.8	19,000	3,296	17.3
Grand Junction, Colo.	39,900	7,985	20.0	61,000	14,369	23.6
Grand Rapids-Kalamazoo, Mich.	390,200	11,550	3.0	752,600	18,346	2.4
Great Falls, Mont.	51,500	12,402	24.1	75,600	21,663	28.7
Green Bay, Wis.	220,900	4,976	2.3	488,900	31,201	6.4
Greensboro-Winston Salem-High Point, N.C.	299,100	2,500	.8	916,100	17,692	1.9
Greenville-New Bern-Washington, N.C.	206,400	4,350	2.1	407,300	8,719	2.1
Greenville-Spartanburg, S.C.-Asheville, N.C.	350,200	2,624	.7	917,000	48,958	5.3
Greenwood, Miss.	35,000	7,235	20.7	64,700	23,060	35.6
Harrisburg-York-Lancaster-Lebanon, Pa.	326,100	26,834	8.2	1,817,800	231,947	12.8
Harrisonburg, Va.	26,100	3,817	14.6	238,400	55,877	23.4
Hartford-New Haven, Conn.	546,000	415	.1	1,803,100	66,959	3.7
Hays, Kans.	19,500	2,065	10.6	71,400	5,617	7.9
Helena, Mont.	8,900	3,311	37.2	74,700	20,615	27.6
Honolulu	167,100	4,895	2.9	167,100	4,895	2.9
Houston	633,300	5,951	.9	698,600	22,509	3.2
Huntsville-Decatur-Florence, Ala.	117,300	30,662	26.1	209,800	43,026	20.5
Idaho Falls-Pocatello, Idaho	54,200	3,584	6.6	82,200	11,781	14.3
Indianapolis	642,200	24,407	3.8	878,800	54,243	6.2
Jackson, Miss.	200,900	16,251	8.1	359,600	40,798	11.3
Jackson, Tenn.	4,400	870	19.8	97,900	5,978	6.1
Jacksonville, Fla.	256,500	23,357	9.1	370,900	38,977	10.5
Johnstown-Altoona, Pa.	217,900	79,791	36.6	1,376,000	252,974	18.4
Joplin, Mo.-Pittsburg, Kan.	115,600	20,134	17.4	208,500	25,773	12.4
Kansas City, Mo.	514,400	1,732	.3	715,000	30,836	4.3

Television Markets	Area of Dominant Influence			Total survey area		
	Total TV homes	Total CATV homes	% CATV	Total TV homes	Total CATV homes	% CATV
Klamath Falls, Ore.	17,600	4,800	27.3	59,000	9,623	16.3
Knoxville, Tenn.	250,300	15,032	6.0	476,300	37,081	7.8
La Crosse-Eau Claire, Wis.	100,700	21,216	21.1	290,900	44,559	15.3
Lafayette, La.	113,900	4,883	4.3	284,900	18,490	6.5
Lake Charles, La.	47,100	600	1.3	270,900	9,040	3.3
Lansing, Mich.	144,200	6,650	4.6	1,120,800	22,872	2.0
Laredo, Tex.	16,500	4,000	23.2	16,500	4,000	24.2
Las Vegas	89,600	—	—	92,500	—	—
Laurel-Hattiesburg, Miss.	44,100	7,401	16.8	182,000	23,369	12.8
Lexington, Ky.	98,800	5,297	5.4	217,600	30,610	14.1
Lima, Ohio	31,700	9,500	29.8	173,300	29,298	16.9
Lincoln-Hastings-Kearney, Neb.	184,800	9,713	5.3	440,900	17,716	4.0
Little Rock, Ark.	278,000	7,121	2.6	436,500	36,962	8.5
Los Angeles	3,182,000	91,097	2.9	3,741,800	194,626	5.2
Louisville, Ky.	369,700	14,333	3.9	576,500	22,694	3.9
Lubbock, Tex.	112,300	3,559	3.2	161,100	19,269	12.0
Lufkin, Tex.	18,400	3,367	18.3	70,300	16,316	23.2
Macon, Ga.	97,500	17,869	18.3	161,000	21,442	13.3
Madison, Wis.	119,500	1,543	1.3	539,400	27,727	5.1
Mankato, Minn.	45,500	13,488	29.6	162,300	19,304	11.9
Marquette, Mich.	45,600	18,988	41.6	90,900	26,416	29.1
McAllen-Brownsville (Lower Rio Grande), Tex.	88,000	2,889	3.3	89,000	2,889	3.2
Medford, Ore.	39,600	2,652	6.7	117,200	23,913	20.4
Memphis	481,200	15,077	3.1	605,200	36,558	6.0
Meridian, Miss.	62,500	7,727	12.4	171,400	20,802	12.1
Miami	567,800	14,130	2.5	724,800	27,837	3.8
Milwaukee	545,400	—	—	960,500	3,900	.4
Minneapolis-St. Paul	702,200	9,805	1.4	844,100	56,161	6.7
Minot-Bismarck-Dickinson, N.D.	102,600	3,221	3.1	127,800	9,482	7.4
Missoula, Mont.	21,000	8,555	40.7	56,400	18,713	33.2
Mobile, Ala.-Pensacola, Fla.	246,200	9,850	4.0	396,100	28,544	7.2
Monroe, La.-El Dorado, Ark.	119,100	10,269	8.6	292,600	38,970	13.3
Montgomery, Ala.	113,300	5,037	4.4	378,100	20,814	5.5
Nashville	441,600	14,034	3.2	591,800	48,681	8.2
New Orleans	398,200	3,071	.8	634,300	19,162	3.0
New York	5,682,800	48,571	.9	6,657,800	168,304	2.5
Norfolk-Portsmouth-Newport News-Hampton, Va.	344,600	1,225	.4	432,400	10,320	2.4
North Platte, Neb.	12,800	282	2.2	33,800	2,047	6.1
Odessa-Midland, Tex.	101,900	10,677	10.5	170,100	24,367	14.3
Oklahoma City	362,700	18,098	5.0	475,000	32,681	6.9
Omaha	256,800	2,949	1.1	458,800	9,981	2.2
Orlando-Daytona Beach, Fla.	294,900	32,450	11.0	432,800	46,314	10.7
Ottumwa, Iowa-Kirksville, Mo.	43,700	4,055	9.3	227,600	17,810	7.8
Panama City, Fla.	23,800	3,437	14.4	162,800	21,427	13.2
Pembina, N.D.	9,600	550	5.7	53,000	4,250	8.0
Peoria, Ill.	163,900	—	—	338,300	29,996	8.9
Philadelphia	2,070,000	148,475	7.2	2,923,200	222,071	7.6
Phoenix	331,900	18,811	5.7	471,100	33,265	7.1
Pittsburgh	959,000	54,915	5.7	1,484,100	189,035	12.7
Portland, Ore.	473,200	35,376	7.5	624,400	91,455	14.6
Portland-Poland Spring, Me.	209,100	17,050	8.2	534,900	56,699	10.6
Presque Isle, Me.	25,200	6,218	24.7	25,200	6,218	24.7
Providence, R.I.	470,000	1,002	.2	1,831,500	5,692	.3
Quincy, Ill.-Hannibal, Mo.	116,900	12,704	10.9	214,800	18,059	8.4
Raleigh-Durham, N.C.	224,600	2,614	1.2	647,200	15,386	2.4
Rapid City, S.D.	44,700	2,575	5.8	84,600	12,607	14.9
Reno	65,800	15,792	24.0	85,800	27,162	31.7
Richmond, Va.	278,400	9,947	3.6	513,100	26,503	5.2
Roanoke-Lynchburg, Va.	248,200	8,079	3.3	643,100	39,151	6.1
Rochester-Austin, Minn.-Mason City, Iowa	99,500	9,625	9.7	396,600	46,551	11.7
Rochester, N.Y.	242,800	3,250	1.3	466,400	58,607	12.6
Rockford, Ill.	143,900	4,469	3.1	632,400	37,982	6.0
Roswell, N.M.	42,600	7,944	18.6	112,400	23,734	21.1
Sacramento-Stockton, Calif.	504,300	21,151	4.2	1,538,600	114,498	7.4
St. Joseph, Mo.	52,300	5,962	11.4	657,600	15,098	2.3
St. Louis	834,000	4,955	.6	999,100	21,531	2.2
Salinas-Monterey, Calif.	139,400	49,271	35.3	1,839,300	171,708	9.3
Salisbury, Md.	28,300	13,370	47.2	68,100	16,820	24.7
Salt Lake City	305,000	14,280	4.7	443,500	54,969	12.4
San Angelo, Tex.	23,300	3,585	15.4	37,600	8,480	22.6
San Antonio, Tex.	322,200	19,960	6.2	443,800	41,049	9.2
San Diego	380,400	41,331	10.9	971,400	142,641	14.7
San Francisco	1,372,600	60,645	4.4	1,894,400	147,668	7.8
Santa Barbara, Calif.	77,300	32,597	42.2	613,600	104,480	17.0
Savannah, Ga.	99,500	2,460	2.5	169,000	17,429	10.3
Seattle-Tacoma	613,100	54,225	8.5	648,000	70,296	10.8
Shreveport, La.-Texarkana, Tex.	285,800	7,958	2.8	421,000	40,607	9.6
Sioux City, Iowa	125,000	2,360	1.9	252,500	5,685	2.3
Sioux Falls-Aberdeen, S.D.	169,200	2,205	1.3	306,300	7,538	2.5
South Bend-Elkhart, Ind.	156,400	—	—	327,200	8,073	2.5

Television Markets	Area of Dominant Influence			Total survey area		
	Total TV homes	Total CATV homes	% CATV	Total TV homes	Total CATV homes	% CATV
Spokane, Wash.	215,200	35,676	16.6	348,700	91,719	26.3
Springfield, Mo.	134,600	6,396	4.8	244,800	30,145	12.3
Springfield, Mass.	176,200	6,024	3.4	506,300	22,571	4.5
Syracuse, N.Y.	388,700	54,399	14.3	710,200	122,059	17.2
Tallahassee, Fla.	92,400	8,136	8.8	252,100	20,674	8.2
Tampa-St. Petersburg, Fla.	488,800	9,626	2.0	667,600	19,305	2.9
Terre Haute, Ind.	133,100	14,282	10.7	370,800	32,688	8.8
Toledo, Ohio	284,400	27,652	9.7	1,735,300	56,252	3.2
Topeka, Kan.	102,700	12,494	12.2	317,400	29,220	9.2
Traverse City-Cadillac, Mich.	81,700	9,996	12.2	455,700	22,504	4.9
Tucson, Ariz.	124,900	7,224	5.8	428,900	19,952	4.7
Tulsa, Okla.	303,000	14,509	4.8	474,500	36,636	7.7
Tupelo, Miss.	15,800	3,825	24.2	96,600	16,196	16.8
Twin Falls, Idaho	30,600	6,957	22.7	35,900	7,457	20.8
Tyler, Tex.	40,700	15,140	37.2	164,600	32,218	19.6
Utica, N.Y.	96,700	20,408	21.1	629,200	66,645	10.6
Waco-Temple, Tex.	132,100	18,344	13.9	272,900	35,375	13.0
Washington	978,800	45,523	4.7	1,828,500	69,262	3.8
Watertown-Carthage, N.Y.	66,000	17,505	26.5	201,600	30,574	15.2
Wausau-Rhineland, Wis.	91,100	6,485	7.1	308,700	41,816	13.5
West Palm Beach, Fla.	133,900	6,428	4.8	694,100	13,528	1.9
Wheeling, W.Va.-Steubenville, Ohio	137,600	25,176	18.3	1,529,800	134,863	8.8
Wichita, Kan.	297,800	11,012	3.7	400,400	35,151	8.8
Wichita Falls, Tex.-Lawton, Okla.	136,700	11,147	8.2	179,300	25,606	14.3
Wilkes Barre-Scranton, Pa.	270,900	89,950	33.2	619,800	248,064	40.0
Wilmington, N.C.	85,000	7,433	8.7	280,600	13,845	4.9
Yakima, Wash.	109,900	35,196	32.0	169,200	52,362	30.9
Youngstown, Ohio	128,200	3,020	2.4	715,100	48,937	6.8
Yuma, Ariz.	35,100	11,800	33.6	40,600	12,750	31.4
Zanesville, Ohio	22,600	5,088	22.5	128,000	28,430	22.2
Total ADI's	57,522,300	2,833,506	4.9%			

Fates&Fortunes

Broadcast advertising



Mr. Oswald

Mr. Conroy

George C. Oswald, president and chief executive officer, Geyer-Oswald Inc., New York, elected board chairman and continues as chief executive officer. **Robert B. Conroy**, executive VP, promoted to president. **Wilkes Bianchi** and **James G. MacPherson**, both senior VPs, elected executive VPs of agency.

Allan Thompson, with Foote, Cone & Belding, New York, joins Blair Radio there as assistant director, marketing department. He will coordinate sales data for all Blair-represented stations and markets.

Thomas G. Johnson, associate research director, Ted Bates & Co., New York, named VP.

Robert D. Miller, VP and associate

creative director of BBDO, New York, joins Warwick & Legler there as senior VP, creative director and member of management committee. He succeeds **John H. Lambert**, who resigns.

Robert D. Dunning, with N. W. Ayer, New York, named senior VP and New York regional director for creative services.

Rufus T. Carlson, vice president-account executive, N. W. Ayer-F. E. Baker Inc., Seattle, promoted to senior VP.

Richard V. Lombardi, senior vice president, Hoag & Provandie, Boston, named executive VP.

Thomas E. Arend, VP and director of West Coast commercial production for Foote, Cone & Belding, Hollywood, named VP of creative administration for FC&B, Chicago.

Herbert S. Briggan, account executive for ksfo San Francisco, appointed sales manager for kvi Seattle.

Frank Neumeister, senior sales service representative for NBC, appointed administrator, sales service operations, West Coast, NBC. **James Ekman**, junior sales service representative, succeeds Mr. Neumeister. **Don Hector** succeeds Mr. Ekman.

Reginald W. Testament, VP for mar-

keting and research, Noble-Dury & Associates, Nashville, named to newly created position of executive VP in charge of media and research.

Louis A. Tripodi, corporate director of public relations; **Nicholas V. Salimbene**, account supervisor, and **Elmer Skahan**, associate creative director, Needham, Harper & Steers, New York, named VP's.

Evelyn Waldman, vice president and group marketing director, Jacqueline Cochran Inc., New York, joins Shaller-Rubin Co. there as VP and account supervisor.

Paul Sciandra, program manager of WGR-TV Buffalo, N. Y., named president of Holland-Wegman Productions, commercial film producer there, and general manager of all four Holland-Wegman companies.

A. Gardiner Layng, senior VP of Young & Rubicam, New York, retires. He joined agency as messenger in 1933 and has been in contact department since 1941.

Bob Sharon, local sales manager for KPOL Los Angeles, appointed national sales manager. **Al Kennedy**, account executive for station, succeeds Mr. Sharon.

Edward K. Webb, news editor, wctv-TV Charleston, S. C., joins Advertising Service Agency there as director of

television, radio and photographic activities.

Tom Johnson, with 3M Co., Dallas, joins KCNW Tulsa, Okla., as general sales manager.

Larry Scaglione, production and traffic director, Rumrill-Hoyt, New York, elected VP.

Adrian A. Risco, from Videotape Center, New York, to direct film and videotape commercials and programs for Tulchin Productions Ltd., New York. **Richard Demaio**, staff producer, Videotape Center, named producer at Tulchin.

David F. Poltrack, group manager, media services, Ted Bates & Co., named manager of marketing services, CBS TV Stations National Sales.

Robert H. Henry, manager of Chrysler-Imperial advertising, named manager of Plymouth advertising at Chrysler Corp., Detroit, succeeding **James A. Lawson**. Mr. Lawson becomes used-vehicle manager of Chrysler-Plymouth division succeeding **Charles H. Van Steenberg**, retired. **William E. Black** is promoted to manager of Chrysler-Imperial advertising.



Mr. Henry



Mr. Black

Bruce Blevins, national sales representative for KSFO San Francisco, and **Jim Myers**, salesman for KYA San Francisco, join sales staff of KSFO. **Brent Osborne**, sales executive for KEX Portland, Ore., named national sales representative for KSFO.

Jack J. Gwyer, advertising and promotion manager, Rhodes department store, Palo Alto, Calif., appointed general sales manager for KPGM(FM) Los Altos, and KZAP Sacramento, both California.

Robert Wydick, production manager of Prucher Studio, Detroit, joins D. P. Brother & Co., that city, as assistant production manager. Also joining company in that capacity is **Martin Tingstad**. **David Schafer**, studio supervisor of noncommercial WMSB-TV Lansing, Mich., joins D. P. Brother as broadcast traffic supervisor.

Allan Thompson, media buyer-planner, Foote Cone & Belding, New York, joins Blair radio division of John Blair & Co., that city, as assistant director, marketing department.

George W. Liberatore, director, WVTM-TV Milwaukee, named director of sales service and promotion.

Media

Robert M. Fairbanks, account executive, CBS Television National Sales, New York, named director of station services, CBS TV Stations Division, to coordinate management systems, planning and research functions. He has been with CBS since 1951.



Mr. Crawford

of Southern CATV Association; **Paul Puckett**, Johnson City, Tex., named VP, and **B. M. Tibshirany**, Charlotte, N. C., re-elected secretary-treasurer.

Willis Duff, director of radio for WHDH Boston, appointed VP and general manager of KSAN-FM San Francisco, assuming duties being relinquished by

John E. Crawford, general manager of WAST-TV Albany, N. Y., joins WUTR-TV (ch. 20) Utica, N. Y., as executive VP.

Otto Miller, Tuscaloosa, Ala., elected president

Varner Paulsen, who continues as VP and general manager of KNEW San Francisco which, like KSAN-FM, is Metromedia station.

Keigler E. Flake, VP and general manager of WHCT-TV Hartford, Conn., joins Zenith Radio Corp., Chicago, as consultant for subscription television.

Joseph W. Fitzpatrick, assistant treasurer, ABC, New York, joins Straus Broadcasting Group there as treasurer.

Sy Levy, with WJRX Hackensack, N. J., named station manager.

John L. Tregay, director of engineering, Remington Rand office machines division of Sperry Rand Corp., New York, joins Comfax Communications Corp. there in same capacity.

Robert L. Bryan, account executive, Television Advertising Representatives, New York, appointed assistant general manager, WPHL-TV Philadelphia.

Alfred Beckman, VP in charge of Washington office, ABC, back at work after operation for cataracts Feb. 28.

News

William Headline, director of data operations, CBS news election unit, New York, appointed to newly created post of administrative assistant to Gordon Manning, CBS vice president and di-

TWA is running their contest again...

TWA's 32nd Annual Writing and Photography Competition for coverage of commercial aviation and air travel.

The Categories: Newspaper, magazine, television-radio and photographic.

The Prizes: Cash and commemorative awards.

Eligibility: Material published or broadcast between September 15, 1968 and September 15, 1969. Postmarked by October 15, 1969. For full details, write to Gordon Gilmore, Vice President, Public Relations, Trans World Airlines, Inc., 605 Third Avenue, New York, N.Y. 10016

TWA

Our people make you happy.
We make them happy.

rector of news.

Bob Arthur, with KNX Los Angeles, joins KABC Los Angeles as anchorman for morning news block. **Stan Bohrman**, formerly on-air personality for KHJ-TV Los Angeles, named as on-air communicator for KABC.

Jay Crouse, director of news, WHAS-AM-FM-TV Louisville, Ky., resigns to become director of Urban Studies Center, University of Louisville.

Jack O'Quinn, with WQAM Miami Beach news department, named news director.

Ron Gardner, with KLIB Liberal, Kan., joins KGLD-TV Garden City, Kan., as news director.

Bob Martin, sports and program director, KTLN Denver, joins KOA-TV there as sports director.

Dan Jones, news director, WIKB Iron River, Mich., joins WNFL Green Bay, Wis., in same capacity.

Rod Lea, news producer and editor, KTTV(TV) Los Angeles, rejoins KTLA-TV that city, as news producer.

Alan Schaertel, ABC News, joins news staff of WJAS Pittsburgh.

Jerry Webber, general manager of WBBZ Ponca City, Okla., joins KVOO-TV Tulsa, Okla., as newsman. **John Allen**, formerly with KOMA Oklahoma City, also joins news staff at KVOO-TV.

Tom Dennin, sportscaster for WBNF-TV Binghamton, N. Y., joins WNDU-TV South Bend, Ind., as sports director. He succeeds **Bill Etherton**, who becomes public relations director for the Indiana Republican State Central Committee.

John T. McCartt, general manager of KRML Carmel, Calif., and **Robert Richardson**, formerly staff writer for *Los Angeles Times*, named as news anchor-men for KFWB Los Angeles.

Perry Cain, local disc jockey and night club entertainer, named reporter-news-caster for KCOH Houston.

Programing

Robert J. Talamine, **Edward J. Broman** and **Jack Martin** elected VPs of television syndication division of Bing Crosby Productions Inc., Chicago, subsidiary of Cox Broadcasting Corp., Atlanta. All three continue present duties, Mr. Talamine in marketing and program development and Messrs. Broman and Martin as general sales managers.

Jack Barry, TV producer and host of various big-money network quiz series

in 1950's, becomes host-embree of ABC-TV's *The Generation Gap* (Fri., 8:30-9 p.m.), starting April 11. He succeeds **Alan Whorley**, who continues as host of his daily show on WKRC-TV Cincinnati.

Al Decaprio, VP in charge of production, New York, for Lewron Television Inc., promoted to VP in charge of production for New York, Hollywood and Miami divisions of company.

Ralph A. McFarland, Hughes Sports Network, New York, named director of station relations.

David Pound, assistant program director with WNEW New York, named program director. He succeeds **Dom Quinn**, who joins Straus Broadcasting, New York.

Mark Denis, free-lance Southern California air personality, appointed program director of KFI Los Angeles.

John Wise, **Don Edgren** and **Stan Graves**, all elected VP's of WED Enterprises Inc., Glendale, Calif., subsidiary of Walt Disney Productions, Burbank, Calif.

Deane Johnson, program director, KOIL Omaha, joins KDWB Minneapolis-St. Paul, in same capacity.

Donald Anglim, operations manager, WKRC-TV Cincinnati, named program manager, WGR-TV Buffalo, N. Y.

John Holiday, programming director of KMBZ and KMBR(FM), both Kansas City, Mo., named programming director for KBIG Avalon, Calif., while continuing with his other responsibilities. All stations are owned by Bonneville International Corp.

W. L. Baumes, production coordinator for Paramount Television, Hollywood, named executive assistant to executive VP in charge of production at Paramount TV.

Arthur Siegel, promoted to executive VP and assistant to the president of Seeburg Corp., Chicago. He had been

Marks adds new post

Leonard H. Marks, Washington communications lawyer, former director of the U. S. Information Agency, and most recently chairman of the Intelsat Conference, has been named chairman of the Gustav Hirsch Organization, Columbus, Ohio, an international communications and electrical engineering firm. The firm is being acquired by Rollins Leasing Corp., Wilmington, Del., which is headed by John W. Rollins, a director of Rollins Inc., Atlanta, which includes a number of radio and TV stations among its holdings. Mr. Marks will remain as chairman of the Hirsch Organization after the merger.

VP.

Alvin Kessler, production manager, WDV(R) Philadelphia, named operations manager. He succeeds **Marlin R. Taylor**, who joins WRFM(FM) New York as station manager.

Michael Hardgrove, with noncommercial WETA-TV Washington, appointed assistant program director.

Thomas Reed, formerly with WDAF-TV Kansas City, joins WKYC-TV Cleveland as associate producer of *NBC Newsday 90*.

Equipment & engineering

Mel L. Decker, elected president, chief executive officer and director of Houston Fearless Corp., Dallas. He succeeds **Fred C. Mehner**, who resigns as president-chairman but continues as director.

Waverly Foster appointed senior engineering supervisor at WAVY-TV Portsmouth, Va. **Samuel P. Varn** and **Hugh T. Cooper** named engineering supervisors.

Earl Lewis, chief engineer of WTVJ Miami, retires. **Robert S. Bower**, acting chief engineer, replaces Mr. Lewis.

Arthur V. Roberts, with Hewlett-Packard, Palo Alto, Calif., joins C-COR Electronics Inc., State College, Pa., as marketing manager. **Bruce K. Frazier** and **Joseph T. Loscalzo** are appointed CATV regional sales managers for company.

Norton C. Richardson, supervisor of radio technical operations at WTOP-AM-FM Washington, named assistant chief engineer.

William J. Byron, national sales manager for Concord Communications Systems division of Concord Electronics Corp., Los Angeles, appointed to newly created post of division manager. **Robert E. Yellin**, with Stenocord Corp., Los Angeles, succeeds Mr. Byron as national sales manager for Concord Communications.

William J. Weisz, VP and general manager, communications division, Motorola Inc., Chicago, named executive VP and assistant chief operating officer under Motorola President Elmer H. Wavering. **Homer L. Marrs**, VP and director of distribution for communications division, named VP and general manager.

Promotion

Richard A. Cooper, former copy and media director for Garon Advertising Inc., New York, has been appointed coordinator of advertising and presentations for NBC-owned television stations, that city.

Ivan Ladizinsky, program director for KCBS San Francisco, named promotion

manager of KTVU(TV) Oakland-San Francisco.

John D. Furman Jr., assistant promotion manager, WSB-TV Atlanta, named promotion manager. He succeeds **Richard S. Goss**, who becomes promotion manager, WTOP-TV Washington.

Ellen Howe, promotion assistant and receptionist at WROC-AM-FM-TV Rochester, N. Y., named promotion, public relations and merchandising director.

Allied fields

Allan Eisenberg, VP and general man-

ager of WAYE Baltimore, appointed director of sales for Graham-Ruttenberg Inc., New York, radio-TV station consultancy firm.

William T. McClenaghan, manager/product management, American Research Bureau, Beltsville, Md., named eastern station sales manager. He will be based in New York. **John A. Fawcett**, VP and general manager, American Metal Bearing Co., joins ARB as acting manager of San Francisco office.

Franklin B. Lincoln, Jr., secretary-director of Cypress Communications

Corp., named by President Nixon to Foreign Intelligence Advisory Board.

Deaths

Ethel Aaronson, 52, manager of information services, CBS News, Washington, found dead on March 28. She is survived by two sons.

Ferrin Fraser, 65, writer whose network credits included *Little Orphan Annie*, *Lights Out*, *Nick Carter* and *Suspense*, died April 1 at Lockport, N. Y., hospital. His wife, Beatrice, and son, Peter, survive.

ForTheRecord

As compiled by BROADCASTING, March 26 through April 2 and based in filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod. modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—sepcial service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Application

■ **Flagstaff, Ariz.**—Grand Canyon Television Co. seeks VHF ch. 2 (54-60 mc): ERP 24.5 kw vis., 4.9 kw aur. Ant. height above average terrain 1,540 ft.; ant. height above ground 284 ft. P.O. address: c/o Wendell Elliott, Box 1843, Flagstaff 86001. Estimated construction cost \$248,538; first-year operating cost \$192,000; revenue \$228,000. Geographic coordinates 34° 57' 40" north lat.; 111° 31' 00" west long. Type trans. GE TT-50-C. Type ant. GE TY-50-E. Legal counsel Wilkinson, Cragun & Barker; consulting engineer Jules Cohen & Associates, both Washington. Principals: Wendell Elliott, president (25%), Fred F. Udine (20.84%), Charles J. Saunders, vice president (15%), William B. Chamberlain (8%) et al. Mr. Elliott is former vice president-general manager and 25% stockholder of KTVU-TV Ensign, Kan. Mr. Udine owns motel. Mr. Saunders owns KCLS Flagstaff and 98% of KUPI Idaho Falls, Idaho. Mr. Chamberlain is operations manager of KAAA Kingman, Ariz. Ann. April 1.

Starts authorized

■ ***WTIU(TV)** Bloomington, Ind.—Authorized program operation on ch. 30. 566-572 mc, ERP 200 kw vis. Action March 21.

■ ***WVVU-TV** Morgantown, W. Va.—Authorized program operation on ch. 24. 530-536 mc, ERP 400 kw vis. Action March 21.

Other action

■ Review board in Orlando, Fla. TV proceeding. Docs. 11081, 11083, 17339, 17341-42 & 17344, granted joint request for approval of agreement of dismissal filed Jan. 22 by Orange Nine Inc. and Mid-Florida Television Corp. Action March 28.

Actions on motions

■ Chief, Broadcast Bureau on joint request by Plains Television Corp. (WICS-TV), (WICD-TV) and Turner-Farrar Association (WSIL-TV), extended to April 14 time to file reply comments in matter of amendment of rules to add VHF channel to Mount Vernon, Ill. (Doc. 18453). Action

March 27.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co.) et al. TV proceeding, granted request by Voice of the Orange Empire, Inc., Ltd., and ordered that it shall proceed in conformity with applicants in Group II; and by separate action, substituted certain procedural dates, continued to Sept. 9 hearing for purpose of ruling on exhibits of Group I; continued to Sept. 16 evidential hearing on Golden Orange's direct case; scheduled Oct. 7 date for notification of witnesses for cross-examination; scheduled Oct. 14 date for evidential hearing on other five applicants (Docs. 19295-300). Action March 26.

■ Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, upon request by applicant, rescheduled hearing for April 1 (Doc. 17743). Action March 27.

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co. et al.), TV proceeding, scheduled further prehearing conference for March 27 (Docs. 10834, 17582-4, 18185-6). Action March 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc., Calvary Temple Evangelistic Association), TV proceeding, granted petition by Calvary for leave to amend financial showing in response to petition to enlarge issues; continued procedural dates; scheduled hearing for June 2 (Docs. 18381-2). Action March 26.

Rulemaking petition

■ **KUAM-TV** Agana, Guam—Requests institution of rulemaking to make following change in TV assignments on Island of Guam: substitute ch. *4 for ch. *3; ch. *10 for ch. 10, and add ch. *12. Ann. March 25.

Call letter applications

■ **Alabama Educational TV Commission**, Demopolis, Ala. Requests *WIIQ(TV).

■ **Cosmopolitan Enterprises**, Victoria, Tex. Requests KAVU(TV).

Existing TV stations

Actions on motions

■ Hearing Examiner Millard F. French in Miami (Coral Television Corp. [WCIX-TV]), TV proceeding, on motion of applicant continued further hearing conference to April 10 (Doc. 18325). Action March 25.


■ Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV], Vikcom Broadcasting Corp., Ultra-Casting Inc.), TV proceeding, granted in part, petition by Vikcom Broadcasting for leave to amend application to extent it does not involve acceptance of excluded information as to films and programing, and accepted amendment tendered except for excluded portions of affidavit of Arthur Einhorn (Docs. 18403-4, 18448). Action March 24.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)]), Eastern Idaho Television Corp.), TV proceeding, granted petition by Eastern Idaho for leave to amend application to reflect resignation of 9% stockholder as director and vice president for reasons of health (Docs. 18401-2). Action March 25.

New AM stations

Initial decision

■ **Pasadena, Calif.**—Voice of Pasadena Inc. Hearing Examiner Forest L. McClenning in initial decision granted 1110 kc, 50 kw LS, 10 kw N. DA-2, U. P. O. address c/o Robert E. Lovett, 1286 Sierra Madre Boulevard, San Marino, Calif. Estimated construction cost \$300,037; first-year operating cost \$650,000; revenue \$750,000. Principals: Robert E. Lovett (7.85%) et al. Mr. Lovett has interest in Boylhart, Lovett & Dean, Los Angeles ad-

	EDWIN TORNBORG & COMPANY, INC.
	Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164

Summary of broadcasting

Compiled by BROADCASTING, Apr. 3, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,241 ¹	7	4,248 ¹	63	4,311 ¹
Commercial FM	1,943	35	1,978	166	2,144
Commercial TV-VHF	496 ²	10	506 ²	13	519 ²
Commercial TV-UHF	124 ²	54	176 ²	156	334 ¹
Educational FM	364	7	371	35	406
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	73	27	100	12	112

Station boxscore

Compiled by FCC, Mar. 3, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,235 ¹	1,936	618 ¹	357	144
CP's on air (new stations)	10	35	62	8	32
Total on air	4,245 ¹	1,971	678 ¹	365	176
CP's not on air (new stations)	62	172	171	38	13
Total authorized stations	4,307 ¹	2,143	841 ²	403	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes three AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

vertising and public relations firm. List of prospective stockholders includes Carl Haverlin (1.35%), past president of Broadcast Music Inc., and Calvin J. Smith (2.7%), president of KFAC Los Angeles. Action April 2.

Actions on motions

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louise Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Lake-River Broadcasting Corp., and Somerset Valley Broadcasting Co.), AM proceeding, on examiner's own motion, scheduled further prehearing conference for March 31 (Docs. 18251-3, 18256-7). Action March 25.

■ Hearing Examiner Millard F. French in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Inc.), AM proceeding, granted request by Broadcast Bureau and scheduled prehearing conference for March 28 (Docs. 15835, 15839). Action March 26.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, granted petition by Suffolk Broadcasters for leave to amend application to show revised supplemental programming data, revised balance sheet, and certain data concerning WEEW Washington, N. C.; by separate action, continued certain procedural dates and continued hearing on qualification, engineering and 307(b) phase to May 22 (Docs. 17605-6, 18375). Actions March 25.

■ Hearing Examiner Isadore A. Honig in Pittsfield, Mass. (Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding, granted motion by Blue Ribbon Broadcasting Co. and extended to April 3 date for exchange of proposed exhibits as to non-comparative issues, and extended to April 17 date for notifications of witnesses, nunc pro tunc. Postponed hearing until May 6 (Docs. 18275, 18277). Action March 24.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson, China Grove Broadcasting Co.), AM proceeding, granted petition by Harry D. Stephenson and Robert E. Stephenson and extended to April 7 date for exchanging exhibits (Docs. 18385-6). Action March 25.

Call letter action

■ Ira Q. Toler, Clifton, Ariz. Granted KCUZ.

Existing AM stations

Applications

■ WRMA Montgomery, Ala.—Requests CP to change 950 kc, 1 kw, DA-N, U; change trans. location; to make change in DA-N pattern. Ann. April 1.

■ KRST Albuquerque, N. M.—Requests CP to replace expired permit. Ann. March 26.

Final action

■ Broadcast Bureau granted renewal of licenses for following: KGAL Lebanon, Ore.; KPLS Santa Rosa, Calif.; KREM Spokane, Wash.; KTOM Salinas, Calif.; WSOM Salem, Ohio. Action March 26.

■ WAAX Gadsden, Ala.—Broadcast Bureau granted license covering changes. Action March 26.

■ WUNI Mobile, Ala.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location; remote control permitted. Action March 25.

■ WAFI Middlesboro, Ky.—Broadcast Bureau granted license covering new station; specify type trans. Action March 26.

■ WJMS Ironwood, Mich.—Broadcast Bureau granted license covering change in frequency and increase daytime power to 590 kc, 1 kw, 5 kw, DA-N, remote control permitted; install new type trans. and ant. system; specify type trans. Action March 26.

■ KORK Las Vegas—Broadcast Bureau granted CP to change from 920 kc, 500 w, 1 kw-LS, DA-N, U, to 920 kc, 500 w, 5 kw-LS DA-2, U; change trans. location to Sand Hill Road, 1000 feet north of Sahara Avenue, Clark County, Nevada; install two main trans.; delete remote control; conditions. Action March 26.

■ WTNS Coshocton, Ohio—Broadcast Bureau granted license covering changes. Action March 26.

■ KBIX Muskogee, Okla.—Broadcast Bureau granted license covering increase in power to 250 w, 1 kw LS-U; install new trans. Action March 26.

■ WTRN Tyrone, Pa.—Broadcast Bureau granted license covering changes in main and auxiliary trans. locations. Action March 26.

■ WNAE Warren, Pa.—Broadcast Bureau granted license covering changes in auxiliary trans. location. Action March 26.

■ KJRB Spokane, Wash.—Broadcast Bureau granted license covering installation of auxiliary trans. Action March 26.

■ KVOC Casper, Wyo.—Broadcast Bureau granted license to change ant.-trans. location. Action March 26.

■ WBMJ San Juan, P. R.—Broadcast Bureau granted license covering new stations. Action March 26.

Other Action

■ WGWR-AM-FM Asheboro, N. C.—FCC set oral argument for May 12 in license revocation proceeding (Doc. 16789). Action April 2.

Actions on motions

■ Hearing Examiner Arthur A. Gladstone in Gaithersburg, Md. (Nick J. Chaconas), renewal of license of WHMC, ordered record in proceeding closed (Doc. 18391). Action March 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO

and WCCO-TV, designated Hearing Examiner Herbert Sharfman as presiding officer; scheduled prehearing conference for May 26; scheduled hearing for July 7 in Minneapolis (Doc. 18499). Action March 26.

■ Hearing Examiner Chester F. Naumowicz Jr. in Anderson, Ind. (WHUT Broadcasting Co.—assignor, and Eastern Broadcasting Corp.—assignee), assignment of license of WHUT, scheduled hearing for May 12 governed by schedule and procedures set forth on record of prehearing conference of March 24; scheduled further prehearing conference for March 28 (Doc. 18450). Action March 24.

Call letter application

■ KNBQ, Nall Broadcasting Co., Bethany, Okla. Requests KGOY.

New FM stations

Application

■ Eagle Pass, Tex.—Eagle Pass Broadcasters Inc. seeks 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 172 ft. P.O. address: 127 Kilowatt Drive, Eagle Pass 78852. Estimated construction cost \$23,000; first-year operating cost \$36,000; revenue \$36,000. Principals: E. J. Harpole, president (50%), Al Kinsall, vice president, and T. H. Bill Harrell, secretary-treasurer (each 25%). Messrs. Harpole, Harrell and Kinsall own respective interests in KEPS Eagle Pass, Messrs. Harpole and Harrell own 50% each of KVOZ Laredo, 33 1/4% each of KZZN Littlefield, both Texas, and 40% and 20%, respectively, of cattle ranch. Mr. Harpole owns 99.8% of KVOU Uvalde, Tex. Ann. April 1.

Starts authorized

■ KJRL(FM) Liberal, Kan.—Authorized program operation on 99.3 mc. ERP 2.6 kw. ant. height above average terrain 110 ft. Action March 26.

■ KPKY-FM Princeton, Ky.—Authorized program operation on 104.9 mc. ERP 3 kw. ant. height above average terrain 175 ft. Action March 19.

■ WELO-FM Tupelo, Miss.—Authorized program operation on 98.5 mc. ERP 100 kw. ant. height above average terrain 380 ft. Action March 26.

■ KGMO-FM Cape Girardeau, Mo.—Authorized program operation on 100.7 mc. ERP 28.5 kw. ant. height above average terrain 170 ft. Action March 24.

■ KAFE-FM Santa Fe, N. M.—Authorized program operation on 97.3 mc. ERP 28 kw. ant. height above average terrain 80 ft. Action March 13.

Final action

■ Boulder, Colo.—Russell Shaffer, Review board granted ch. 234, ERP 30 kw. Ant. height above average terrain 69 ft. P. O. address: Box 146, Boulder 80301. Principal: Russell Shaffer. Mr. Shaffer is president and general manager of KBOL Boulder (Docs. 17029-30). Action April 2.

Other actions

■ Review board in Tulare, Calif., FM proceeding, Docs. 18418-19, granted petition for extension of time filed March 26 by Broadcast Bureau, Action March 28.

■ Review board in Virginia, Minn., FM proceeding, Doc. 18215, granted petition filed March 27 by Broadcast Bureau, extended to April 11 time to file exceptions to initial decision. Action April 1.

Actions on motions

■ Chief, Broadcast Bureau, on request by WGLI Inc., extended to April 3 time to file reply comments in matter of amendment of table of FM assignments (Bay Shore, N. Y.) (Doc. 18345). Action March 25.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters, Grecco Inc.), FM proceeding, continued hearing to June 9; scheduled further prehearing conference for May 27 (Docs. 18264-5). Action March 26.

Rulemaking petitions

■ K & M Broadcasting Co., Catlettsburg, Ky.—Requests institution of rulemaking proceedings to allocate ch. 224A to Catlettsburg, Ky. Ann. March 28.

■ WBLE Batesville, Miss.—Requests amendment of rules to substitute ch. 224A for ch. 240A at Winona, Miss., and that ch. 240A be reassigned to Batesville, Miss. Ann. March 28.

- Dixie Broadcasting Co., Charleston, Miss.—Requests institution of rulemaking proceedings to amend FM table of assignments by adding ch. 272A to Charleston, Miss. Ann. March 28.
- Ira Littman, Hewlett, N. Y.—Requests amendment of table of FM assignments to add ch. 237A to Southampton, Long Island, N. Y. Ann. March 28.
- WVWB-FM Bridgeton, N. C.—Requests amendment of rules to assign ch. 293 to New Bern, N. C. Also requests that ch. 257A New Bern, N. C. be deleted; change frequency of WVWB-FM from ch. 249A to ch. 293 and install appropriate facilities for a class C station. Ann. March 28.
- WLSB Big Stone Gap, Va.—Requests institution of rulemaking proceedings to assign ch. 228A to Big Stone Gap, Va. Ann. March 28.
- WLKE Waupun, Wis.—Requests institution of rulemaking to modify table of FM assignments to assign ch. 221A to Waupun, Wis., by deleting ch. 221A from Mt. Horeb, Wis., and modifying licenses of *WHRM (FMF Wausau, Wis., change from ch. 220 to ch. 219; *WHMD (FM) Suring, Wis., change from ch. 218 to 217. Ann. March 28.

Call letter applications

- Murray State University, Murray, Ky. Requests *WKMS-FM.
- Worcester Collegiate Radio, Worcester, Mass. Requests *WICN (FM).
- Charles H. Chamberlain, Bellefontaine, Ohio. Requests WHPO (FM).

Call letter actions

- Thomas Downey High School, Modesto, Calif. Granted *KDHS (FM).
- Lawrence Gahagan and Darryl Sragow, Pacific Grove, Calif. Granted KOCN (FM).
- Lawrence Reilly and James Spates, Groton, Conn. Granted WSUB-FM.
- Kickapoo Broadcasting Co., Danville, Ill. Granted WIAI (FM).
- TMF Communications, New Prague, Minn. Granted KTMF (FM).

Existing FM stations

Final actions

- *KUSC (FM) Los Angeles—Broadcast Bureau granted CP to install new type ant.; ERP to 30 kw; ant. height to 82 ft.; remote control permitted. Action March 26.
- KVFS (FM) Vacaville, Calif.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; condition. Action March 26.
- WFTM-FM Maysville, Ky.—Broadcast Bureau granted CP to install vert. ant.; ERP to 470 w. vert.; remote control permitted. Action March 26.
- WHTG-FM Eatontown, N.J.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP to 3 kw; ant. height to 200 ft.; condition. Action March 26.
- *KHUF (FM) Houston—Broadcast Bureau granted CP to change frequency to 88.7 mc (ch. 204); install new type ant. Action March 26.
- WVOW-FM Logan, W. Va.—Broadcast Bureau granted mod. of CP to change type trans.; change type ant.; make changes in ant. system; ERP 15 kw hor., 13.5 kw vert.; ant. height to 830 ft.; remote control permitted; condition. Action March 26.
- WFMR (FM) Milwaukee—Broadcast Bureau granted CP to install new trans.; ERP 39 kw. Action March 26.
- WBKV-FM West Bend, Wis.—Broadcast Bureau granted CP to install new ant.; ant. height to 135 ft.; condition. Action March 26.
- WKYN-FM San Juan, P.R.—Broadcast Bureau granted CP to change ant.-trans. location; remote control permitted; ant. height 150 ft.; ERP 3.6 kw. Action March 26.

Actions on motions

- Hearing Examiner Basil P. Cooper in Chicago, assignment of license of WFMT (FM) from Gale Broadcasting Co. to WGN Continental FM Co., ordered record closed; ordered proposed findings of fact and conclusions of law be filed no later than April 15; in accordance with memorandum opinion and order of Jan. 9 designating this proceeding for hearing, hearing examiner, without issuing a recommended or initial

decision, certified record to FCC for further action (Doc. 18417). Action March 24.

■ Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc. [KFMQ-FM]), FM proceeding, granted motion by Cornbelt Broadcasting and extended to April 15 date for further hearing (Doc. 17410). Action March 26.

- Chief Hearing Examiner Arthur A. Gladstone in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for May 19; scheduled hearing for July 7 in San Francisco (Doc. 18500). Action March 26.

Call letter application

- KFMP (FM), KWEN-FM Broadcasting Co., Port Arthur, Tex. Requests KCAW-FM.

Call letter action

- KUZM-FM, Howard E. Griffith, West Monroe, La. Granted KYEA (FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WRDO Augusta and WRUM Rumford, both Maine; WRYM New Britain, Conn.; WSBS Great Barrington, Mass.; WSTC Stamford and WSUB Groton, both Connecticut; WSVP West Warwick, R.I.; WTBY Waterbury and WTIC-AM-FM Hartford, all Connecticut; WTWN St. Johnsbury and WVMT Burlington, both Vermont; WWCO Waterbury, Conn.; WWON-AM-FM Woonsocket and WXTR Pawtucket, all Rhode Island; WKBK Keene, N.H.; WKFD Wickford, R.I.; WKOK-AM-FM Framingham, WKTJ Farmington-West Farmington, WLAM Lewiston and WLBZ Bangor, all Maine; WLLH-AM-FM Lowell, Mass.; WLNH-AM-FM Laconia, N.H.; WMCS Machias, Me.; WNHC-AM-FM New Haven, WNLN New London and WNLK Norwalk, all Connecticut; WORC Worcester, Mass.; WPOR-AM-FM Portland, Me.; WPRO-AM-FM Providence, R.I. Actions March 26.

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WCNX Middletown, Conn.; WHMP-AM-FM Northampton, Mass.; WLOB Portland, Me.; WBEZ-AM-FM-TV Boston; WLOB Portland, Me.; WMMF-FM Westport, Conn.; WMTW-FM Mt. Washington and WPFM (FM) Portsmouth, both New Hampshire; WPLM-FM Plymouth, Mass.; *WPKN (FM) Bridgeport, Conn.; *WRMC-FM Middlebury and WRUV (FM) Burlington, both Vermont; *WSHU (FM) Fairfield, Conn.; *WTBS (FM) Cambridge, Mass.; *WUNH (FM) Durham, N.H.; WABI-TV Bangor and WAGM-TV Presque Isle, both Maine; WATR-TV Waterbury, Conn.; WCAX-TV Burlington, Vt.; WCSH-TV and WGAN-TV, both Portland, Me.; WHYN-TV Springfield, Mass.; WJAR-TV Providence, R.I.; WKBG-TV Cambridge, Mass.; WLBZ-TV Bangor and WMTW-TV Poland Springs, both Maine. Actions March 26.

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WDRN (FM) Norwalk, Conn.; WERI-FM Westerly, R.I.; WFMP (FM) Fitchburg, Mass.; WGAN-FM Portland, Me.; WHRB-FM Cambridge, WHYN-

FM Springfield and WJIB (FM) Boston, all Massachusetts; WJZZ (FM) Bridgeport, Conn.; WKBR-FM Manchester and WKNE-FM Keene, both New Hampshire; WLAE (FM) Hartford, Conn.; WQRB (FM) Pittsfield, Mass.; WSTC-FM Stamford and WYBC-FM New Haven, both Connecticut; *WAIC (FM) Springfield and *WAMF (FM) Amherst, both Massachusetts; *WBOR (FM) Brunswick, Me.; *WBRF (FM) Waltham and *WBUR (FM) Boston, both Massachusetts; *WDOM (FM) Providence, R.I.; *WGBE-FM Boston, *WHSR-FM Winchester, and *WLTJ (FM) Lowell, all Massachusetts; *WMEB-FM Orono, Me.; *WMHC (FM) South Hadley, Mass.; *WNUB-FM Northfield, Vt.; *WPAA (FM) Andover, Mass.; *WPEA (FM) Exeter, N.H. Actions March 26.

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WABI-AM-FM Bangor, Me.; WARA Attleboro, WBET-AM-FM Brockton, WBRK Pittsfield and WBSM-AM-FM New Bedford, all Massachusetts; WCOU-AM-FM Lewiston, Me.; WDEV Westfield, Mass.; WERI Westerly and WNRI Woonsocket, both Rhode Island; WMMW Meriden, Conn.; WMUR-TV Manchester, N. H.; WNHC-TV New Haven, Conn.; WPRI-TV Providence, R.I.; WSBK-TV Boston and WTEV (TV) New Bedford, both Massachusetts; WTIC-TV Hartford, Conn.; *WCBB (TV) Augusta, Me.; *WEDH (TV) Hartford, *WEDN (TV) Norwich and *WEDW (TV) Fairfield, all Connecticut; *WENH-TV Durham, N.H.; *WETK (TV) Burlington, Vt.; *WGBH-TV Boston; *WMEB-TV Orono, *WMED-TV Calais and *WMEM-TV Presque Isle, all Maine; WSPR Springfield and WCOD-FM Hyannis, both Massachusetts; WDEA-FM Ellsworth, Me.; WICH-FM Norwich, Conn.; *WERS (FM) Boston and *WMUA (FM) Amherst, both Massachusetts; *WHNB-TV New Britain, Conn.; WOKW Brockton, Mass.; WRKD-AM-FM Rockland, Me. Actions March 26.

Translator Actions

- K11BV and K13BZ, both Carbon county, Helper, Utah—Broadcast Bureau granted licenses covering changes in VHF translators. Action March 26.
- K09BQ Carbon county, Helper, Utah—Broadcast Bureau granted license covering changes in VHF translator. Action March 26.

CATV

Application

- St. Landry Cable TV Inc.—Requests addition of WWOM-TV and WYES-TV both New Orleans; and deletion of KUHT (TV) and KHTV (TV) both Houston, to Opelousas, La. (Baton Rouge-ARB84). Ann. April 1.

Final actions

- Kern Cable Co., Delano, McFarland, Shafter, Wasco, Famoso and Bakersfield, all California—CATV Task Force granted CP for new community ant. relay station to bring distant signals of KMEX-TV and KCET-TV both Los Angeles to CATV systems in Delano, McFarland, Shafter, Wasco, Famoso and Bakersfield. Action March 24.
- Lee Cable-Vision Co., Sanford, N.C.—CATV task force dismissed upon request supplement to waiver petition and request for distant signal authority pursuant to

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interim procedures filed Feb. 18. Action March 27.

■ Capitol Cablevision Corp., Charleston, W. Va.; Dunbar Cablevision Corp., Dunbar, W. Va.; South Charleston Cablevision Corp., South Charleston, W. Va.—CATV task force dismissed upon request petition for authorization of carriage of distant signals filed Jan. 6. Action March 28.

■ Puerto Rico Cablevision, San Juan, P.R.—CATV task force dismissed as moot section 74.1105 notification filed Sept. 2, 1966. Action March 26.

■ WAPA-TV Broadcasting Corp., San Juan, P.R.—CATV task force dismissed as moot section 74.1109 petition for special relief filed Sept. 22, 1966 and directed against Puerto Rico Cablevision. Action March 26.

Ownership changes

Applications

■ KOWH-FM and KOZN both Omaha; KCJC(FM) Kansas City, Kan.; KISD Sioux Falls, S.D.; KUDL Fairway, Kan.—Seek transfer of control of Starr Broadcasting Group Inc. from William F. Buckley Jr. (63½% before), Peter H. Starr (31½% before) and Michael F. Starr (5% before) to the public (none before, 56.4% after). Principals are applicants to purchase WBOK New Orleans, WLOK Memphis, KYOK Houston and KXLR North Little Rock. Ark. Ann. March 26.

■ KWHN Fort Smith, Ark.—Seeks transfer of control of KWHN Broadcasting Co. from Maurice Bershof, J. H. Friedman, Marlin B. Hoge, Arthur F. Hoge Jr. and Catherine Hoge Smith (as a group 100% before, none after) to Horace C. Boren (none before, 100% after). Consideration: \$387,500. Principals: Horace C. Boren owns KMUS Muskogee, Okla., real estate company, general service station, Muzak franchise and billboard company. Ann. March 28.

■ WMPL-AM-FM Hancock, Mich.—Seek assignment of licenses from Copper Country Broadcasting Co. to Copper Country Enterprises Inc. for \$150,000. Sellers: Francis Locatelli, president, et al. Buyers: William J. Blake, president-treasurer, Robert T. Olson, vice president-secretary (each 31¼%), Mary M. Graham and Peter Ricca (each 18%). Messrs. Blake and Olson are former sales manager and station manager, respectively, of WJMS-AM-FM Ironwood, Mich. Miss Graham is attorney. Mr. Ricca is scientist for Boeing Aircraft Co. Ann. March 26.

■ KBYE-AM-FM Oklahoma City—Seeks assignment of license and CP, respectively, from Little Rock Great Empire Broadcasting Inc. to FJL Broadcasting Corp. for \$173,500. Sellers: Mrs. Frank J. Lynch, sole owner. Mrs. Lynch owns KXLR North Little Rock, Ark., sale of which now pends FCC approval. Buyers: David J. and Thomas J. Lynch (each 50%). Messrs. D. Lynch and T. Lynch are general manager and station manager, respectively, of KBYE-AM-FM and each own 50% of land development company. Ann. March 28.

■ WKFD Wickford, R.I.—Seeks assignment of license from South County Broadcasting Co. to Adman Radio Co. for \$130,000. Seller: Joseph A. DeCubellis, sole owner. Buyers: Ronald L. Hickman and Louis C. Adler, each 50%. Mr. Hickman is general manager and owns 8.6% of WKER Pompton Lakes.

N.J. Mr. Adler is anchorman and news correspondent for WCBS New York. Ann. March 26.

■ KJET-AM-FM Beaumont and KZEY Tyler, both Texas—Seek transfers of control of KJET Inc. and Tyler Broadcasting Co., respectively, from Edward E. McLemore, deceased (50% before, none after), to Rose L. McLemore, executrix of estate (none before, 50% after) for purpose of corporate reorganization. No consideration involved. Ann. March 26.

■ KMCO Conroe, Tex.—Seeks transfer of control of Montgomery County Broadcasting Co. from Eunice Hardy Smith (as executrix to estate of F. Reagan Smith, deceased, 100% before, 53½% after) to John W. Neathery (none before, 10% after), James O. McCorquodale and Robert Allen Smith (each none before, 13¼% after) with 10% going to treasury stock, as distributed in last will and testament. No consideration involved. Principals: Mr. Neathery is lab technician. Mr. McCorquodale is salesman of printed products. Mr. Smith is employee of Dow Chemical Co. Ann. March 28.

■ KPOR Quincy, Wash.—Seeks assignment of license from Quincy Valley Broadcasters Inc. to KPOR Broadcasting Co. for \$62,500. Sellers: John R. and Catherine M. DiMeo, et al. Mr. and Mrs. DiMeo own 80% of KENE Toppenish and 65% of KXLE Ellensburg, both Washington. Buyers: Robert H. and Shirley M. Larmore, each 50%. Mr. and Mrs. Larmore have held various jobs with KVSL Show Low, Ariz. Mrs. Larmore was in charge of traffic and sales for KRIZ Phoenix. Ann. March 26.

■ WROV Roanoke, Va.—Seeks transfer of control of WROV Broadcasters Inc. from Burton Levine et al. (100% before, none after) to International Computing Service Inc. (none before, 100% after). Consideration: \$75,000. Principals of International Computing Service: Jan Mel Poiler, executive vice president (52%), Leah Kornbluh (18%), Burton Levine (2½%) et al. Mr. Poiler owns building and is director of Miami National Bank. Mrs. Kornbluh is real estate saleswoman. WROV Broadcasters will be wholly owned by International Computing and own WROV. Ann. March 26.

■ WOVE-FM Welch, W. Va.—Seeks assignment of license from WOVE Inc. to Kenneth J. Crosthwait for \$15,900. Principals: Kenneth J. Crosthwait, president of WOVE Inc. (68.5% before, 100% after), Harry T. Burn (17.1% before, none after), Tommie Burn and Donald F. Crosthwait (each 7.2% before, none after). WOVE Inc. owns WOVE Welch. Kenneth Crosthwait owns 70% of WHBT Harriman, Tenn. Ann. March 28.

■ WRJN Racine, Wis.—Seeks assignment of license from Racine Broadcasting Corp. to Sentry Broadcasting Inc. for \$450,000. Sellers: Journal-Times Co., 100%. J. Donald McMurray and Carol Starbuck McMurray (Jointly 72.8%) et al. Sellers publish *Racine Journal-Times* and *Sunday Bulletin* and own 50% of applicant for new UHF TV at Racine and WRJN-FM Racine, sale of which pends FCC approval (see below). Buyers: Sentry Insurance Co., 100%. Peter A. Barnard, president, et al. Sentry owns WSPY-AM-FM Stevens Point, Wis. Ann. March 28.

■ WRJN-FM Racine, Wis.—Seeks assignment of license from Racine Broadcasting Corp. to J. William O'Connor for \$60,000. Sellers: For principals and interests see WRJN above. Buyer: Mr. O'Connor owns WRAC Racine and 35% of WCIU-TV Chicago. He also owns WBOV-AM-FM Terre

Haute and WHUT Anderson, both Indiana, sales of which now pend FCC approval. Ann. March 28.

■ WDUX-AM-FM Waupaca, Wis.—Seeks assignment of license from Laird Broadcasting Co. to Artel Communication Corp. for \$425,000. Sellers: Ben A. and Dorothy J. Laird, jointly 100%. Mr. Laird controls WDUZ-AM-FM Green Bay, Wis., and KZIX and KFMM(FM), both Fort Collins, Colo. Buyers: Edward Janeway and Anthony S. Oceppek, jointly 100%. Messrs. Janeway and Oceppek are applicants to purchase WOKZ-AM-FM Alton, Ill. Ann. March 28.

Actions

■ KIOI(FM) San Francisco—Broadcast Bureau granted transfer of control of Pacific FM Inc. from Gary M. Gielow and John S. Wickett (each 33½% before, 24.5% after) to James J. Gabbert (33½% before, 51% after). Consideration: \$131,500. Action March 25.

■ WUAB(TV) Lorain (Cleveland), Ohio—Broadcast Bureau granted assignment of CP from United Artists Broadcasting Inc. to WUAB Inc., for the purpose of corporate reorganization. No consideration involved. Principals: Seward I. Benjamin, vice president, et al. Principals hold CP for KUAB(TV) Houston, Ohio Radio Inc., which owns WLKR-AM-FM Norwalk, WKTN-FM Canton, WRWR-FM Port Clinton and WAWR-FM Bowling Green, all Ohio, intends to exercise option to buy 33¼% of WUAB(TV). Ohio Radio is also applicant for new AM at Bowling Green. Action March 25.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through April 2. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ *Abbeville, Ala.*—Abbeville Cable TV Inc. has been awarded a 20-year franchise. The firm will pay 3% of its gross receipts.

■ *Centre, Ala.*—Wendell Pruitt, an employee of Peoples Telephone Co., has been granted a franchise. The city will receive 3% of the revenue from the system or \$500 a year, whichever is greater. The system will provide 12 stations.

■ *Clearlake Highlands, Calif.*—Konocti TV Inc., Clearlake Highlands, has been purchased by Silver King Cablevision, a subsidiary of Silver King Community TV Inc. Silver King Cablevision is a Colorado corporation.

■ *Malibu, Calif.*—Malibu Communications Corp., doing business as Abel Cable, has acquired Television Systems, which serves subscribers in West Malibu.

■ *Patterson, Calif.*—Triangle Cable Co., represented by John J. Santen Jr. of Oakland, Calif., general manager, has applied for a franchise. The system would provide 10 channels plus one channel for time and weather, one for a news ticker, one for a full AM band and one for school and community use. Monthly charges would be \$5.95 for the first connection and 75 cents for each additional connection.

■ *Ridgecrest, Calif.*—Ridgecrest Cable Vision Service Inc. has applied for a 20-year exclusive franchise. Officers of the firm are Harry P. Warner of Los Angeles, president, and Glenn Shoblom of KLOA Ridgecrest, vice president and treasurer. The company would charge \$9.95 for installation and \$5 a month for subscribers signing for a year-long period, or \$5.25 on a month-to-month basis.

■ *Williams, Calif.*—Nor-Cal Cable TV has applied for a franchise. The firm would provide nine channels plus as many FM channels as feasible. The company would pay 3% of its gross, 4% the second year and 5% in the following years. Charges would be \$24.50 for installation and \$5 monthly or 99 cents for installation and \$5.50 monthly.

■ *Mulberry, Fla.*—Micanopy Group Companies has applied for a franchise. The firm would pay 3% of total gross revenue after the first year and charge \$10 for installation and \$5 monthly, plus \$1 for each additional

(Continued on page 130)

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Announcers—continued

Immediate opening for mature, experienced announcer. Midwest MOR 5000 watt NBC affiliate. Good starting salary, regular raises and fringe benefits. Send tape, photo and resume to Box C-384, BROADCASTING.

Experienced announcer with production know-how anxious to join progressive contemporary station offering hospitalization, life insurance and retirement plans in delightful area of Texas. Engineering or news gathering ability would be extra asset. Top dollar for right man. Details in confidence first letter. Box C-393, BROADCASTING.

Position open for a top 40 personality with production ability at a 50 kw major market operation. Top salary for the right man. Send aircheck and resume to Box C-420, BROADCASTING.

First-phone announcer needed for Western Maryland, 5000 Watt modern country format. Prefer experience, but will consider energetic beginner. Rush tape, picture, resume and salary requirements. Box D-26, BROADCASTING.

Immediate opening with AM-FM-TV group for mature voiced, combination radio Program Director and TV weatherman. Present P.D. with company eight years and moving into ownership. Good salary, vacation plan and profit sharing. Upper midwest, small market. Box D-43, BROADCASTING.

Talent announcer for fine Time-Life station in midwest. Great opportunity for young man with experience to work in all areas. MOR disc-jockey to on air TV work. Send complete resume and air check to: Box D-59, BROADCASTING.

We're looking for a top talent that is either working in or qualified to work in a metro market but would prefer a smaller desirable city to live in. This is a prestige AM-FM station in a city of 30,000 in midwest with the finest of school systems, college, lakes, theatre, hospitals, residential areas and people. Our formal is MOR with strong network and local news. We need a professional broadcaster preferably over 30 for morning or afternoon drive time that can also spearhead production. The salary is open and we anticipate paying at least medium market scale. Write Box D-71, BROADCASTING.

Experienced MOR announcer who wants to live in beautiful Minnesota vacationland. Aggressive top sound station in medium size city where you can enjoy work and living and where you can raise family without problems of the big cities. Send tape and photo to Box D-72, BROADCASTING.

Top 40, top 10 market, top station needs top notch housewife jock, first phone helpful, great production mandatory. \$150/week plus hops. Box D-91, BROADCASTING.

Five Kilowatt fulltimer needs announcer with 3rd. Top 100 format. Sales and production experience helpful. Send tape and resume to K-W-E-W, Box 777, Hobbs, New Mexico.

Wanted: Morning Man MOR, salary open, only experienced need apply; contact WEAV, Plattsburgh, New York, Attn: George F. Bissell.

Wanted: Announcer for rural AM-FM station. Experience not necessary. Must have good voice. Send tape and resume to Brooks Russell, WESR, Tasley, Va.

Announcer—first ticket engineer. Excellent salary for right man. Permanent position in good community. Contact Ron Clark, WHLT, Huntington, Indiana, 219-356-1640.

Immediate opening for top MOR announcer. Minimum two years experience. Send air-check, resume and salary requirements to Program Director, WINR-AM-TV, Binghamton, N. Y. 13902.

Shenandoah Valley of Virginia 5000 watt formatted modern country station needs announcer with flair for production. Prefer man with Rock-country background. If interested let's talk. Owen Voigt, WKCY, Harrisonburg, Virginia. 703-434-1777.

Immediate opening—announcer—first phone, will train. WMIC, Sandusky, Michigan.

You're a rare guy . . . if you're a creative, mature personality. We need you at our growing suburban Detroit MOR. Send tape and resume to Program Director, WPON, Pontiac, Mich.

Announcers—continued

The Modern Sound of Country Music comes to Miami. WRIZ, soon to be operating 24 hours a day, needs good air personalities, strong voice, operate own board, warm delivery. Cet tape and resume in the mail to Bill Wheatley, 1699 Coral Way, Miami, Florida 33145.

1st opening in 2 years at "Most influential regional or suburban station in the east." WVOX/Westchester has immediate opening for bright, attractive and articulate announcer. Board shift includes music and telephone talk show. Also must have abilities in production. Live & work in suburban Westchester County. We're especially interested in a creative broadcaster now active in N.Y. or southern New England area. Top pay and excellent family benefits. Write or Call: Vincent Lupiano, WVOX, New Rochelle, N.Y. 10801. 914-636-1460.

Immediate opening for experienced, mature personality (25 or older). Major market CBS affiliate. Modern sound, Rush tape, resume, photo and salary requirements to WXLW Radio, Box 22300, Indianapolis, Indiana 46222.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CWG station in Virginia. Opportunity for sales. Position available in May. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

Announcer for 5 kw full-time Pennsylvania adult music station with heavy accent on news and sports. No. 1 in medium market. Modern operation with top sound. Some ability to write Local News. Good salary and fringe benefits. 215-696-3690.

Announcer—need immediately for MOR station. Authoritative voice. Near Toledo and Detroit. Resort area in Michigan. College town. Send tape, resume, and salary or call Stevens 313-265-7123, not collect.

We need immediately—1 announcer with 1st and an announcer with 1st that sells. Join a growing organization now operating 3 stations in Mo. Call Pinkney B. Cole, 314-586-8577 or 314-586-8513. No Collect.

Announcers not disc jockeys! That's what we need! Opening for right man with 1st phone. Best facilities, MOR-news operation. Great salary, fringe benefits, chance to grow with group. Call Jack Brewer, 405-224-2890. College town of 16,000 in Oklahoma.

Middle of the road station seeking two announcers, 3rd endorsed. Possibility of some TV work. Tape, picture and resume to Mr. Douglass, WTAP Radio, Parkersburg, West Virginia 26101.

Technical

Needed soon . . . Chief engineer-announcer for midwest non-directional daytimer. Single station market. Send resume to Box C-372, BROADCASTING.

Assistant Chief—Suburban Baltimore-Washington. To \$175.00 weekly to start if qualified. Box C-412, BROADCASTING.

Chief Engineer, East. \$235 weekly to start. Resume, references and current pic required. Box D-24, BROADCASTING.

Technician—AM/FM stereo automation midwest station seeks capable 1st class engineer-air work if interested. Rush resume to Box D-62, BROADCASTING.

Man with first phone for transmitter watch. Will train beginner. WAMD, Aberdeen, Md. 21001.

The ABC Radio Network will have vacation relief positions open for technical personnel starting approximately April 1, 1969. Applicants should be strong in tape editing and fast board operation. Contact: Harry Curtis, Manager of Technical Operations, East Coast ABC Radio, 1926 Broadway, New York, New York 10023.

First phone announcing-engineer-need immediately for MOR station. Near Toledo and Detroit. Resort area in Michigan. College town. Send tape, resume, and salary or call Stevens 313-265-7123, not collect.

Help Wanted

NEWS

News director for ABC affiliate in beautiful cosmopolitan university town in northeast. Handle local morning and noon newscast. Direct reporters. Excellent for pro. Box D-58, BROADCASTING.

Immediate opening for newsmen-announcer. Midwest CGW network affiliate. Gather and air local newscasts. Excellent company benefits. Send tape and resume to Box D-64, BROADCASTING.

Are you a good newsmen ready to step up? Net affiliate has opening for man heavy on gathering and airing local news. Write Box D-92, BROADCASTING.

Excellent opportunity—Fast moving midwest radio news bureau suddenly finds itself with opening on seven man staff. In order to maintain KFDI's fast paced, highly respected and professional approach in field of news, we need a man with experience, not afraid of work, a man who appreciates a friendly atmosphere in a growing organization. Although 80% of the man's work will be on a beat, there'll also be a newsroom board shift. Send tape and resume to KFDI, Box 1402, Wichita, Kansas.

Wanted—Number 2 newsmen to work in top news station in state. Man with sports and play-by-play interest would be valuable. Salary to match experience and background. Great opportunity for enterprising man with ambition. Send resume and tape or call immediately Hugh Mix, News director, or Jack Cennaro, Manager, WFHR/WWRW, Wisconsin Rapids, Wis. phone 715-423-7200.

Situations Wanted

Management

Let me give you a new Cadillac in April. "Chevrolet" if you are in a small market or cash. No gimmicks just a lot of hard work on my part and profit for each of us, excellent references. Write Box C-361, BROADCASTING.

Yes, you can hire a General Manager who is a good salesman, too. Almost twenty years experience in the radio industry. Willing to relocate in Alabama, Georgia, or Florida. Box C-403, BROADCASTING.

Will invest \$2,000.00-\$5,000.00 in AM or FM or combination. Prefer Middle-west. Consider Florida. Box C-423, BROADCASTING.

Aggressive & energetic couple with vast experience in radio news, programming, and features seeks management of small radio station in southeast Florida with option to buy. Excellent professional business references. Box D-11, BROADCASTING.

Manager—Sales Manager—Small to medium market. New England area preferred. Looking for permanency with potential. 12 years experience include, sales manager, sales, pro. dir., prod. man, radio and TV news. Family man, College degree. Box D-25, BROADCASTING.

Southwestern or western large market station needing experienced General manager should answer this ad. Presently employed as major market manager. If your station requires outstanding management ability, and an aggressive approach to get moving or to improve a good position let me hear from you. Skilled, reasonable, high quality individual with the attributes you look for. Strictly confidential. Box D-77, BROADCASTING.

General Management position desired-experienced, stable, family, first phone, all-around man. A real credit to any organization. Box D-93, BROADCASTING.

Manager—Chief engineer looking for small to medium market with option to buy. Box 807, Belleville, Ill. 62223.

Radio man, 10 years. Now FM station manager. Prefer Southwest. LaVern Garton, P.O. Box 104, Menomonie, Wis. 54751.

FM Sales Manager will guarantee high annual sales volume in return for option to buy 50% ownership at low price. Box 3030, Madison, Wisconsin.

Sales

June 1969, Emerson College Grad. B.S.—Broadcasting Major, interested in beginning in radio sales; will go anywhere. Box D-9, BROADCASTING.

Unusual situation makes top flight radio sales manager available. Major market experience. Hard fisted businessman, knowledgeable in all phases of radio. Only best quality jobs. Write Box D-36, BROADCASTING.

Heavy sales experience. dj experience, 1st phone. So. California area only. Box D-69, BROADCASTING.

Sales—continued

Turn up the dollar volume with creative sales management. Top salesman seeks advancement opportunity. Potential more important than immediate dollars. Box C-218, BROADCASTING.

Announcers

Experienced personality, funny, resourceful, dialects, dependable, first phone soon. Yours for only \$9,000 a year. Box C-373, BROADCASTING.

Major market D.J. looking to make move around May 1st, interested in P.D. position, in midwest, or west areas. Salary and authority to match. 10 years in Radio-TV. Good solid ideas. Let's talk. Contact Box C-388, BROADCASTING.

One of the West's most versatile young radio/tv talents available June 1st. DJ, PD, play-by-play, all news. Military fulfilled. 3rd. Prefer central/northern Calif, but will go anywhere. Box C-402, BROADCASTING.

Good Voice, intelligent, personable, 26, working small station, desire medium market or TV opportunity. Background includes sales, acting, college. Box C-417, BROADCASTING.

First phone college student. Three years Top 40, two as chief. Would do both. Looking for summer position, possibly permanent. Excellent references. Versatile, hard worker. Presently in Top 100 market. Prefer New England but will gladly relocate for right offer. Available May. Box C-422, BROADCASTING.

Personality Personified—no brags, just facts—Radio and/or TV—any format or Talk—credentials untd. Box D-2, BROADCASTING.

Young Negro D.J. Soul and R&B, first phone, exp., some college. draft exempt, will relocate. Box D-6, BROADCASTING.

College man available June 5—Sept. 15. 3 years exp. contemporary format; \$100 wk.; mid-Atlantic. For tape, references, Box D-7, BROADCASTING.

June 1969, Emerson College Grad. B.S.—Broadcasting Major, seeking all night. 3rd. endorsed, MOR, Jazz. Box D-8, BROADCASTING.

DJ, Summer, available June 1. Weekender now, air-check on request. Box D-12, BROADCASTING.

Mature announcer-salesman desires opportunity with Canadian broadcasting station. Married, college. Box D-14, BROADCASTING.

Announcer, first phone, 2 years experience in MOR format, talk show, color man in sports, will relocate. Box D-20, BROADCASTING.

Young adult approach to top-forty contemporary music. Personality. Four years' college, four years' experience in Broadcasting, Announcing. Air-check available. Box D-22, BROADCASTING.

Put a Pollock on your Payroll. College graduate, military obligation fulfilled, sports not personified, married family, stable. Excellent play-by-play. Four years experience. Minimum \$150. Reply to "The Pollock." Box D-27, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box D-31, BROADCASTING.

First phone—DJ, Top 40. Tight board, top production, versatile, bright, draft exempt, Western states only. Box D-33, BROADCASTING.

Sportscaster wants to move up. 26, married, five years experience in radio and TV. Would like spot on major market staff or with station that covers college or professional sports. Strong play-by-play, interviews and copy. Will consider all offers, anywhere. Box D-34, BROADCASTING.

San Francisco telephone/talk personality. Informed, provocative but not abrasive, warm, well paced. A good sound. Tapes. Box D-37, BROADCASTING.

Professional Announcer available in April. 9½ years exp., 1st phone, top news, production. Excellent play-by-play. Managerial exp. Married, hard worker. Exp. all phases of radio. Also interested in T.V. Sports. Will accept any reasonable offer over \$170.00. Prefer Midwest. Write Box D-42, BROADCASTING.

DJ/Announcer—beginner, determined and eager—Broadcast school, third endorsed, Desire Top 40 or R&B. Will relocate. Box D-44, BROADCASTING.

Exp. DJ—Announcer, newscaster. 3rd endorsed. Married. No floater. Box D-48, BROADCASTING.

Bored at present, my best available! Top 40 announcer, newsmen, 4 years experience, engaged, draft exempt, 21. 3rd. present job 2 years. Box D-49, BROADCASTING.

Announcers—continued

DJ—newscaster, tight board, versatile salesman, school graduate. Seeks rock, R&B or MOR station. Draft exempt, 3rd endorsed, will travel. Box D-55, BROADCASTING.

Announcer—dj—6 years experience. Married. Currently employed in medium market. Deep voice with smooth commercial and news delivery. Knowledge of music. Salary negotiable. Box D-61, BROADCASTING.

Attention Florida. Tired of snowbunnies that head back north each summer? Wanted a qualified adult guy who will stay put? This 13 year vet, able newsmen, ND, PD, MOR jock, available now, wants permanent Florida position, at decent salary. Box D-65, BROADCASTING.

Experienced first phone. Experienced in announcing, sales, management, etc. Worked the big city sales route—returned to announcing out of love. Maybe picked wrong station. If you're interested, write. Box D-67, BROADCASTING.

Young announcer. Fine voice. Six months part time experience desires full time. New England area. Military completed. Tape on request. Box D-68, BROADCASTING.

Florida only—currently employed, PD New England, 14 years radio, all phases, formats, dj, play-by-play, talk 3rd end. Prefer some sales. 33, married, 2 children, available 2 weeks notice. \$150 to \$175. Phone or personal int. preferred, my expense. Box D-70, BROADCASTING.

Attention: San Jose, Fresno, bay area, central Calif. DJ—3rd—housewife appeal. 7 years Calif. experience. Dependable. Desire steady position. Box D-73, BROADCASTING.

Experienced sportscaster—newsmen interviewer, college graduate, age 30. Box D-74, BROADCASTING.

Boss jock with first, 3 years experience, presently in top 5 suburbs. Looking for change for June or July. All offers considered. Box D-76, BROADCASTING.

Disc jockey, experienced, recent broadcast school grad., tight board, third endorsed, versatile. Box D-80, BROADCASTING.

Midwest Announcer: 7 years, all phases, much sports, music. Like midwest and southern great plains. Want sharp, stable station. No rock! Any size market. Must give two weeks notice. Box D-81, BROADCASTING.

Combo man, 1st class ticket, desires position with country music station. Mature, reliable. No maint. Box D-94, BROADCASTING.

West Coast and adjacent only. Announcer, DJ, local newsmen. 14 years experience, 3rd/w. (702) 359-0654.

Friendly country-western voice. Three months experience. Buddy Ballance. 703-622-3016.

Recent graduate of National Broadcasting Acad. with first phone will relocate. Bill Eder, 5400 Lanham Sta. Rd., Lanham, Md.

Female DJ—3rd—tight board—well qualified—news gathering—traffic—experienced—children. Write: Pupil, 314 Bradley Bldg., Wabash, Indiana 46992.

First phone announcer—dj, seeks air personality position with MOR, top 40 station. Married. Service complete. Prefer midwest, consider all. 414-728-3979. Box 508, Lake Geneva, Wisconsin.

Sports announcer, experienced, 3rd endorsed, 24, single, draft exempt, will locate anywhere, wants play-by-play. Bob Hess, 14518 Shaw, East Cleveland, Ohio 44112.

Exp. Ann. w/First—w/Priv Pilot Lic.—w/some college seeks Ann. Pos w/Top 30 Market Mod Country Station. Or job as P.D. and/or oper. dir. w/med market. Or w/radio T.V. fac in med market w/ mostly T.V. (no exp in T.V.) A. W. Bedwell, 309-829-1883, 1402 Mt. Vernon Dr., Bloomington, Ill.

Technical

Director of engineering presently employed with multiple AM-FM-TV group. Experienced in all phases of Broadcast planning, construction, cost control, legal, etc. Salary requirement 20M-up. Availability 90 days. Reply Box C-387, BROADCASTING.

Aggressive, stable talented chief engineer looking for director of engineering position of AM-FM chain, or chief engineer of 50 kw AM. Twelve years experience in all phases of construction, design, and maintenance of AM and FM stereo. Currently employed, but looking for improvement. Location absolutely no barrier for right offer. Five figure salary. Draft exempt. Box D-5, BROADCASTING.

Chief Engineer—experienced—AM/FM construction—maintenance—directionals—proofs. Box D-21, BROADCASTING.

Situations Wanted

NEWS

Newsman with digging ability—4 years experience—prefer midwest. Box C-371, BROADCASTING.

Army Officer, recently returned and honorably discharged after service in Asia, seeks position in news, with broadcast opportunity. University Television-Radio degree, with experience in foreign News and Propaganda, VTR, production, and some large-market TV announcing. Prefer East or West Coast. Resume on request. Box C-443, BROADCASTING.

Award winning news director wants move to West Coast. Can mold your news department into #1. Box D-30, BROADCASTING.

News is my bag, I can bag it for you! 4 years experience, 21 years old, engaged, IY. Box D-50, BROADCASTING.

Radio-television newsman. Ten years experience. College. Married. Box D-78, BROADCASTING.

Experienced, young, energetic newsman seeks new position on west coast. Excellent delivery and writing-editing ability. College grad. Available immediately. 415-731-5002.

Programing, Production, Others

Young, aggressive, take-charge P.D. available, experienced all phases program/news operations. Let us build together. For results write Box C-407, BROADCASTING.

I am 27, experienced in all phases of broadcasting. Currently doing news and public affairs work in a market of 300,000 at number one rated station. Looking for challenge with growth potential in either commercial or educational broadcasting. B.S. in RTV, one year toward MS in Journalism. Present salary: \$7,500. Box D-13, BROADCASTING.

Grape-vine says "Station sold." This copywriting Texan isn't waiting. Re-locate now . . . close to home as possible . . . East or West of the Pecos and south of the 36th parallel. Box D-18, BROADCASTING.

Creative Copywriter—N. Y. Adv. experience (4 years journalism) broadcasting, too. Seeking lg/sm reputable station. \$150. Excellent references. Box D-28, BROADCASTING.

TELEVISION—Help Wanted

Technical

Chief engineer with experience in UHF transmitter & color equipment—Midwest—copies kept confidential. Box C-286, BROADCASTING.

Engineers, 1st phone. Have two openings at experience levels ranging from trade or military school background to fully experienced in all phases of maintenance, particularly RCA live and film color. Ampex high band tape. Salary open for the more responsible position, \$475/mo. up for the other. Send your resume and salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 772-1122.

Attention Radio and TV Technicians. Move up to excellent position in the Educational Television Field. Opening for operator technician at South Carolina ETV Station near Barnwell and Allendale, S.C. First Class FCC license required. Apply in writing to Transmitter Supervisor, WEB-TV Ch. 14, Route 1, Box 47, Barnwell, S.C. 29812.

Radio & TV technicians. Excellent position open for operator/technician in the Educational Television field at South Carolina ETV station, Greenville, S. C. First class FCC license required: Apply to Transmitter Supervisor, WNTV, Ch. 29, Rt. 9, Altamont Rd., Greenville, S. C. 29609.

Going full color in new studios. Need studio technician. Will train man with B & W experience. Contact Chief Engineer, WSWA-TV, Rawley Pike, Harrisonburg, Virginia. Phone 703-434-0331.

Summer relief positions for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625, Tel: 312-583-5000.

Engineer to aid chief engineer in maintenance and operation of full-color production studio nearing completion and existing monochrome studios. New studio will feature Ampex high-band video-tape and General Electric color cameras. Color experience desirable. Salary commensurate with experience. Position open July 1. Send full resume to: Mr. Charles Anderson, Operations Manager, Western Kentucky University, Educational Television Dept., Bowling Green, Kentucky 42101.

Technical—continued

Technical man with first phone capable of working with Chief engineer and in production. Send full resume to: Dr. Fred Haas, Coordinator of ETV, Western Kentucky University, Bowling Green, Kentucky, 42101.

NEWS

Wanted . . . a television journalist with experience in producing short "specials". Must be capable of "on-air" work on one of the west's major markets. Send video tape (or film), resume and reference in your first reply to Box C-380, BROADCASTING.

Wanted . . . The right person to anchor prime time news broadcast in one of California's fastest growing metro markets. Send resume and tape or film . . . Box C-395, BROADCASTING.

A Medium midwest, network affiliate needs a director of photography to shoot process and edit color news film. Some experience required. Salary open. Send letter and resume giving complete details on education and work background in first reply to Box D-52, BROADCASTING.

Programing, Production, Others

Immediate opening—Traffic manager for midwest TV station. Strong background in TV traffic required. Supervisory experience desired. Box C-391, BROADCASTING.

Production-documentary photographer—must be able to handle all 16mm sound and silent cameras as well as still cameras. Full color operation with excellent equipment. Top 50 market. Excellent fringe benefits with growing corporation. Send full details 1st letter to Box D-57, BROADCASTING.

Production supervisor for established independent in major southeast market. Please send complete resume and recent photo to Box D-82, BROADCASTING.

TELEVISION

Situations Wanted

Management

TV Programing, prouction or News management. 5 years N. Y. Network, 10 years Chicago O & O. Experienced in station operations, production, programing, cost control, studio and remote, live and film, drama, sports, entertainment. 32 years young and looking for new horizons. Box D-15, BROADCASTING.

Program Executive presently employed in Top 5 market desires new management challenge. Good track record, excellent references. Box D-39, BROADCASTING.

TV management—29; want to break in. Newspaperman, attorney, investment banker—Ivy—aggressive and creative. Outstanding credentials. Northeast preferred, elsewhere considered. Box D-41, BROADCASTING.

General Manager—National Sales Manager for medium to large market or group. Thoroughly experienced all phases; station ownership, development, management, sales management—sales (national and local), programing, film-buying, promotion and network announcing-hosting-news-casting. Leader in community affairs. 15 years in television; 13 prior years in radio. Total experience: 28 years since 1940. Age—44. Nationally recognized as successful administrator—troubleshooter—developer. A professional, quality, aggressive competitor. Accustomed to much responsibility. Specialist in developing troubled and new properties and substantially increased profits. Selling my station soon. Seeking challenging group or large station. Box D-47, BROADCASTING.

Announcer

Staff announcer experienced in all phases of on-camera work seeking California station or production company. Young (25), college grad with degree in R-TV, military completed, ambitious, determined and recommended by present employer. Loves production and is eager to work hard. Box D-51, BROADCASTING.

Technical

Vacation Relief—Student with first transmitter experience, car. Available May 11. Box D-38, BROADCASTING.

Chief engineer wishes to relocate. Details and resume on request. Box D-53, BROADCASTING.

NEWS

TV News Reporter—producer. Leaving Air Force TV slot in May. Six years experience all phases television news, documentary production. Masters Degree. Desire challenging position. Box D-1, BROADCASTING.

News—continued

Prefer California: B.A., 3 years gathering, writing, airwork. Single, desire return to news field after 2½ years in responsible government position. Box D-10, BROADCASTING.

Newsman . . . experienced in all phases of television news from writing to inside reporting to film and tape editing to assignments. Most important have excellent news sense and judgment. Available immediately. Currently in top ten market. Box D-19, BROADCASTING.

Experienced, well educated newsman desires anchor spot in top 30 or reporter position in top 10. Box D-29, BROADCASTING.

Experienced, well educated newscaster in large-medium desires news position in Top 30. Box D-40, BROADCASTING.

Outstanding interviewer and newscaster seeks major market. Currently employed major Eastern market. Radio talk show considered. 38, Telephone 716-876-6938. Box D-45, BROADCASTING.

Program, Production, Others

Talented and creative salesman—Strong on promotion-AM-FM desires chance to rebuild life—able to write and produce good copy—desire connection in southern New England. Box C-374, BROADCASTING.

Producer/director (currently net news), Fun City refugee, desires emigration to West Coast, preferably Bay Area. Speaks, writes fluent California. Box C-415, BROADCASTING.

Dignified, adult news anchorman, legman, commercial announcer, presently in major market, seeks position in smaller market offering greater exposure. Box D-66, BROADCASTING.

Director wishes challenging position, vast and complete experience, network experience. Personal interviews can be arranged. Have references. Box D-79, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

450 to 500 foot self-supporting tower. Give details & price. Mr. Lee, W5BC, 2400 W. Madison Street, Chicago, Ill. 60612.

Mobile Station suitable for radio remotes. Box D-16, BROADCASTING.

Wanted immediately. Schaefer Stereo Automation System. Will pay cash. Phone area code 214-586-2211, Jacksonville, Texas.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list S-W Elect, Box 4668 Oakland Calif 94623 phone 415-832-3527.

Gates FM5B transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Krieger, KVET, 113 W. 8th St., Austin, Texas 78701. A. C. 512-478-8521.

Schafer Automation System with time clock. Sacrifice equity. Also sacrifice CCA Remote Control System—1 year old. Box C-199, BROADCASTING.

2 RCA TK-15 vidicon complete camera chains, excellent condition. P.O. Box 1875, Monterey, Mexico.

Spotmaster, Scully, Magnecord, Crown, CBS Audimax/Volumax, QRK, Russco, Fairchild. Write for list. Finance-lease. Audiovox, Box 7067-55, Miami, Florida 33155.

Self-support towers 1—133' \$1,000.00. 3—210' \$3,000.00. 1—300' \$4,000.00. Bill Angle, P.O. Box 55, Greenville, N.C. 919-752-3040.

Transmitter—10 kw FM—Western Electric 5068. Operable but needs work. \$1,250. Crating and shipping extra. Contact WTOS-FM, 611 East Wells Street, Milwaukee, Wisconsin 53202. Phone 414-272-5915.

2—Q.R.K. 12-C turntables with Gray Micro-trak tonearms, excellent condition, less than 60 hours service. Originally \$550, make offer. SENECA SOUND, 1880 Hertel, Buffalo, New York 14214. (716) 275-0510.

Self-supporting and guyed towers. Any type ground wire—68¢ per pound. Bill Angle, P.O. Box 55, Greenville, N. C. 752-3040.

FOR SALE—Equipment

(continued)

Broadcast crystals. New or repairs for Gates, RCA, Biley, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Edison Electric Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

4 RCA TK 41-C late model color camera chains. Each equipped with no-burn EEV orthicons and Varitol 10:1 zoom lens. Will sell individually or as a package. Terms if desired. Call Jim Owens, 404-451-1000.

2" Helical VTR. Low milage demo. Ampex VR-660. Call dealer collect. 716-832-2100.

MISCELLANEOUS

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INSTRUCTIONS

F. C. C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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R.E.I. in Fascinating K. C. at 3123 Gillham Rd. Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St. Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Cleveland Institute of Broadcasting, New classes starting April 16, 1969. Studios: 633 Hippodrome Bldg., Cleveland, Ohio 44114. Enroll now.—771-2811.

INSTRUCTIONS—(continued)

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See our display ad under instruction on page 129. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

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The All American Station
W-5HO
New Orleans, La. 70130

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Major market Western Radio station needs a real "pro" capable of doing live play-by-play of professional basketball, college football and professional football. Please send tape, resume and salary requirements to

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Situations Wanted

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formerly Gen. Mgr. of WDVR, Philadelphia, the nation's only million-dollar billing FM station, is seeking new challenge.

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Top Florida station manager available. Have excellent record making small or non-profit stations into real money makers. Prefer small or medium market. Have very best references. Recent sale of station reason for availability.

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Box D-87, Broadcasting.

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Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

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Announcers—continued



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Re Drake Ad of March 24th

"You bet your sweet bippie I can!"

Box D-32, Broadcasting.

Program, Production, Others

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COMMUNITY RELATIONS DIRECTOR

P.R. Director for one of largest youth agencies in New York, with 11 years broadcasting experience, wants back in the industry. As your Community Relations Director, will use intensive experience with business, government and ghetto communities to develop and administer "get involved" projects.

Box D-84, Broadcasting.

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Box D-3, Broadcasting.

TV—Help Wanted Management

CATV MANAGER

Manager for very large community TV Cable Co. In reply state experience, biography, salary desired, also snapshot. All applications held in strict confidence.

Box C-437, Broadcasting.

Announcers

BIG VOICE NEEDED

Immediate full time opening for going, experienced TV announcer at Capitol Cities owned station. Good salary and future. Benefits include profit sharing. Send resume and audio tape to:

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WKBW-TV

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in

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEWS

NEWS DIRECTOR

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The qualities required go well beyond usual journalistic administrative abilities. To qualify, this man must have proven ability to direct a broadcast news service recognized for local relevancy, identified with aggressive community involvement; he must have demonstrated a sense of presentation that produces news and documentary productions packaged for audience impact as well as substance, utilizing full dynamic capabilities of the broadcast media.

If you qualify, we would like to hear from you. Send comprehensive resume to Cleve Rumble, Vice President and Director of Employee Relations, WHAS, Inc., 520 West Chestnut Street, Louisville, Kentucky 40202.

**NEWS DIRECTOR
CBS RADIO-TV STATION
MIDWEST**

Man we are looking for has solid radio-TV news background and wants opportunity to move up to news director of radio-TV station in competitive top one hundred market. Or he may now be news director of a radio-TV station below top one hundred. Send resume and recent picture to:

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International Video Corporation has an immediate requirement for a video equipment applications engineer to assume responsibility for technical support and liaison of IVC's aggressive international program. Duties and responsibilities will include maintaining technical liaison between IVC's headquarters facilities in Sunnyvale, California and our overseas offices and distributors, performing applications engineering for overseas installations and generally assisting the International Vice President in administration of the IVC export program. This position is based in the US and will require moderate to heavy travel. The successful candidate must be thoroughly familiar with the application of equipment, including VTR and cameras in European broadcast and closed circuit TV systems. A BSEE or equivalent and a minimum of three years recent experience in video engineering and customer support is required. For immediate and confidential consideration, please write, outlining your specific experience and requirements to:

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Box C-282, Broadcasting.

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Wanted for California television station. Must be able to write creatively, produce on-air promotions and create for all media. This is a one-man department, so we need a doer not a delegator. Send salary requirements and resume to:

Box D-83, Broadcasting.

The man

who gets this job will reach the greatest 18-34 TV audience in the top market in the country. Is it you? For additional information on how you might become a star, see advertisement on page 17.

Situations Wanted Management

Marketing/Sales Manager

Bert Rosenberg now available after 9 years with Houston Fearless Corp. in same capacity. Strong local and national record of volume sales in TV camera and support equipment. Extensive knowledge of TV industry; wide working acquaintanceship with prime camera and related equipment manufacturers and station managements throughout North America. Broad background in design engineering and management problem-solving. 213-657-0911 or

Box D-35, Broadcasting.

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Telephone, interview, panel shows, editorials, reviews, news analysis. Radio-TV executive wishes to return to broadcasting duties.

Box D-88, Broadcasting.

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Stations

ATTENTION!

Experienced newsmen wants to buy all or part of radio station in Houston-Galveston area. Interested in developing station's news operation. Send confidential replies to:

Box D-56, Broadcasting.

OHIO RADIO STATION WANTED

Interested all size markets. Replies absolutely confidential.

Box D-86, Broadcasting.

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CLASSIFIED AD
in
Broadcasting**

FOR SALE

Stations

Established Media Brokerage Firm

Offers services as prime acquisitions consultant to company or individual with long range program for purchase of broadcasting, newspaper and magazine publishing, and other communications properties.

Box C-385, Broadcasting.

La Rue Media Brokers Inc.

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NEW YORK, N. Y.
245-3430

S.W.—Fulltimer

1000D-250N, small market, good growth potential, 10,000 dn., terms.

Box D-75, Broadcasting.

TOP MARKET

Midwest AM-FM. Good potential for experienced broadcaster. Tax loss advantage. Terms. \$450,000. Write fully to:

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**WHY BUY AN FM?
Build your own.**

Hundreds of open frequencies. Operate \$1,000 mo. fixed expense using our unique plan. If you have capital call 213-980-4000, or write:

Tape Networks, Inc.
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N.E. — S.E. — S.W. — N.W.**

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Ind.	small	FM	60M	12M	Midw.	sub.	daytime	150M	50M
S.E.	major	profitable	1031M	Merger	N.W.	metro	daytime	95M	Nego
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Broadcasting
THE BUSINESS AUTHORITY OF TELEVISION AND RADIO

It all adds up . . .

Add your name to the multiplying list of **BROADCASTING** subscribers.

(Continued from page 122)

TV set. The entire system would be underground.

■ Pahokee, Fla.—Micanopy Group Companies of Alachua, Fla., has requested a 30-year franchise. The firm has also applied for a franchise in Mulberry, Fla. (see above).

■ Idaho Falls, Idaho—Upper Valley Tele-cable Corp. and Benay Corp. have each applied for a franchise.

■ Ottumwa, Iowa—Ottumwa TV FM Inc. has applied for a franchise. The system would provide all three networks plus an educational channel, FM music and public-service channels for weather, time, news and warning signals.

■ North Andover, Mass.—Greater Lawrence Community Television, North Andover, has applied for a franchise.

■ Long Branch, N.J.—City Council has voted to deny a cable franchise here. CATV of Monmouth Inc., Elizabeth, N.J., had applied for a franchise.

■ Mine Hill, N.J.—WRAN Dover, N.J. has been granted a 25-year nonexclusive franchise. Subscribers will pay \$5 per month. (See Roxbury, N.J.)

■ Roxbury, N.J.—WRAN Dover, N.J., has been granted a 25-year nonexclusive franchise. The station will pay 5% of its gross annual revenue from the cable system and will charge \$5 monthly. Free connection will be provided to all schools and public buildings.

■ Briarcliff Manor, N.Y.—Three applicants have requested a franchise: High Fidelity Cable Television of Great Barrington, Mass., represented by John Mooney; Saw Mill River Cablevision Inc., represented by George Roberts, president; and William J. Lamb and Martin London of Briarcliff Manor.

■ Deerpark, N.Y.—Port Video Corp. has been granted a five-year franchise. Walter Babey is president of the firm. Customers in most areas will pay \$4.95 per month.

■ Glens Falls, N.Y.—Three firms have applied for a franchise: Mohican TV Cables Corp., a subsidiary of Jerrold Corp. (multiple CATV owner), Philadelphia; Champlain Cablevision Corp., Troy, N.Y.; and Normandy Broadcasting Corp. (WWSC-AM-FM Glens Falls). Attorney J. Richard Fitzgerald said Mohican TV Cables held the position that the company already has a franchise which has never been revoked.

■ Mount Vernon, N.Y.—Teleprompter Corp., New York (multiple CATV owner), has applied for a nonexclusive franchise.

■ Bellville, Ohio—Ohio Video Services Inc. has been granted a franchise.

■ Lodi, Ohio—Lodi Cable TV, represented by Lloyd Bartel, has applied for a franchise. Installation would be \$19.95 and monthly fee would be \$6.45. A minimum of eight channels would be provided.

■ New Concord, Ohio—Three applicants have filed for a franchise: Bylesville Cable Co., Bylesville, Ohio, operated by Harold Black; the owner of a CATV service in Dresden, Ohio; and Communications Constructions Co., Lisbon, Ohio. Bylesville Cable Co. would provide a nine-channel service for \$5.50 monthly; the system would be underground. The owner of the Dresden cable service would provide six channels for \$4.95 monthly. Communications Constructions Co. would provide a service capable of carrying 12 channels for \$5 per month, and would pay the village \$100 annually for the franchise.

■ New London, Ohio—Ohio Video Service Inc. of Tiffin and Fredericktown, both Ohio, has applied for a franchise. Rates would be \$10 for installation and \$5 monthly.

■ Perkins Township, Ohio—North Central Television Inc. has been awarded an exclusive franchise. Officers of the firm are Lorry Lazarony, Sandusky, Ohio, president; Ted Murphy of Perkins Township, vice president; and Tom Paffenbarger of Norwalk, Ohio, secretary-treasurer. The company will offer 12 channels for \$4.95 per month.

■ Wakefield, Ohio—H&B American Cablevision, represented by Patrick Brennan, has applied for a franchise. Installation would be \$4.50.

■ Upper Saucon, Pa.—D. J. Cahle TV of Easton, Pa., has applied for a franchise. The company would pay the township 3% of its gross.

■ Yakima, Wash.—Yakima Cable Television Inc. has applied for a franchise. A previous applicant is West Valley Cablevision.

Through the window and down below the long graceful lawn you can see the cars still slopping the slush from the heavy morning snow along Wayzata Boulevard. It's the first day of April but under the dark cloudy sky the suburban Minneapolis landscape is as gray as the steel desks of the clerical areas of the great glass headquarters of General Mills.

There is little that is gray, though, in the tight top-floor office of Ellis Veech, manager of broadcast media, be it his blue, pin-striped shirt, his black steel and walnut topped desk or the crisp bits of humor he interjects in his telephone conversation with an agency media supervisor as he attempts to drive home the point that he is very serious when he expects the highest possible efficiency in the spot-TV buy under discussion. That quickly finished, he returns to a visitor.

"Cost per thousand homes is not the only thing to look at," he comments, explaining, "while it is the most important, it is not overriding. To look at the delivered demographics for the product you are buying is almost as important and this of course varies by product."

Mr. Veech moves frequently with the little nervous affectations of a man who is used to pressure and the need to keep things moving. But his gaze is fixed and penetrating, assuring that his attention is absorbed.

Perhaps the habit of looking straight to the point formed when he was a Polish linguist in Germany about a decade ago for the U. S. Army Security Agency. Anyway, it obviously has been sharpened well at General Mills where he must ride herd on the details of some \$35 million spent each year in television (about a third in spot, the rest in network) to promote the firm's 20 national brands of food products.

The usual current industry estimates show that General Mills puts about 80% of its total advertising dollar into TV. A little radio is used, plus print.

Mr. Veech works mostly with the four major billings agencies used by General Mills: Needham, Harper & Steers, Chicago and New York; Dancer-Fitzgerald-Sample, New York; Wells, Rich, Greene Inc., New York; and Knox Reeves Advertising, Minneapolis. The total agency list runs to about 20 firms.

Mr. Veech has many warm memories of his own agency days before joining "Mills," as the Big G is often contracted. He began as media estimator at Gardner Advertising, St. Louis, where subsequently as media buyer he bought the multi-million dollar TV schedule that helped introduce Pet Inc.'s diet beverage Sego that quickly catapulted to national success and overtook the leader, Metrecol. Then later at Knox Reeves Advertising, Minneapolis, as

Good shows, high ratings get the buying job done

media supervisor, Mr. Veech trained the buyers and headed the agency team which took General Mills' pioneer line (Whistles, Bugles and Daisies) into national success with the help of an even heftier multi-million dollar TV investment.

Presently Mr. Veech has three major areas of responsibility: "No. 1 is in the coordination of advertising and requirements in broadcast. No. 2 is in media planning—and in this area I cross out of broadcast into all media. No. 3 is implementation of the broadcast portion of the media plan."

General Mills uses TV every week of the year, especially network, and its commercials scatter through the week on all three networks. Mr. Veech will admit he is appalled by the rising cost

factor in TV today and hopes the networks never add the seventh commercial per hour they have said they reserve the right to do but presently plan not to add. He is disappointed over last year's move to add two-minute breaks in shows that are 90 minutes or longer.

But as he understands the problems they are faced with he trusts they too will respect the rights of the major advertisers such as General Mills to actively keep under review all possible media alternatives to get the advertising job done as effectively and efficiently as possible. He particularly hopes the spot-TV sellers will consider summer pricing adjustments as the networks already have done.

The answer to rising costs and clutter in Mr. Veech's book is still higher per-unit efficiency plus impact. The higher efficiency is coming in part from the automation of the details of media use and performance which he helped outline and which now is in use at headquarters to a degree believed ahead of most others and not discussed.

The impact factor he still considers the elusive subjective quality but his rule of thumb in daily practice reads: Buy only the top rated shows. "I have to believe that a spot in a 15 or 20 rated show has more impact than one in a 3 or 4 rated show," he explains, adding, "there has to be some reason why so many people take the time and trouble to tune in."

Program content itself also has definite relation to commercial impact, Mr. Veech feels, and for this reason General Mills considers carefully the quality of the program with which it associates. "I don't like to sound corny," he says, "but hanging right here on my wall is a picture of Betty Crocker. Whenever I have a decision to make that is questionable, I'll tend to lean back and look at the picture and think what is best for her. Do I want America's homemaker in that program or situation?"

Mr. Veech has no reservations about the vital role of TV: "Because of the penetration of TV, you cannot really make a bad buy, prime time or daytime, network or spot. Now maybe you can make a better buy than what you made. What you are doing is sharpening your skills and getting more for your money."

Mr. Veech acquired his communications sophistication at an early age. His late father was sports editor of *East St. Louis (Ill.) Journal* and often broadcast on KSD St. Louis as a substitute for Harold Grams, now KSD-AM-TV general manager, or J. Roy Stockton, sports editor of the *St. Louis Post-Dispatch*. At home Mr. Veech is very broadcast oriented: five radios, three TV's (one color).

Week's Profile



Ellis J. Veech Jr.—manager, broadcast media, General Mills Inc., Minneapolis; b. July 18, 1936, East St. Louis, Ill. (where birth certificate shows middle 'name' is initial 'J' only); U. S. Army Security Agency, 1958-62; joined Gardner Advertising, St. Louis, in 1962 as media estimator, subsequently becoming media research analyst, media buyer and media planner; media supervisor, Knox Reeves Advertising, Minneapolis, 1965; joined General Mills as media supervisor in 1966 and promoted to manager, broadcast media, in 1968; m. Roberta Johnson of Belleville, Ill., Feb. 20, 1960; children—William, 4, and Christopher, 3; hobbies—bridge, golf, hunting, fishing.

Why it could be done

Once again broadcasting has risen to a great occasion as the incomparable medium of contemporary journalism. The coverage of the funeral ceremonies for Dwight Eisenhower and the documentaries of his career were presented with consummate professionalism.

The temptation to overplay the story must have been very great. That the temptation was resisted was a mark of the mature judgment that now is exercised routinely.

In his column of last Wednesday, James Reston, executive editor of the *New York Times*, said of the reaction to General Eisenhower's death: "It demonstrated how national television can bring before the people the things that touch their noblest instincts . . . [T]he old soldier gave us a glimpse of nobility, and through this remarkable instrument of television, the people responded to it with a solemnity and sincerity no cynic could deny."

Such a function, it hardly seems necessary to point out, could not be performed by a weak and fragmented broadcasting system of the kind some critics cry for.

Shape of things

There's movement in the area of communications regulation. The White House, at the staff level, is examining personnel as well as policies of the FCC.

There's movement in Congress too. But movement cuts in any direction. The new activity commenced because the timing was right—a broadcasters' convention in Washington, a "drop-in" by the President that became a foreign-policy address, and the informal White House conference with eight broadcasters.

There can be no assurance that corrective legislation, to prevent a new FCC majority from furthering what appears to be the calculated destruction of the existing broadcasting structure, can clear both houses of Congress any time soon. While the Senate might be so inclined, the House Commerce Committee has shown no sensitivity whatever to the broadcasters' plight.

Hopefully, the White House will give a high priority to the FCC problem. Needed relief can come only through personnel changes and a shift in regulatory philosophy.

The important point is that consideration is being given to a vexing problem that is heavily endowed with the public interest. There must be no letdown in the effort to get things done—and in the right direction.

Take it out of hiding

Not surprisingly, the latest Roper survey of public attitudes toward television did not get many pickups in the newspapers. It would be too much, we suppose, to expect competitors to play up a study showing that television, for all the lumps it has taken from government officials, has increased its lead with the public both as a primary news source and in the credibility of its news—and stands close to last in the public's ranking of major causes of crime and violence (BROADCASTING, March 31).

What is surprising is the apparent failure of many TV broadcasters themselves to give the study the play it deserves. A number of stations and at least one network—NBC-TV—did cover it in considerable detail. But until all television broadcasters have disseminated it by all available means, the response will have been inadequate.

The study, sixth in a series by Roper Research Associates

for the Television Information Office, was made public by the TIO during the broadcasters' convention in Washington two weeks ago. By any journalistic standard it is news.

But air time is not all the Roper findings deserve. They should be distributed widely in that other medium, print (and an occasional billboard would not be out of place, either). The TIO plans to distribute copies to 35,000 or more opinion leaders on a national basis, and presumably many broadcasters will order reprints, as they have done in the past, for local distribution. This time, all TV broadcasters should do so.

With television under constant attack at all levels of government and threatened with government regulation of its news coverage, TV imperatively needs to show, as the Roper survey does, that the one group these critics do not speak for is the only group they were chosen to represent: their constituents, the American people.

Real cause of congestion

Some members of the FCC and its staff must be sorry that they hired the Stanford Research Institute to conduct an impartial study of land-mobile radio usage. The institute's report, which was finally made public last week, is the best argument yet advanced in refutation of the FCC's proposal to assign television channels to land-mobile use.

Details of the report appear elsewhere in this issue, but the findings may be simply summarized: For lack of adequate management by the FCC, the land-mobile frequencies are being squandered; and the expansion of spectrum space occupied by the land-mobile services would only add to the inequities and waste.

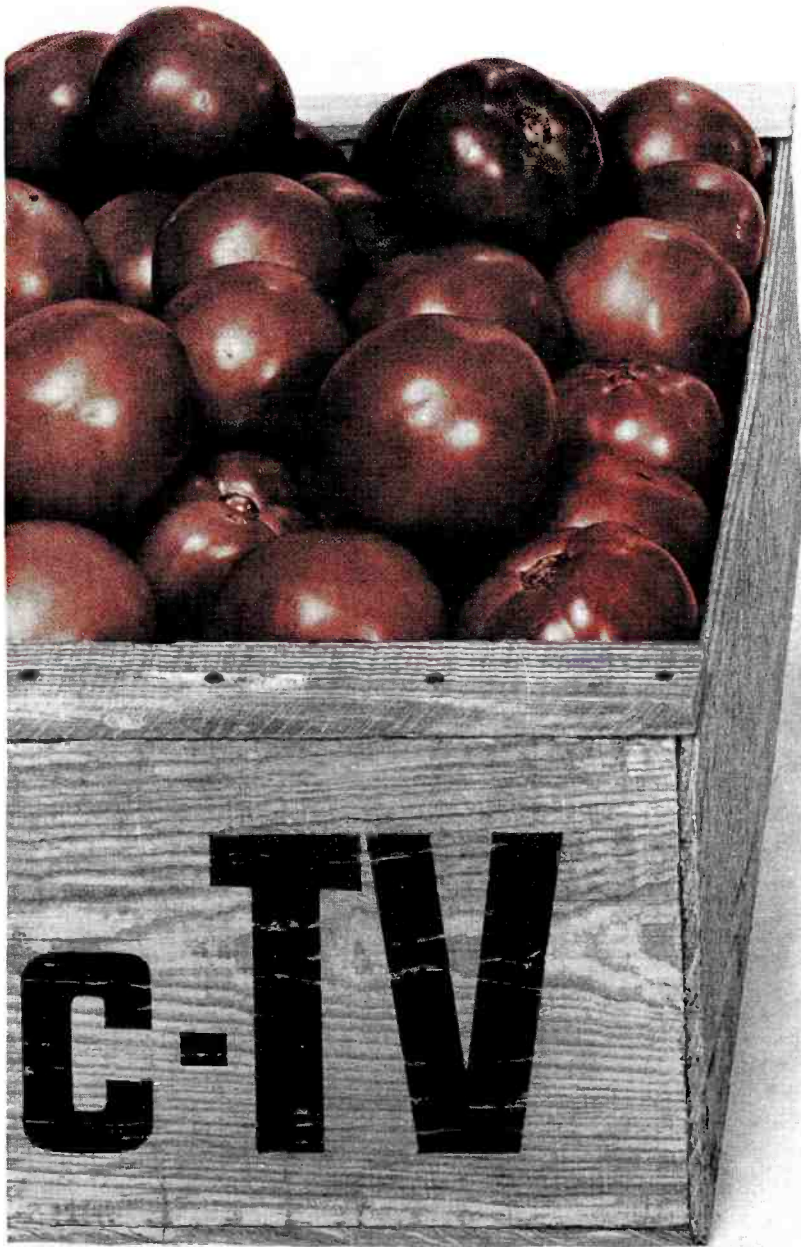
The institute says that the FCC is without the resources to do much to improve its management of land-mobile usage. That may be so, or it may be a politic explanation by a private firm in the FCC's employ. The point is, however, that, for whatever reason, the FCC does not really know what is going on the frequencies it has allocated to the mobile services. It therefore has no defensible reason to carve up the television service to enlarge the anarchy already prevailing among the diaper-delivery trucks, the repairmen, the taxicabs and others that are carrying on who knows what conversations in their present spectrum space.



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