



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CARL B. YOUNGER
LIBRARY

FCC told not to act on pay TV for at least year. p29
 TVB looking for ways to firm up sales picture. p32
 Bates drops American Home, picks up Bufferin. p48
 Scripps-Howard/WGN Continental form production arm. p58

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CONCORDIA COLLEGE
 C R YLVISAKER LIB
 MOORHEAD MN

TO EXP12/ 8
 56560


NEWSPAPER

You're an independent station in New York.
 How do you add 214,000 prime time homes
 to your audience?
 WNEW-TV added "Hazel".



NEW YORK ARBITRONS
 MONDAY-FRIDAY 8:00-8:30 PM WNEW-TV

	HAZEL Oct. 29-Nov. 4 1967	Various Syndicated Pgms Oct. 30-Nov. 5 1966	HAZEL's Gains
Rating	9.2	5.3	+ 74%
Share	18%	9%	+ 100%
Homes*	481,740	267,640	+214,100

After only 9 weeks on WNEW-TV, "Hazel" has become one of the leading syndicated properties in the New York market. She has outrated such formidable prime-time syndicated programs as Password, Mike Douglas, Merv Griffin, Perry Mason—and many first run network entries. 154 half hours, 120 in full color. Distributed exclusively by **Screen Gems.** 

*Based on WNEW-TV's November 1966 homes per rating point (Mon.-Fri. 8:00-8:30 time period).
 Data subject to qualifications published by the rating service.

V I S I O

Fifth in a Series on Storer Standards



Basic in all Storer planning is the need to look ahead, to envision the potential of a market and build to meet its demands even before they develop. This same vision, applied to community service and reflected in enlightened editorials, is a primary factor in building large and loyal audiences for Storer

stations...another reason why it's good business to do business with Storer. ☆☆☆ If you're looking for sound, quality stations in major markets, Storer can solve your problem in ten of them from coast to coast.

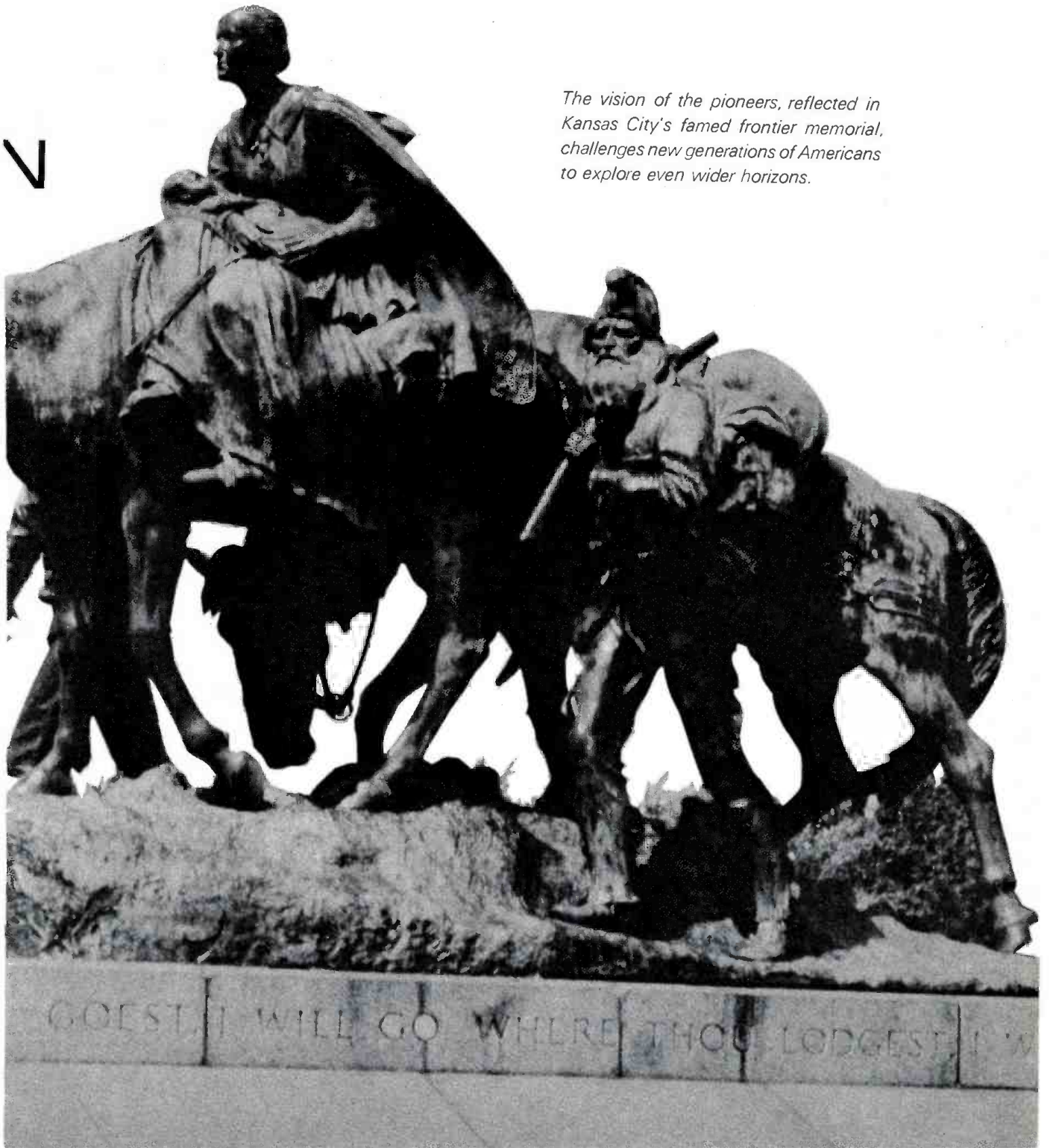
Contact Storer Television Sales or Major Market Radio—or the Storer stations direct for details.



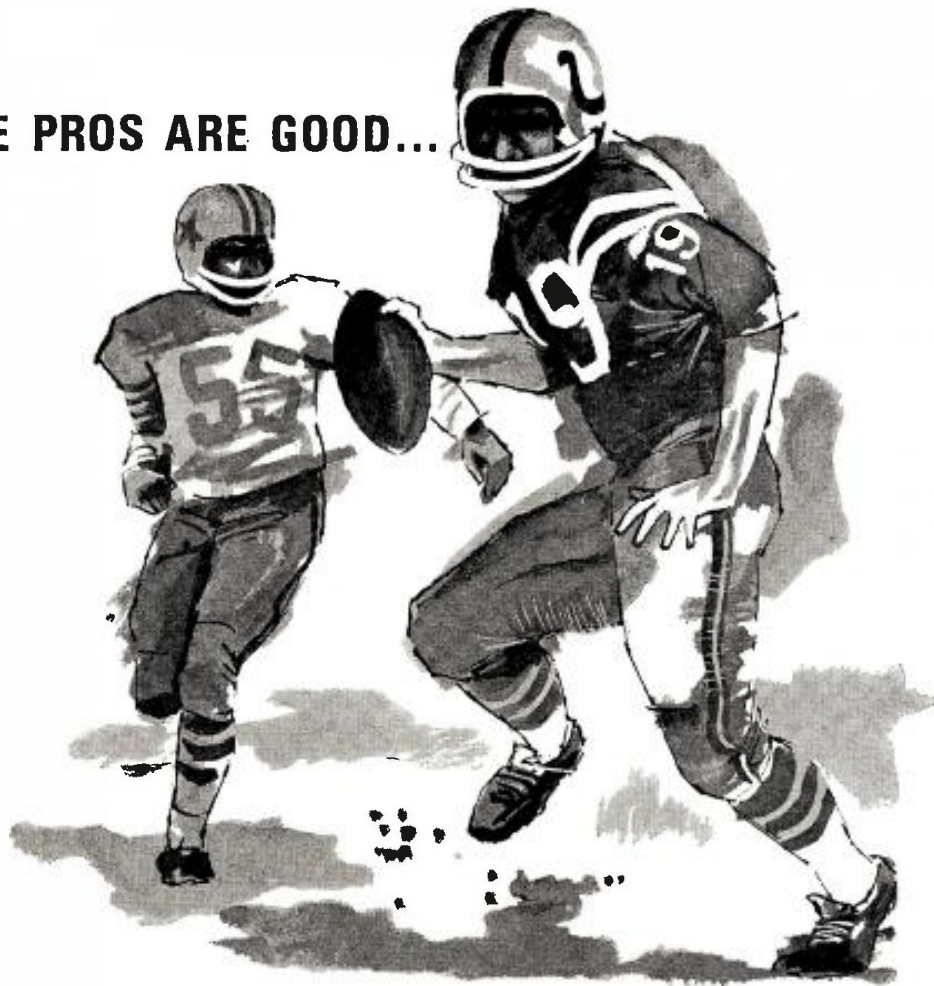
CLEVELAND WJW-TV	CLEVELAND WJW	DETROIT WJBK-TV	DETROIT WJBK	LOS ANGELES KGBS	MIAMI WGBS	MILWAUKEE WITI-TV
NEW YORK WHN	PHILADELPHIA WIBG	TOLEDO WSPD-TV	TOLEDO WSPD	ATLANTA WAGA-TV	BOSTON WSBK-TV	

V

The vision of the pioneers, reflected in Kansas City's famed frontier memorial, challenges new generations of Americans to explore even wider horizons.



THE PROS ARE GOOD...



...SOME ARE OUTSTANDING!

And the same is true with television stations.

In the nation's 12th ranked television market, KRLD-TV is *the* outstanding station. With a history throughout the years of audience dominance, Channel 4 continues to afford the viewer tops in entertainment and information programming. Contact your H-R representative to make your next television buy in the Dallas-Ft. Worth market on the proven leader, KRLD-TV.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Approval of resolution deferring action on pay TV (see page 29) was final effort of House Commerce Committee for this session. Committee staffers expect no further executive meetings until next year, although some subcommittee action may still remain. No pending matters concern communications, however. Rules Committee, key to moving legislation to floor for debate, has announced its last scheduled meeting for Tuesday (Nov. 21). One final appropriations bill is expected to move during final days of this session; it's expected to contain ETV and Corp. for Public Broadcasting money, but does not need attention of Commerce or Rules Committee for passage.

All's quiet on Senate front, too. Political broadcasting bills (to modify or suspend Section 315 of Communications Act) lie quietly on shelf, where they'll probably stay next year, too. Nonlegislation may still make news though. Senate Commerce Committee's fairness-doctrine study hasn't been ruled out for release this year.

Deal in Beaumont

Negotiations are underway for sale of KFDM-TV Beaumont, Tex. (ch. 6), to Enterprise Co., publisher of *Beaumont Enterprise* and *Journal*, in stock purchase estimated to run about \$5 million. Enterprise was unsuccessful applicant in 1954 when group headed by D. A. Cannan Sr. and C. B. Locke won grant. Originally, 29% of CBS-affiliated outlet was owned by Mrs. Oveta Culp Hobby (*Houston Post-KPRC-AM-TV*), but majority owners bought out that interest early this year for \$1 million. Mr. Cannan owns 46.63% of KFDM-TV Wichita Falls, Tex.

Agency production

In expansion of agency-originated TV program packaging, Norman, Craig & Kummel, New York, plans to develop TV "spectaculars" for Colgate-Palmolive, and "new format" shows for Clairol Inc. Agency says some of its other clients, including Dow Chemical and American Tobacco, are "receptive and interested" to idea of agency-created television shows. NC&K's first move along this road is Colgate-supported *Treasure Isle*, daytime quiz series that goes on ABC-TV in December. NC&K relates this activity to its appointing Mitchell (Mickey) Johnson as vice president,

programming (BROADCASTING, Nov. 13), to work with agency executives Marlo Lewis and Johnny White.

Just looking?

Following recent executive buildup of CBS's CATV division (BROADCASTING, Nov. 13, 6), scouts have been put in field to check out various systems and get feel of cable market. Although no serious negotiations are imminent, CBS representatives have already looked at systems in San Diego, Seattle, Altoona and Harrisburg, Pa., and Lakewood, Ohio.

Film mix

Cross-pollination of producers of TV commercials and producers of motion pictures and TV film shows is not only possible but happening. Campbell, Silver, Cosby Corp., Beverly Hills, Calif. (production company for Bill Cosby Enterprises) is negotiating to acquire Kaleidoscope Inc., Hollywood, TV commercials producer. Roy Silver of Cosby firm notes that Kaleidoscope is now filming—using TV commercials technique—location sequences for motion picture, "The Picasso Summer," which CSC is producing.

Second looks

Proposed transfer of five Overmyer Communications Co. construction permits and its WPHL-TV Philadelphia which had been expected to clear FCC last week (CLOSED CIRCUIT, Nov. 13), was instead passed over. Word is that proposal to transfer UHF properties (in San Francisco, Pittsburgh, Houston, Atlanta and Cincinnati markets) and control of channel 17 Philadelphia station to AVC Corp. "is close thing." Action was postponed to permit participation of two commissioners who had been absent, Robert E. Lee and Robert T. Bartley; latter is returning this week from two months at international meeting in Geneva. Sources pointed out specifically that commissioner felt Commissioner Lee would want to participate because of interest in UHF. Issue in case is need for waiving policy barring acquisition of more than three TV stations in top-50 markets.

Same issue is involved in second transfer item on which action was postponed—that involving transfer of

construction permit for channel 20 in Denver from Harcourt Brace & World to Denver Post. Newhouse newspaper chain, which holds 19% of Post, owns or controls five other television stations, four of them in top-50 markets. This item is also slated for closer scrutiny than observers had expected.

Army game

Colgate, for Ultra Brite toothpaste (William Esty), Canada Dry (Grey Advertising) and Quaker State Oil (Kenyon & Eckhardt) are expected to sign with MBS for Army-Navy football classic on Dec. 2 and three collegiate bowls. Mutual stands to collect estimated \$80,000 on package, half of which is being sold by Mutual to national advertisers, with other half available to stations for local sale. Bowl contests are Liberty (Dec. 16), Bluebonnet (Dec. 23) and Sun (Dec. 30).

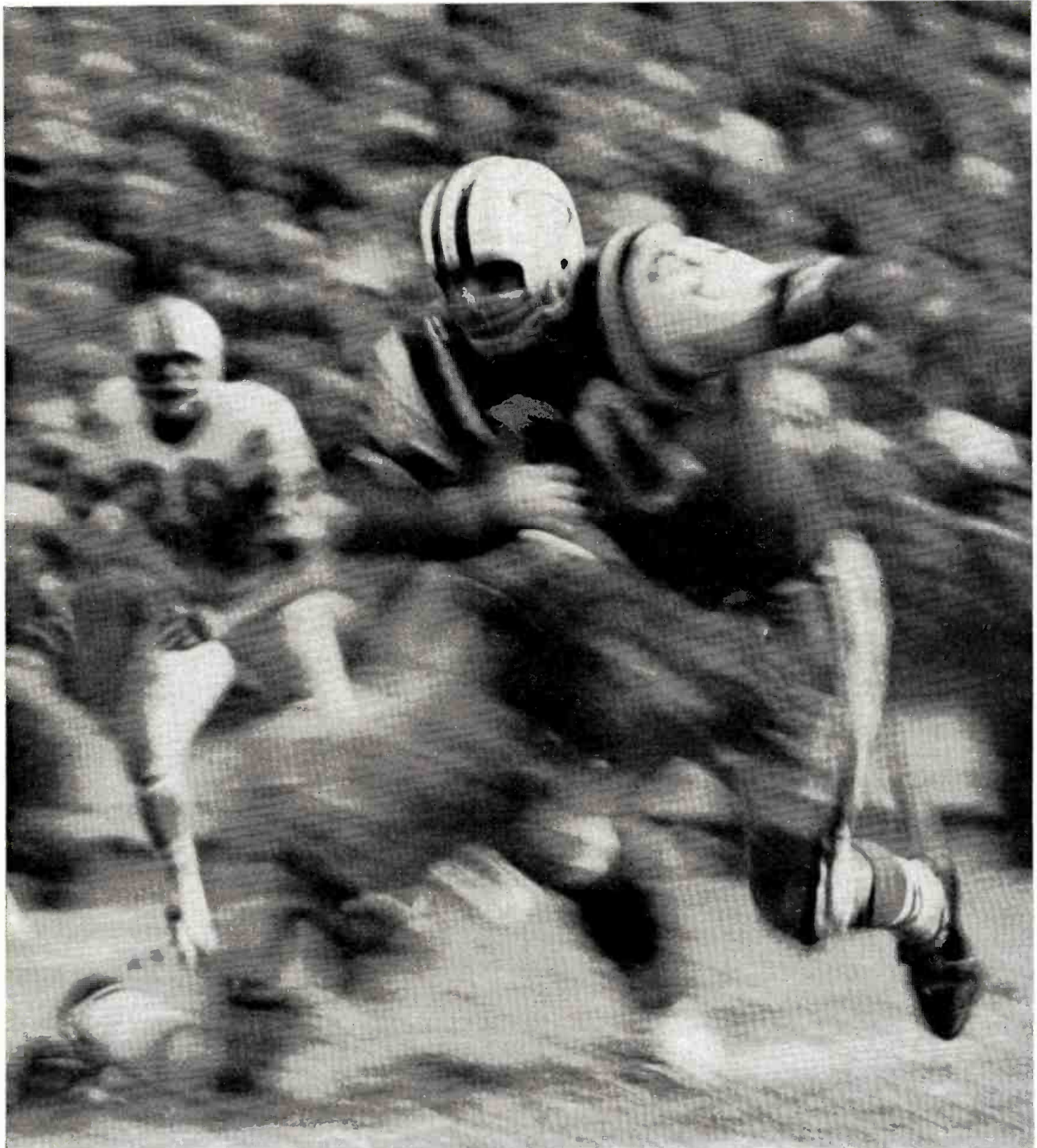
Minicamera

Authoritative sources at CBS News say CBS Laboratories has committed to come up with hand-held miniaturized color-TV camera in time for CBS News' use at political conventions next August. Camera is approximately size of 16mm film camera and would be usable with or without cable. New camera's biggest feature would be mobility—without cable TV reporters can roam through convention halls almost at will.

Frontier life

FCC move into new building at 1919 M Street in Washington hasn't been made without serious grumbling on part of some staffers—some of it apparently justified. Most serious complaints are of inadequate office space, defective heating-ventilation equipment and paper-thin walls. Some personnel—including experienced, relatively high-paid lawyers—are crowded, cheek by jowl, into cubicles in inner corridors, shut off from windows.

FCC secretaries on one occasion had to be sent home in midafternoon last week when heat became unbearable. Matter is of serious concern to Chairman Rosel H. Hyde, who says some relief will have to be provided. Commission move from present building on Pennsylvania Avenue is expected to be completed within next few weeks.



Meet a couple of celebrated sports figures

Sports on television have never been as popular as they are today.

And a couple of celebrated sports figures make clear which network is most responsible for that popularity.

First figure: **Seven of this year's top ten** sports programs were seen exclusively on the NBC Television Network.*

The seven events, in order of their popularity, were:

World Series (Game 4), The Rose Bowl, World Series (Game 3), Baseball's All-Star Game, The Sugar Bowl, The AFL Championship and The Orange Bowl.

Have another figure: This year the average audience for NBC sports pro-

grams was **32% larger** than its closest rival's, **51% larger** than the third network's.* The reason for this leadership?

That's easy: When NBC covers a sports event, it doesn't play games.

NBC SPORTS 

*Source: Nielsen Television Index (Jan. 1-Oct. 11, all sports programming). Audience estimates subject to qualifications available on request.

WEEK IN BRIEF

House Commerce Committee stops FCC action on pay-TV for one year, pending further hearings on toll-TV impact on total communications picture, recommendations presidential task force may have. See . . .

ONE-YEAR PAY-TV STAY . . . 29

Though FCC is expected to respect pay-TV moratorium, such action doesn't accede to House committee doubts as to agency's regulatory authority. Few at commission think toll-TV is real threat to free-TV. See . . .

DELAY SIGNIFICANCE . . . 30

Television Bureau of Advertising's 13th annual meeting looks for ways to get TV back onto its usual track of continuously climbing sales curves after soft spot-TV year. See . . .

TVB SEARCHES FOR LIGHT . . . 32

Highlight of TVB meeting are crystal-ball speculations by Benton & Bowles panel that commercials—more of them, higher-priced, shorter and in bigger clusters—are on tap for television by 1972. See . . .

WHAT WILL '72 TV BE LIKE? . . . 39

Joint 4 A's-AAA statement puts two major advertising groups squarely behind drug firms, pharmaceutical associations in attacking proposed FTC regulation on advertising of non-prescription, pain-killer drugs. See . . .

ADS DEFENDED . . . 44

Headache remedy broadcast billings shuffle finds Ted Bates resigning \$20 million American Home Products accounts (largest such resignation ever), picking up Bristol-Myers' Bufferin at \$11 million (\$9 million broadcast). See . . .

BATES CLEANS OUT . . . 46

Network axes yield light bloodletting; eight series scheduled to depart this winter compared to 11 last year. Four shows go on ABC-TV, three on NBC-TV, one on CBS-TV. CBS-TV still holds Nielsen lead. See . . .

TV CASUALTIES LIGHT . . . 56

Scripps-Howard/WGN Continental Productions Inc. formed to produce TV programs for national, international syndication. Initial effort will be weekly 90-minute late night show; Eidmann, Watters head new firm. See . . .

NEW FACE IN PROGRAMING . . . 58

U.S. class II and III regional, fulltime stations win partial presunrise victory with New York court stay of FCC rules, authorization to operate daily at 6 a.m. with full, licensed daytime power. See . . .

FULLTIMERS INJUNCTION . . . 64

Dr. Goldmark, president of CBS Laboratories, hints camera may soon be developed that can record home movies for use in lab's new EVR system; cites three-dimensional TV standard for future home use. See . . .

GOLDMARK FORESEES . . . 66

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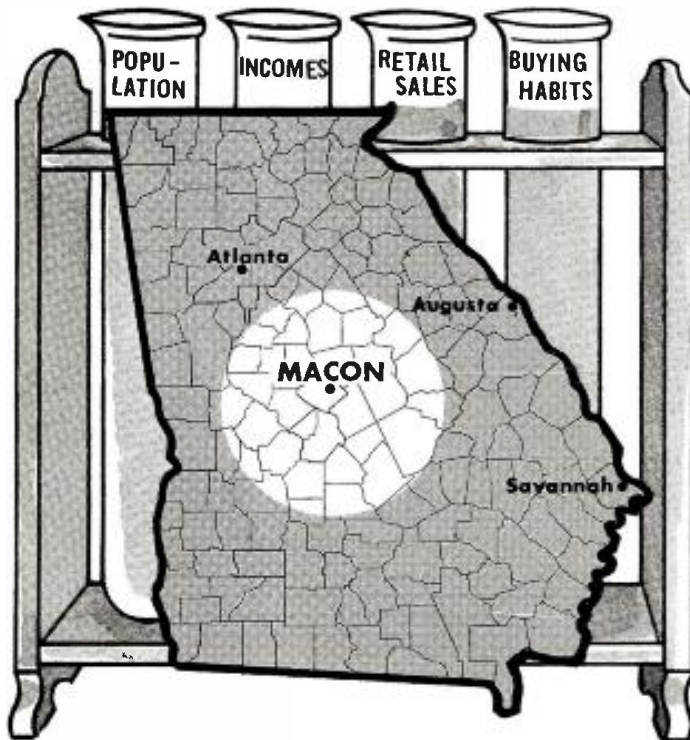
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MACON, GA... *ideal test market*

... ACCORDING TO J. WALTER THOMPSON FORMULA.

In the August 1966 issue of Media/Scope, Marvin Antonowsky, director of media research and manager of spot buying for the J. Walter Thompson Company, set forth two essential criteria for television test markets. Note how well Macon, served only by WMAZ-TV, meets these qualifications as specified by the world's largest and marketing-oriented advertising agency:

J. WALTER THOMPSON TEST MARKET CRITERIA

1. Only those markets should be used as test markets where the home county receives a minimum of 67% share of viewing.
2. Any other county which received 75% of this minimum viewing level would receive at least 50% of its total viewing from the market under consideration.

WMAZ-TV, MACON, GA.

1. 77% share of the two county Macon Standard Metropolitan Statistical Area (N.S.I., Feb.-Mar. '67, total day).
2. 73% share of total viewing in the 12-county Nielsen Designated Market Area for Macon. (N.S.I. Designated Market Area Demonstration Report based on Oct.-Nov., 1966, total day).

The following exceptional characteristics add to Macon's qualifications as television's ideal test market:

- ... Largest single-station Metro Area in the U. S. (56,500 Metro TV Homes)
- ... Isolation—90 miles from Atlanta, even farther from other Metros.
- ... In Georgia, second only to Atlanta in Effective Buying Income per Household.

Thus, WMAZ-TV offers a unique, controllable opportunity for testing new products, or new campaigns... effectively, economically. Your Avery-Knodel man has all the facts and availabilities.

wmaz-tv

MACON, GA. CHANNEL 13

**SOUTHEASTERN BROADCASTING
CORPORATION**

Greenville, South Carolina

Signal Coverage in the Southeast...

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

WBIR-TV

Knoxville, Tenn.

WFBC-TV

Greenville, S. C.

WMAZ-TV

Macon, Ga.

Represented Nationally by AVERY-KNODEL, INC.

Success spoils ABC's pre-convention meet

ABC-TV's traditional blockbuster new-season presentation, full-scale affiliates meeting and general cocktail party, which over years have become pre-convention highlights of National Association of Broadcasters' annual meetings, will be missing from next NAB convention, March 31-April 3 in Chicago.

Instead, officials said Friday (Nov. 17), there'll be closed business meeting with affiliates Saturday afternoon before convention opens and black-tie dinner for affiliates and their wives that evening, with big affiliates session normally held at that time to be scheduled in May. Place and date not set, but Los Angeles in mid-May appeared likely.

Elaborate Saturday-afternoon presentation, which last April was widely acclaimed three-hour original musical, revue, and post-presentation reception have been among most popular attractions for convention-goers—which apparently contributed to decision to change. Officials said things had reached point where “we were entertaining everybody, which interfered with communications with our affiliates.”

ABC-TV disclosed new plan to its affiliates' board at meeting Wednesday and Thursday (Nov. 15-16) Lyford Cay, Bahamas, where officials, led by ABC President Leonard Goldenson, ABC-TV President Thomas W. Moore and ABC News President Elmer Lower, also reviewed status and plans in entertainment programing, sales, news and documentaries, sports, advertising and promotion.

Special emphasis was—and in selling is being—put on ratings breakdowns that show, officials said, that although ABC-TV was third in average overall ratings, in terms of adults 18-34 and 18-49 it was first in half-hour wins in October Nielsens and first or challenging in top-40 program placements. They noted that 11 or 12 half-hours where ABC ranked third in women-audience demographics are areas where network is re-programing for second season (see page 56).

Daytime gains, increased output of documentaries, plans for Olympics coverage (see page 60) and for political conventions and election coverage were also stressed. Whether ABC News will give gavel-to-gavel coverage of conventions, or cover events selectively on

strict news basis, has not been decided, according to officials. As part of campaign coverage, they said, Sunday-afternoon *Issues and Answers* will be expanded to hour in weeks before elections.

They also reported that North American Rockwell has signed to sponsor six one-hour *Man and His Universe* documentaries.

Affiliates board, headed by Burton Laddow of KTVK(TV) Phoenix, was said to have supported ABC in its drawn-out negotiations with National Association of Broadcast Employees and Technicians and congratulated network for maintaining service virtually intact during current strike; praised increase in documentaries and especially four-hour “Africa,” and also had good word for DEF newsfeed service, to which more sports reports are to be added.

Atlantic Richfield takes athletics in 5-year deal

In one of biggest buys in major league baseball history, Atlantic Richfield Co. has agreed to sponsor all exhibition and regular season games of newly-transplanted Oakland Athletics for next five years with options for additional five years. Package said to call for “in excess of \$1 million per year.”

Radio broadcasts will be on KNBR San Francisco, with regional network covering northern California and Nevada being planned. At least 25 games in upcoming season will be colorcast on KHBK-TV, new Kaiser Broadcasting UHF scheduled to go on air Jan. 1.

Buy was through Hixson & Jorgensen, Los Angeles.

KETO, WAMM sold

Sale of KETO Seattle by William E. Boeing Jr. to veteran California broadcaster Riley R. Gibson for \$397,500 announced Friday (Nov. 17). Mr. Boeing will continue to own KETO-FM there. KETO is fulltime on 1590 kc with 5 kw. Broker: Tornberg and Co.

Also announced Friday was sale of WAMM Flint, Mich. by Panax Corp. to Neal Mason and associates for \$215,000. Panax owns WSWM(FM) East Lansing, Mich., and KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri. WAMM is daytimer on 1420 kc with 500 w. Broker: Hamilton-Landis and Associates.

Both sales are subject to FCC approval.

Cox opens on Loevinger's R/P concept before NAB

FCC Commissioner Kenneth A. Cox got lot off his chest in speech on Friday (Nov. 17)—most of its at expense of fellow Commissioner Lee Loevinger.

In concluding address to NAB fall conference in Los Angeles, Mr. Cox, like college professor doing critique on term paper, dissected Mr. Loevinger's “reflective-projective” theory of mass communication point by point, disagreeing with almost all of its conclusions.

In what has makings of dandy intra-commission donnybrook, Commissioner Cox, applying liberal doses of sarcasm, particularly attacked Mr. Loevinger's apparent belief that “truly popular programs” are what mass audience broadcasting is and should be all about. “Is this the picture of yourselves and your industry?” Mr. Cox asked assembled broadcasters. “Is this what the NAB exists to protect and promote? . . . Then why do you bother with news, discussion, instructional, religious, and agricultural programing which are your conscious efforts to represent the world as it is and to change it, if even by a very little?”

After speech, in reply to question generated by NAB staff, Mr. Cox offered opinion that stations not carrying any cigarette commercials, would have to offer time if requested by such cigarette proponents as Tobacco Institute as balance to any anti-smoking messages same stations broadcast.

Trigg resigns

Cecil Trigg has resigned as president of Doubleday Broadcasting Co. He will continue as consultant. Mr. Trigg was founder of Trigg-Vaughn stations, which was acquired by Doubleday last March.

Doubleday stations are KITE-AM-FM San Antonio, KROD-AM-TV El Paso, KOSA-TV Odessa, KDTV(TV) Dallas, all Texas; KHOW Denver; KDEF-AM-FM Albuquerque, N. M., and KRNO San Bernardino, Calif.

TV must ‘rethink’ role

“All media . . . have on occasion used bad judgment in their reporting of racial conflict,” Otis Chandler, publisher of *Los Angeles Times* told Sigma Delta Chi meeting in Minneapolis (see

WEEK'S HEADLINERS

William E. Chambers Jr., executive VP, a director and general manager of Foote, Cone & Belding's New York office, elected chairman of FC&B's executive committee. He succeeds **Rolland W. Taylor**, 60, who will retire at end of this year. Also elected: **Frank E. Delano** (New York) and **Brian F. McCabe** (London), both directors and senior VP's, to newly created posts of vice chairmen of board; **Louis E. Scott** (Los Angeles), a director and senior VP in charge of Los Angeles and Houston offices, to chairman of FC&B's operations committee; **Robert M. Trump** (Chicago), director and senior VP, to chairman of agency's development committee. Last January in first step in transferral of management command at FC&B, **Charles S. Winston Jr.** and **Richard W. Tully** were elected president and board chairman of FC&B, respectively; **Robert F. Carney**, then board chairman, continued as chairman of finance committee; Mr. Taylor moved from president of agency to chairman of executive committee, and **Fairfax M. Cone** relinquished his post of chairman of executive committee to devote himself to creative work at FC&B. Agency, which billed \$255.6 million in 1966, is publicly held and listed on New York Stock Exchange.



Mr. Chambers

is subsidiary, in 1956, serving as assistant sales manager, WBZ-TV Boston; general sales manager, KDKA-TV Pittsburgh; national TV sales manager of WBC (1963-65); assistant general manager of WBZ-TV (1965-66); and VP at RAR since 1966.

Donald E. Klauber, executive VP and general sales manager of feature film distribution, Seven Arts TV, named executive VP in charge of worldwide television activities, Warner Brothers-Seven Arts, New York (see page 64).



Mr. Coppinger

was with Metro Radio Sales as VP and New York sales manager.

Robert V. Coppinger, national sales manager for radio division of Edward Petry & Co., elected VP and general sales manager of radio, new position. Mr. Coppinger joined Petry in 1965 as eastern sales manager of radio and earlier

Henry V. Greene Jr., VP, Radio Advertising Representatives, New York, named VP in charge of TV for RKO General Inc.'s broadcasting division, New York. Mr. Greene joined Westinghouse Broadcasting Co., of which RAR



Dr. Niven

to Vincent Wasilewski, then executive VP and later president. Before joining NAB he was assistant professor of radio, television and communications at University of Washington.

Dr. Harold Niven, assistant to president of National Association of Broadcasters, named NAB VP for planning and development. He joined NAB in 1963 as assistant to VP for planning and development, was named assistant

For other personnel changes of the week see **FATES & FORTUNES**

page 56). He did not exclude his own newspaper from this conclusion.

In reply to question, publisher said there has been "difficulty" in TV coverage of racial disorders. "Newspapers have an advantage in that they have time in making an evaluation. Television has the problem of putting on its coverage live, and this makes it difficult for them," he said. "Television has to rethink their role."

Winning is not all

Arnold Palmer might win \$186,000 this year playing golf, but with endorsements and residuals from radio-TV commercial work his earnings will total "upwards of \$750,000."

This speculation was offered by **Dave Marr**, 1965 Professional Golfers Association champion, to New York chapter of Broadcast Pioneers Friday (Nov. 17).

Mr. Marr added that "super stars" like Palmer and Jack Nicklaus command "big price" in broadcast advertising, and "take the rest of us [golfers] along."

'Suspense Theater'

MCA TV has placed *Suspense Theater* into syndication and has completed sales to 14 stations, it was announced Friday (Nov. 17) by **Keith Godfrey**, vice president in charge of sales.

One-hour color series, which was on NBC-TV from 1963 to 1965 under title of *Kraft Suspense Theater*, has been bought by WABC-TV New York; KABC-TV Los Angeles; KRON-TV San Francisco; KHTV-TV Houston; WSB-TV Atlanta; KDAL-TV Duluth, KHBV-TV Las Vegas; KRLD-TV Dallas; KIRO-TV Seattle; KPHO-TV Phoenix, and KSL-TV Salt Lake City.

Not on foray for N.Y.

Lindsay tells Hollywood

New York Mayor **John V. Lindsay** reassured Hollywood TV-radio community Friday (Nov. 17) that he's not interested in any "raiding expeditions" for new business. TV and movie production can be "easy, simple and beautiful" in New York he told Hollywood Radio and Television Society, but

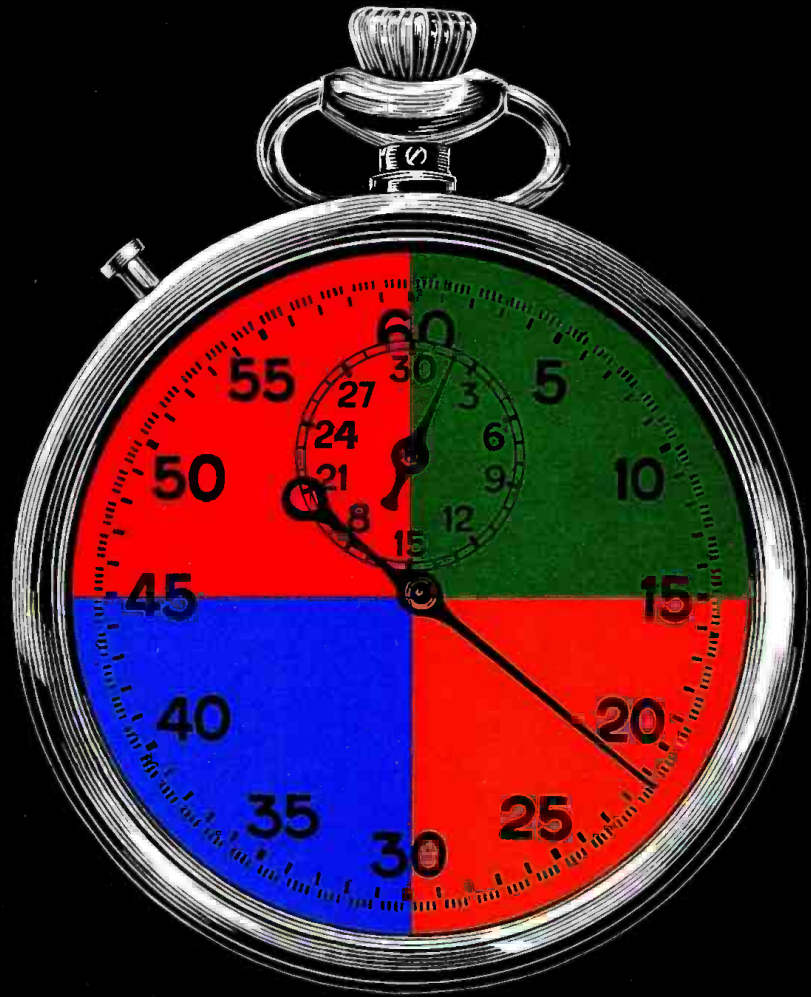
there's "plenty of room for everyone" in production business and no community's locations can be duplicated by another's. "You can't film 'The Night They Raided Minsky's' in Pasadena," he explained. Mayor Lindsay, who is member of President's Commission on Civil Disorders, commended radio and TV stations in his city for "dignified, cautious and responsible" coverage of racial troubles last summer.

NBC moves to front

NBC-TV nosed out CBS-TV in 30-market Nielsen ratings for week ended Nov. 12 and out Friday (Nov. 17). Averages, covering 7:30-11 p.m. period, were NBC 18.9, CBS 18.7 and ABC 16.8.

NBC scored with four shows in top 10 to CBS's five and ABC's one. NBC's *Bob Hope Show* (special) and Tuesday movie were 1-and-2 in ratings, while *Dean Martin*, also NBC, was fourth following CBS's Friday movie.

CBS-TV spokesmen noted that network "continues to lead for the television season to date," giving averages as CBS 19.3, NBC 17.7 and ABC 16.8.



Times have changed

Time was when a radio station, to be a network affiliate, had to accept a hodge-podge of programming and an awful lot of time.

But *times have changed*.

On January 1, 1968 — four trim and new, modern radio networks will introduce a new station concept of network broadcasting:

“no time to waste”

Each of our new breed of networks is independent of the other and designed for a specific station format: Information, Contemporary, Entertainment, FM.

Each network will program independently with that station format and only that format in mind. Our sound is your station. And it will fit *your* station.

That's why we've created four modern networks in place of one good old-fashioned one.

Something more.

A radio station lives on time, and measures its profit in seconds.

How much time does it cost you to capitalize on all the speed, mobility, international reach, extensive personnel, equipment and *radio-only* news and sports actuality reporting by the network of your choice?

Significantly less than with any major network today, including ours!

And suddenly, all other radio networks are obsolete!

If you'd like to join *the* national broadcasters in step with the times, write or call the ABC RADIO NETWORK anytime before the end of the year.

After that we'll be:

The American Contemporary Radio Network

The American Information Radio Network

The American Entertainment Radio Network

The American FM Radio Network

1330 Avenue of the Americas, New York, New York 10019 • (212) LT 1-7777

The American Information Radio Network

PLANNED PROGRAM SCHEDULE

TIME	Mon. thru Fri.	SATURDAY	SUNDAY
7:00 AM	News* (10 minutes)	News* (10 minutes)	
7:10 AM	Sports (3½ minutes)		
8:00 AM	News Around* The World (15 minutes)	News Around* The World (15 minutes)	News (5 minutes)
9:00 AM	News* (10 minutes)	News* (10 minutes)	News (5 minutes)
9:10 AM		Feature (1) (3½ minutes)	
10:00 AM	News (5 minutes)	News* (10 minutes)	News (5 minutes)
10:10 AM		Feature (1) (3½ minutes)	
11:00 AM	News (5 minutes)	News* (10 minutes)	News* (10 minutes)
11:10 AM		Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
12:00 AM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
12:10 AM	Feature (3½ minutes)	Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
1:00 PM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
1:10 PM	Feature (3½ minutes)	Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
2:00 PM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
2:10 PM	Feature (3½ minutes)	Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
3:00 PM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
3:10 PM	Feature (3½ minutes)	Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
4:00 PM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
4:10 PM	Feature (3½ minutes)	Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
5:00 PM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
5:10 PM	Feature (3½ minutes)	Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
6:00 PM	News Around The World (9½ minutes)	News Around The World (9½ minutes)	Mon. Morning Headlines (9½ minutes)
6:10 PM	Tom Harmon (9½ minutes)	Tom Harmon (9½ minutes)	Tom Harmon (9½ minutes)
6:20 PM	Alex Dreier (9½ minutes)	Alex Dreier (9½ minutes)	Alex Dreier (9½ minutes)
7:00 PM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
7:10 PM	Feature (3½ minutes)	Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
8:00 PM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
8:10 PM	Feature (3½ minutes)	Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
9:00 PM	News* (10 minutes)	News* (10 minutes)	News* (10 minutes)
9:10 PM		Feature (1) (3½ minutes)	Feature (1) (3½ minutes)
10:00 PM	World Wrapup (15 minutes)	News* (10 minutes)	News* (10 minutes)

ALL TIMES ARE EASTERN STANDARD TIME

The American FM Radio Network

PLANNED PROGRAM SCHEDULE

TIME	Mon. thru Fri.	SATURDAY	SUNDAY
11:15 AM	News (5 minutes)	News (5 minutes)	News (5 minutes)
12:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
1:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
2:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
3:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
4:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
5:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
7:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
8:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
9:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
10:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
11:15 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)

ALL TIMES ARE EASTERN STANDARD TIME

NOTE:

The American FM Network will furnish additional features and programs at night to all affiliated stations. Material may be used at the station's option.

Feature Programs—Religious
Meet the Newsmaker
Vietnam Update

*Cut-away cue available after first five minutes.

Footnote 1:

Feature program is World of Sports.

Certain public affairs programming such as "Voices in the Headlines," "Issues and Answers" and religious will be pre-fed.

The American Contemporary Radio Network

PLANNED PROGRAM SCHEDULE

TIME	Mon. thru Fri.	SATURDAY	SUNDAY	
6:55 AM (1)	News (5 minutes)		see footnote 2	
7:55 AM	News (5 minutes)	News (5 minutes)		
8:25 AM	Sports (3½ minutes)	Sports (3½ minutes)		
8:55 AM	News (5 minutes)	News (5 minutes)		
9:55 AM	News (5 minutes)	News (5 minutes)		
10:55 AM		News (5 minutes)		
11:25 AM	ACR (3) (3½ minutes)	ACR (3) (3½ minutes)		
11:55 AM	News (5 minutes)	News (5 minutes)		News (5 minutes)
12:25 PM	ACR (3) (3½ minutes)	ACR (3) (3½ minutes)		ACR (3) (3½ minutes)
12:55 PM	News (5 minutes)	News (5 minutes)		News (5 minutes)
1:55 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)	
2:25 PM	ACR (3) (3½ minutes)	ACR (3) (3½ minutes)	ACR (3) (3½ minutes)	
2:55 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)	
3:55 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)	
4:25 PM	ACR (3) (3½ minutes)	ACR (3) (3½ minutes)	ACR (3) (3½ minutes)	
4:55 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)	
5:25 PM	Sports (3½ minutes)	Sports (3½ minutes)		
5:55 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)	
6:55 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)	
7:25 PM			ACR (3) (3½ minutes)	
7:55 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)	
8:25 PM	ACR (3) (3½ minutes)	ACR (3) (3½ minutes)		
8:55 PM	News (5 minutes)	News (5 minutes)		
9:55 PM	News (5 minutes)	News (5 minutes)		
10:25 PM	ACR (3) (3½ minutes)	ACR (3) (3½ minutes)		
10:55 PM	News (5 minutes)	News (5 minutes)		

ALL TIMES ARE EASTERN STANDARD TIME

- Optional
- Between 6:55 and 11:55 AM, the Contemporary Network will open for pre-feed or local use.
 - RELIGIOUS COMPOSITE HOUR: Three 15-minute religious programs pre-fed. Other 15-minutes for local availability.
 - PERSPECTIVE: 50-minute news-in-depth feature program will be fed in two 25-minute parts.
- ACR = American Contemporary Reports: Short, modern reports geared to the pace of contemporary radio.

The American Entertainment Radio Network

PLANNED PROGRAM SCHEDULE

TIME	Mon. thru Fri.	SATURDAY	SUNDAY
7:30 AM	News (5 minutes)	News (5 minutes)	
8:30 AM	Paul Harvey* Commentary (5 minutes)	News (5 minutes)	News (5 minutes)
9:30 AM	News (5 minutes)	News (5 minutes)	News (5 minutes)
10:05 AM	The Don McNeill Show (25 minutes)		
10:30 AM	News (5 minutes)	News (5 minutes)	News (5 minutes)
10:35 AM	The Don McNeill Show (25 minutes)		
11:30 AM	News (5 minutes)	News (5 minutes)	News (5 minutes)
12:30 PM	Paul Harvey (1)* Commentary (15 minutes)	Paul Harvey (2)* Commentary (15 minutes)	News (5 minutes)
1:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
2:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
3:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
4:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
5:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
6:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
6:35 PM	Joseph C. Harsch Commentary (5 minutes)		
7:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
8:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)
9:30 PM	News (5 minutes)	News (5 minutes)	News (5 minutes)

ALL TIMES ARE EASTERN STANDARD TIME

Public Affairs programming will be fed for delayed broadcast including religious, World of Space and Science, Vietnam Update.

Additional Entertainment programming can be made available on a to-be-determined basis.

Footnote 1:
Fifteen minute co-op.

Footnote 2:
For network sale.

*Available unless pre-empted by previous commitment.

NOTE:

Two additional 25-minute programs will be pre-fed for Sunday night broadcast.

- Howard Cosell—"Speaking of Everything" (25 minutes)
- "On Location" (25 minutes)

"Forecast new vigor for web radio as ABC gives birth to quadruplets custom-made for local formats."

Variety

"The four-webs-in-one concept . . . is designed to serve the station need, where presently the station serves the network need."

Variety

". . . The first network service designed specifically from the stations' point of view."

Broadcasting Magazine

"Each of the four services will have its own program chief . . . and each will also have its own staff of news writers and commentators in addition to drawing on world-wide facilities of ABC News. Sports and other programming will also be produced by separate staffs for the different services."

Broadcasting Magazine

"The American Broadcasting Company is introducing a radical change in radio network operation in order to offer local stations programs for specialized audiences."

New York Times

" 'We're hoping to bring network radio out of the past into the future,' Mr. Beaudin told Advertising Age, . . . the news staff in New York will be doubled. Program managers for each of the four units, and other production people, will be hired, and the research department will be increased."

Advertising Age

"ABC announced it is investing \$3 million in new technical facilities to implement its plan to provide affiliates with four program services . . ."

Broadcasting Magazine

"The idea is not only brilliant and efficient, it is also the most revolutionary development in the audio medium in about 20 years . . ."

Variety

no time to waste

DATEBOOK

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

■ Indicates first or revised listing.

NOVEMBER

Nov. 20—Deadline for comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

Nov. 20—Twentieth annual dinner of the Motion Picture Pioneers. Leonard H. Goldenson, president of ABC, New York, will accept the society's "Pioneer of the Year" award in recognition of his years of service to the entertainment industry. Americana hotel, New York.

Nov. 21—Special meeting of stockholders, Jerrold Corp., to vote on merger into General Instrument Corp. Fidelity Bank, Philadelphia.

Nov. 21—Luncheon meeting of the Broadcast Advertising Club of Chicago. Speaker will be Mandall Kaplan, president and chief operating officer of the Kitchens of Sara Lee. Sheraton-Chicago hotel, Chicago.

Nov. 22—Special stockholders meeting, CEIR Inc., which owns American Research Bureau, for the purpose of voting on merger of CEIR into Control Data Corp. (BROADCASTING, Sept. 25). Key Bridge Marriott motor hotel, Arlington, Va.

Nov. 24—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Nov. 28—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Thomas P. F. Hoving, chairman of National Citizens Committee for Public Television. Waldorf-Astoria hotel, New York.

Nov. 28-29—Executive committee meeting, National Cable Television Association. Washington.

Nov. 28-Dec. 1—Media workshop sponsored by Advertising Age. Speakers include A. L. Plant, vice president-advertising, Block Drug Co.; Douglas K. Burch, media director, P. Lorillard Co.; John B. Hunter Jr., vice president-consumer products and marketing, B. F. Goodrich Co., and Leo Rosten, noted sociologist and humorist. Washington Hilton hotel, Washington.

Nov. 30—Deadline for reply comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

DECEMBER

■ Dec. 1—Opening date for entries in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity.

Dec. 1-2—AP Wisconsin meeting (newspaper and radio-television members). Pfister hotel, Milwaukee.

Dec. 4-8—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Dec. 6—Testimonial dinner in honor of

BROADCASTING, November 20, 1967

NAB FALL CONFERENCES

Nov. 20-21—Palmer House, Chicago.

Casey Shawhan, retired publicity and public relations director, NBC, West Coast. Biltmore hotel, Los Angeles.

Dec. 8—Winter meeting of Arizona Association of Broadcasters. Speakers include Charles Stone, NAB vice president for station services; Thom Winkler, NAB radio code manager. Camelback Inn, Phoenix.

Dec. 8—Joint media workshop on state advertising taxation sponsored by American Advertising Federation. Monteleone hotel, New Orleans.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep. WTVT(TV) Weather Service, Box 1198, Tampa 33601.

Dec. 12-13—Meeting of National Association of Broadcasters television code board. Ivanhoe hotel, Miami.

Dec. 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

■ Dec. 26—Deadline for comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

JANUARY 1968

■ Jan. 2—New deadline for filing responses to FCC's inquiry into operation and effect of present commission policies regarding carriage and program exclusivity on CATV systems.

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Peter Jennings, ABC. Waldorf-Astoria hotel, New York.

■ Jan. 5—Deadline for reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

■ Jan. 5—Deadline for entries for the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.

Jan. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston.

Jan. 15—Deadline for receipt of entries in 25th Annual Television Newsmen Competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Competition open in six categories plus Newsmen Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob Chaddock, coordinator of competition, University of Oklahoma, Norman, Okla. 73069.

Jan. 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference,



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TO SIGN-OFF**

AGAIN WSYR-TV is No. 1

IN HOMES
Delivered in the Syracuse Market:
*24% More Than Station #2
*73% More Than Station #3

6-6:30 P.M.
MONDAY THRU FRIDAY
WSYR-TV is No. 1

IN HOMES
Delivered in the Syracuse Market:
*20% More Than Station #2
*149% More Than Station #3

11-11:30 P.M.
NEWS
SUNDAY THRU SATURDAY
WSYR-TV is No. 1

IN HOMES
Delivered in the Syracuse Market:
*30.2% More Than Station #2
*194% More Than Station #3
*NSI - Feb. 16 to Mar. 15, 1967



Data quoted or derived from Audience Surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.
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Sometimes it's a good idea to get another point of view on your operation—an outside look. Are things really as good . . . or as bad as they look to you?

It helps most if the feelings, opinions, and attitudes come from the audience itself—from both those who like your radio or television station and those who like your competitors'.

When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

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Our clients know where they stand and, more importantly, the reasons why their ratings tabulate the way they do. They also know just as much about their competitors.

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Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in some of the country's most competitive markets.

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coverage and overlap of mutually prohibited contours in the standard broadcast service.

Jan. 16—Meeting of the Utah-Idaho AP Broadcasters Association. Boise, Idaho.

Jan. 21-23—Winter meeting of the Oklahoma Broadcasters Association. Habana motel, Oklahoma City.

Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, National Cable Television Association. Washington.

Jan. 23-25—25th annual convention of the National Religious Broadcasters. Washington.

Jan. 24-27—Meeting of the board of directors of the American Women in Radio and Television. Shamrock Hilton hotel, Houston.

Jan. 26-27—The second annual color television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound-tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photog-

raphy, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 5-7—Tenth annual conference on advertising/government relations sponsored by the American Advertising Federation. Washington Hilton hotel, Washington.

Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Feb. 16-18—Meeting of the New England chapter of the American Women in Radio and Television. Statler Hilton hotel, Boston.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

MARCH

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

March 18-23—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

ⓂIndicates first or revised listing.

OPEN MIKE®

Is it really equal time?

EDITOR: As one who strongly supports the right of broadcasters to editorialize, I must disagree with your Nov. 6 editorial, "Gag Rule". . . . [In] my speech before the International Radio and Television Society [early this year in New York] I not only tried to sustain the right of a station to express on-the-air opinion, I maintained it was a duty.

Nonetheless, my experience in government and politics can lead me to only one conclusion on candidate endorsement and that is that the FCC may actually have been too mild in its conclusion in the matter of KING-AM-FM-TV Seattle.

A 20-second endorsement repeated 24 times with opposing candidate given

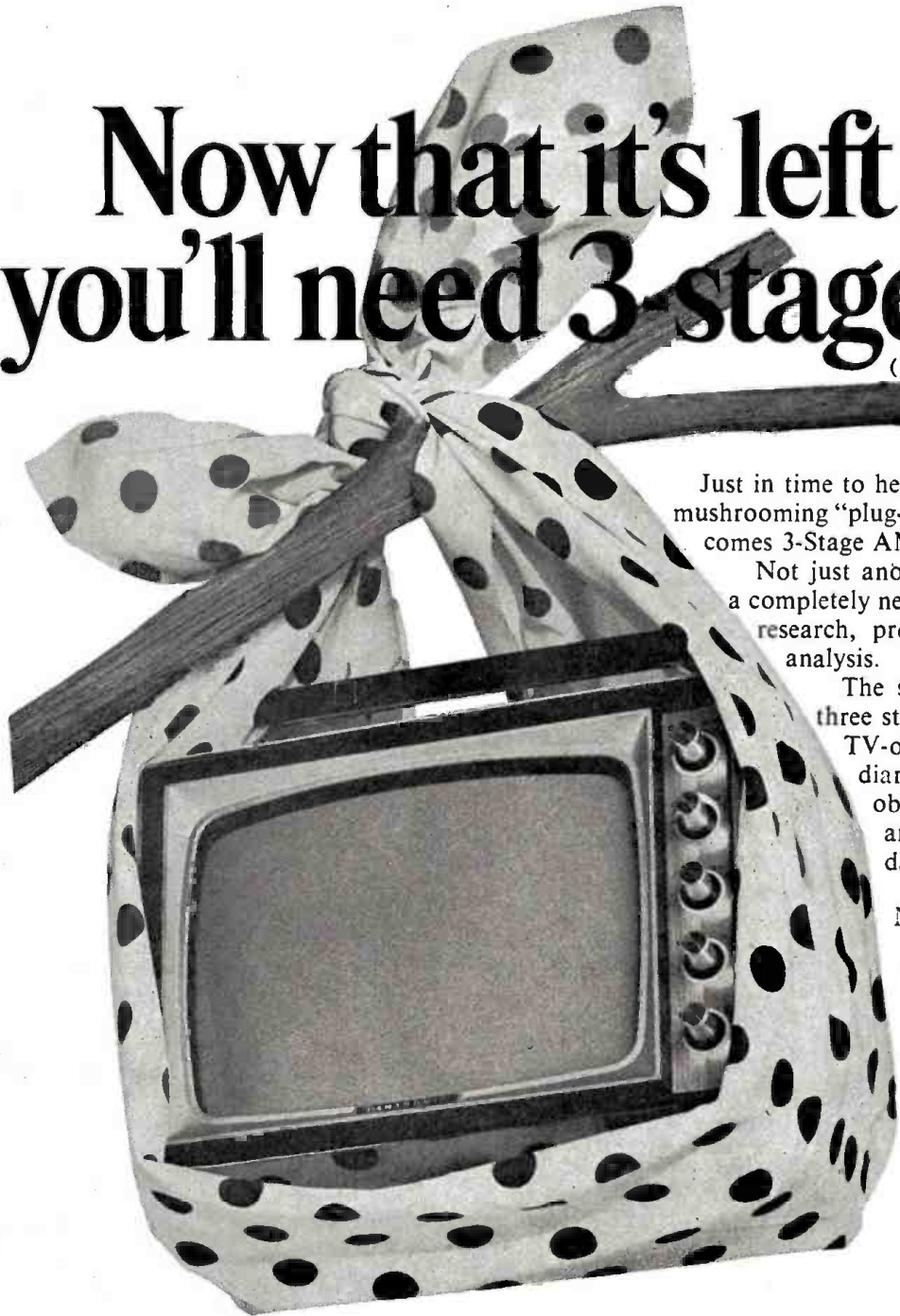
six spots also of 20 seconds each to reply, is not only unfair, it is ludicrous. The FCC hinting that equal reply time would suffice for fairness, and your reaction to it, misses the point.

If you editorialize on an issue and offer equal time for a reasoned reply, that is one thing. However, if you merely say "We endorse John Doe for city council," which is about all you can say in 20 seconds, what can the opposing candidate say in his reply? The prestige and power of the station is implicit in the endorsement. What will be effective to counter it? Aside from saying "Vote for me, not him," what can the reply be? This is free time and valuable time, but can it have any true or fair relationship to the damage done or the point made?

The only fair way to handle such en-

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(ALL-MEDIA PULSE)



Just in time to help you keep track of the mushrooming "plug-out" television audience, comes 3-Stage AMP.

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Represented nationally by
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dorsements is for a one-segment reasoned statement by the station, similar to a newspaper editorial, with reply time. A 20-second spot announcement is not an editorial; it is a campaign technique and should be treated as such.—Representative Theodore R. Kupferman (R-N.Y.).

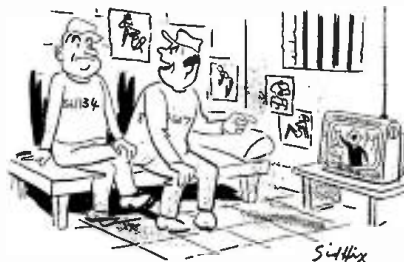
Some bonus circulation

EDITOR: REQUEST PERMISSION TO REPRINT NOV. 6 ADMIRAL CORP. EDITORIAL WITH FULL CREDIT TO BROADCASTING. CONGRATULATIONS ON ANOTHER FINE AND PENETRATING JOB WHICH IS MORE OR LESS ROUTINE WITH YOU.—Hi Bramham, commercial manager, WSM-TV Nashville.

(Permission granted. Editorial related Admiral's decision not to use TV advertising with its sharp decline in earnings this year.)

EDITOR: REQUEST ORIGINAL ART WORK AND PERMISSION TO REPRINT SID HIX NOV. 6 CARTOON. WE HAVE RUN VERY SUCCESSFUL FRIDAY NIGHT MOVIE FOR OVER FIVE YEARS.—Mort Cohn, vice president and general manager, WLOS-TV Asheville, N. C.

(Permission granted; original en route.)



"Think we're in trouble? He's opposite the Friday night movie."

Compliments to the author

EDITOR: . . . I have received many favorable comments on the Oct. 30 Monday Memo article.—J. E. McDougall, Cockfield, Brown & Company Ltd., Montreal.

Research in the ghetto

EDITOR: Most of the story, "News pipelines to the ghettos," in your Oct. 16 edition was based on a thesis which was researched and written by Thomas H. Allen while he was a graduate student at West Virginia University. You cite "a recent study" in the article, but I think you should have credited Mr. Allen. He is a modest young man, but I am sure he would have appreciated some recognition for his work.—Professor Guy H. Stewart, School of Journalism, West Virginia University, Morgantown.

(The references to the study by Bill Monroe, director of NBC News in Washington, did not include mention of Mr. Allen, hence the omission of credit.)

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TELECASTING* was introduced in 1946.

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What's it mean - a masthead?

Not much really until you've demonstrated a level of integrity.

Naturally it costs money and creates problems when you stand behind your masthead. But, your reader buys your publication simply because he has come to know and expect you to perform to a given level.

We make medicines for doctors to prescribe. We take the responsibilities for these medicines.



This is our masthead

For a free copy of This is Lederle, write to Public Relations Department



LEDERLE LABORATORIES

A Division of American Cyanamid Company, Pearl River, New York

Think 1967 was a big news year?

- **Mideast War**
- **Riots**
- **Vietnam**
- **Russia vs. China**

More than 300 UPI affiliates have learned there's more money—and more interest—in locally-produced news shows using UPI Audio.

For openers, you might ask WGN, WOR, KSFO, KIXI, WJW, KMPC, WHDH, WAVA, KFJZ, KPOL, WWDC, WNUS, WMCA, WIBG, or KVI just how we did on the big stories.

They're just a few of the stations that sent congrats.

then just look at what you know is coming in 1968...

- Olympics
- Conventions
- Elections
- Apollo

UPI will provide direct programming in 1968 on all these once-every-four-year stories.

Planned Coverage by UPI means Revenue Producing Programs in your market.

**We're working on coverage.
Are you working on sales?**

The Network for News – UPI AUDIO

Agencies can help curb rising government control

For some time advertising has been under attack from a number of sources.

Consider Donald Turner, assistant attorney general for antitrust. Since his Justice Department appointment in 1965 he periodically has set off alarm bells throughout the entire business community. He also has said he believes there is a significant correlation between high advertising expenditures and market concentration, with adverse affect upon competition.

Or consider the Federal Trade Commission. It has wide powers over the content of advertising. Chairman Paul Rand Dixon made its position clear when he said "advertising would make a mistake if it argued that government should never ask questions of you."

Answers Obvious ■ There are many solid arguments against the encroaching power of government and arbitrary policies against bigness.

Ours is an innovative economy. We all know that a very good product will survive only until something better is invented.

Yet this simple fact eludes the government agencies. A recent example is the FTC suit against General Foods for acquiring S.O.S. and allegedly threatening to create a monopoly in the steel-wool scouring-pad market (see story, this issue). Meanwhile three firms began marketing nylon or plastic pads with ads that attacked steel pads as out of date.

But the FTC concluded nylon pads were for use on china and glass and only steel pads should do the job on pots and pans. What a sweeping claim! If it were made on TV could it be labeled as deceptive advertising?

The size of an advertising budget does not necessarily reflect a majority of the market. Ford found this a bitter truth with the Edsel. Mr. Turner's suggested limits on ad budgets raises the question of who decides how much for whom. Certainly new products need more promotion and often they are brought out by small companies. It seems such limits would not only be arbitrary but in restraint of trade.

Meeting the Threat ■ What position should advertising agencies assume in the present situation of criticism by the public and the threat of more government control?"

Certainly it should not be one of passive self-defense, for this attitude creates a void which would be filled inevitably by more government activity. It is essential rather that we apply the full force of constructive ideas and ac-

tion to our problems.

Basically we should avoid being over-defensive about criticism from any source. Perhaps we can learn from it.

Then we must make a more concerted effort toward educating all sectors regarding: (a) advertising's contribution to the economy and the standard of living; (b) the advertising industry's role in public-service projects, and (c) our own self-regulatory bodies—the American Association of Advertising Agencies, American Advertising Federation, Association of National Advertisers, the voluntary codes of the media and the high standards maintained by individual advertisers and media.

We should assume the social responsibility of providing better information to the consumer, with special emphasis on understanding the needs of the disadvantaged and minority groups.

Young & Rubicam's William J. Colihan Jr. has said he believes "advertising is the strongest force in adult education because it reaches even the uninterested, the distracted and the reluctant," particularly through radio and TV. Agencies could very well enlist their creativity in Mr. Colihan's proposal for educational programs aimed at the "non-affluent, the under-educated and the innocent young."

In reaching the public there are other methods we could pursue with more diligence. By providing speakers for women's groups and for schools and colleges, by setting up seminars and discussion groups, we would achieve far better public understanding of advertising's positive contributions. We're doing some of this but not enough.

Self-Regulation Vital ■ If constructive ideas and actions are to be successful they must spring from our own earnest convictions. We in advertising agencies

must work consistently with our self-regulatory bodies to bring up the standards of all advertising. We should cooperate in efforts to raise the level of local advertising which sometimes damages the entire industry.

Recently the courts have held that the advertising agency is the expert responsible for content. Obviously someone has to be held accountable. While this decision may add to our problems, there can be no more buck-passing.

Therefore we are obligated to present our clients with ideas and copy which represent truth, good information and proper appeal. We also are obligated to demand of our clients the whole truth about their products.

But we still are faced with the threat of increased government control. Ira M. Millstein in an article for the *Columbia Law Review* states "it may be time for the FTC to doff its almost exclusively prosecutorial hat and don that of adviser and coordinator."

I would hope we could have some influence in effecting this change in roles by taking initiative in arranging conferences between the government agencies and representatives of the marketing world. We could then keep the government fully apprised of developments in self-regulation, promote some area of mutual understanding of marketing problems and work toward solutions that will benefit the public and the national economy.

We must constantly bear in mind that advertising is the mainspring of the merchandising process. Its thrust has economic force. It uncovers enormous opportunities for the social and educational betterment of many sectors of our population. It is a powerful thrust that we must use with imagination and with wisdom.



Philip E. Bash, president of Clinton E. Frank Inc. since 1964, is chairman of the Chicago Council of the American Association of Advertising Agencies. He joined Frank agency in 1954, the year it was established, becoming vice president in 1956 and senior vice president and director of marketing services in 1961. Earlier for seven years he was with Leo Burnett Co. He holds a B.A. degree from DePauw University, Greencastle, Ind., and served in the Navy during World War II.

We Buy Time



Jerry Jackson

Jack Kennedy

Don Kelly

Ron Curtis

Bill Casey

How much is **YOUR** time worth?

**As a good businessman your time
is worth PLENTY,
and WE can buy you more time.**

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**experts in creative color select
the best in color broadcasting...**

RCA TK-42 "Big Tube" Cameras and TR-70 Highband Tape Recorders

In the Rust Craft business, finest color reproduction is most important whether in greeting cards or broadcasting. RCA TR-70 highband recorders are a perfect match for RCA TK-42 studio cameras, giving Rust Craft stations an unbeatable combination in producing highest quality color programs and commercials.

Medium market stations, like those in the major markets, demand the best in color. The fact that many group-owned stations are ordering this RCA color combination is an indication of the emphasis on quality.





Some of the many Rust Craft artists at work, illustrating various stages in design of cards, party goods and gift wrap. In all these, the creative use of color combinations is basic to the appeal and sales of Rust Craft products.



Creative color combination: TK-42 color camera and TR-70 highband tape recorder in operation at WROC-TV, Rochester, one of the Rust Craft stations.



Why not prove the superiority of RCA matched equipment for yourself? Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.



THE MOST TRUSTED NAME IN ELECTRONICS

FOOD

(for thought)



The Food Industry is one of the most competitive areas of retailing. Manufacturers and retailers know their advertising dollars must be invested in the best possible manner. In Maryland, America's most successful food manufacturers, processors and retailers, after years of experience, instinctively buy WMAR-TV, the station that delivers more results than any other in this market. Join them when you are placing spot schedules. Call your Katz man or Tony Lang, WMAR-TV Sales Manager, for complete details.

P.S. This past week WMAR-TV carried 580 spots for products sold in food stores. Was yours included?

Sylvia Scott
featured on
"The Woman's Angle"
Monday through Friday
1 to 1:30 P.M.

In Maryland
Most People Watch **COLOR-FULL**

WMAR-TV

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



Pay TV back in the freezer

House committee tells FCC to cool it for a year while Congress studies whole broadcast system; nobody expects FCC to tell Congress to go jump

The House Commerce Committee has acted to stop any FCC action on pay TV for one year, pending comprehensive hearings during the next session of Congress on subscription TV's impact on the total communications picture and receipt of whatever recommendations a presidential task force may have for toll television.

There was every indication that the FCC, although considered not legally bound by the vote of one committee in one house of the Congress (the action took the form of a sense-of-the-Commerce-Committee resolution), would bow to political reality and give the House panel the delay it has sought.

Pay-TV opponents could see in the committee action a parallel to events in 1958 when a similar resolution stayed the FCC's hand from approving pay-TV installations—even for tests (BROADCASTING, Feb. 10, 1958). (A modification of the Commerce Committee's stand made way for limited experimentation.)

But the picture wasn't entirely dark for pay-TV advocates last week. It was noted that stronger language might have been adopted, and key committee members gave assurances that the resolution represented no attempt to judge the pay-TV issues on their merits. Rather, the step was portrayed as a means to keep the matter from being foreclosed by FCC action before Congress could mount a major attempt to assess subscription television's impact on a host of related problems.

Hearings Slated ■ As if to reassure proponents of pay TV that the congressional door had not been slammed completely shut, Representative James Harvey (R-Mich.), author of the basic resolution, said that hearings in the next session were definitely contemplated. Asked how these hearings would differ from the one conducted last month by the Communications Subcommittee (BROADCASTING, Oct. 23, 16), he said they would be much broader in scope, attempting to relate pay TV to commercial television, "public television," CATV, networks and spectrum

allocation. These areas are specified in the resolution as requiring "comprehensive consideration."

Mr. Harvey also referred to the report expected next year from the President's task force on communications (BROADCASTING, Aug. 21), a group whose franchise does not specifically include pay-TV problems but is charged with the larger problems of frequency allocations and the possible need for general revision of the Communications Act of 1934.

Proposals incorporated in the task force's promised report are expected to provide a basis for a broad committee inquiry promised by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). Commerce Committee Chairman Harley O. Staggers (D-W. Va.) is also known to favor an exhaustive probe into basic communications law, an enterprise that will become more likely if shaped in advance by administration spadework.

The resolution, as amended and



Chairman Staggers



Representative Harvey

Minority member briefs news media on meeting

Representative James Harvey of Saginaw, Mich., who ranks seventh in a field of 14 minority members of the House Commerce Committee, found himself unexpectedly in the limelight after last Thursday's closed-door committee meeting. Committee Chairman Harley O. Staggers (D-W. Va.) put Mr. Harvey in charge

of answering questions about his pay-TV-delay resolution.

Uncertain, at one point, as to how much he should reveal of the nominally secret committee deliberations, he turned for advice to an old hand: Committee Clerk Ed Williamson. "You're doing just fine," he was quickly reassured.

The real meaning of pay-TV delay

FEW AT FCC THINK SUBSCRIPTION TV IS A THREAT TO FREE TV

The House Commerce Committee's action last week in moving to head off FCC action on pay television for another year represents, in some measure, a victory for forces opposed to the establishment of a pay system as a regular service. But the real significance of the resolution calling for the moratorium may turn out to be that it helps focus attention on the fact that pay television, at least in the form which has for years frightened commercial broadcasters and outraged members of Congress, may no longer be a real issue.

The commission after studying the matter for 12 years, had been moving toward the creation of a pay-TV service. But its expected decision to shelve the matter has nothing to do with the committee's expressed doubt as to the agency's authority in the matter. It's simply that the commission has no wish to antagonize a congressional committee that has indicated a desire to take a further look at a complex of interrelated communications issues, including pay television (see page 29).

Authority ■ The commission on a number of occasions dating back some 10 years, and most recently in a hearing before the Commerce Committee's Subcommittee on Communications last month (BROADCASTING, Oct. 9), has maintained that it has authority to establish a pay-TV system without further congressional action. (And in the only court test involving the commission's jurisdiction in the area, the U. S. Court of Appeals, in a 1962 decision that the Supreme Court

declined to review, upheld the commission's jurisdiction to authorize tests of pay television.)

Furthermore, the commission appears to have reached the point where a majority of its members, if not all seven of them, appear to have been persuaded to grant the pay-TV forces' wish to test their systems in the market place in competition with conventional television. Indeed, in requesting comments from the industry in the most recent round of its protracted rulemaking proceeding, the commission, in March 1966, said: "That subscription television on a nationwide scale can be effectively integrated into a total TV system, with advantages to the viewing audiences, appears to be a reasonably sound conclusion at this point" (BROADCASTING, March 28, 1966).

In part, the commission's apparent readiness to authorize the establishment of a pay-TV system is based on a desire to keep faith with the ideal of the free-enterprise system. As one commission member put it, in reference to the opposition of commercial broadcasters worried about what pay television might do to the existing system: "Is it proper for an agency of government to put a fence around an existing industry to protect it from competition?"

Easy Compliance ■ But there is a factor, not present previously, that makes it easier for the commission at least to express a willingness to let pay TV compete in the market place—and one which suggests that pay TV is no longer the issue it once was:

Few, if any, of the commissioners believe that pay television poses a threat to the existing system.

The continuing test of the Zenith Radio Corp. and its affiliated company, Teco Inc., of Zenith's Phonevision system of off-the-air pay television in Hartford, Conn., certainly provides no basis for FCC concern. Neither did the test of International Telemeter Co. of a wired system in a suburb of Toronto, nor the ill-fated operation of Subscription Television Inc. in California.

And for any commissioner harboring thoughts that a full-blown pay-TV system could cause trouble not foreshadowed by the tests, there are the rules that the commission's special committee on pay TV proposed that the agency adopt in establishing a subscription system.

They are designed to prevent siphoning of the kind of programing on which conventional television has come to depend. They would, for instance, prohibit pay-TV stations from carrying feature films that were shown more than two years previously on a first-run basis (some exceptions would be made for classics, such as "Gone with the Wind"). Sports events that had been carried in the pay-TV-served community within two years preceding the proposed pay-TV broadcast would be denied to the pay system. And series-type programing with interconnected plots would be barred. So would commercials.

These rules thus reflect what the commission's committee, as well as pay-TV proponents, believe would be the

passed by the Commerce Committee, cited inconclusive tests on public acceptability of pay TV and availability of different or higher-quality programing, unclear effects on commercial TV and on "the established national policy with regard to localization and public-service aspects of television," as reasons for the committee action. It was also noted that subsidized noncommercial television "may fill adequately the need for additional viewing fare and cultural programing."

Authority Unmentioned ■ As passed by the Communications Subcommittee Tuesday (Nov. 14), the Harvey resolu-

tion contained no assertion of the FCC's lack of authority to establish a subscription broadcast service—long a sticking point for most committee members, even those who would otherwise have no objection to the start of a limited pay-TV service.

During full-committee consideration an amendment, offered by Representative Horace R. Kornegay (D-N. C.), added the jurisdictional issue to the bill of particulars: "It has not been established to the satisfaction of this committee that authority to license subscription television operations comes within the power of the commis-

sion . . ." That amendment, as was one other, was adopted on a voice vote.

But stronger language, offered by Representative John E. Moss (D-Calif.), was rejected. It was reported that the Moss amendment would have stated flatly that the FCC had no legal grounds to act on pay TV.

Limit Limited ■ The other change wrought on the subcommittee-approved text by the full committee was inclusion of the one-year limit on commission inaction. Mr. Harvey explained later that he had offered two draft resolutions to the subcommittee, one with the one-year limit and one without. It

reality of a pay-TV system—mass entertainment. To insure that there is some delivery on the long-held promise of pay-TV backers—cultural events, such as opera, ballet, legitimate theater—the rules would bar pay-TV stations from devoting more than 90% of their subscription programming to feature films and sports.

(Commissioner Lee Loevinger made it plain in the oral argument the commission held on the pay-TV question last month that such rules provide for far more program supervision than he could easily stomach. It doesn't seem unlikely, however, that changes could be made to persuade him to at least go along if a majority of his colleagues favored adoption of a pay TV system.)

Changes ■ But the history of the pay-TV tests and the rigid rules under consideration aren't the only reasons for writing off pay television as a real issue. In the view of some commissioners, time is passing pay TV by. Commercial TV, they note, is to a degree moving increasingly into the void pay TV was supposed to have filled, what with its presentation of increasingly current movies and an ever-growing list of specials. Furthermore, they see the recently established Corp. for Public Broadcasting providing the kind of diversity pay TV was supposed to make possible.

And beyond these developments, there is the exploding technological revolution in communications. CATV, with systems relaying signals picked up from television stations, commissioners point out, is only a rude portent of what may come. Commissioner Nicholas Johnson, among others, has held out the prospect of 20-channel cable TV systems developing in response to viewers' demands for a diversity of programming. And if such

systems operate entirely by wire, does the commission have the authority to regulate them? Some commission sources think not.

Commission's Doubts ■ The commission itself has expressed doubt it has the authority to ban program originations by CATV systems. Indeed, the CATV bill the commission has asked Congress to adopt to eliminate any question as to the agency's authority to regulate cable systems specifically calls for a ban on program origination, in an effort, the commission explains, to bar CATV from developing into wired pay-TV systems. (The commission, however, would want authority to permit certain kinds of originations, such as those for news and weather reports.)

In addition, there is CBS Laboratories' new electronic video recording (EVR) system that, its developers say, can become the counterpart of the home phonograph (see page 66). CBS Laboratories is developing a broadcast version of EVR that is said to hold the promise of replacing conventional film and tape as the basic medium for TV programs and commercials. But EVR's original application is expected to be in the form of an instrument for the display in the home of a variety of audio-visual material.

In view of such developments, one commission official noted, it is hard to get steamed up about the House committee's action in urging the commission to hold off action on pay TV for a year. There seems to be no great feeling one way or another about the matter, he added. Another suggested that the commission had better start looking ahead to the new issues being opened up by the new technology. That, he said, is where the real work of the commission lies.

was decided in subcommittee to approve the text without the limit on the advice of a representative of the Office of the Legislative Counsel who expressed doubt that one committee could commit a future committee and that any given resolution would therefore expire with the Congress that enacted it. Such expiration would come in about one year, anyway, it was noted.

Nevertheless, at the full committee meeting, an amendment was offered by Representative Lionel Van Deerlin (D-Calif.) restoring the one-year limit. (It was reported that Mr. Van Deerlin, along with three others, voted against

the whole resolution at the subcommittee meeting. It passed, 5-4.)

The full-committee passage came on a voice vote, Chairman Stagers said. "I heard no no's," he added. Because of the nature of the voting and the patterns offered it was difficult to gauge the location and strength of pro-pay-TV forces. Both the full committee and the subcommittee met behind closed doors.

Two key subcommittee votes were unofficially reported: the main 5-4 vote on final passage for referral to the parent committee and a 7-2 vote against adding the one-year limit to the

subcommittee text. The closeness of the final vote led to speculation earlier in the week that the measure came close to being defeated in the subcommittee, a development that would have been tantamount to signaling the FCC to proceed with its determinations.

Rooney's View ■ In fact, it developed that one of the missing votes—that belonging to Representative Fred Rooney (D-Pa.), who was absent attending a grand opening in his district—would have tied the score at 5-5, resulting in no subcommittee action. Mr. Rooney later said he did not have sufficient advance warning of the subcommittee meeting and that he felt that pay TV "should be given a chance."

On the other hand, another vote was absent—that of Representative William Springer (R-Ill.), ranking minority member of the committee, who could have been expected to vote for the resolution. (Mr. Springer was listed as a key advocate of the 1958 anti-pay-TV resolution.)

Those present and voting for the resolution in the subcommittee were Chairman Stagers, Mr. Macdonald, Mr. Harvey, Mr. Kornegay and James T. Broyhill (R-N. C.). Those opposed were Mr. Van Deerlin, Richard L. Ottinger (D-N. Y.), Clarence J. Brown Jr. (R-Ohio) and Donald G. Brotzman (R-Colo.).

Adding confusion to any assessment of pro-pay-TV strength was the report that only Mr. Brown and Mr. Brotzman were reported as having voted to include the one-year limit in the resolution. The seven others present sided with the slightly stronger language.

Hyde Reacts ■ There was not much doubt that the resolution would have its intended effect on the FCC. Commission Chairman Rosel H. Hyde would say only that he "gave the committee the commission's views at the time of the hearing, and I have nothing further to add."

At the hearing, Chairman Hyde said that the FCC believed it had the authority under present statutes to establish a pay-TV system if it found one to be in the public interest and that it would take a change in the law to alter the situation. He added, though, that he would closely consider the wishes of the Commerce Committee and that he personally did not expect hasty action of the sort that would not give time for Congress to make its wishes known.

Although prudent speculation would point toward commission acquiescence in the committee's action, the commission has not yet discussed how to proceed. As of late Thursday sources declined to predict whether the commission should formally announce a delay in its pay-TV proceedings or say nothing and wait.

Zenith 'Not Discouraged' ■ In Chi-

cago, the president of the Zenith Radio Co., Joseph S. Wright, one of the leading pay-TV advocates at the August hearing, said he was "naturally disappointed" at the committee's action. He said he could not see any new information emerging from a year's delay. He added, however, that he is not discouraged, and described pay TV as inevitable. (Zenith has been urging government approval of pay television since 1952, and it has been testing its Phonevision system of over-the-air pay TV over WHCT[TV] Hartford since 1962.)

In Washington, commercial broadcast partisans hailed the committee action as re-establishing an earlier congressional dominance over the FCC on the matter. The pattern of delay was seen as being strongly re-established, and observers discounted the possibility that more hearings next year could create sufficient strength in Congress to permit the enactment of legislation favorable to pay TV.

Mr. Harvey, however, observed candidly that if Congress does not act in some positive manner to resolve the matter next year, the FCC, at the expiration of the delay resolution, "would go ahead with its procedures at that time."

Pay-TV resolution passed by House committee

The following is the text of the resolution on subscription television approved by the House Commerce Committee:

Whereas the experimental subscription television systems thus far tested have proved to be inconclusive as to acceptability to the public generally, and as to whether the public interest would best be served; and

Whereas such experimental systems have been unable to demonstrate the ability of subscription television to offer new, different or higher quality viewing for potential subscribers; and

Whereas the long term effects of subscription television on commercial television and upon the established national policy with regard to localization and public service aspects of television are unclear; and

Whereas the development of public television may fill adequately the need for additional viewing fare and

cultural programming; and

Whereas the many complex issues and interrelationships among radio, commercial television, public television, community antenna television, subscription television, networks, satellites and spectrum allocation require additional committee attention and comprehensive consideration; and

Whereas it has not been established to the satisfaction of this committee that authority to license subscription television operations comes within the power of the commission under the provisions of the Communications Act of 1934.

Now, therefore, be it resolved that it is the sense of the committee on Interstate and Foreign Commerce that the FCC should refrain from further action upon its Fourth Report and Order for one year, or, until the Communications Act of 1934 is amended to authorize subscription television.

BROADCAST ADVERTISING

TVB searches for guiding light

With unsold time on stations' schedules, salesmen look for ways to get television back onto its usual track of continuously climbing sales curves

Television forces gathered for the Television Bureau of Advertising's 13th annual membership meeting in record numbers last week to try to peer into a future that they devoutly hoped would be better than 1967 has been.

Economists, consultants, researchers and agency executives painted a generally optimistic picture of the years ahead, and in the meantime TVB officials, led by President Norman E. Cash and Chairman Joseph P. Dougherty outlined what the bureau is doing today to make a brighter tomorrow.

A meeting Wednesday morning in New York (Nov. 15), opening three days of business, dealt primarily with spot television, whose softness this year has been a source of continuing concern.

The indications, according to participants in the closed meeting, are that al-

though as always spot volume is up at some stations and down at others, in total it seems to be on a plateau about level with total spot volume at this time last year.

Needs Help ■ Officials reportedly stressed that TVB is doing all it can with its present resources, that it must have help if it is to do more—and that stations not now members of TVB represent a vast reservoir of potential help, if they would only join up.

It was estimated that approximately 260, or fewer than half of the more than 600 commercial stations now on the air, are TVB members. Some members complained tartly after the meeting that, as one put it: "We're putting up the dough, and the others are getting a lot of the benefit standing on the sidelines doing nothing."

A membership drive seemed in order

—and likely.

It also was disclosed, according to participants, that arrangements had been made for TVB to get a lot of additional help from station reps. These arrangements, it was said, include the designation of one TVB contact at each rep firm to be available for a variety of assistance to TVB, from compiling information to making sales calls.

A review of other TVB activities in behalf of spot television or TV sales generally was said to have included long-range and more immediate research programs, an intensified program of sales calls and the evolution of the new "System of Spot" designed to reduce paper-work and make spot buying easier (BROADCASTING, Sept. 25, et seq.).

Regional Clinics ■ It also was disclosed that TVB sales clinics, held on an individual-station basis in recent years, will be conducted on a regional basis in some 21 cities in 1968. Howard Abrahams, vice president and director of local sales, said the tentative lineup will permit member-station executives to travel no more than 250 miles to a



Costume by Joseph Magni

The city that turns us on

San Francisco is the city that sets the pace, makes the trends, starts the styles. San Francisco: one of a kind. Unique.

In the San Francisco Bay Area, viewers are turning on KTVU, the only television station that programs its entire schedule to match the varied tastes of this market.

So when you need impact and coverage, go to the independent that's tuned to the market and gives you a net weekly circulation of 1,204,700 TV homes. The Nation's Leading Independent TV Station.*

REPRESENTED BY H-R TELEVISION

ARB Net Weekly Circulation March 1966 Coverage Study. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. Original reports can be reviewed for details on methodology.

KTVU 2
SAN FRANCISCO • OAKLAND



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; WTIC-TV, Pittsburgh; KTVU San Francisco-Oakland.



Coffee growers use of TV draws praise

Citations praising "superb efforts" to increase coffee consumption through TV advertising were presented to the International Coffee Organization and its agency, McCann-Erickson by the Television Bureau of Advertising last Tuesday (Nov. 14).

Norman E. Cash, TVB president (shown at left above with McCann-Erickson representatives) made the presentation at the board of directors luncheon opening TVB's annual meeting in New York (see adjacent stories).

Enrique Soto of the National Federation of Coffee Growers of Colombia, accepting on behalf of

ICO, responded with some kind words for TV. ICO started using television in 1965 because of deep concern over declining coffee sales in U. S. and Canada, and now has evidence of a sales upturn for the first time since 1961, he reported, hailing TV's "tremendous impact."

Television is the primary medium in the campaign, which portrays coffee as the "Think Drink" and the number of markets is being increased for 1967-68. Shown with Mr. Cash are McCann-Erickson's (l to r) George Morriss, account director; Donald Smith, senior vice president, and Al Tractenberg, account executive.

meeting, except in the Far West.

Cities designated for the one-day meetings were Los Angeles; San Francisco; Portland, Ore.; Chicago; Boston; Salt Lake City; Denver; Washington; St. Louis; Omaha; Jacksonville, Fla.; Charlotte, N. C.; Minneapolis; Detroit; Buffalo, N. Y.; Oklahoma City; Houston; New Orleans; Indianapolis; Pittsburgh, and Cincinnati.

Several stations said that gains in local business were keeping their total sales volume up despite slowdowns in spot's growth rate.

TVB officials said registration for the three-day meeting exceeded 220, the largest in TVB history.

Most of the sessions dealt with what's ahead in the coming years, including a look at commercials and commercial practices as they're apt to be five years from now (see page 39).

Today's business was dealt with

mostly in closed sessions, including, in addition to Wednesday morning's, elections Thursday afternoon (see page 74) and a partially open, partially closed meeting Friday morning at which WCBS-TV New York presented a campaign technique that many authorities thought could be instrumental in increasing TV's share of retail business (see page 48).

In the keynote speech at a dinner Tuesday evening, President Cash reported that TV has had a growth of \$1.5 billion in advertiser investment since the bureau started but that today the medium faces "a future full of uncertainties and equally full of opportunities."

A Challenge ■ Mr. Cash emphasized that the increased cost of selling constitutes one of the challenges of the future. He referred to FCC reports that show station sales expenses at an all-

time high of \$112 million, and commented: "There is no such thing as a cheap salesman. Either he makes a profit or he is too expensive. The same yardstick has been applied to the bureau's activities."

He stated that TVB has stepped up its spot television sales calls in an acceleration program that already has included 202 national advertiser meetings and has resulted in "some \$18 million in added spot business."

He praised the cooperation of station representatives in making possible "a greater awareness" of spot television on the part of national advertisers. "Television's future growth in spot, in network and in local is important not only for the telecaster but for the total economy of our nation," Mr. Cash asserted.

Improved communications, teamwork and forward planning by the television medium and advertisers and their agencies can be mutually beneficial, TVB Chairman Dougherty, executive vice president of Capital Cities Broadcasting, told the bureau's board of directors luncheon on Tuesday. He acknowledged that television has a communication problem, for example, in attempting to pinpoint for agencies the inventory of its spot TV availabilities. Mr. Dougherty reported that last April TVB and its representative members took a check and discovered 9.5 million home impressions were available April 15 for a May 1 start (via prime-time spot minutes) at a total cost of \$28,000.

"We discovered that advertisers thought prime minutes didn't exist in spot," he continued. "Yet, here was 9.5 million homes impressions worth of advertising pressure available two weeks before air time."

Mr. Dougherty said similar checks were made in mid-August and in October. TVB now has developed a short-term and a long-term research approach to this problem and some of the results of the two studies now are being analyzed, he said.

A Gap ■ He indicated that advertisers, too, may be involved in a "communications gap." Mr. Dougherty said restrictions placed upon agency requests for availabilities can reduce the audience reached or can increase the cost. He urged advertisers not to restrict their buys to prime time but to buy the audience rather than the time period.

He suggested that advertisers may want to attempt a single day's saturation campaign to generate sales at a faster pace, and added:

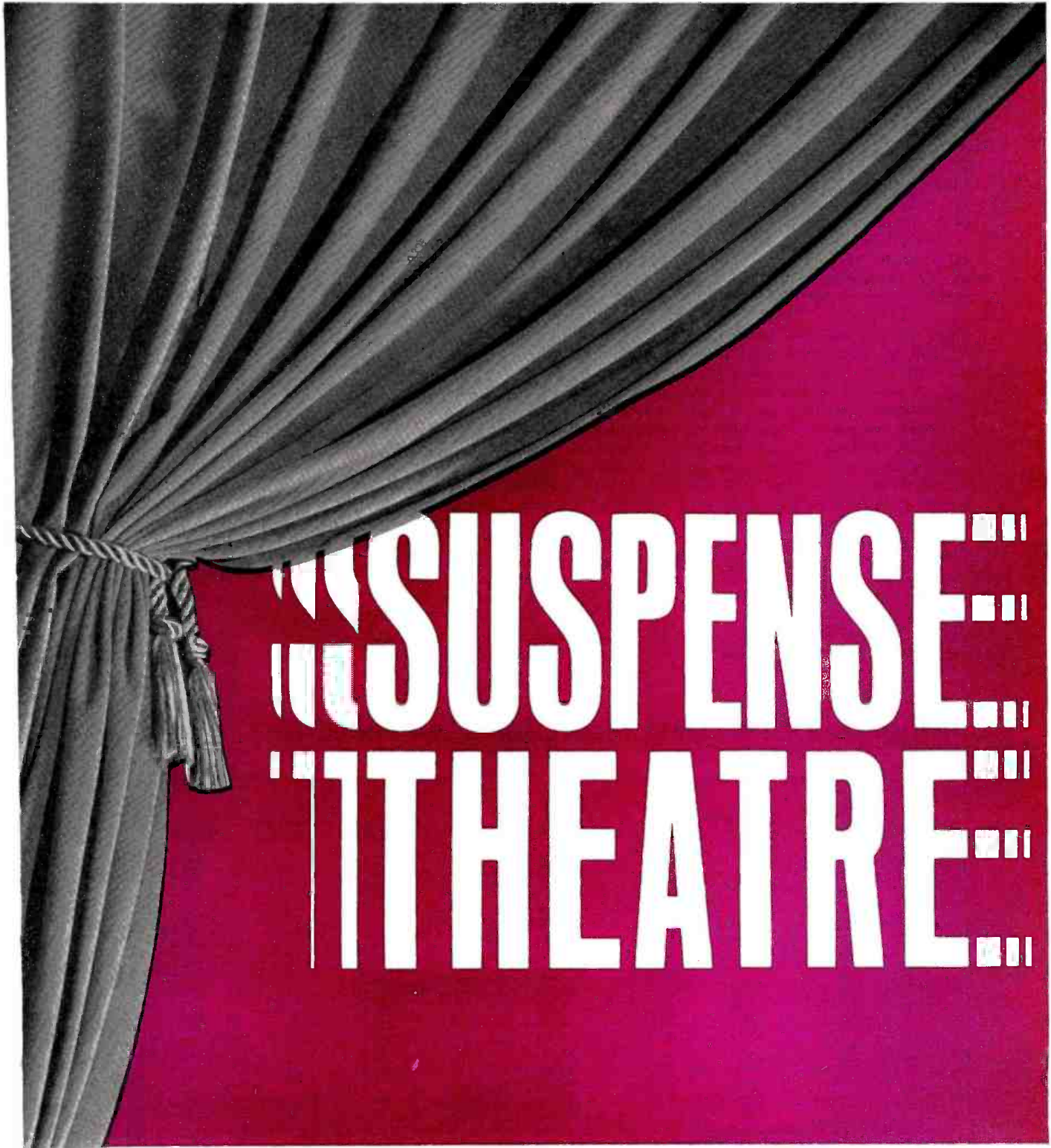
"These one-day sales can produce the dollars for an additional advertising budget. It's a cycle of advertising to sales to more advertising that can operate almost as fast as you are will-

Television's most distinguished offering.

53 suspenseful hours, calculated to turn on the young adult audiences as well as the 50-plus set. From the production teams behind Universal's "World Premiere" films-for-TV. Knit together with superb color, gripping suspense, promotability of all-star casts and diversified stories. Powerful fare to resolve your most pressing scheduling problems.

SOLD TO:

WABC-TV, New York	KABC-TV, Los Angeles
KRON-TV, San Francisco	KBVH-TV, Las Vegas
WSB-TV, Atlanta	WFRV-TV, Green Bay
KDAL-TV, Duluth	KRLD-TV, Dallas
KHTV, Houston	KPHO-TV, Phoenix
WDSU-TV, New Orleans	KIRO-TV, Seattle
	KODE-TV, Joplin



53 ALL COLOR HOURS FROM mca tv

ing to invest."

Another potential communications roadblock was cited by Mr. Dougherty with respect to new-product introduction. He pointed out that one advertiser may be introducing a product at the same time another advertiser is launching his, which could result in a lack of sufficient media weight for one or both products. He proposed that one advertiser might shift his introduction period to, say, January when audiences are high and spot availabilities also are high.

Mr. Dougherty also touched upon the role TV has been playing in communicating to the public the value of advertising. He explained that TVB recently conducted a survey to find out what effect people think advertising has on the prices of goods and services. It showed, he said, that 33.7% of the U. S. public thinks advertising increases costs, while 32.7% thinks it decreases costs. Mr. Dougherty said the results were not so depressing as they appear to be.

"Most of those who feel that advertising leads to higher prices tend to be older, with lower incomes and less formal education," he reported. "This would indicate that time is on our side with the much more affluent, better educated, sophisticated younger generation that is increasingly taking over."

Mr. Dougherty noted that TVB has been telling the story of advertising as part of a campaign on more than 250 TV stations during the past year. He said this effort is designed to "help hold the nearly 33% of the people who understand the true role of advertising, and try to win over the more than 33% who don't understand."

Computers ■ During a session on

"Managing Business Information for Tomorrow . . . Today," S. F. Damkroger, assistant vice president, marketing and rate plans department, AT&T, stressed that computers with the proper communications abilities can help cut costs in buying and selling TV time; can provide demographic research of markets and detailed, up-to-the-minute reports of spots sold and those still available.

"When Touch-Tone phones, now spreading rapidly, are in general use," Mr. Damkroger continued, "you will be able to program the computer itself to make surveys of the homes in your market . . . The telephone call is made live, using a Touch-Tone telephone hookup with the computer. After answering and agreeing to the survey, the respondent feeds the information sought directly into a computer, punching out the answers on the Touch-Tone buttons of their home telephones."

W. Robert Widener, president, Information Management Facilities Inc., described the use of the computer in assisting various manufacturing companies in meeting their marketing and sales requirements. He said smaller businesses, such as TV stations, can utilize the computer in making decisions more easily and quickly.

Charles R. DeCarlo, director of information research, corporate staff, International Business Machines, noted there is a similarity between TV and computers in that both are "love-hate" symbols. People "love" them because they are useful and informational tools but "hate" them because they are "mechanistic" and associated with loss of individuality. He thought there will be "disenchantment" with the computer as well as with TV in the years ahead,

among young people, who, he said, will be asking: "What does it all mean?"

Demographic measurements currently used to define audiences are becoming less and less meaningful as the "life styles" of people are becoming more and more diverse.

Tomorrow's Business ■ That was one of the messages offered by several speakers at the Wednesday-afternoon session on "Barometers for Business Tomorrow."

The point was made first by Dr. Wendell Smith, president of the Marketing Science Institute, who said that, for one example, people who are "discretionary replacement buyers" cut across all income and educational lines, resembling each other more than they resemble people who are in their respective demographic groups.

He advised broadcasters to "think of your audiences in behavioral as well as demographic terms."

Daniel Yankelovich, president of the research firm bearing his name, underscored Dr. Smith's point and suggested that attitudinal as well as behavioral differences must be taken into account.

"Demographic differences are blurring, and life-style differences are becoming more important," Mr. Yankelovich said, adding that "in local marketing you are being victimized" by "the decline in demography" as a profile measurement factor.

In a similar vein, Carl Spielvogel, president of the Market Planning Corp. in the Interpublic complex, predicted that selection of advertising media in the future would rely more heavily on the behavioral sciences, in addition to demographics.

Mr. Spielvogel reviewed the working of the "presidents' councils," groups of

BAR network-TV billing report for week ended Nov. 12

BAR network-TV dollar revenue estimates—week ending Nov. 12, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ending Nov. 12	Cume Nov. 1- Nov. 12	Cume Jan. 1- Nov. 12	Day parts	Networks	Week ending Nov. 12	Cume Nov. 1- Nov. 12	Cume Jan. 1- Nov. 12
Monday-Friday	ABC-TV	\$ —	\$ —	\$ 17.3	Sunday	ABC-TV	104.8	209.6	4,697.9
Sign On-10 a.m.	CBS-TV	248.8	384.4	5,861.5	6 p.m.-7:30 p.m.	CBS-TV	510.8	883.2	10,189.9
	NBC-TV	357.0	558.6	12,527.2		NBC-TV	179.3	479.3	6,263.0
	Total	605.8	943.0	18,406.0		Total	794.9	1,572.1	21,150.8
Monday-Friday	ABC-TV	1,503.9	2,413.1	58,651.3	Monday-Sunday	ABC-TV	5,937.4	10,015.2	218,891.6
10 a.m.-6 p.m.	CBS-TV	3,326.3	5,225.5	135,789.5	7:30 p.m.-11 p.m.	CBS-TV	7,235.5	12,489.2	255,043.1
	NBC-TV	2,133.1	3,416.2	80,695.1		NBC-TV	7,205.5	11,762.1	247,498.4
	Total	6,963.3	11,054.8	275,135.9		Total	20,378.4	34,266.5	721,433.1
Saturday-Sunday	ABC-TV	1,502.5	2,983.3	39,569.4	Monday-Sunday	ABC-TV	314.2	717.0	10,966.8
Sign On-6 p.m.	CBS-TV	2,000.2	4,327.7	45,626.2	11 p.m.-Sign Off	CBS-TV	189.7	222.4	3,809.9
	NBC-TV	921.5	1,742.8	30,306.1		NBC-TV	422.1	674.5	17,185.2
	Total	4,424.2	9,053.8	115,501.7		Total	926.0	1,613.9	31,961.9
Monday-Saturday	ABC-TV	283.9	633.7	13,900.0	Network totals	ABC-TV	9,646.7	16,971.9	346,694.3
6 p.m.-7:30 p.m.	CBS-TV	704.2	1,072.9	24,446.4		CBS-TV	14,215.5	24,605.3	480,766.5
	NBC-TV	603.8	1,150.6	26,783.0		NBC-TV	11,822.3	19,784.1	421,258.0
	Total	1,591.9	2,857.2	65,129.4	Grand total		\$35,684.5	\$61,361.3	\$1,248,718.8
					all networks				

The following correction has been made to November accumulated totals due to program rate revisions: ABC for week ending Nov. 5, 1967, Monday-Friday 10 a.m.-6 p.m.—Decrease \$1,200.00. This adjustment is reflected in summary figures for November and year-to-date above.

DISTINCTIVELY DETROIT



Photograph by Kirsch Studios

MEADOW BROOK MUSIC FESTIVAL. *Held on the beautiful campus of Oakland University and featuring the Detroit Symphony Orchestra with renowned guest soloists such as Van Cliburn, Meadow Brook is acknowledged as one of the most noteworthy musical events in the United States.*

Just as Detroiters regard this highly acclaimed concert series as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 47 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS, AFFILIATED WITH NBC.
NATIONAL TELEVISION REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • NATIONAL RADIO REPRESENTATIVES: MCGAVREN-GUILD-PGW RADIO, INC.

3500 feet down, people could travel 500 miles per hour—through solid rock

(The steels are ready whenever you are)



Although the automobile will continue to be the basic means of American travel, high-speed mass transportation will soon be needed through thickly populated intercity areas.

Already, the 460 miles between Washington and Boston, for example, have become one densely crowded, metropolitan corridor. When the saturation point comes for travel by today's cars, planes, and trains, masses of people could travel at great speeds far below the congestion—in a comfortable, pneumatic tube vehicle driven by ordinary air pressure.

They would be virtually catapulted from downtown Washington to downtown Boston in 90 minutes. With seven stops along the way.

This seemingly fantastic mass transportation system is one of many being explored. Participating are the railroad, automobile, aircraft, electrical products, and other leading American industries.

To build whatever systems are eventually decided on, American industry already has the technology and the materials needed—including stronger, lighter weight, corrosion-resistant, more dependable steels from Republic Steel. As American industry knows, Republic research and production skills have anticipated the needs of industry for products sometimes literally out of this world.

At this moment, the long reach of steel from Republic is probing into areas wherever man's imagination needs it—from the ocean depths to outer space, from the heartbeat of man to the drumbeat of defense. *Republic Steel Corporation, Cleveland, Ohio 44101.*



You Can Take the Pulse of Progress at
REPUBLIC STEEL

key executives of Interpublic and the Marketing Planning Corp., whose assignments are to anticipate what various elements that are involved in the world of marketing will be like in the future.

Among the conclusions he offered as projections for the years ahead, aside from increased use of the behavioral sciences in media selection, were wider use of multimedia techniques with television as one part of a total media impression, greater use of the "systems concept" in agency and advertiser planning and new demands on research techniques and skills.

Poverty Fight ■ Mr. Spielvogel made a special plea for business involvement—including TV and radio involvement—in efforts to solve social problems, particularly the poverty problem. He suggested that business could help itself and antipoverty efforts at the same time by making its products available for sale by community self-help groups, and that broadcasters could contribute by making local TV and radio time available to these groups to help them get started.

No industry, he said, has contributed more than television in arousing hope for a better society.

In a rosy report on general economic

prospects, Albert Sommers, vice president and director of economic research for the National Industrial Conference Board, anticipated "great demand" for family products, saying—as one example—that the prospect of 13.5 million auto sales in 1975 is not unreasonable.

There is "a great marketing challenge" ahead, he said, because it's "an economy of abundance."

Earlier at the Wednesday luncheon, Richard W. Darrow, president of the public relations firm of Hill & Knowlton, blistered "the boys in bureaucratic blue" for what he called "overregulation" of American business, including TV.

He called upon the TV broadcasters to "use your tremendous power of communications in self-defense," and suggested they air not only editorials but also documentaries pointing up the many activities carried on by business itself in behalf of greater consumer protection.

Alluding to the noncommercial Public Broadcast Laboratory, which was created by the Ford Foundation under the guidance of Fred W. Friendly, and its use of "anticommercials" on the new *PBL* series, Mr. Darrow said that

between "unfriendly Fred Friendly's new program" and the FCC's "unfair" application of the fairness doctrine to cigarettes, broadcasters are "caught in the cross-fire."

Their alternatives, he said, are to submit or fight back.

While there may be some abuses of consumers, he said, "proliferating protection, too, can become an evil," and the "average American" has no interest in all the "overregulation" that is "protecting" him.

Mr. Yankelovich, reviewing and commenting on the day's speeches, challenged some of Mr. Sommers's economic "interpretations and a good deal of Mr. Darrow's argument that consumers are not greatly interested in government protection."

Although "we are all concerned" over self-regulation, he said, most people do favor moderate regulation and "have a more positive attitude toward regulated industries."

He said that in his opinion Mr. Darrow's views on regulation tended to "represent the past" while Mr. Spielvogel's plea for business involvement in social problems "represented the future."

What will television be like in '72?

SOME MIGHTY DRASTIC CHANGES COMING, B&B PANELS TELLS TVB

More commercials, higher-priced commercials, shorter commercials and bigger clusters of commercials, delivered by leased line and bought, verified and paid for via computer—these were only parts of the TV picture for 1972 as painted last week by a team of three Benton & Bowles experts.

Their view of five years from now was a highlight of the Television Bureau of Advertising's three-day annual meeting in New York (see page 32). It was presented at the Thursday (Nov. 16) luncheon and featured Victor G. Bloede, B&B's executive vice president; Gordon Webber, vice president and director of TV commercial production, and Richard F. Casey, senior vice president.

By 1972 "the supposedly inelastic medium of television will have expanded in a very dramatic fashion," Mr. Bloede predicted.

This drama, Mr. Bloede said, will unfold with more commercial time to sell—over 1,200 minutes daily on the networks, up from a current 1,000 minutes. But, he pointed out, "there will still be three commercial television networks. The nearest thing to a fourth network will be noncommercial and educational—though I must admit that

the dreadful first effort by the Ford Foundation of several weeks ago did not bode too well for this aspect of TV."

Expansion of Time ■ Commercial time in prime hours, he said, will go from three commercial minutes per half-hour to four, while daytime network TV will expand commercial time to as much as seven minutes each half-hour and "fringe time . . . will have gone up to as much as 18 minutes per hour. Even the station break will have grown to 60 seconds."

Within the next five years, he said, the 30-second commercial will become the basic unit of sale, proliferated in nighttime and daytime network and spot TV, and it will be necessary to group an increased number of commercials into "commercial islands," rather than spaced through the programs as they are now.

Examples, he indicated, would be a prime-time half-hour with two islands, each two minutes in length and each with four 30-second messages. In fringe time and network daytime, he suggested, "these islands will probably grow to three minutes in length." Every half-hour daytime program with two islands might contain up to six 30-second com-

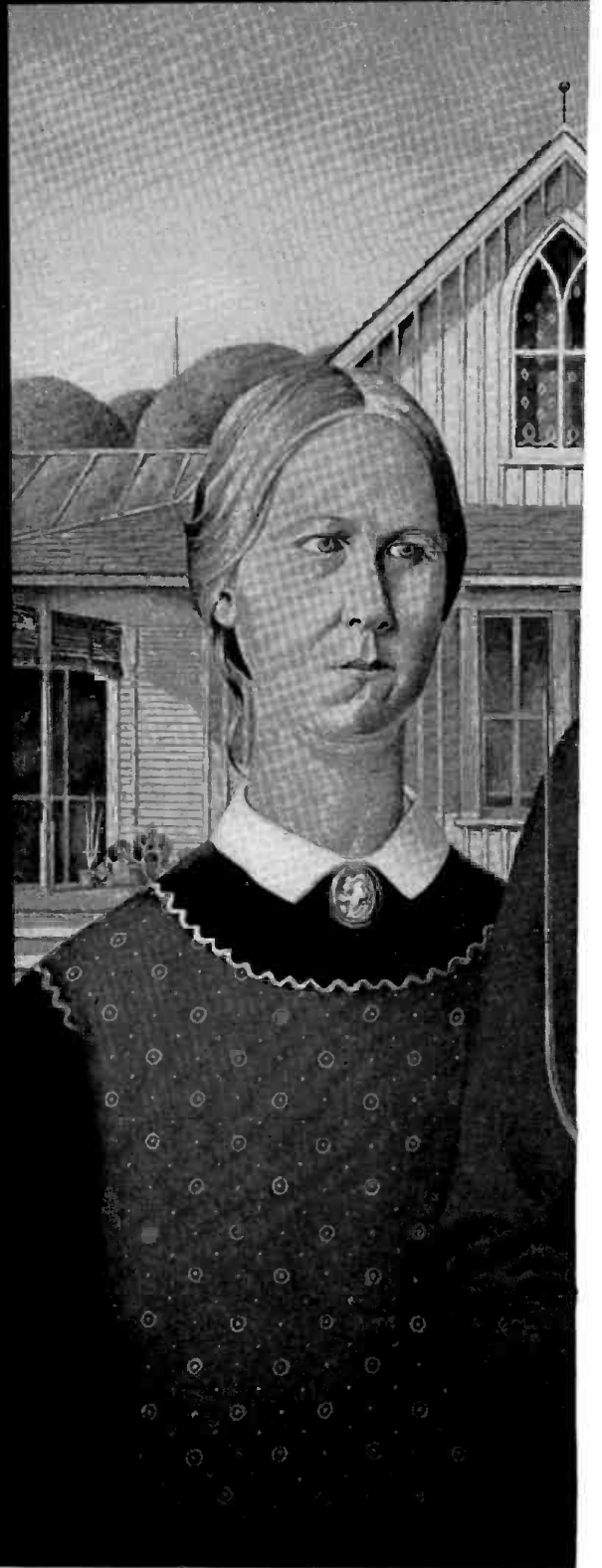
mercials, or 12 30-second commercials a half-hour.

Mr. Bloede guessed that the average network minute in prime time will cost about \$55,000—up from 1967's average \$37,000. "Because of this—and because ratings will be off slightly—the cost-per-thousand for night network will be up about 35% for minutes, and almost 50% for 30-second commercials." Examples: the current \$4 CPM for network nighttime minutes might advance to \$5.50 in 1972, or for a 30-second commercial, from \$2 to \$3.

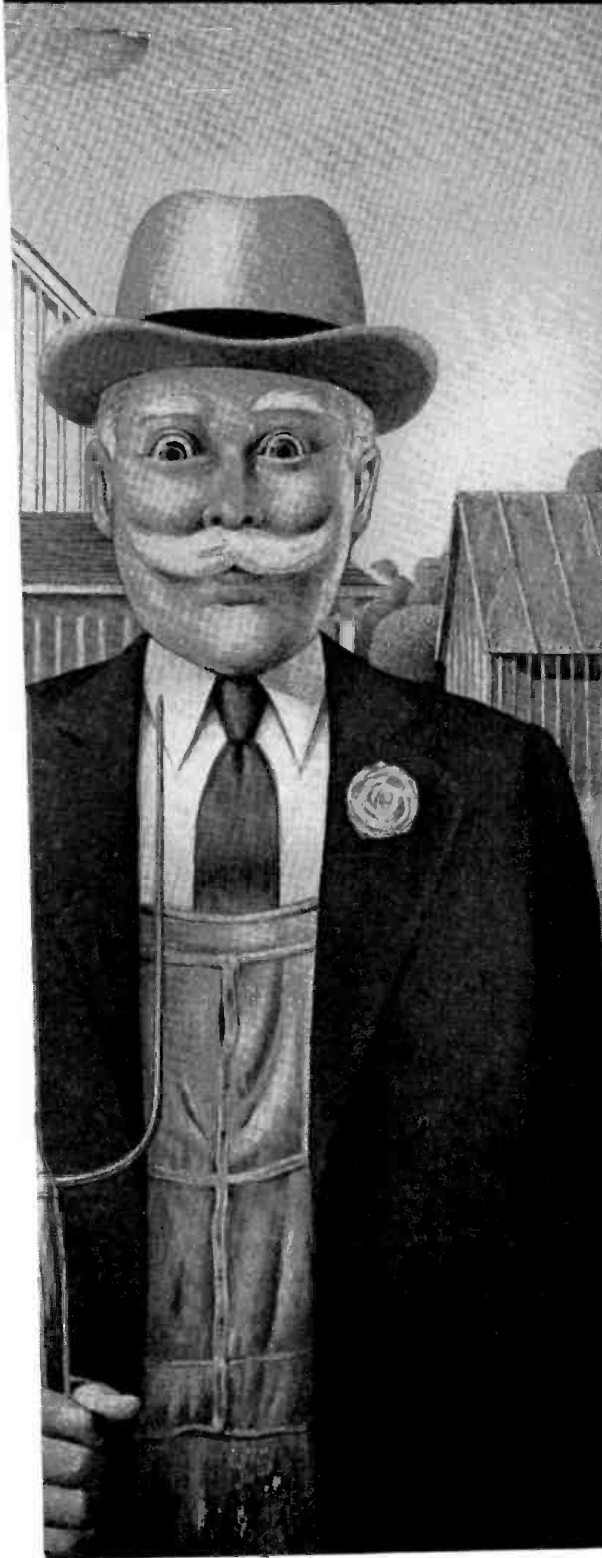
More Alike ■ Referring to spot-TV costs, he said: "The gap between the cost of spot and the cost of network will narrow. The cost of nighttime spot will go up by about 35% for a minute about 45% for a 30-second commercial. If we are paying \$2.60 per thousand for nighttime minutes now, we'll be paying about \$3.50 in 1972."

One compensation for rising spot costs, he said, could be a simplified method of buying and billing spot by way of a computer. "The computer," he explained, "will give the agency media buyer instant access to spot availabilities in every market. With a simple desk console, he will be able to check availabilities and buy spots—

We talk your



language.



At Peters, Griffin, Woodward, Inc. we can even show you where to spot a pitch to sell people who buy pitchforks—at the lowest CPM.

It hasn't happened to us in 35 years, but there's always a first time—and that first time can be tomorrow.

No matter what you want to know about spot television...

**Ask us
first.**



PPETERS, **G**RIFFIN, **W**OODWARD, INC.
Pioneer station representatives since 1932

without ever using a pencil or picking up a phone."

In fact, he ventured, "by 1972, the entire spot-buying process—all the way from order, to confirmation, to bill, to final payment—will be computerized." This equipment, he added, "will even give an automatic signal that each spot has indeed run—eliminating the entire time-consuming and costly process of verification."

Mr. Bloede also predicted that by 1972 TV advertising will have grown from this year's \$3 billion to over \$5 billion.

In summary, Mr. Bloede said TV's changes in the next five years will be "evolutionary rather than explosive," and that the TV commercial itself will evolve "into a more personal, more believable experience to the viewer."

Webber's Expectations ■ Mr. Webber pointed to the TV commercial as "that miscule, misbegotten, misunderstood, sometimes malodorous and much maligned minute of eternity."

He foresaw three chief problems—costs, creativity, and credibility—confronting TV commercials in the next five years. Production costs, he said, will grow at "an expected 5% increase" each year until 1972 when they will be tagged at from \$20,000 to \$23,000 for each one-minute message.

Last year at Benton & Bowles, he indicated, some 1,000 commercials were produced, including 30-second spots. This year the 30-second commercials will number nearly 400, he said. Tomorrow, he noted, the standard commercial length "is likely to be 30 seconds, or even 20 seconds, except in the case of the more affluent network advertiser, who may try to capture more audience involvement with longer messages—even as long as ten minutes."

In discussing advertising's credibility, he referred to the PBL anticommmercial commercials that play "commercials against what they call distortion of truth in the advertising of everything from aspirin to cigarettes," and added: "It is interesting to note that the Ford Foundation-sponsored program, showing an understandable diffidence, will not deal critically with automobile advertising."

The 1972 TV commercial won't be changed that much, he said, "because success invites imitation and repetition—to say nothing of plagiarism. . . ."

Casey's Turn at Bat ■ Mr. Casey asked conferees "to try to understand differences in people and match the right target people with the content and tone of our commercials."

For the future, he predicted "increases in our abilities to act with greater insight—with more precision—with even greater understanding of the process of communicating a sales message through advertising salesmanship."

Reflections in the tube

TVB film notes how TV viewing habits coincide with audience living patterns

The differences in how people live today are closely mirrored in the different patterns of viewing television. And these different living patterns have also been mirrored in radical changes effected in the commercial messages of TV's advertisers.

This basically is the one-two punch offered in the Television Bureau of Advertising's new color-film presentation, previewed in New York last week before a Thursday morning (Nov. 16) audience of advertising agency and TVB member-station executives.

The TVB film, "A Time to Remember," which runs about 30 minutes, can be shown by stations in its entirety or used as two separate presentations, the first part covering the dimensions of TV and the profile of its audience, and the second devoted to the "changes in the messages we [television] transmit."

The presentation points up an obvious road for the advertiser to travel in seeking segments of the audience—working women, young housewives, teen-agers, young children.

As noted in the film, the patterns of time spent viewing "become a map directing the advertiser to alternative and additional times to select. And much of what he already knows about the lives of people will help him read these maps and to predict others." Among the points made in the presentation:

A Worker is a Worker ■ The lives of working women run parallel to those of working men and so does their TV viewing. To reach the working woman, the advertiser need only select the time period for the working man.

An out-of-home job changes a woman's viewing, and so does a difference in her in-home job, and although young housewives and older housewives differ in their pattern of viewing in the evening, both agree upon the daytime and late-night periods they view.

The TVB presentation reminds advertisers, with statistics and charts to support the contention, that it's necessary not only to study television's audience reach in a day but also "its ability to grow an audience through time."

TVB notes that the typical family watches during 6.4 of the week's seven days and that 86% of all TV families watch in a single day, but the audience

grows to 94% of all television homes in a single week.

In taking its premise that viewing patterns are allied to changes in living, the presentation notes that weekday daytime living and viewing habits are not altered by summer, though the appeal of the outdoors moves the evening viewing peak later into the night, and late-night viewing remains the same the year-round.

Viewing in higher-income homes remains higher during the summer months, it's observed, because higher-income homes can distribute their vacations more evenly through the year. And, it concludes, these are advantages to the TV advertiser that seeks available time to reach the higher-income family.

In emphasizing the female television audience, the presentation notes that the four hours of peak evening viewing in the U. S. account for less than half of women's total viewing time, thus providing for other times in which advertisers can "reach and re-reach her."

To dramatize the techniques and sophistication of current commercials, the TVB film contrasted the same advertisers' commercial made in the past—"yesterday's commercial, even if it had color, looked like a commercial . . . sounded like a commercial"—with one now on the air—"today's commercials have become programs and the stars are professionals."

A former Alka-Seltzer commercial was shown followed by the current, "pie-eating contest" message; contrasting commercials also were run of Montgomery-Ward store openings; Pan-American Airways (current: "scenes of Rome"); Ward's Riverside tires; Eastern Air Lines (current: "scenes of Acapulco"); Greyhound; Coty; Norge-Warner; and a string of today's commercials for Chevrolet's "Camaro," My-T-Fine, Granny Goose chips and Eastman Kodak.

George Huntington, executive vice president and general manager of TVB, wrote the script. The motion picture was produced by Torricelli Productions.

Business briefly . . .

NBC-TV has announced specials sponsorships and participation purchases as follows: **Timex**, through Warwick & Legler, both New York, will sponsor a 90-minute special, *Heidi*, during 1968-69 season; **Aurora Plastics Corp.**, West Hempstead, N. Y., through Adams, Dana, Silverstein, New York, will sponsor the first All-Star Celebrity Softball Game Tuesday, Nov. 28 (8-9 p.m.); **Kellogg Co.**, Battle Creek, Mich., through Leo Burnett, Chicago, will sponsor *The Enormous Egg*, a one-hour children's special Thursday, March 14 (7:30-8:30 p.m.); **National Airlines**

through Papert, Koenig, Lois, both New York, will sponsor two broadcasts of highlights of the King Orange Jamboree Parade, Saturday, Dec. 30 (7:30-8:30 p.m.) and Monday, Jan. 1 (10:30-11:30 p.m.); Sherwin-Williams Co., through Griswold-Eshleman, both Cleveland, has purchased participations in *The Frank McGee Saturday and Sunday Reports* and nine evening programs; National Dairy Queen Development Co., St. Louis, through Campbell-Mithun, Chicago, purchased participations in three evening programs; Max Factor & Co., through Carson/Roberts, both Los Angeles, in five.

RKO Pictures Co., New York, reported last week that Clairol Inc., through Foote, Cone & Belding, both that city, has purchased an RKO-produced color special, *The Great Mating Game*, for showing on ABC-TV next spring. This marks Clairol's third consecutive buy of a half-hour show from RKO, the company said. Previously, Clairol commissioned RKO's *The Miniskirt Rebellion* and *Hit the Surf* specials, which since their ABC-TV showing last season have been put into syndication. RKO has similar plans for its new special that examines U. S. dating habits and the "singles" attitudes.

BBDO's Mercer prods radio's salesmen

Radio talks best to people when radio sales reps talk more to radio copywriters. Richard J. Mercer, a top creative worker for a top agency, has been pounding away at this theme in speeches for the last two years (BROADCASTING, April 25, 1966). Last week he took the message to a luncheon meeting of the Southern California Broadcasters Association in Hollywood and added a special emphasis.

Mr. Mercer, who is vice president and associate creative director for BBDO, New York, told of a survey his agency made of its creative staff. The 29 key creative people at BBDO were asked to specify how many media reps they knew. A total of 287 magazine representatives were listed and only seven radio salesmen. The creative people also said they would be most excited to write advertising copy for television, followed by magazines, newspapers and radio in order of preference.

From these findings, Mr. Mercer concluded that radio salesmen have a lot of work to do before they can make up the difference. His suggestion was that they "get to know creative people" and stimulate their imaginations with knowledge about radio. The more information writers have about radio, he indicated, the more creative advertising on the medium will be.

BROADCASTING, November 20, 1967

What the consumer buys

TVAR's annual survey pinpoints brand preferences in eight major markets

Cigarette smoking is down and coffee drinking is up, Television Advertising Representatives Inc., reports in its 1967 "Brand Comparison Report" released today (Nov. 20).

Downturn in cigarette smoking and rise in coffee drinking—at least in five large markets—is a complete reversal of results reported last year by TVAR. The 1966 brand comparison study showed smoking up; coffee drinking down (BROADCASTING, Nov. 21, 1966).

The 1967 report, the ninth successive annual study TVAR has issued, provides market-by-market comparisons for 370 brands in 12 product categories in eight of the nine markets in which there are TVAR-represented stations. The report, based on data gathered last March and May, covers the usage of cold remedies, deodorants, gasolines, headache remedies, men's hair dressing, shave creams, hair sprays, margarine, dog foods, carbonated soft drinks, as well as cigarettes and coffee.

Smoking Statistics Change ■ In the cigarette category, the 1967 TVAR report shows that the percentage of survey participants who indicated they smoked dropped in five markets and increased in three. Last year's TVAR study showed that five of the seven markets surveyed in both 1966 and 1965 experienced an increase in the percentage of men and women smoking. In most markets, filter brands scored gains, accounting for the dominant share of the cigarettes smoked by both men and women.

Coffee drinking in five of the eight markets surveyed this year was up, reversing a downtrend recorded in TVAR's 1966 report which showed the number of families drinking coffee decreased in six of seven markets surveyed. The brand comparison reports for both years covered both regular and instant coffee.

TVAR this year also reported increased usage of hair sprays in six of its eight markets; and an increase in all eight markets in the use of margarine.

The brand comparison report also revealed that of the eight markets surveyed, six reported a dropoff in the

usage of cold tablets and pills; five experienced a decrease in the usage of headache remedies, and five markets reported a decrease in usage of men's hair dressing.

In six markets, deodorants registered a gain; and in four markets, both carbonated soft drinks and dog-food usage increased. TVAR's report showed improved prospects for dog-food manufacturers as a result of a jump in dog ownership in six of the eight surveyed markets.

Other Aspects of Study ■ TVAR's 1967 report included for the first time brand comparison data on men's shaving cream, but did not include data on beer and ale. Exclusion of beer data from this year's report was prompted, in part, by the fact that local governmental agencies keep records of beer sales by volume.

Information for the 1967 TVAR report was obtained by personal, in-home interviews with the member of the family primarily involved in the purchase of a particular product. Almost 5,000 families were interviewed last spring. Additional homes were sampled for those products with relatively low usage levels to provide more reliable data. A total of 9,832 homes was checked for dog-food usage; cigarette-smoking data were based on interviews with 18,769 adults (8,609 men; 10,160 women).

Field work for the report was conducted by the Pulse Inc. TVAR spokesmen said the report costs "upwards of \$30,000 each year, making it the most expensive on-going study by any rep or ad agency."

TVAR represents WBZ-TV Boston; KYW-TV Philadelphia; WJZ-TV Baltimore; WTOP-TV Washington; WBTW(TV) Charlotte, N. C.; WJXT(TV) Jacksonville, Fla.; KDKA-TV Pittsburgh; KPDX



James M. King, left, executive vice president, Television Advertising Representatives, and Alan Miller, a Young & Rubicam media buyer, study Vitalis' share of the men's hair dressing market as detailed in TVAR's "Brand Comparison Report" for 1967.

(TV) San Francisco; and KATU(TV) Portland, Ore. The Portland market is omitted from the brand comparison study because TVAR began representing KATU on July 1, some weeks after Pulse completed its final interviews.

Copies of the 1967 report can be obtained from Robert M. Hoffman, TVAR's vice president for marketing and research, at Television Advertising Representatives Inc., 90 Park Ave., New York 10016.

Pain-killer ads defended

AAAA, ANA join chorus in comments opposing FTC's action on analgesics

The country's two major advertising organizations joined drug firms and pharmaceutical associations in attacking a proposed Federal Trade Commission regulation on the advertising of non-prescription, pain-killer drugs.

Contending that the FTC does not have the authority to impose trade regulation rules on the advertising of analgesics were the American Association of Advertising Agencies and the Association of National Advertisers. Their comments were filed jointly last week.

They were responding to FTC proposals made last summer that would provide tough new rules to govern the advertising of aspirin and other pain killers (BROADCASTING, July 10).

Based on the presumption that all pain killers are equally effective, the suggested rules would forbid unfounded claims and require proof of advertised superiority and identification of contents by their common names where "a combination of ingredients" is claimed as pre-eminent.

The joint AAAA-ANA statement, submitted by Mahlon F. Perkins Jr., New York attorney, contended not only that the proposals lie outside the powers granted to the FTC by Congress, but "constitute an unwholesome and anti-competitive constraint on the communication of information and ideas through advertising."

The FTC's suggestions for analgesic advertising could be considered a forerunner of trade rules on the advertising of other products.

"We do not believe," the organizations maintained, "that the commission has any special competence to make general findings about categories of

products as a basis for enforcement proceedings." Each case should be tried on its own, the document stated.

And, it added, "such a rule will be a disincentive to innovation in the formulation of analgesic products."

The AAAA-ANA filing was one of several dozen submitted to the trade commission. Others, also objecting to the proposed rules, were from the Brand Names Foundation, Proprietary Association, Toilet Goods Association, Pittsburgh Outdoor Advertising Co., *Better Homes and Gardens*.

Drug sources estimate that advertising and promotional expenses for headache and pain killers amounted to \$90 million in 1966. Network television took the major share, \$52.5 million, with TV spot taking \$16 million; radio spot, \$5.2 million, and network radio, \$1.5 million.

Meanwhile, Bristol-Myers Co., drug manufacturer, filed suit in federal district court in New York asking that the FTC be enjoined from formulating the trade regulation rules on analgesic advertising. The drug firm, which makes Excedrin, Bufferin, and Bromo Quinine, claimed that the rule would result in irreparable harm. If the regulations are adopted, the company said, it would have to either cease advertising, giving the public the impression that it had been found guilty of false advertising, or continue its current advertising campaign, giving people the impression it was flouting the law.

The next step in the proceeding is up to the FTC.

Clients flock to ABC-TV's golf

A virtual sell-out of ABC-TV's "1968 Golf Galaxy" of 12 championship golf tournaments was reported last week by James E. Duffy, vice president in charge of ABC-TV sales.

Four advertisers that sponsored 1967 golf events on ABC are returning in 1968. They are General Tire Co., through D'Arcy Advertising; Hertz Corp., through Carl Ally; A. G. Spaulding and Brothers, through Helitzer, Waring and La Rosa; and Alcoa, through Ketchum, MacLeod & Grove. The five newcomers are: Eastman Kodak Co., through J. Walter Thompson; National Association of Insurance Agents, through Doremus & Co.; Hartford Insurance Group, through La Roche, McCaffrey, McCall; Haggard Co., through Tracy-Locke Co. (Dallas); AT&T, through N. W. Ayer; and Michelob beer (division of Anheuser-Busch Co.), through D'Arcy Advertising.

ABC's 1968 golf lineup includes eight

Professional Golfers Association tournaments: Jacksonville, Fla., Open (March 31); Tournament of Champions, Las Vegas, (April 20-21); Dallas Open (April 28); Houston Champions International (May 5); Colonial National Invitational, Fort Worth, (May 19); Memphis Open (May 26); PGA Championship, San Antonio, Tex., (July 19-21) and American Golf Classic, Akron, Ohio, (Aug. 4). Other events are three U. S. Golf Association matches—U. S. Open Championship, Rochester, N. Y., (June 14-16); Women's Open, Moselem Springs, Pa. (July 13); and Men's Amateur, Columbus, Ohio (Aug. 31). ABC will also carry the British Open, Carnoustie, Scotland, (July 13).

D.C. court hears fairness plea

How a federal court interprets an FCC rule may decide whether John F. Banzhaf III, the young, New York crusader for antismoking messages on broadcast stations, will argue his appeal in the District of Columbia circuit, or in the fourth circuit in Richmond, Va.

Argument on the legal standing of Mr. Banzhaf's Sept. 9 appeal to the Washington appeals court, one day after the FCC issued its order invoking the fairness doctrine on cigarette advertising, was held last week. The National Association of Broadcasters and WTRF-TV Wheeling, W. Va., claimed Mr. Banzhaf's appeal was defective in that it did not include a copy of the FCC order. The FCC order was released four days after Sept. 8, at which time the NAB and WTRF-TV appeal was filed with the fourth circuit appeals court in Richmond.

Mr. Banzhaf, in his appeal, charged that the FCC had not given him what he asked for when he initiated the complaint that led to the FCC order. He had sought, he said, an order requiring time to be given antismoking announcements equal to that given for cigarette advertising. The FCC order requires broadcasters only to devote "reasonable" time to the other side of the cigarette smoking controversy by relating it to the time used by cigarette manufacturers in advertising their product (BROADCASTING, Sept. 11).

At the argument last week, Mr. Banzhaf and Robert D. Hadl, FCC lawyer, noted that a single copy of the order was available in the public information room of the commission on the day the cigarette-fairness order was issued. Mr. Banzhaf stressed that the rule permits an appeal to be filed after a public notice of an FCC action is issued. Such a notice, he stressed, was

issued Sept. 8.

Edward F. Czarra Jr., counsel for NAB and WTRF-TV, underscored that the dismissal of Mr. Banzhaf's appeal in the D. C. circuit would not eliminate him from the case. "He still will have his day in court in the fourth circuit," Mr. Czarra said.

The argument was heard by Circuit Judges David L. Bazelon and Carl McGowan. Judge McGowan seemed particularly interested in how the commission would have handled requests on Sept. 8 for permission to have the single order reproduced. He also seemed concerned about what he called "the race to court." The third member of the panel, Senior Circuit Judge Henry W. Edgerton, was absent but will read the filings and listen to a tape of the argument before voting on the motion.

Commercials in production . . .

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

Kin-Tel Corp., 1200 Spring Street N. W., Atlanta 30309.

Citizens & Southern National Bank, Atlanta (services); one 60 for radio, jingle. Rod Kinder, production manager. Agency: Burke Dowling Adams Inc., Atlanta. Sam Landers, account executive.

Maas Brothers, Tampa, Fla. (retail merchandise); two 60's, two 30's, two 20's for radio-TV, jingles. Rod Kinder, production manager. Agency: Liller Neal Battle & Lindsey Inc., Tampa. Phil Waters, account executive.

Dodge Dealers, Atlanta (new cars); five 60's for radio, jingle. Rod Kinder, production manager. Agency: BBDO, Atlanta. Larry Bound, account executive.

Merchant's National Bank, Mobile, Ala. (services); two 60's, one 10 for radio-TV, jingle. Rod Kinder, production manager. Agency: Marchalk Co., Atlanta. H. Siddons, agency producer.

Movierecord/Estudios Moro, 845 Third Avenue, New York 10022.

Lehn & Fink, Montvale, N. J. (Lysol); four 60's, four 40's, four 30's, two 10's for TV, live and animated on film, color. Agency: Richard K. Manoff, New York. Jim Quest, account executive. Tobe Fedder, agency producer. Approximate cost: \$24,000.

B. F. Goodrich, Akron, Ohio (chemicals); one 90 for TV, live on film, color. Agency: Griswold-Eshleman, Cleveland. Ken Calfee, agency producer. Approximate cost: \$17,000.

Standard Brands, New York (Planters peanuts, Royal gelatin); three 60's, three 30's for TV,

animated on film, color. Agency: J. Walter Thompson, New York. John Scarola, agency producer. Approximate cost: \$25,000.

Eastman Kodak, Rochester, N. Y. (cameras); three 60's, three 30's for TV, live on film, color. Agency: J. Walter Thompson, New York. John Circus, agency producer. Approximate cost: \$13,000.

Seven-Up, New York (Howdy); one 60 for TV, animated on film, color. Agency: Fred Thompson, Westport, Conn. Fred Thompson, agency producer. Approximate cost: \$8,400.

Royal Crown Cola Co., Columbus, Ga. (Royal Crown); one 60, one 20, one 10 for TV, live on film, color. Marjorie Gallin, production manager. Agency: D'Arcy Advertising, New York. William Cassidy, agency producer. Approximate cost: \$20,000.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 38104.

Hereford Heaven Brands Inc., Oklahoma City (frozen meats); one 60 for TV. Larry Muhoberac, production manager. Agency: The Pate Organization, Oklahoma City. Margaret Pate, account executive.

Burger Chef, Dayton, Ohio (drive-in chain); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Bridges, Sharp, Van Tassel Inc., Dayton. Robert J. Savage, account executive.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.

Chevrolet, Detroit (autos); one 120 for TV, on film, color. Richard Evans, production manager. Agency: Campbell-Ewald, Detroit. Art Mele, agency producer.

Kimberly-Clark Corp., Neenah, Wis. (Kleenex paper towels); one 60, one 30 for TV, on film, color. Richard Evans, production manager. Agency: Foote, Cone & Belding, Chicago. Joel Squier, agency producer.

WGN Continental Productions Co., 2501 West Bradley Place, Chicago 60618.

American Oil Co., Chicago (Super-Pro contest); eight 60's for TV, on tape, color. Dale Juhlin, director. Agency: D'Arcy Advertising, Chicago. Russ Young and Grant Atkinson, agency producers.

McCall's calls on TV

Some consumer magazines have been deriding television as an advertising medium, but the McCall's Corp. has launched a spot-TV campaign in major markets to promote the circulation sales of *McCall's* and *Redbook*. Four new commercials have been created by Grey & Chapman, New York, with 15-second endings in which the local TV station can splice in phone and box numbers for viewer orders.

Jack Shurman, circulation director for McCall's, commented that "direct response commercials such as these have proved to be efficient and productive."

How to rate the untried ad

That's one of subjects
covered at New York
conference of ARF

A survey of young housewives' attitudes toward TV commercials and a study of methods for pre-evaluating commercials were among the features of the Advertising Research Foundation's 13th annual conference in New York last week (Nov. 14-15).

More than 1,000 research and marketing executives attended the 10 plenary sessions, which emphasized "pure" research on multimedia advertising and marketing questions at the relative expense of individual media studies.

A Dancer-Fitzgerald-Sample survey of 253 housewives with a median age of 26 elicited "a normal-looking distribution of attitudes, biased in the negative direction," according to George H. Smith, Rutgers University professor of psychology, who conducted the study for D-F-S. Higher educational levels, "inner-direction," and a "nay-saying" attitude toward their social environment were characteristics associated with the "anticommercial respondents."

Professor Smith pointed to a "community of disapprovers," sharing and reinforcing negative attitudes, but added that these "antagonists of the advertising community . . . have plenty of initiative in keeping informed about what is going on in the world and are receptive to the innovating ideas and products presented in television advertising. . . . Further studies may reveal information . . . that they are the real friends of television advertising."

Variation ■ Lester Dorn, research director of *Life* magazine, discussed the results of an ARF "Arrowhead" project, partially financed by his magazine. The study aimed to evaluate the marked difference in national sets-in-use figures yielded by standard Audimeter techniques and by a Politz Media Services sample of 12,000 coincidental personal interviews. The commonly accepted Audimeter rating of sets in use during the hours 6:30-10 p.m. in the fall is 56; the Politz rating was 41.

In the ARF study, Mr. Dorn said, 560 households in New York and Richmond, Va., were surveyed with an electronic "sets-on detector," which registers the frequency signal emitted from the horizontal hold of operating

sets. He reported that the resulting estimate was within one percentage point of the lower, Politz rating.

Sanley Canter Sr., Ogilvy & Mather vice president for marketing services, described an experiment in his agency's continuing study of various methods of pretesting TV commercials. It involved intercepting shoppers on their way into a supermarket, taking them into a van on the pretext of screening a television pilot, exposing them to a series of three commercials, and "rewarding" them for their cooperation with cents-off coupons that could be redeemed on any of the advertised products.

Isolation ■ The attempt was to isolate the effect of a single commercial exposure on attitude change and coupon redemption in competitive and non-competitive situations.

Mr. Canter's main conclusion about the design of his experiment was that "we should be looking for a yardstick that will measure an increase in the probability of purchasing. We think that we may have discovered a technique (which will do this) . . . but since this is at the moment only a gleam in the research department's eye, we will have to adopt the refrain of the late lamented Brooklyn Dodgers. 'Wait 'til next year.'"

Herman Kahn, director of the Hudson Institute, was the luncheon speaker, on his "study of the year 2000."

The second day of the conference focussed on the nuts and bolts of the research services offered by 31 individual participants. The American Research Bureau, W. R. Simmons & Associates, The Pulse Inc., Adtel Ltd., and Tele Research Inc. presented the latest developments in research.

GF-SOS decision upheld by court

A federal court in Philadelphia last week upheld a Federal Trade Commission order requiring General Foods Corp. to divest itself of S.O.S. Co.

The FTC contended last year that the 1957 acquisition of S.O.S. by General Foods had anticompetitive effects and violated the Clayton antitrust laws by its impact on competing soap-pad manufacturers because of GF's size and its advertising and promotion resources. The trade commission's reasoning was similar to that in its attack on Procter & Gamble's acquisition of Clorox, which was upheld by the U. S. Supreme Court this year (BROADCASTING, April 17).

U. S. Circuit Judge Austin L. Staley, who wrote the Fourth Circuit opinion last week, said: "The commission could reasonably conclude that the potential competition was adversely affected by General Foods' entrance into the mar-

ket through the acquisition of S.O.S. because the entry of such a large well-financed, aggressive competitor would necessarily hamper whatever potential competition it had in the premerger market. . . ."

Before the merger, S.O.S.'s annual sales of steel-wool pads amounted to \$1.6 million with 51% of the market. During the FTC proceedings, GF said S.O.S. share of total sales was only 1%. The FTC order for divestiture was on a 3-to-2 vote.

Bates cleans out medicine chest

\$29 million in accounts

affected by drops, adds;

Anacin out, Bufferin in

Ted Bates & Co., New York, was on center stage last week as over \$29 million worth of headache-remedy broadcast billings passed through its hands.

In one of the fastest actions along ad row, Bates Monday (Nov. 13) resigned on 90-days notice the accounts (mostly Anacin) of American Home Products' Whitehall and Ayerst Laboratory divisions, and on Thursday (Nov. 16) was assigned Bristol-Myers' Bufferin account, which on Monday (Nov. 13) announced its departure from Grey Advertising, New York (BROADCASTING, Nov. 13). Bufferin goes to Bates on Feb. 15.

The Billings: The Whitehall-Ayerst accounts total more than \$20 million, all in broadcast, according to Bates' sources. The Bufferin account is estimated at \$11 million, of which \$9 million is in broadcast. The Bates notice to American Home Products reportedly represented the biggest such resignation in the history of advertising. The resignation is effective Feb. 12.

In a letter to William F. La Porte, American Home Products chairman, Bates President Archibald McG. Foster said: "Differences as to business policy existing between your company and ours dictate that our relationship be terminated."

In a memo to Bates employees, Mr. Foster noted that "the client's view of how we should be reorganized to serve

him and our view of this are irreconcilably different."

The specific accounts resigned were Anacin, Primatine asthma tablets and spray, Brontine tablets, Compound W, Outgro, Powerin and Trender, all Whitehall, and Ayerst's Enzactin, an athlete's foot remedy.

John W. Culligan, president of Whitehall Laboratories, said that "we weren't going to initiate any changes [but] our demands were heavy."

He said it was too soon to say whether the accounts would be going to one of American Home's present agencies or an outside shop.

Whitehall alone retains John A. Murray, a house agency; Gumbinner-North; Cunningham & Walsh; William Esty; Young & Rubicam; Clyne Maxon; McCann-Erickson; Helitzer, Waring & Larosa; Geyer, Oswald; De Garmo; McCaffrey; Ted Gotthelf; Wermen & Schorr; Hockaday; De Wolf; Giordano and Carl Ally.

American Home Products is the 12th largest advertiser in the country, with billings of \$79 million in 1966. Bristol-Myers Co. was fifth in the U.S., with billings of \$128 million.

Also last week, Bates announced its merger with a Danish agency, Wa Reklame-Marketing I/S, Copenhagen. The new corporate member of the Bates international group will be called Wa-Bates A/S. It bills about \$7 million a year for 80 clients.

In making the announcement, J. Ross MacLennan, president of Ted Bates International, noted that Bates "is the fifth largest agency in the world, with expectations of moving into fourth place within the next year."

Coke puts million on Cosby and radio

The Coca-Cola Co. announced last Friday (Nov. 17) it will spend approximately \$1 million to produce and sponsor *The Bill Cosby Radio Program* on leading teen-oriented stations in 500 markets, five evenings a week, for one year starting Jan. 15, 1968.

The five-minute series represents an effort by Coca-Cola to communicate to teen-agers in their own language, according to Ira C. Herbert, vice president of Coca-Cola. The program will be carried at different times on different top 40 stations but will be scheduled between 7 and 9 p.m. in the same Monday-through-Friday period.

The program will be produced in Hollywood by Mr. Cosby's own company, Campbell, Silver, Cosby Corp. It will be produced under the supervision of McCann-Erickson, Coca-Cola's advertising agency.



Mr. Foster

General Motors is people making better products for people.

Ben Bouier makes his mark of excellence with a brush.

Ben Bouier came to General Motors 13 years ago. As a janitor. He was soon a machine operator. He went to night school. Took electronics, engineering and drafting courses. Today, he's a Graphic Illus-

trator at GM. His job: Helping set up the quality control standards of excellence followed by GM car divisions everywhere.

Ben Bouier is only one of many highly-skilled, self-made men who have made their mark at

GM by making the pursuit of perfection a way of life.

It's one of many good reasons why you will always find the Mark of Excellence on every Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac car.

Benjamin H. Bouier, Jr., GM Manufacturing Development Staff, Warren, Michigan.



MARK OF EXCELLENCE

The case for high frequency in TV retail campaigns

Retail advertisers can be provided with the "payout results" they demand through the use of "disposable" commercials on television on a "pressure" and "frequency" basis, Richard P. Hogue, director of sales development for WCBS-TV New York, told a session of the Television Bureau of Advertising's annual membership meeting last Friday (Nov. 17) in New York (see page 32).

Mr. Hogue warned that institutional, co-operative commercials do not provide the immediate, responsive results that retailers expect and demand. The key, he said, is to concentrate the advertising on a single station in a single day before the day of a sale, and repeat the message over and over again.

Mr. Hogue pointed out that a television station can provide the reach of 10 to 20 newspapers, but added that a housewife can keep a newspaper advertisement. In television, he observed, the memorability factor can be attained through sheer frequency of the commercial advertisement.

He cited as examples in his pres-

entations Abraham & Strauss Department Stores' one-day sales that used TV only and a Kaufman carpet campaign that combined TV with newspapers. The first roadblock to be overcome, he said, was the production of effective but low-cost commercials and the second was to suggest a media approach that promised the "payout" results the retailers demand.

Mr. Hogue said he enlisted the cooperation of several film production houses by pointing out that TV retail advertising could flourish if their prices were reasonable. Several agreed when he pointed out that a large number of these "disposable" spots (geared for use only once or several times) could be shot in the matter of a few days. He noted commercials were produced at 12% of gross time charges, comparable with newspaper costs.

In respect to the media approach, Mr. Hogue stated: "We discovered by trial and error that for big-ticket items like carpets, mattresses and appliances, it takes nine to 11 one-minute daytime announcements or

70 to 90 rating points on the day preceding the sale to provide the payout results."

Mr. Hogue quoted Bill Tobey, vice president and sales promotion manager of A&S, as saying after the campaign ran on WCBS-TV: "We are getting immediate, responsive results. Money is being budgeted for television on a continuing basis."

In the case of Kaufman carpets, Mr. Hogue continued, WCBS-TV recommended a media mix of TV and newspapers and the advertiser has been running seven one-minute and nine 10-second announcements on the day preceding its Thursday and Saturday sales. He added that "Kaufman is enjoying substantial sales gains over last year."

One feature of the Kaufman campaign was the advertiser's success in obtaining "vendor" (supplier) money for the one-day sales campaign. This approach brought immediate results for the supplier as well as Kaufman, Mr. Hogue related, noting he has had several inquiries from other vendors in recent weeks.

Singer weaves young talent for TV special

The Singer Co., New York, last week announced a new Superteen Talent Search contest for 1968 that will cost the company about \$1 million.

The advertiser will use key radio stations in the top 40 markets in the U. S. to discover local teen-age talent and will culminate its project around Labor Day (Sept. 2) in a one-hour network TV special featuring nine Superteen finalists.

Alfred di Scipio, Singer group vice president, said the nationwide effort seeks to tap the talent of young people (13-19 years of age). The TV talent special, he said, will become part of a series to be staged over a seven-year period, in which Singer will solicit the cooperation of this country's top artists to encourage young people "to reach the top in their special field."

Mr. di Scipio explained that Singer will collaborate with Robert E. Petersen Productions, Los Angeles, which will handle production and screening of talent at each radio station. Singer, he said, is granting free franchises to each station to help promote and run

the contest.

The contest promotion is scheduled to begin in April followed with a five-week radio saturation campaign, starting June 5. The selection of three contestants in each market from male and female soloists and from group categories is to be followed by the final judging of 120 entries by a panel in Hollywood.

Also in advertising . . .

Frontier flies away ■ Frontier Airlines, Denver, has ended its association with Kenyon & Eckhardt Inc. The airline carrier had been serviced by K&E's San Francisco office. A new agency has not been chosen. Frontier has billed about \$460,000 annually with more than a third in radio-TV.

Metro population ■ The Census Bureau has issued a report on provisional estimates of the population as of July 1, 1966, for the 72 largest standard metropolitan statistical areas and their 240 component counties. The report (series P-25, no. 378) includes all metropolitan areas with a 1960 population of 350,000 or more.

Down the avenue ■ Storer Television

sales has moved from 500 Park Avenue to 299 Park Avenue, New York 10017. Telephone: 935-2600.

New production unit ■ Pelican Productions, New York, commercial filmmakers, have formed Pelican Videotape Productions Inc. as a new division. With addition of new operation, Pelican says it "can now offer a total service" to clients. Tape division reportedly already has turned out several video tape commercials. Vice president in charge of operations for the division is Herb Horton, former head of video tape activities for Filmex.

Agency appointments . . .

■ Singer Co., New York, has named Meltzer, Aron & Lemen Inc., San Francisco, to handle corporate advertising. MA&L already has Singer's Friden Division (business equipment). The corporate account is now with J. Walter Thompson, New York.

■ The Wella Corp., Englewood, N. J., manufacturer of women's hair products, has shifted its \$1 million account (all in TV) to Harvey and Carlson Inc., New York, from Meltzer, Aron & Lemen Inc., New York.

**Color tape to color
film transfers are dull,
fuzzy and not worth
the trouble.**

Horse radish!

And any other expletive you wish to use.

Because if you believe that, you haven't seen Reeves Color Videofilm* transfers.

Color Videofilm* transfers are alive with sharp, clear images and pure, true-to-the-tape color.

Color Videofilm* transfers are worth every moment of the considerable effort that Reeves puts into each and every one. From the playback of the tape on the best videotape recorder money can buy, all the way to packing the final reel. But you expect that kind

of effort from Reeves. It's that extra quality Reeves has been adding for the past 34 years.

And Color Videofilm* transfers are inexpensive. An unexpected, happy bonus.

Still unconvinced about color transfers? Horse radish!



REEVES
SOUND STUDIOS

A DIVISION OF REEVES BROADCASTING CORPORATION
304 EAST 44TH STREET, NEW YORK, N.Y. 10017. (212) OR 9-3550

*TM Reeves Sound Studios

Syracuse ch. 9 merger gets green light

FIVE OF EIGHT APPLICANTS WILL JOIN IN OPERATION

FCC action last week all but sewed up the loose ends of the protracted channel 9 (WNYS-TV) Syracuse, N. Y. proceeding as the commission approved a merger agreement among five of the eight applicants for the facility (BROADCASTING, Aug. 14). The eight applicants, as Channel 9 Syracuse Inc., have engaged in the interim operation of the station since 1962.

The merger agreement involves W. R. G. Baker Inc. (40%); Syracuse Television Inc. (20%); Six Nations Television Corp. (20%); Onondaga Broadcasting Inc. (18%), and Salt City Broadcasting Corp. (2%). Syracuse Civic Television Association Inc. will be a convertible debenture holder with the option to convert the debentures after three years into a 12½% stock interest in the merged corporation. If Syracuse Civic chooses to convert its debentures, the merged corporation may either effect the conversion or re-

tire the debentures with a \$400,000 payment. The other applicants, bought out for out-of-pocket expenses, investments in and a share of the profits of the interim corporation, are WAGE Inc. (\$125,000) and George P. Hollingbery (\$25,000).

With the joint petition for approval of the merger, were a number of other requests designed to effect a regular licensee for the facility. And the commission accepted most of the proposals—with virtual open-arms:

- The commission reaffirmed its 1965 grant of the CP to W.R.G. Baker (BROADCASTING, Jan. 25, 1965) contingent upon the outcome of an antitrust suit involving two of the Baker principals (BROADCASTING, March 1, 1965). The New York antitrust suit against a number of plumbing contractors included the Edward Joy Co., almost wholly owned by T. Frank Dolan and Leonard P. Markert Sr., principal

Baker stockholders. The commission noted that although ordinarily it would await completion of the suit before effecting a grant, a trial date has not been set nor has there been an indication when the trial might begin. The commission further found that "it does not now appear" that the company was involved in a violation of state antitrust laws "nor if such a violation did occur, that disqualification of Baker would be called for." The commission restored its grant to Baker contingent upon the assignment of the construction permit to Channel 9 and a stock redistribution according to the terms of the merger agreement. Further the commission said that Channel 9 shall continue operations until the CP assignment has been approved.

- The commission also set aside a review board ruling, which enlarged the hearing issues to determine whether certain stockholders of three of the applicants, as members of the Channel 9 board of directors executive committee, had wasted and misappropriated Channel 9 assets due to a failure to supervise the station's operations (BROADCASTING, June 13, 1966). Noting that the allegations were "undisputed" and that the FCC does not condone such "nonfeasance," the commission said it was persuaded that such actions are entirely different from fraud or other acts of misconduct that might require disqualification from the proceeding. "Since the allegations . . . reflect only upon certain of the applicants' comparative qualifications and since there is no need for any further comparative evaluation of the applicants in this proceeding," the commission set aside the review board order.

The commission also dismissed several pending petitions for reconsideration of its 1965 order (BROADCASTING, April 12, 1965), and terminated the proceeding.

Lamb asks court to set aside fee verdict

Echoes of the FCC's Lamb case of the mid-1950's were heard when attorneys for Edward Lamb, Toledo industrialist and owner of WICU-TV Erie, Pa., filed a motion in federal court in Washington to set aside a jury verdict of \$400,000 in favor of Washington lawyer Russell Morton Brown. Mr. Brown was Mr. Lamb's attorney in the FCC hearing case, and had sued Mr. Lamb for legal fees. A Washington jury returned a verdict in favor of Mr. Brown on Nov. 1. The Lamb motion calls on

Viewers' group to seek L.A. UHF channel

A group of primarily independent educators that says it's seeking to give viewers in Los Angeles "a voice and vote in television" received articles of incorporation from the state of California last week. The new organization, incorporated as a non-profit, tax-exempt, viewer-sponsored-and-controlled entity under the name of Viewer Sponsored Television Foundation, says it already has filed a notice of intent with the FCC to apply for the last remaining UHF channel in Los Angeles.

Members of the foundation reportedly are soliciting pledges of support from viewers before filing a formal application for the UHF outlet. If its application is approved, the foundation promises to orient the new TV station "to public affairs and sociocultural programming not presently supplied by the commercial networks or local commercial and ETV stations."

The new station, if it comes into being, will be governed by a seven-member board of directors. Television viewer subscribers, who will be responsible for establishing, financing and controlling the station, will di-

rectly nominate and elect all but two of the board of directors within a five-year period. The by-laws of the station would limit membership on the board to men "who are professionally involved in television as critics, researchers, writers, producers, etc."

Clayton L. Stouffer, identified as educational television and public health researcher at the University of California at Los Angeles, is listed as founder and president of the foundation. Frank Orme, director of the National Association for Better Broadcasting, is chairman of the board. Other members of the board include writer Budd Schulberg, UCLA theater arts assistant professor Frank La Tourette, UCLA associate professor of journalism Dr. Jack Lyle, UCLA associate director of community psychiatry Dr. J. Alfred Cannon and Dr. Isidore Zifferstein, psychiatrist, who has written on the effect of television on society.

The foundation emphasizes that all donations by viewer subscribers are deductible for both federal and state taxes. Its headquarters is 7333 Trask Avenue, Playa Del Rey, Calif.

U. S. District Judge Burnita S. Matthews to set aside the verdict on the ground that it is excessive.

Mr. Lamb, who was a noted labor lawyer in the 1930's, was accused by the FCC of misrepresenting his affiliations with Communist organizations in the application form filed for the renewal of the license for WICU-TV. An FCC examiner found no basis for the allegations after a lengthy and sometime heated hearing. The commission renewed the WICU-TV license in 1957.

WICU-TV is licensed to Dispatch Inc., the company then owning the newspaper in Erie subsequently sold. Dispatch Inc. is presently owned by Lamb Enterprises Inc., but it has proposed to change its ownership to Lamb Communications Inc., 85% owned by Lamb Enterprises. The move will be discussed at a meeting of stockholders of Lamb Communications today (Nov. 20) in Toledo. Stockholders will also vote on increasing authorized common stock to 3 million, and the issuance of 100,000 shares of convertible preference stock, participating series. Lamb Communications also is engaged in CATV operation, owning systems in Flint, Mich., and Salamanca, N. Y.

Earlier this summer, Mr. Lamb sold radio station WICU to Colorado broadcaster J. Harry Dorneggan for \$275,000 (BROADCASTING, Aug. 21).

Lee reminds CATV meets UHF is No. 1 with him

FCC Commissioner Robert E. Lee, a staunch advocate of bigger and better UHF television stations, told cable TV operators last week that if there's a choice between UHF and CATV, his heart belongs to UHF.

But, he added, giving a slight lift to the CATV operators at their national association's regional meetings in San Diego and Portland, Ore., last week: "I expect my position to undergo constant change," especially, he said, where UHF stations become established and flourishing.

CATV, he said, can grow in conjunction with UHF, but he warned, UHF won't enter markets where the high-density population is wired for CATV and distant signals.

He also called for more cooperation from the CATV industry and a better understanding of the FCC's role in promoting the public interest.

He said he hadn't accepted a third term on the FCC "to preside over the liquidation of the broadcast industry."

More than 300 CATV operators attended the meeting in San Diego early last week; about 100 were at the final regional conference in Portland.

FCC clarifies Bluefield order

The FCC found itself in the position last week of explaining its actions to its CATV task force, which had suggested that the commission had departed from its own policy in ordering a hearing in case involving Bluefield Cable Corp., of Bluefield, W. Va. The commission reaffirmed its order, but also "clarified" it.

The order directs Bluefield to show cause why it shouldn't carry the grade B signal of WCYB-TV Bristol, Va. And the task force had questioned the commission's statement that the rule requiring carriage hinges not on whether a grade B signal is received in Bluefield but on whether the community lies within the grade B contour of the station (BROADCASTING, Oct. 16).

The task force maintained that the rationale underlying the CATV rules is that CATV service should reflect the competitive situation that would exist in a community if the system were not in operation there.

The commission, however, said the Bluefield order conforms with policy. It said that the carriage and nonduplication rule provides that priorities

for carriage are based on the contours of the stations, which are computed in accordance with the regular prediction method. But the commission added that any party could make a showing as to the station's actual contour.

Since Bluefield is within the grade B contour of WCYB-TV, the commission said, the only remaining issue is whether the station's actual contour reaches the community. The rule is not applicable if the contour falls short, the commission said.

The CATV system could request a waiver of the rule on the ground that a satisfactory signal is not being received. But, given a particular situation where a CATV community would benefit from service by the station, the commission said, waiver of the rule would not be justified "if carriage is technically feasible." The commission noted that systems have "sophisticated" equipment capable of picking up signals not always received by home antennas.

The task force had also expressed concern that the CATV might, under certain circumstances, "be ordered to relocate its headend." But the commission said it did not contemplate issuing such an order.

The commission said that, other than the question of whether the carriage and

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Los Angeles,
the station that
movie stars send
fan mail to,
is represented
by Edward
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nonduplication rule is applicable, the only issue is whether the rule should be waived. It said that if it denies the requested waiver, even though reception of WCYB-TV's signal is not possible with Bluefield Cable's existing facilities at its present headend site, "it will be up to Bluefield Cable to decide what steps, if any, it will take" to comply with the rules.

Buckley's bid for TV turned down

Columnist-editor-TV performer William F. Buckley Jr.'s first attempt to establish a television station has gone quietly by the boards because he failed to take the witness stand during a hearing on the application.



Mr. Buckley

In an August initial decision FCC Hearing Examiner Herbert Sharfman recommended denial of a construction permit to Topeka

Television Inc. for channel 43 at Topeka, Kan. Topeka is 38% owned by Starr Broadcasting Group Inc., which is two-thirds owned by Mr. Buckley. Starr is the licensee of KOWH Omaha; KISD Sioux Falls, S. D.; KUDL Fairway and KCJC(FM) Kansas City, both Kansas.

At issue in the proceeding on the uncontested application were Topeka's financial qualifications, and what the examiner chose to accept as evidence.

Topeka alleged that its first-year costs of operation would be \$723,000 and that it would meet the expenses by obtaining loans up to \$1 million from The Omaha National Bank. The bank, in turn, said it would advance the funds contingent on collateral "deemed adequate to secure such advances" deposited by Mr. Buckley. Further the bank stated that since it had handled previous loans for Mr. Buckley, "we are familiar with [his] financial circumstances and . . . are satisfied of [his] ability to furnish collateral in whatever sums we might require." Mr. Buckley, in a letter to Topeka president Paul C. Aiken, pledged he would furnish such collateral.

But the bank document and the Buckley letter proved unpersuasive to Examiner Sharfman. "We have to have" Mr. Buckley present for examination, he said.

Despite three hearing continuances designed to permit Mr. Buckley an op-

portunity to testify, he failed to appear. And that, the examiner said, "makes it impossible to place full faith in the bank's confidence [in him]."

The examiner said that Mr. Buckley's ability to pledge the securities with the bank must "be established by evidence acceptable under strict standards applicable in a hearing. This means, of course," he said, "testimony from the stand subject to cross-examination." The "pat hearsay appraisal" by the bank of the Buckley estate, he noted, could not be received in evidence. Since "there is no proof in this record" that Mr. Buckley possesses the means to satisfy the bank's condition, Examiner Sharfman recommended the application be denied.

His initial decision became a final action on Oct. 5 under commission rules, and that action was made public by the commission in November.

News blackout clamp on union-ABC talks

Negotiations between ABC and the National Association of Broadcast Employes and Technicians continued last week in Washington under the auspices of the Federal Mediation and Conciliation Service in an effort to end the strike that reached the two-month mark last Friday (Nov. 17).

Neither NABET nor ABC would reveal the direction negotiations have taken. A NABET spokesman said that Federal Mediator Kenneth Moffett imposed a "news blackout" last Thursday (Nov. 16) on the union and the company, with any reports on talks to emanate from Mr. Moffett.

It could not be ascertained whether this development presaged a break in the impasse, but a NABET official said that "this sort of thing sometimes means that negotiations are making headway."

Rally in New York ■ NABET, meanwhile prepared to stage a rally in front of ABC headquarters in midtown New York at 5 p.m. today (Nov. 20). A union spokesman said that a sound truck would be stationed in the vicinity and messages would be broadcast soliciting public support for the union in its dispute with the company. He said NABET had been pledged the support of other entertainment unions in this demonstration.

On-the-air operations have continued at ABC throughout the strike, which began on Sept. 22, with the use of supervisory and other non-union employes. ABC announced last week several substitutions in programming were planned because of the strike. The net-

work presented a one-hour program, *Popendipity*, a musical program, to replace a special, *Carol Channing and 101 Men*, which is now scheduled for Nov. 30. In addition, another one-hour special featuring Debbie Reynolds, titled . . . *And Debbie Makes Six*, was postponed from its original air date of yesterday (Nov. 19) until early 1968. It was replaced by a repeat of a color musical, *Alice in Wonderland or What's a Nice Kid Like You Doing in a Place Like This?* which was sponsored by the MacDonald Corp. of Chicago in place of the Debbie Reynolds special.

A NABET official said late last week that the issue holding up a settlement is not wages but improved working conditions, including the union's demand for a 35-hour week, a paid lunch period and job security. ABC has offered NABET a four-year pact that would raise the weekly salary of technicians from \$218 to \$270 in the fourth year. NABET countered with a proposal for \$275 in the fourth year, but insisted on improved fringe benefits.

More Fines ■ In a related action, the New York local board of the American Federation of Television and Radio Artists imposed a total of \$46,500 in fines against five ABC performers who were found guilty of violating a union directive to respect the NABET picket lines at ABC.

Those fined were Chris Schenkel, \$15,000; Bud Palmer, \$12,250; Alan Jeffrys, \$10,800; Bud Wilkinson, \$5,000 and Peter Jennings, \$3,250. These were the latest in a round of fines that have been imposed by AFTRA locals throughout the country.

CATV faults on note, ITT assumes control

A subsidiary of International Telephone & Telegraph has taken over control of a Seattle CATV complex after the system defaulted on payment of a \$315,000 note.

Northwest Cablevision, operator of the system in Seattle and nine in the suburbs, had borrowed \$1,815,000 from ITT's Kellogg Credit, \$1.5 million on a long-term note. When Kellogg asked for \$315,000 on a demand note, Northwest could not come up with the money and filed voluntary bankruptcy. At the time Bradford Harrison owned all of Northwest's stock.

The filing showed assets of \$2.3 million and debts of \$1.9 million. On Nov. 10 ITT's Federal Electric division took over control of Northwest and last Thursday (Nov. 16) filed in the U.S. district court for a dismissal of the bankruptcy petition.

Merle Davis, vice president of

Northwest under Mr. Harrison, said Northwest had borrowed \$1,815,000 from Kellogg in 1965 to begin operations. He said Northwest had been paying 7% interest on the note but did not have to pay any principal until after three years.

Kellogg, Mr. Davis said, had refused to advance any more operating capital, and Northwest was unable to pay the immediate creditors.

Stock Security ■ Mr. Harrison, who owned all the stock in Northwest, had pledged his Northwest stock as security and on Nov. 10 Federal took over the stock, but not operation of the system. Northwest is now being run under a court-appointed receiver although Mr. Davis is still active as manager.

Mr. Davis said that ITT had indicated it wants to sell the system, and that he and Mr. Harrison have made a bid—in the neighborhood of \$2 million—to purchase it.

Northwest, he went on, "is just at the point of making money." During 1967 it has added 135 miles of cable in Seattle giving it 225 miles in the city and suburbs. Subscribers now under 5,400, he continued, and at the time of the "trouble" they were being hooked up at the rate of a 100 a week. There are 500 hook-up orders being held now, pending outcome of the bankruptcy and filings.

Mr. Davis said he expected 8,000 subscribers to be hooked up by next June. The subscription charge is \$9.95 with a \$5 monthly fee. Northwest brings in seven off-air signals: four from Seattle, two from Tacoma and one from Bellingham, Wash. It also has a local origination channel on the West Seattle system, where the new cable has been laid; plus an AP news wire channel; local civic announcements channel. It also feeds the full FM band and carries background music on three channels.

In September Northwest signed with Trans-Lux for two years of the *Mack and Myer for Hire* comedy series. It has also just installed a General Electric 3-V color film chain (CLOSED CIRCUIT, Sept. 18).

Media reports . . .

New Salt Lake City FM ■ KFMC(FM) Salt Lake City is expected to begin broadcasting Nov. 30, with a middle-of-the-road format. Ashley L. Robinson and Glenn C. Shaw are president and vice president, respectively.

New headquarters ■ WTPR-AM-FM Paris, Tenn. and a Dixie network affiliate, has moved into a new \$150,000 broadcast center. More than 3,000 people, including advertising agency personnel and broadcasting executives, attended a special on-air dedication program.

Court orders FCC to accept Natick bid

The U. S. Court of Appeals for Washington has rapped the FCC for being unduly rigid in applying procedural rules, and ordered it to accept for filing the application for an AM station that it had rejected on the ground of tardiness.

Natick Broadcast Associates Inc. originally had tendered an application for a station on 1060 kc at Natick, Mass., on May 10, 1965. That was the last day on which it could have filed an opposition to a pending application of Home Service Broadcasting Corp.

The commission, however, rejected it, contending the station it proposed would violate the overlap, or interference rule with respect to KYW Philadelphia. The application, presented by Natick, had shown no overlap, but the engineering computations, based on standard soil-conductivity maps, had been in error, which Natick later conceded.

Natick, however, subsequently petitioned the commission for reconsideration, and retendered the application with an engineering exhibit consisting of actual field-intensity measurement

data. This material indicated that interference with KYW would not occur.

Worried About Effect ■ The commission, however, denied the request for reconsideration, contending that the data was submitted after the cutoff date. It also granted Home Service's application. In opposing Natick's appeal in court, the commission expressed concern over the possibly adverse impact court reversal would have on its procedures; the commission argued there would no longer be certainty that a cutoff date was a final date for filing applications.

But in overturning the commission's decision, the court said the commission action was being "hypertechnical and arbitrary." It noted that Natick's original complete application "did not violate the overlap rule," as indicated by the actual measurements that were made.

The court said that, unless Natick's proposed station can be shown "objectionably" to violate that rule, comparative hearing on Natick and Home Service Broadcasting's applications must be conducted.

The opinion, which was not signed, will require the setting aside of the grant to Home Service. The judges presiding at the case were Wilbur K. Miller, J. Skelly Wright and Edward Allen Tamm.

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FCC sale approvals give go to new group

A new public broadcast group, Pacific & Southern Broadcasting Co., is on the verge of becoming a reality, following FCC approval last week of a series of station assignments and transfers.

The new group, an amalgam of Communications Hawaii Inc. and the broadcast properties of the Fox, Wells & Rogers investment firm, will comprise four TV stations and four radio stations: WAI-TV Atlanta; KHON-TV Honolulu, KAI-TV Wailuku, KHAW-TV Hilo, all Hawaii; and WQXI Atlanta, WXKI (FM) Smyrna, Ga., and WSAI and WJBI (FM) Cincinnati.

FCC action last week approved the purchase by Pacific & Southern of WAI-TV (channel 11) for \$12,892,000 from Richard Fairbanks and others, and the purchase of 49.6% interest in the Cincinnati stations for \$1,916,000 from Payson and Trask, stockbrokers.

Upon consummation of the transactions, DeSales and Paulette B. Harrison and Arthur H. McCoy will hold

36.66% of Pacific & Southern; Fox, Wells & Rogers, 32.88%. Mr. and Mrs. Harrison and Mr. McCoy presently are the principal owners of the Hawaiian stations. Fox, Wells & Rogers now owns 51% of the Cincinnati stations, and 97% of the Atlanta area stations.

Mr. Harrison will be chairman and treasurer of Pacific & Southern; Mr. McCoy president and operating chief; James G. Rogers, chairman of the finance committee and secretary of the corporation.

As part of the merger, a public offering is to be made of about 30% of the common stock and 20-year, subordinated debentures—both expected to bring in about \$6.5 million. The new company also has said it plans to borrow \$10 million from the Chemical Bank of New York on a 10-year basis. A registration was filed earlier with the Securities and Exchange Commission in Washington (BROADCASTING, Nov. 6).

Mrs. Harrison owns 5.65% of Hubbard Broadcasting Inc. (KSTP-AM-FM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque, N. M., and WGTQ Cypress Gardens, Fla., and construction permits for UHF stations in St. Petersburg [channel 44] and Ocala (WOTG-

TV, channel 51, both Florida). This interest has been placed in trust to overcome any difficulty with the FCC's multiple ownership rule. Fox, Wells & Rogers until recently owned about 30% of Springfield Television Broadcasting Co. (group broadcaster) and previously owned 50% of KOGO-AM-FM-TV San Diego.

The transactions were approved by Chairman Rosel H. Hyde, and Commissioners Lee Loevinger and James J. Wadsworth. Commissioner Kenneth A. Cox abstained.

Changing hands . . .

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

■ WRFV-FM San Juan, P.R.: Sold by Ricardo Freiria to Ralph Perez-Perry for \$235,000. Mr. Perez-Perry has interest in WKVM San Juan, WKBM-TV Caguas and WSUR-TV Ponce, all Puerto Rico. WRFV-FM operates on 105.7 mc with 50 kw.

■ KJCF Festus, Mo.: Sold by Donald M. Donze to G. J. Rice, M. C. Dunsford and others for \$175,000. Mr. Rice is founder and 51% owner of KTUI Sullivan, Mo. Mr. Dunsford is plant manager of Ramsey Corp., Manchester, Mo. KJCF is daytimer only on 1400 kc with 1 kw.

■ WGLB-AM-FM Port Washington, Wis.: Sold by Harvey Kitz and Mrs. Lucy Jeffers to Ray Friedman and Tom Davis for \$90,000. Buyers own KLEE Ottumwa, Iowa. Mr. Davis is manager of WCIU-TV Chicago (channel 26); Mr. Friedman is an account executive with Sterns, Walter and Simmonds advertising agency, Chicago. Mr. Kitz and Mrs. Jeffers recently sold, with the estate of the late Harold Murphy, North Shore Publishing Co., Milwaukee, publisher of suburban weeklies, to Pubco Corp., Milwaukee, for an undisclosed consideration. WGLB is daytimer only on 1560 kc with 250 w; WGLB-FM is on 100.1 mc with 3 kw. Broker: J. D. Stebbins Co.

■ KINO Winslow, Ariz.: Sold by Willard Shoecraft to Bruce G. Normandin and Charles D. Wiederman for \$80,000. Mr. Normandin has been manager of KJAM Madison, S. D., and will manage KINO after FCC approval. KINO operates fulltime on 1230 kc with 250 w. Broker: Chapman Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 78).*

■ WQXI and WAI-TV Atlanta, KHON-TV

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Honolulu (with KAH-TV Wailuku and KHAW-TV Hilo), WSAI and WJBI(FM) Cincinnati, WXKI-FM Smyrna, Ga.: Sold to Pacific and Southern Broadcasting Corp. through series of stock and cash transactions, including almost \$13 million for the Atlanta TV, and almost \$2 million for the Cincinnati stations (see page 54).

▪ KMMJ Grand Island, Neb.: Sold by Don Searle to Chicago group, headed by Rex Lathen, for \$450,000. Mr. Searle, terminating a 42-year career in broadcasting, is former ABC network executive and owned half-dozen stations, largely in Midwest. Mr. Lathen is with Chicago office of H-R Representatives. KMMJ operates fulltime on 750 kc with 10 kw.

San Diego proposal to be reviewed at top

The FCC will bypass the review board in arriving at a final decision in the landmark CATV case involving the proposed imposition of restrictions on CATV systems' growth in the San Diego market.

A hearing examiner in an initial decision last month held that, contrary to the contention in a petition of KFMB-TV San Diego, there is no basis for restricting the growth of the six CATV systems in the area (BROADCASTING, Oct. 9). He also recommended lifting restrictions imposed pending the outcome of the hearing.

The case was, in the normal course of events, awaiting review by the commission's review board, a kind of lower court composed of top commission staff members. But the commission last week said the case involves "important and novel questions . . . which merit commission consideration."

The case was one of three that the commission brought up for review without awaiting review board action. The other two involved common-carrier matters.

Nielsen adapts optical scanning to ratings

A. C. Nielsen Co., Chicago, last week announced what it described to be "a significant breakthrough" in the processing of information obtained from household diaries by means of optical scanning. The homes involved are those cooperating in the national audience composition service and its local television audience research, presently conducted in some 220 markets.

W. C. Swigart, Nielsen production vice president, said the new optical

scanning system has been developed for converting diary viewing records into a form for direct assimilation by electronic computers. He said that as a result of considerable study, special techniques have been developed to assure quality levels comparable to those achieved by key punching with key verification. Optical scanning also will help speed up report deliveries, it was indicated.

D.C. combatants reach agreement

A year-long controversy surrounding the concurrent renewal and assignment of an AM license in Washington (BROADCASTING, Aug. 1, 1966) was dispelled last week when two broadcasters came to terms. WUST Bethesda, Md., a Washington suburb, and Bethesda-Chevy Chase Broadcasters Inc. asked the FCC to approve an agreement whereby BCC's application for the wust facilities (1120 kc with 250w) would be dismissed for out-of-pocket expenses up to \$25,000, and the commission would grant WUST a license renewal. In addition WUST asked for a grant without hearing of its request for a construction permit to change its city designation to Washington proper,

change its transmitter site to a location in downtown Washington and increase its power to 1 kw.

Currently broadcasting from Ninth and V Streets, N.W., "a point remote from the growing concentration of the Negro population of Washington," WUST, whose programming is Negro-oriented, said the transmitter site change would make the station "of materially greater benefit to the public" that it serves.

KTLN joins MBS

KTLN Denver last week became the 516th affiliate of Mutual. Independent KTLN, which belongs to the Intermountain Network's Colorado Group, replaces Mutual's former prime affiliate, KOSI-FM Denver. KTLN is on 1280 kc with 5 kw fulltime. It is owned by Radio Denver Inc. with Richard B. Wheeler as station president and general manager.

NBC Radio adds one

NBC Radio has added its 212th U. S. affiliate, KOAG Arroyo Grande, Calif. Operating fulltime on 1280 kc with 1 kw, KOAG is licensed to Larson-Irwin Enterprises with George Irwin as general manager. KOAG was formerly affiliated with Mutual.

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New-season TV casualties light

So far, only eight slated to go off networks;
latest Nielsen has CBS-TV still out in front

The television networks' axe will swing on fewer shows at midseason this year than last—eight series are slated to go off the air this winter compared to 11 a year ago.

The totals of network nighttime show casualties are based on cancellations announced in both years by mid-November.

It's obvious the networks are bent on reducing risk and effecting economies, even though the effort comes during a season that for the new shows has been marked more by drift than by climb in the ratings.

The season has also indicated CBS-TV's power in the numbers, underscored by a fast weekly Nielsen report out last week (Nov. 15) for the 7:30-11 p.m. period ended Nov. 5, giving CBS-TV 21.7, NBC-TV 18.5 and ABC-TV 15.1 in the rating averages.

Some of the programming risk has been reduced by the networks' run of six movie nights—12 hours weekly—along with a trend toward longer program series and by ABC-TV's move to turn back additional time to stations.

Where They Faltered ■ The total of eight announced show casualties breaks out to four on ABC-TV, three on NBC-TV and one on CBS-TV. Of the eight shows, six were new this season. The

eight casualties represent seven hours of weekly programming.

NBC announced its third cancellation last week: The carryover *The Man from U.N.C.L.E.* (Monday, 8-9 p.m. NYT) will be replaced by the comedy team of Dan Rowan and Dick Martin in *Rowan and Martin's Laugh-In*, beginning Jan. 22. Also on NBC, *The Saint*, telecast Sunday nights last summer, will replace—with newly produced episodes—*Maya* in the Saturday 7:30-8:30 p.m. period, starting Feb. 24. *The Hollywood Squares*, a nighttime version of an NBC weekday daytime game show, will replace *Accidental Family* (with Jerry Van Dyke) on Friday, 9:30-10 p.m., effective with the Jan. 12 telecast.

CBS's and ABC's cancellations were announced earlier. CBS drops *Dundee and the Culhane* (Wednesday, 10-11 p.m.), replacing it with *The Jonathan Winters Show* on Dec. 27.

ABC-TV's changes: Universal Television-produced *It Takes a Thief*, new spy spoof, will replace *The Invaders* (Tuesday, 8:30-9:30) effective Jan. 9. *Invaders* goes to Tuesday, 10-11 in place of *The Hollywood Palace*, which returns to its familiar Saturday period (9:30-10:30). *Iron Horse*, currently in the latter Saturday spot, goes off.

Successor to 'Custer' ■ *The Avengers*,

a former "second season" mystery-adventure veteran series, will replace *Custer* on Wednesday, 7:30-8:30, effective Jan. 10. *ABC's Operation: Entertainment*, a musical variety show, goes in for *Hondo* (Friday, 8:30-9:30) on Jan. 5. *Good Company* Thursday, 10-10:30) will have its last telecast Dec. 21 with that half hour returned to affiliates Jan. 4—an ABC news special will pre-empt the period on Dec. 28.

Two of the replacement series are British-produced: *The Saint* on NBC is produced by Associated Television of London (Independent Television Corp. is the U.S. subsidiary) and *The Avengers* on ABC is produced by ABC Television Ltd. of London.

Three of the network series going thataway are westerns: ABC's *Hondo* and *Custer* and CBS's *Dundee and the Culhane*. Three of the eight series are MGM-produced: *U.N.C.L.E.* (which had a three-and-a-half year run on NBC) and *Hondo* and *Maya*, which were new entries on ABC and NBC respectively. MGM is now represented on the networks with two weekly series, *Daktari* on CBS and *Off to See the Wizard* on ABC.

In announcing the new *Rowan and Martin* series, NBC noted that the show was given a "sneak preview" on Sept. 9, just before the start of NBC's current season. The show will be coproduced by George Schlatter-Ed Friendly productions and Romart Inc. at NBC's Burbank studios in California.

NBC News specials offered to stations

A group of 10 NBC News color specials, originally presented on NBC-TV, has been placed in domestic syndication by NBC Films.

They are *The Air of Disaster*, an investigation of air pollution, produced by Stuart Schulberg and narrated by Sandor Vanocur; *Carny*, written and produced by Chet Hagan, narrated by Sally Rand, on traveling carnivals; three documentaries produced by the late Ted Yates, killed while covering the Arab-Israeli war—*The Journals of Lewis and Clark*, *Indonesia, Troubled Victory*, and *Laos: The Forgotten War*.

The list also includes three shows produced by George Vicas—*The Defeat of the Armada*, *The Middle Ages* and *The Reformation*. *Grand Canyon*, written and narrated by Joseph Wood Krutch, which received a Thomas Alva Edison award for the best science television program for youth, and *Pearl Harbor*, written and produced by Frank De Felitta.

Drama special ups usual movie audience

ABC-TV's hypothesis that movie watching is a habit that can be carried over to specials was supported again by strong ratings for its movie-length, taped dramatic special "Dial M for Murder" in its Wednesday, Nov. 15, movie slot (9-11 p.m.)

According to the New York overnight Niensens, "M" scored an average 23.5 rating, 35.9 share, leading in every half-hour.

As with its previous movie-night special success, "Johnny Belinda" (BROADCASTING, Oct. 30), "Dial M" equalled or bettered the record of the movie it replaced, according to ABC. For the previous eight weeks, the Wednesday movie had averaged a 22.5 rating, 35.2 share, according

to the New York Niensens.

Both specials were produced for ABC-TV by David Susskind/Talent Associates.

ABC also announced last week plans for two more movie-night specials—"A Hatful of Rain," with Sandy Dennis, Herschel Bernardi, Peter Falk and Michael Parks, will be produced by Talent Associates; "Arsenic and Old Lace," starring Helen Hayes, Lillian Gish and Boris Karloff, will be a "house" production of ABC-TV's color studios in New York, currently nearing completion.

"Diary of Anne Frank," next in the series of movie-rationing specials, will be seen in the Sunday movie slot, 9-11 p.m., Nov. 26.

To the People of Baton Rouge Humble is a "clean water citizen."

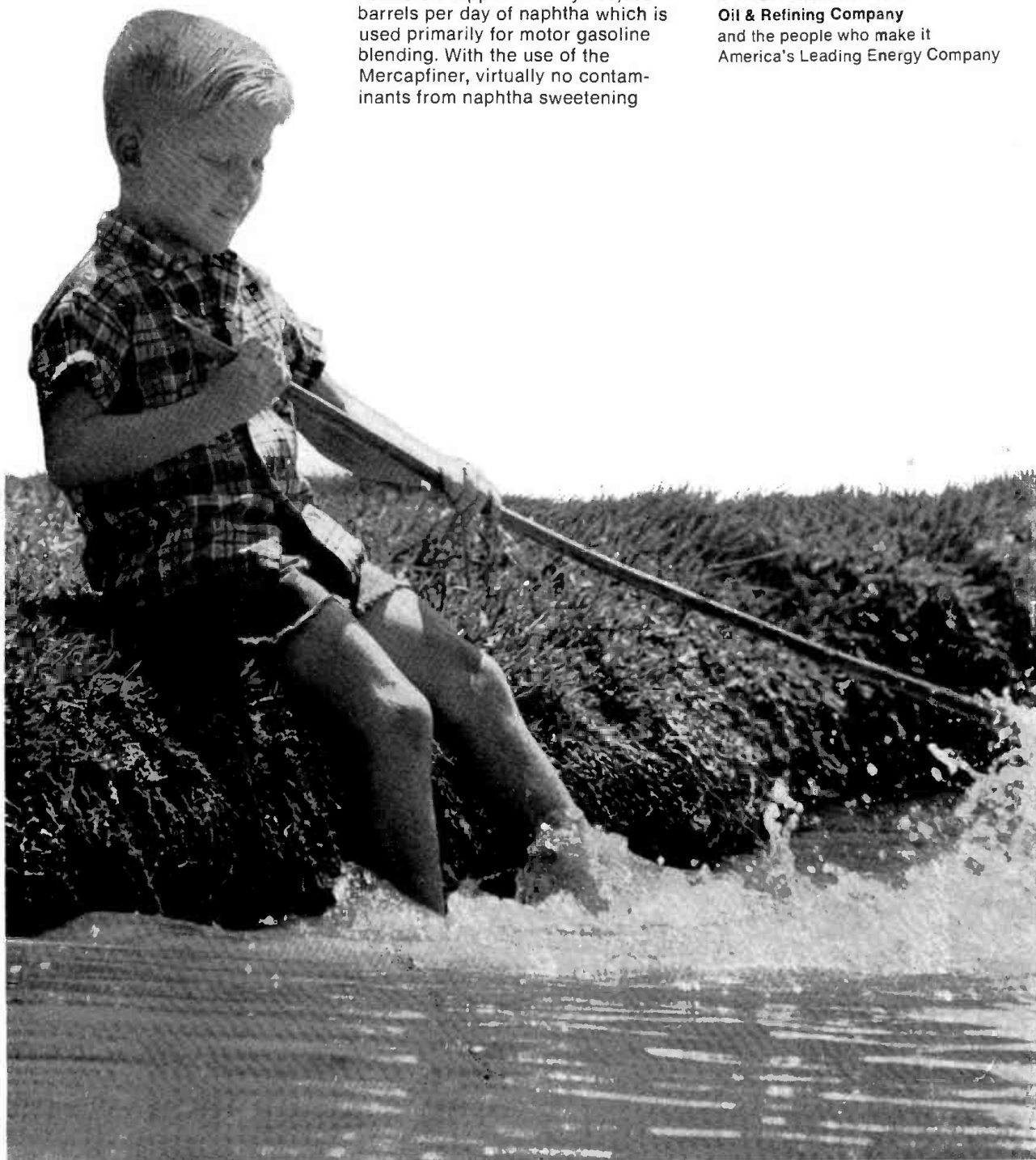
Water pollution has become a source of irritation and concern to every one from high-level government officials to the guy next door who likes to fish — and catch something. □ For the past 10 years Humble's Baton Rouge Refinery has been engaged in improving the cleanliness of its effluent water stream. Over \$8 million of equip-

ment is now in use, and more is to come. □ A new process called Mercapfining will contribute to the company's continuing "clean water" program. Mercapfining provides a unique method of converting, to an odorless form or "sweetening," the compounds found in refinery blending streams. Humble's new facility will have the capability to "sweeten" approximately 180,000 barrels per day of naphtha which is used primarily for motor gasoline blending. With the use of the Mercapfiner, virtually no contaminants from naphtha sweetening

operations will enter the vast refinery water-collection and treatment system at Baton Rouge. □ From fishing to finding new pollution controls, we're proud to help preserve our natural resources for the use of America's most important resource: its people.

HUMBLE

Oil & Refining Company
and the people who make it
America's Leading Energy Company



A new face in TV programming

Scripps-Howard, WGN Continental join forces;

Eidmann, Watters head production-distribution firm

The formation of a new company, Scripps-Howard/WGN Continental Productions Inc., to produce television programs for syndication nationally and internationally was announced last week by Jack R. Howard, president of Scripps-Howard Broadcasting Co., and by Ward L. Quaal, president of WGN Continental Broadcasting Co.

The initial product is to be a 90-minute weekly late night variety entertainment program from Miami Beach (CLOSED CIRCUIT, Nov. 13). Executive producer is Sheldon Cooper, vice president of WGN Continental Broadcasting Co. and program manager for group stations.

Officers of Scripps-Howard/WGN Continental Productions Inc. include Bradley R. Eidmann, board chairman; Mortimer C. Watters, president; Donald L. Perris and Daniel T. Pecaro, vice presidents; Mr. Cooper, secretary, and Chester E. Pike Jr., treasurer. Mr. Eidmann is vice president and general manager of WGN Continental Productions Co., which continues as a production



Mr. Watters



Mr. Eidmann

entity in its own right for both programs and commercials and will serve as distributor for the new company. Mr. Watters is executive vice president of Scripps-Howard Broadcasting Co.

Mr. Perris is vice president of Scripps-Howard Broadcasting and general manager of WNEWS(TV) Cleveland; Mr. Pike, vice president of Scripps-Howard and general manager of WPTV(TV) Palm Beach, Fla.; Mr. Pecaro, vice president of WGN Continental Broadcasting and general manager of WGN-TV Chicago.

Cites Growing Need ■ "This is a unique and significant development at this particular stage in television's history," Mr. Eidmann said. "We cannot stand by as sources of programming diminish and when so much talent and potential exists in companies like ours outside of what has been considered the

major centers of production," he said.

Among the programs distributed nationally by Scripps-Howard Broadcasting Co. are *Upbeat* and *Polka Parade*. WGN Continental is the producer and distributor of several series, including *An Evening With*, *Great Music*, *The Barn Dance* and *Big Bands*, the last in association with 20th Century-Fox.

WXUR charged with anti-Negro bias

An official of the National Association for the Advancement of Colored People charged Nov. 16 that she has heard a WXUR-AM-FM Media, Pa. "talk show" moderator voice racial slurs over the air. Mrs. Mary Edwards, a board member of the Media NAACP, made the accusation during the sixth week of the FCC hearing to determine whether WXUR's licenses will be renewed.

The woman testified that she heard *Freedom of Speech* moderator Thomas Livezey say that "all the Negroes want from the white man is his daughter and his money." She also charged Negroes were described on the show as being shiftless.

Mrs. Edwards said she wanted to correct the "fallacious" remarks but was not willing to go on WXUR because she was afraid that she would not be treated fairly.

WXUR attorney Benedict Cottone challenged the value of Mrs. Edwards's testimony because she could not give a date when the remarks were broadcast and could only recall the comments that were made in 1965 or 1966. Earlier testimony indicated Mr. Livezey was removed as moderator by John H. Norris, station president, when he refused to apologize on the air for an objectionable remark made during a broadcast.

A peace activist and announcer-engineer also were among witnesses testifying during the week.

On the Defensive ■ Mrs. Mildred Scott Olmstead, executive director emeritus of the United States section of the Women's International League for Peace and Freedom, testified she was invited to appear on WXUR after she and the organization were allegedly attacked on the air.

Mrs. Olmstead claimed, however, that

when she appeared on the show, *Delaware County Today*, WXUR interviewer Carl Mau didn't give her a fair chance to talk about the objectives of her group and "quickly put me on the defensive". Some of the questions he asked her had been provided by the person who originally attacked her over WXUR, it was claimed.

The station employe testified that WXUR itself was the victim of an attack on its own airways.

Announcer-engineer William Broadwick said Pastor Bob Walter, who regularly broadcast a program called *The World, The Bible and You*, over WXUR harshly criticized the station during June or July 1966.

Mr. Broadwick said the pastor was highly critical of the station for hiring employes who were not fundamentalists in their religion.

He said the pastor also criticized WXUR for allowing a self-proclaimed agnostic and socialist to have a program on the station and testified the pastor "made rather inflammatory suggestions" that the station would lose its listeners' support if it did not change some of its policies.

After mentioning the attack, Mr. Broadwick drew laughter by remarking: "We were thinking of asking for equal time."

WXUR has been charged with violating the FCC's fairness doctrine by presenting unbalanced programming slanted to the extreme right wing and failing to offer free reply time to persons and groups attacked.

Civic and religious groups, which petitioned the FCC for a hearing, charged the station also broadcast anti-Negro, anti-Semitic and antiminority remarks.

WXUR is operated by Brandywine-Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa.

SAG upset over network movie plans

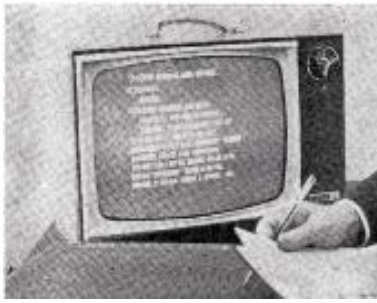
The Screen Actors Guild, flushed with a new television film contract that since last summer "produced the best results of any guild negotiation in memory," held its annual membership meeting in Hollywood last week and waved a cautioning finger at the TV networks interest in feature-film production. Reviewing the guild's activities for the year, John L. Dales, national executive secretary, explained why SAG has argued against "the unrestricted right of the three major networks to unfairly compete in production of feature films." According to Mr. Dales, it boils down

New CATV news service makes debut in Manhattan

Alphamatic News, a full-time electronic news display service for CATV distribution to the home, went into operation last week on the Manhattan Cable Television system in New York.

The service, originated by United Press International and Television Presentations Inc., a subsidiary of Sterling Movies, which also owns an interest in the Manhattan system, provides world and local news and stock market prices 24 hours a day. Manhattan Cable Television serves Manhattan south of East 86th Street and West 79th Street.

The heart of the system is a character generator device manufactured by RCA Victor Ltd., which converts telegraph signals to words and sentences flowing across the home screen. Each of 12 lines of copy



holds 42 characters and spaces. The top 11 lines are successively erased and new lines displayed, starting at the top. The service is wholly visual.

Television Presentations will market the service to CATV systems throughout the country. Charles Dolan, president of Sterling Movies, the parent company, said: "The

service converts anyone's TV set into a formidable news outlet that should sharpen the public's appetite for news from other sources, especially in view of the attractive visual nature of regular TV news programs, and the greater in-depth coverage of both radio and newspapers."

The Associated Press has offered its own News Channel Service to CATV systems since July 1965. In partnership with Telemation Inc., Salt Lake City, AP has its system on line with 76 systems and has signed contracts with 20 more, according to a spokesman last week.

The primary difference between the two systems is that while UPI's displays electronic copy, AP's displays a television picture of a modified news printer on the regular AP transcontinental news wire.

to a Hollywood version of Gresham's Law: An uncontrolled television network in movie production "might soon drive the other, independent motion picture producers out of business." The rationale for such a conclusion: "The networks [which] own the primary means of exhibition . . . could largely dry up . . . necessary income for . . . independent producers and . . . become the overwhelming power in feature film production that they already are in TV production."

But that was the only spectre raised at the meeting held in the Hollywood Palladium and attended by some 1,000 actors. The financial report was the champagne of the occasion. It bubbled with promise. Commenting on the TV film contract negotiated last summer and which extended residual payments from six to 10 runs, Mr. Dales happily anticipated that "Lord knows what this is going to do to our residual department." He pointed out that domestic and foreign residuals and payments for feature pictures sold to television are now running more than \$1 million a month and that SAG is distributing what amounts to some 120,000 residual checks a year.

Treasurer Gil Perkins reported to the meeting that SAG income during its financial year ended Oct. 31 totalled \$1,236,173, while expenses were \$1,038,493, resulting in a surplus for the year of \$197,679. This brings the total guild surplus to \$1,228,283. Paid-up national membership for the year increased from 16,793 to 18,495.

During the meeting support for pay-

TV was reaffirmed and steady progress overcoming racial discrimination in use of actors in both TV and movies was noted. Also reported was success in limiting the number of foreign actors imported to this country.

Actor William Gargan, a cancer victim who now helps other cancer sufferers, was given the annual SAG award "for outstanding achievement in fostering the finest ideals of the acting profession." Actor Charlton Heston was re-elected for a third one-year term as president of the guild.

Congressional probe of bar called for

A congressional investigation of the American Bar Association to curb its influence over public agencies, not excluding the federal courts, was urged last week by Robert M. White II, president of Sigma Delta Chi, professional journalistic society.

In the keynote address to the annual convention of the all-inclusive journalism organization, Mr. White charged the ABA with advocacy of new court rules that impinge dangerously upon freedom of news media. He urged opposition to the so-called Reardon report and asked that efforts be made to defeat it on the floor of the house of delegates at the ABA convention in Chicago next February.

Mr. White, editor and publisher of

the *Mexico (Mo.) Ledger* and owner of a CATV system there, charged that the Reardon report was "a plan to force American people to know less about what their police are doing, and what their courts are doing." He branded it "an ill-conceived and tragic attempt at indirect censorship."

Opposed Report - He said that every newsman and lawyer who believes that an informed voter is democracy's greatest strength should join in opposing the Reardon report. But even that isn't enough, he said, adding:

"It is high time, indeed, for Congress to investigate the ABA. It is a private organization with headquarters in Chicago, which through its rules and regulations exerts mass power in every state in the land, in every city in the land, in every village in the land. Yes, even the federal courts. No private organization should have such power."

Bill Matney, NBC News, Chicago, in a panel on riot coverage warned that a number of government agencies, including the FCC have under consideration the writing of mandatory "guidelines." He urged the media to set up their own in meeting what he described as the "very real" urban problem. He said there is strong evidence of a black power underground that is still recruiting and accumulating weapons. Mr. Matney, a Negro, inferred this will be covered in a future NBC documentary.

Frank Angelo, managing editor of the *Detroit News*, panel moderator, labeled failure to cover riot news, calmly, intelligently, but immediately as

"irresponsible journalism." He said a Detroit station, yielding to the suggestion of city leaders to delay its report on rioting did a disservice to the community, which had a right to be informed.

ABC-TV sets schedule for Winter Olympics

ABC-TV last week said its strategy for coverage of the 1968 Winter Olympic games from Grenoble, France, next February includes more than 10 hours in prime time out of a total schedule of more than 27 hours.

ABC said it will reserve one or more hours of prime time every night; 12½ hours of weekend coverage (one or two hours a day on weekends); and eleven 15-minute late-night wrap-ups. The full schedule: Feb. 6 (7:30-8:30 p.m.), Feb. 7 (7:30-8:30 or 8:30-9:30 p.m.), Feb. 8 (9-10 p.m.), Feb. 9 (8:30-9:30 p.m.), Feb. 10 (3-5 p.m. and 6:30-7:30 p.m.), Feb. 11 (1-2 p.m. and 5-7 p.m.), Feb. 12 (7:30-8:30 p.m.), Feb. 13 (10-11 p.m.), Feb. 14 (7-8:30 p.m.), Feb. 15 (7:30-8:30 p.m.), Feb. 16 (9:30-11 p.m.), Feb. 17 (3-5 p.m. and 6:30-7:30 p.m.), and Feb. 18 (2-4 p.m.). Besides the 11 p.m. wrap-ups (Feb. 7-17), ABC plans a pre-Olympic special Feb. 4 (5-6:30 p.m.) and a weekday feed Feb. 6 (9-11 a.m., live to Pacific Coast).

Sponsors of the Winter Olympics include: Ford, Coca-Cola, Goodyear Tire & Rubber, Pan American, Reynolds Metals and Texaco (BROADCASTING, June 19).

King switches signals on its fairness attack

King Broadcasting Co. has decided not to challenge the FCC ruling that rejected the licensee's interpretation of what constituted a "reasonable" reply in a fairness-doctrine case. But there will be no net loss in the number of court-room challengers to various aspects of the commission's controversial doctrine. King will seek to enter the case in which three plaintiffs have asked judicial review of the commission action adopting as rules various aspects of the doctrine.

King had gone into the U.S. Circuit Court of Appeals in Washington on Nov. 3 after the commission directed its stations, KING-AM-FM-TV Seattle, to negotiate with a local political candidate who had complained that the stations had not complied with the doctrine in dealing with him. His complaint was that the stations had not offered him

enough spots to respond to an editorial campaign in behalf of five candidates for the city council, including his opponent.

King's decision not to press its request for judicial review came last week, after the court denied its request for a stay of the commission order, and after the stations had negotiated with the candidate and given him an additional spot announcement (BROADCASTING, Nov. 13, 6).

The case King will seek to enter, as a friend of the court, involves the commission's action adopting as rules the fairness-doctrine provisions relating to editorializing for or against political candidates and personal attacks. The rule spells out the procedures broadcasters who air such material must follow to assure fairness. Plaintiffs in the case, to be heard in the U.S. Court of Appeals in Chicago, are the Radio Television News Directors Association, CBS and NBC. Their briefs, along with King's, are due to be filed tomorrow (Nov. 21).

Young replaces Jennings on 'ABC Evening News'

Peter Jennings, anchorman of the ABC-TV *Evening News*, has been reassigned at his own request to in-the-field reporting, effective Jan. 1. He is to be replaced by Bob Young.

Mr. Jennings, 30, said: "I have agitated for more field work because the studio job on a full-time basis is just not rewarding enough in terms of the trade or the profession."

Mr. Young, 44, and a broadcast journalist for 20 years, is currently an ABC news correspondent in London. He has served as anchorman of three previous news shows, a weekday, and a weekend late-night network news program, and of *ABC News Reports*.

In May 1968, Mr. Young will be joined by Howard K. Smith, originating portions of each night's program from Washington. Mr. Smith has reduced his broadcast activities during the past year to work on a book.

The program, to be entitled *ABC Evening News with Bob Young* as of



Mr. Jennings



Mr Young

Jan. 1, will be changed to *ABC Evening News with Bob Young and Howard K. Smith in Washington* in May 1968.

Mr. Jennings joined ABC News in late 1964 after working on Canadian television. His father is vice president of the Canadian Broadcasting Corp.

TV films available from U.S. Chamber

The Chamber of Commerce of the United States, Washington, has announced the availability for television stations of *A Tale of Four Cities*, a motion picture on community problems.

The film shows how local leaders in Nashville, Indianapolis, Hartford, Conn., and Los Angeles, challenged local and area problems and advanced action to effect progress in these communities.

The chamber also reported that it has produced a 29-minute color film in conjunction with Hanna-Barbera Productions, Hollywood, which has been booked by 100 TV stations this fall. The film, *The Incredible Voyage of Mark O'Gulliver*, is in the form of a humorous parable, in which a mythical U. S. congressman becomes shipwrecked on a remote Pacific isle, among a community of animals whose society is much like our own.

For more information write: Audio-Visual Department, Chamber of Commerce of the United States, 1615 H Street, N. W., Washington 20006.

Burrud plans specials on movie, play premieres

Bill Burrud Productions, the Los Angeles-based exponent of travel programs, is expanding into the production of hour TV specials built around movie and theatrical premieres. Initially the specials will be aimed at local audiences, but subsequently they will be offered to a network or for distribution station-by-station. A new wing of Bill Burrud Productions, Hollywood Premieres Inc., has been formed to turn out the specials.

The new programs promise to provide in-depth coverage of movie premieres, including events involved in the production of them, as well as coverage of other important theatrical happenings in and outside of Hollywood. Bill Burrud, president of the production company, will be co-host of the specials with columnist Army Archerd.

First of the specials to be produced will concern the soon-to-be released 20th Century-Fox movie, "Valley of The Dolls." According to current plans all the specials will be telecast first on KCOP(TV) Los Angeles.



The Year-'Round Lavalier

Ⓔ Around most TV stations, E-V lavaliers are taken pretty much for granted. Just hang one around your neck, or clip it onto lapel or pocket—and start talking.

Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. The lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its life. Most of the abuse is accidental—but inevitable.

So we developed a “nesting” principle of construction that is based on tolerances so tight that the internal element acts as a solid mass, reducing damage due to shock. And we use nothing but Acoustalloy® diaphragms . . . almost indestructible despite heat, humidity, dirt, or high intensity noise or shock.

We've also spent years developing cable specifications—and methods for attaching it. We've taken into account all the tugs and twists that are the fate of any lavalier cable. That's why our strain relief is so effective. And knowing that no cable can last forever, we've made replacement easy and fast.

Of course reliability by itself is not enough. So our field testing of E-V lavaliers is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavaliers can be mixed in the same program with stand microphones with no change in voice quality.

In the process of developing the lavalier, we've also made it smaller. Our original model was 7" long and 1" in diameter. Today's Model 649B is just 2-1/4" long, 3/4" in diameter, and weighs a mere 31 grams!



Normal trade discounts apply to list prices shown.

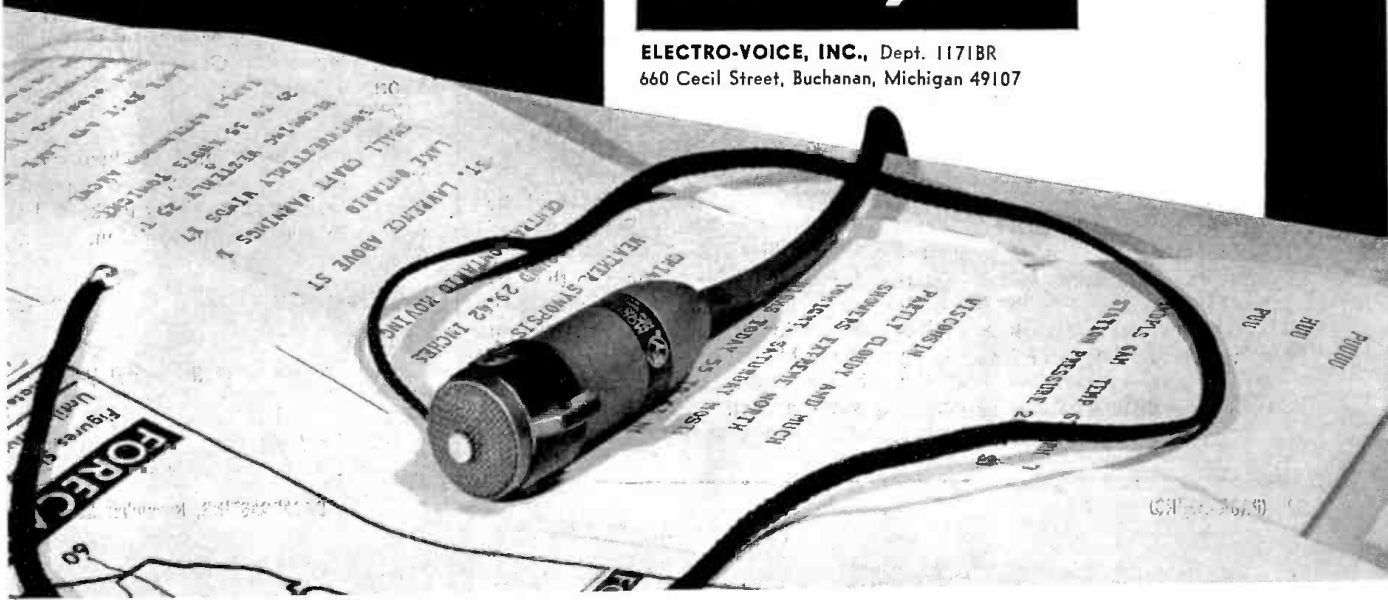
Of course TV studios aren't the only places you'll find E-V lavaliers. They're used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

Every E-V professional lavalier is protected by our unique 2-year unconditional warranty against failure of any kind, plus the lifetime guarantee of workmanship and materials that is an integral part of every E-V microphone. Full details are waiting at your nearby Electro-Voice microphone headquarters. Or write us about your special needs. We're ready to solve the toughest sound problems—off the shelf—all year 'round!

- high fidelity systems and speakers • tuners, amplifiers, receivers
- public address loudspeakers • microphones • phono needles and cartridges • organs • space and defense electronics



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Second PBL picks up 19 stations

CRITICS HAVE MIXED REACTIONS IN THEIR VIEWS

The second *PBL* show of the Public Broadcast Laboratory was presented on a network of 108 noncommercial television stations Sunday, Nov. 12.

The line-up was 19 stations larger than for the Nov. 5 premiere, because of the return of the Georgia and South Carolina educational networks, which boycotted the premiere for editorial reasons, and of KYVE-TV Yakima, Wash., which was unable to raise the necessary \$39 to open the first Sunday.

The only stations still not carrying *PBL* are those of the Vermont (four) and Alabama (seven) educational networks, both for financial reasons.

Though not as many newspaper critics commented on the second show as on the first, those that did had the following over-all comments:

"An exploration cannot be judged after only two programs, the first of which was bold and the second of which was conventional." Lawrence Laurent, *Washington Post*.

"... continued its highly erratic journalistic course. . ." Jack Gould, *New York Times*.

"... probably more representative than the premiere. . . Unfortunately, it was the sections where *PBL* should be unique that were disappointing." Dean Gysel, *Chicago Daily News*.

"... was an improvement over its

premiere . . . but not a big one." Ben Gross, *New York Daily News*.

"... in its second week, [it] was ever more fulfilling its purpose in casting a sponsor-free eye on the contemporary scene." Bob Williams, *New York Post*.

"While commercial TV ladled out its banal Sunday night glop, [*PBL*] demonstrated how to make the medium great." Rex Polier, *Philadelphia Bulletin*.

"As in its first edition a week ago, [it] . . . was stimulating and mind-expanding, presenting more facets of more topics than you'd get in a month of watching commercial television. Percy Shain, *Boston Globe*.

Pam Enterprises steps up Florida feature output

As part of an effort to expand film production in Florida, Pam Enterprises, New York and North Miami, will begin shooting the first of five feature films, initially for theaters and subsequently for TV, at the facilities of Studio City Inc. next March.

Paul L. Jacobson, president of Pam Enterprises, reported in an interview in *New York* last week that at least one or

perhaps several of the features can be used as "spin-offs" for TV series, notably "Bachelor Party Tours," a comedy about a group of traveling bachelors. He said that other features for filming over the next two years at Studio City by Pam (under the banner of its subsidiary, Jalor Productions) are "Deliver Us From Evil," a story of a supernatural demon menacing New York; "Mirror, Mirror on The Wall," "The Chill and The Kill" and "The Laughter Trap," all suspense-thrillers.

Mr. Jacobson said each feature will be budgeted at about \$500,000. He is firm in the conviction that a feature must have theatrical exposure before its release to TV in order to perform well financially.

He noted that Pam Enterprises has been serving for the past two months as the management combine for Studio City and is active in soliciting the use of the 63-acre complex by independent motion picture and TV commercials producers. Mr. Jacobson operates out of New York on behalf of Studio City while his partner, Arnold Leeds, is centered in North Miami. Studio City has four sound stages, and a wide range of production facilities, including overnight color processing, editing rooms, wardrobe and costume services, and equipment rentals.

Radio series sales . . .

John Doremus Show (E. C. Cotter & Associates): WHEL Louisville, Ky.; WJON St. Cloud, Minn., and KFNE-FM Big Spring, Tex.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): KGEZ Bakersfield and KREL Corona, both California; WARV Warwick, R. I.; WINN Louisville, Ky.; WBUZ Fredonia, N. Y., and CHIN Toronto.

Grand Ole Opry (Wsm Inc.): WJMB Brookhaven, Miss.; WKKS Vanceburg and WGOH Grayson, both Kentucky; WIDD Elizabethton and WDXN Clarksville, both Tennessee; WANB Waynesburg, Pa.; KVGB Great Bend, Kan.; KAOH Duluth, Minn., and WKMF Flint, Mich.

Point of Law (Signal Productions): KBRN Brighton, Colo.; WJCW Johnson City, Tenn.; WJLK Ashbury Park, N. J.; WGAR Cleveland; WJDX Jackson, Miss., and Ktwo Casper, Wyo.

More For Your Money (Signal Productions): Kkar Pomona, Calif.

Doctor's House Call (Signal Productions): KOIN Portland, Ore.

World of Money (Signal Productions): Ktwo Casper, Wyo.

Father Groppi pulls a Tynan on KPLR-TV

The Rev. James Groppi, the Milwaukee Catholic priest and civil-rights leader who has gained nationwide attention for leading open-housing marches in Milwaukee, used a choice four-letter Anglo-Saxon word on KPLR-TV St. Louis, and now the FCC wants the station to explain how it happened.

Father Groppi used the word—with an "ing" suffix—while a guest on a panel show on the station on Nov. 5. The show, during which viewers phone in questions, is broadcast on a five-second video-tape delay.

Normally, the procedure provides sufficient time for station personnel to guard against trouble. But Father Groppi, who said he was quoting a remark of a Milwaukee policeman who said he was a " - - - ing white nigger" managed to reach the audience with his remark intact.

The station broadcast a number of apologies. But "several" complaints were received by the commission. It was on the basis of those complaints, a commission official said last week, that a letter was being prepared asking the station whether the remark was made and if so what precautions the station had taken and what it was doing to prevent such incidents in the future.

Broadcast of obscenity is a violation of federal statute as well as of commission rules. However, the St. Louis U. S. attorney has said he would not prosecute Father Groppi "on advice from Washington."

As part of its response to the ear-catching remark of Father Groppi, the station offered time for comment to the Milwaukee chief of police. He has not yet indicated whether he would accept.

Voices from Vietnam (Gospel Radio Network): KWHP Edmond, Okla.

Christmas Kaleidoscope (Hartwest Productions): WIUN Atlanta; KOOK Billings Mont.; WDAY Fargo, N. D.; WMAG Forest, Miss.; KOEL Oelwein, Iowa; KSOK Arkansas City, Kan.; WNCI(FM) Worthington, Ohio; KDWA Hastings and KRFO-AM-FM Owatonna, both Minnesota; KIUP Durango, Colo.; KSMA Santa Maria, Calif., and WBZA and WXQL-FM Glenns Falls, WHCU Ithaca, WIBX Utica, and WIQT Elmira-Horseheads, all New York.

Audio Program Service (Triangle Publications Inc.): WMCB-FM Michigan City, Ind., and WLEW-FM Bad Axe, Mich.

Chickenman (Spot Productions): WNUE Fort Walton Beach, Fla.; KGMB Honolulu; WJBC Bloomington, Ill.; KEYN Wichita, Kan.; WCUM Cumberland, Md.; WEBC Duluth, Minn.; KNOX Grand Forks, N. D., and WCLT Newark, WMVO Mt. Vernon, WDLR Delaware, WMRN Marion and WHOK Lancaster, all Ohio.

Holiday Plus (Spot Productions): WIBR Baton Rouge; KDEF Albuquerque, N. M.; KQWB Fargo, N. D.; WCOL Columbus, Ohio; KSLM Salem, Ore.; WFUN Miama; WJMS Ironwood, Mich.; KOOK Billings, Mont.; WINA Charlottesville, Va.; KTOK Oklahoma City; KMNS Sioux City, KOEL Oelwein and KSTT Davenport all Iowa; KFOR Lincoln and KRGI Grand Island, both Nebraska; WMAY Springfield, Ill.; KOY Phoenix; KSAL Salina, KWBB Wichita and KWBW Hutchinson, all Kansas; KLIF Dallas; WHOP Hopkinsville, Ky.; WBBQ Augusta, Ga., and KFQD Anchorage.

Earl Nightingale (Nightingale-Connant): WRAG Carrollton, WDRM Decatur and WFLA Fort Payne, all Alabama; KDRS Paragould, Ark.; KFRE Fresno and KBEE Modesto, both California; WENG Englewood, WIOD Miami and WONE Panama City, all Florida; WFFM Fort Valley and WPAX Thomasville, both Georgia; WLDS Jacksonville, WLPO LaSalle and WSMI Litchfield, all Illinois; WROZ Evansville. WPTH-FM Fort Wayne and WHON Richmond, all Indiana; KSMN Mason City and KCHE Cherokee, both Iowa; KBTO El Dorado, Kan., and WTGI Hammond, La.

The Joe Pyne Show (Hartwest Productions): KLPW Union, KQYX and KSYN(FM) Joplin, KOKO Warrensburg, KSWM Aurora, KMMO Marshall and KMAM Butler, all Missouri; WJMX Florence, S. C.; KBK Elk City and KLOR(FM) Ponca City, both Oklahoma; KWBW Hutchinson, Kan.; WVFV(FM) Dundee, Ill.; KHEM and KFNE(FM) Big Spring, Tex., and WKYB Hemingway, S. C.

BROADCASTING, November 20, 1967

Come back little hippie

WPIX(TV) New York began an on-the-air feature last week, designed to reunite hippie teenage runaways with their distraught parents. The station is asking parents of runaway youngsters of 17 and under to send in three photographs of their children and a detailed description of them. The photographs and descriptions will be telecast on the station as part of the Monday-Friday *Late News Final* (11:30-11:55 p.m.).

Clark gives other side

The first of what figures to be several answers to a smash hit antiprotest record produced by two ex-radio men has been released by ABC-Paramount records. The new record is a reply by actor-disk jockey Dick Clark to Victor Lundberg's "Open Letter to My Teen-Age Son," a philosophical affirmation of patriotism (BROADCASTING, Nov. 6). The first record, released by Liberty Records, reportedly has sold more than 1 million copies since getting widespread play on radio stations around the country. Mr. Clark's record defends the right and need of teen-agers to protest.

NABET loses at WGN-AM-TV

An effort last week by the National Association of Broadcast Employees and Technicians to win representation of newswriters at WGN-AM-TV Chicago was rebuffed by a majority of the men involved. Of the total of 18 news writers, 12 voted against NABET and five favored representation by the union. One man did not vote. NABET pickets meanwhile continue to march outside of ABC stations there, WLS and WBKB(TV), because of the unsettled national strike against the network.

TV series sales . . .

Merv Griffin Specials (WBC Productions Inc.): WBZ-TV Boston; KYW-TV Philadelphia; WJZ-TV Baltimore; KDKA-TV Pittsburgh; KPIX(TV) San Francisco; WBT(TV) Charlotte, N. C.; WTVJ(TV) Miami, WEAT-TV West Palm Beach and WTVT(TV) Tampa, all Florida; KNTV(TV) San Jose, Calif.; WJBK-TV Detroit; WIS-TV Columbia, S. C.; wow-TV

Omaha; WDSU-TV New Orleans; WEWS Cleveland; KOOL-TV Phoenix; KOLD-TV Tucson, Ariz.; WTVN-TV Columbus, Ohio, and KCMO-TV Kansas City, Mo.

Sebring 67 (Triangle Publications Inc.): KING-TV Seattle, and WANE-TV Fort Wayne, Ind.

Of Lands and Seas (1 hour) (Olas Corp.): WSTV-TV Steubenville, Ohio; KREM-TV Spokane, Wash.; KTLA(TV) Los Angeles; WFTV(TV) Orlando, Fla.; WTUV(TV) Evansville, Ind.; and WDAF-TV Kansas City, Mo.

Of Lands and Seas (½ hour) (Olas Corp.): WJRT-TV Flint, Mich., and WMAL-TV Washington.

Program notes . . .

Satirical special ■ *At the Drop of Another Hat*, starring English satirists Michael Flanders and Donald Swann, will be broadcast on CBS-TV Monday, Dec. 18 (10-11 p.m. EST), pre-empting the *Carol Burnett Show*.

Cartoons galore ■ From 9:30 a.m. to 2 p.m. EST, Friday (Nov. 24) ABC-TV will show nine half-hour cartoons in a post-Thanksgiving "Cartoon Jubilee." The series includes *Bullwinkle*, *Milton the Monster*, *New Casper Cartoon Show*, *The Fantastic Four*, *Spiderman*, *Journey to the Center of the Earth*, *King Kong*, *The Beatles* and *George of the Jungle*.

'London Line' ■ Reeves Sound Studios, New York, is distributing a video-taped, weekly quarter-hour television news show from London called *London Line*. Michael Smee, British TV personality, is interviewer and anchorman.

Humphrey vs. high school students ■ Vice President Humphrey will discuss Vietnam with high school students in three cities on *Classroom U. S. A.: At Issue—Vietnam* on CBS Radio Thursday, Dec. 7 (2:10-3 p.m. EST). CBS News correspondent Mike Wallace will anchor the exchange between the vice president and students in Charlotte, N. C., Winnetka, Ill., and New York.

Two hours of drama ■ NBC-TV will broadcast William Hanley's original drama *Flesh and Blood* Friday, Jan. 26, 1968 (8:30-10:30 p.m. EST). Originally slated for Broadway production, the taped special stars Edmond O'Brien, E. G. Marshall, Kim Stanley, Suzanne Pleshette, Kim Darby and Robert Duvall. Arthur Penn is producer-director.

One-man drama ■ CBS-TV will present a one-man drama, Nicolai Gogol's *Diary of a Madman*, starring French actor Roger Coggio, Wednesday, Dec. 20 (10-11 p.m. EST). The special was produced and directed by Erik Till, who has been active in Canadian tele-

vision. This will be his first assignment for U. S. network television.

Repeat performance ■ Truman Capote's *A Christmas Memory*, will be rebroadcast on ABC-TV Dec. 19 (8:30-9:30 p.m. EST). The special, first televised Dec. 21, 1966, stars Geraldine Page, and was produced and directed by Frank Perry.

Year's highlights on film ■ UPITN, the newsfilm agency of United Press International and Independent Television News Ltd., again will produce two year-end half-hour films, *Diary 1967* and *Sports Year 1967*, reviewing the top news and sports stories of the year. Merriman Smith and Red Barber will narrate news and sports, respectively.

Thomas-Spelling project ■ The production team of Danny Thomas and Aaron Spelling, which is represented by ABC-TV's *The Guns of Will Sonnett* and NBC-TV's *The Danny Thomas Hour* this season, has signed to turn out another network series for 1968-69. It's an hour project called *The Mod Squad*, being produced for ABC-TV. Production is scheduled to start this month at Paramount Gower studios. Mr. Spelling will produce.

Klauber to head W7's TV activities

Donald E. Klauber was appointed executive vice president in charge of worldwide television activities for Warner



Mr. Klauber

Brothers — Seven Arts in the first of a series of top personnel changes to be made at the company as a result of the consolidation of Warner Brothers and Seven Arts. Mr. Klauber, who has been with Seven Arts and several other companies out of which it evolved since 1954, was executive vice president and general sales manager of feature-film distribution before the merger. According to Benjamin Kalmenson, president of W7, Mr. Klauber now assumes complete responsibility for the company's

distribution of all TV programming, including feature film, specials, series and cartoons; the development of a new broadcasting division and the development of a television production program.

The announcement by Mr. Kalmenson did not mention the status of W. Robert Rich, who has been executive vice president of Seven Arts Television with responsibility over the development and sales of program series to stations and networks and of Joseph Kotler, vice president, TV, Warner Brothers. It is believed that both Messrs. Rich and Kotler will be given top-echelon assignments within the new structure.

The combined resources of Warner Brothers and Seven Arts, it was indicated, will be used to expand the company's position in TV programming, particularly in production for networks, and in the broadcast station field. W7 had received a construction permit for a UHF outlet in Philadelphia but the award is being contested by a contending applicant. The company is reported to be seeking to invest in or acquire ownership of stations and CATV installations.

EQUIPMENT & ENGINEERING

Full-time stations get injunction

The country's class II and III regional, full-time stations won a partial victory in the presunrise battle last week when a federal court in New York authorized them to begin operating daily at 6 a.m. with their full, licensed, daytime power.

The court's order is a temporary stay of that part of the FCC's presunrise rules that limits all broadcasting, except for clear-channel stations, before local sunrise. The new regulations were adopted last summer and affirmed by the commission last month (BROADCASTING, Oct. 16). They provide that daytime stations may begin broadcasting at 6 a.m., even when that hour is before local sunrise, but with powers reduced to not more than 500 w to overcome interference to co-channel stations.

The motion for a stay was sought by the Association of Broadcast Standards, a group of about 75 regionals. It had been opposed by the FCC, and by two groups of daytimers.

Following argument, the three-judge second circuit-court panel charged the lawyers to arrive at a compromise that would permit the granting of a partial stay, but that would not penalize day-

timers already broadcasting presunrise under the new rules and many that had been operating presunrise under the old rules. Previously, daytimers were permitted to commence before local sunrise but only if no objections were filed with the FCC from stations receiving interference. The commission, however, in 1962, prohibited even this for new daytimers.

The attorneys returned in 10 minutes with the adjusted motion aimed at protecting regionals. This was adopted by the court, and remains in effect until the appeal itself is heard and decided.

The only exception, accepted by all the parties and included in the court's order, applies to any regional whose full, daytime power interferes with any Canadian station.

William J. Potts Jr. argued for the Association of Broadcast Standards; John H. Conlin, associate general counsel, for the FCC. For the intervenors, Martin J. Gaynes represented 18 clients, principally daytimers, and Lauren A. Colby, a half-dozen clients, all daytimers.

The ruling was issued by Circuit Judges Sterry R. Waterman, Henry J. Friendly and J. Joseph Smith.

This brings to three the number of stays outstanding against the FCC on its presunrise rules. The first was won by WBen Buffalo, N. Y., aimed at those daytimers on its 930 kc frequency that

may cause interference to it by starting their broadcast day prior to local sunrise. The second was issued two weeks ago at the request of KGDN Edmonds, Wash., a suburb of Seattle. KGDN had been authorized to begin broadcasting at 6 a.m. with only 57 w in order to protect CKOV Kelowna, B. C. A request for a waiver was denied by the FCC and the station then won a temporary stay from the Ninth Circuit Court of Appeals. Argument on whether a permanent injunction should be issued will be argued in Seattle on Nov. 27.

In the only other legal action on presunrise petitions, WPIC Sharon, Pa., failed to convince a Philadelphia federal court of its need for a stay.

Channel reassignments vetoed by FCC

Commercial and educational broadcasters alike received a pink slip from the FCC last week on two separate proposals to assign new UHF channels in North Carolina and Virginia.

In separate but related actions the commission denied a petition for reconsideration requested by Tar Heel Television Inc., CHECK, of an August FCC rejection of a proposed rulemaking that would assign channel 50 to Raleigh, N. C. And the commission

terminated a rulemaking proposal requested by the Virginia Advisory Council on Educational Television that would have assigned new educational UHF channels at Wytheville, Williamsburg and Manassas, all Virginia.

In August the commission rejected the Tar Heel proposal that urged the Raleigh assignment because the broadcaster contemplated a five-station network; there were other competing applicants for the only remaining commercial channel in the market, and it did not want to become involved in a "two-or-three-year hearing." The commission said an additional assignment would not "guarantee" there would be no hearing and that it would be in the public interest to effect TV service already authorized.

In rejecting the plea for reconsideration the commission said last week that "experience has shown that a more fair and equitable apportionment of channels is likely to result" if it proceeds cautiously in making additional assignments. In addition the commission said that the supply of available channels may ultimately be exhausted but it would be "irresponsible to speed that day by thoughtlessly adding new assignments to places where channels are already assigned but not in use."

In the Virginia assignments the commission noted that the channels requested by the Advisory Council would overlap extensively the service areas of stations presently operating at Bluefield and West Point. Instead the commission invited comments on a proposal to move channel 46 from West Point to Williamsburg and channel 63 from Bluefield to Wytheville; it could not find a channel assignment below 70 for Manassas because of minimum geographical separations.

The council filed the only comments on the proposal and stuck to its guns with requests for channels at Williamsburg and Wytheville. For this reason the commission concluded that the channel assignments were not justified "at this time."

FCC proposes new remote-control system

AM licensees operating transmitters by remote control would be authorized to use their broadcast carrier frequencies to send some of the telemetry signals involved in remote operations, under the terms of a proposed notice of rulemaking that the FCC issued last week.

Stations now use wire or nonbroadcast frequencies to transmit signals on meter readings and other essential data from transmitters to the remote con-

trols point. This involves costs in special transmitters and, in the case of nonbroadcast frequencies being used, spectrum space.

Under the commission proposal—first suggested by Moseley Associates Inc., Santa Barbara, Calif., an electronics equipment manufacturer—the information would be transmitted by impressing audio tones of very low frequency on the broadcast carrier itself. Equipment to read the telemetry is said to be available.

The commission said the proposed tones would have a frequency range of 20 to 36 cycles per second, and would be barely audible. Moseley has said that the possibility of station interference from the tone transmission would be slight.

The commission noted that a 90-day test WSM Nashville conducted of the proposed system in 1964 did not harm program reception. The test was conducted with commission approval.

The commission's notice stressed that the proposed authorization covers only matters essential to station operations.

Comments on the proposed rulemaking are due Dec. 26; reply comments Jan. 5.

Hollywood Video Center makes big Norelco buy

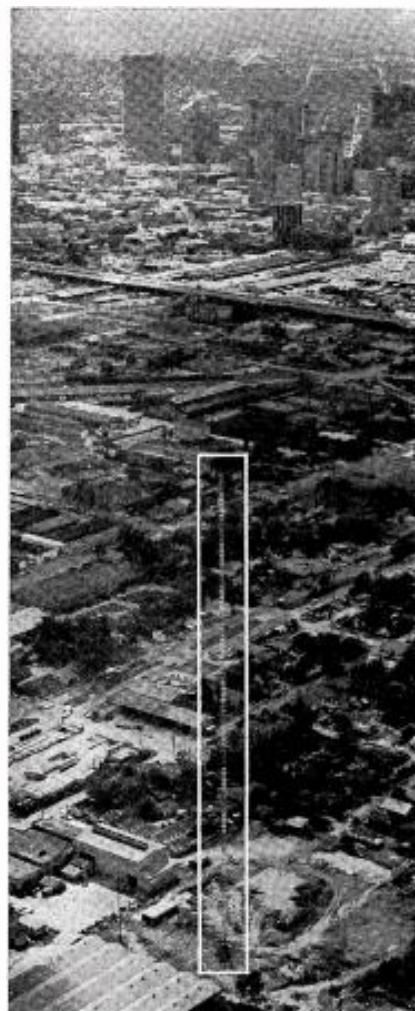
Hollywood Video Center, a newly formed color video-tape facility, last week agreed to buy some \$1.4 million worth of Norelco equipment. The purchase will include eight Norelco PC 70 Plumbicon electronic television cameras. In addition, the independent television facility has bought extensive switching, audio and high-band video-tape equipment.

Four of the new cameras will replace equipment currently being used in HVC's studio A on Vine Street where the syndicated *Pat Boone in Hollywood* series is being taped four days each week. The other new camera purchases will be installed in a mobile van that will contain all equipment necessary for location color taping. The new mobile unit will have a six-camera capacity and will be supported by two Ampex 2000 high band recorders.

Technical topics . . .

Without a 'hiss' ■ Gotham Recording Corp., New York, has installed a "Dynamic De-Esser" that helps avoid excessive sibilance during tapings and serves to remove the excess "s" sound experience in redubbing of original tape.

Reduced rate ■ The Videotape Center has reduced tape duplication by 25%. The cut averages to a reduction in price



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Goldmark foresees home-movie use of EVR

Dr. Peter C. Goldmark, president and research director of CBS Laboratories, hinted last week that a camera may be developed within a year that can record home movies for use in the lab's revolutionary new EVR system.

Over a longer range he foresaw three-dimensional television becoming standard for the home, and over a shorter range thought it might be achievable on special channels or by closed circuit by 1980.

He also foresaw a wide assortment of push-button TV services in the home and, in addition, suggested extra sensory perception may be mastered by science.

Dr. Goldmark, leader in the development of EVR, an electronic video-recording system for classroom and home use (BROADCASTING, Aug. 28), and of Broadcast EVR for color TV (BROADCASTING, Oct. 23), appeared on CBS-owned WCBS New York's weekly *WCBS Radio Looks at Television* last Monday (Nov. 13).

Home Movie Use ■ In the interview Dr. Goldmark, after discussing various uses of EVR for home and classroom use, was asked by Ed Joyce, host on the program: "Can you see any adoption for home-movie purposes? Can a camera be developed that would supply tape or film to the EVR cartridge for living-room playback?"

Dr. Goldmark replied with a question: "Could I be asked back in a year from now and report on this?"

Mr. Joyce interpreted the reply as "being full of meaning—that perhaps there are things in the works in that particular area."

In its present stage EVR, to be

marketed initially for instructional purposes in England and Europe, contains no device for making video records in the home. Special equipment and skills are said to be needed to make the master recording, but duplicates can then be made at a unit cost described as in the pennies. They are played in cartridges in a TV-set attachment whose manufacturers' price is expected to be about \$280 initially, though Dr. Goldmark thought the cost would go down with volume production.

Dr. Goldmark, who also developed the long-playing phonograph record, thought EVR's impact should equal and perhaps exceed that of the LP, "because we think that actually, sooner or later, almost anything that is now on a record could be illustrated with pictures."

He cited as an example the late Walt Disney's "phenomenal" illustration of classical musical works in "Fantasia," and said "it wouldn't be difficult to provide the [EVR playback] attachment with its own sound system" if buyers wanted higher fidelity than the average TV set provides.

He also suggested additional uses for EVR—to teach music and art, for instance, even in correspondence courses.

Teach Music ■ Asked whether EVR might be used to show how to play a guitar, Dr. Goldmark replied:

"You must have been reading my mind because we have been talking about EVR educational cartridges for music teaching, because we have an extra sound track and actually the pupil could play back the guitar and listen to himself. And if this were a correspondence course [he]

could mail it in to be tested."

Could EVR be used to learn to paint or draw at home?

"Very much so," Dr. Goldmark said. "We have ways in EVR to show things in color, in black-and-white. We can stop the pictures; we can show motion; we can give sound; we can give silence. And it's so versatile and so cheap that exactly what you say could be illustrated extremely well and at low cost."

Mr. Joyce said he knew CBS Labs was working on "a holographic system, I believe it's called, for theater showing," and asked whether this was apt to become a reality in the next few years.

"That's difficult to say," Dr. Goldmark answered, adding that "we are working on fundamental aspects of holography and together with some other applications—probably a theater application is still a distance away."

Under further questioning about holography he acknowledged, however, that "theoretically" it would be possible to beam a three-dimensional object into a theater or home, but added again that "we still have a long way to go."

He said it was "definitely" possible to use a home-TV set to receive the equivalent of a newspaper, other printed matter and photographs:

"There is a great deal of work going on in a number of laboratories around the world and here, too, to use a TV set for reproduction of still pictures. It is possible, we believe, to transmit necessary signals for a still picture or facsimile even through the radio waves, perhaps the subcarrier of an FM transmitter, a side-band carrier of an FM trans-

of \$7 to \$8 for each dupe. A spokesman said the price difference between a film print and a tape dupe has been "narrowed" considerably, so that a dupe now is about \$3 more than a film print, as compared to \$10 more in the past.

Closed circuit at Purdue ■ Forty-one engineers from 22 states, the District of Columbia and Canada will attend the National Association of Broadcasters' third Engineering/Management Development seminar to be held at Purdue University, Lafayette, Ind., Dec. 4-8. Purpose of the seminar is to aid and encourage radio-TV engineers to develop

an individual "working philosophy" of management which will provide greater efficiency and effectiveness in station or network operations.

Dry b and w ■ A new method used for the final drying of color and black-and-white motion-picture film and which operates through ultra high frequency radio waves was made public last week. This technique, said to offer substantial economic advantages as well as stricter quality control, was developed by DeLuxe Laboratories of New York and Hollywood, and Reeves Electronics Co., Chicago. The film-drying innovation, which uses a combination of wave-

guides and a 2.5-kw magnetron, is claimed to produce closely controlled heatability and better coupling of the heat energy to the film. Reportedly, film can be dried with this process at faster than 200 feet per minute. According to officials of DeLuxe, films of different drying characteristics can be uniformly dried while being sequentially processed.

Tower for two ■ Ground has been broken for a new 1,200-foot television tower in Kansas City, Mo. The tower, to be located in the heart of the downtown sector, will support the antennas of WDAF-TV and KBMA-TV, both Kansas

mitter, and then store this still picture in the home in a device and then play it back and view it on a TV screen. Or you could view it on a special screen just for that purpose."

Ready Availability ■ He said the picture needn't be stored photographically, but could be stored "some other way with less effort, so that it would be instantaneously available. But you could also play it back on a special screen so you wouldn't even have to use your TV set for it."

"The advantage of such a system," he continued, "would be that you would have access to still pictures for news faster than any other way and then the radio and the news broadcast could refer to picture accompanying this news broadcast on the other device."

Mr. Joyce wanted to know whether eventually some of these systems might not be tied into computer systems so that the home viewer could simply push one button for news, another for shopping information, etc. Dr. Goldmark said: "I can see this come even without the computer." He also foresaw other services, such as shopping by TV and "seeing by telephone," that he thought might also help solve the traffic problem by enabling more people to shop at home and even work at home.

Asked to describe the TV set that might be found in the home of "the average middle-class American" in 1980, he suggested that its screen would be "a great deal larger" and its colors brighter, and that its pictures would be sharper because "we will have learned how to get more

information out of the current standards; perhaps we may even have new standards.

"I believe," he added, "that perhaps on special channels or on a closed-circuit CATV system one may even think of three-dimensional television." He thought this "quite possible" by 1980.

Crystal Ball ■ How about the average home-TV system by the year 2000?

"I would think by that time it would be totally three-dimensional and quite large. The need for life-like, or almost life-size, pictures would exist by that time and probably [be] fulfilled.

"There would be, I think, very bright images and by being lifelike I mean truly three-dimensional so that one may not even have to wear polarized spectacles or any other viewing aids. I think there would be many other services in the home that you mentioned before. . ."

Mr. Joyce recalled that Dr. Goldmark had once been quoted as saying he'd like to engage in research in ESP. Would that be the ultimate in communication?

"Well," Dr. Goldmark replied, "we don't even know whether we are not communicating that way now. I believe there are radiations, or there are signals—perhaps leaving and entering the human brain—[that] we are not ready yet to detect, just as not so long ago, a hundred years ago, we were unable to detect radiations which we are now taking for granted, invisible radiations: X-ray and ultra-violet and radio and, of course, microwaves and so on. So, no reason to believe that there are no radiations left . . . to be discovered."

City. WDAF-TV, owned by Taft Broadcasting, will begin telecasting from the new tower shortly after its completion in December. KBMA-TV a new UHF (ch 44), expects to be on the air by late next year.

Computer-run TV display ■ Computer Communications Inc., Inglewood, Calif., has available a CC-30 input/output, desk top terminal station that can use any standard TV set for alphabetic-numeric or graphic visual displays. The plug-in system provides immediate "on-line" access to a computer. It consists typically of a CC-300 12-inch TV receiver (\$195), a CC-301 TV display

controller (\$6,300), a CC-302 telephone coupler or dataphone interface (\$350) and a CC-303 alphanumeric keyboard (\$250).

Ampex doubles space ■ The manufacturing facilities of Ampex Corp. in Colorado Springs are being substantially expanded. Preparation work has begun for new construction that will add 116,000 square feet of plant space to the 100,000 square feet now occupied by the electronics manufacturer. The site is a manufacturing facility of the Ampex audio-video communications division.

CATV distributor ■ Leeder Consultants

Inc., New York, has been named by Closed Circuit Corp. of America, Alhambra, Calif., as exclusive distributor of its products to the CATV industry. Closed Circuit Corp. of America manufactures a complete line of closed-circuit TV equipment and related components.

Electric contact guarantee ■ Industrial Electronic Hardware Corp., New York, has secured a license to make, use and sell electrical connectors and electronic component sockets from Connectronics Corp. of New York (affiliate of F. R. B. Societe Anonyme, Asnieres, France). The license involves patented connectors that are particularly adaptable for use with TV cameras, computers, etc.; and, according to IEH, "virtually preclude the chance of an electrical contact failure."

For TV studios ■ Gravco Sales Inc., Hollywood, is offering a new distribution amplifier for application in TV studios. The amplifier is manufactured by The Grass Valley Group Inc., Grass Valley, Calif. It's said to incorporate a 360 degree phase shifter to establish proper phase reference after distribution in the studio.

Separate recordings ■ Ampex Corp., Redwood City, Calif.-based electronics

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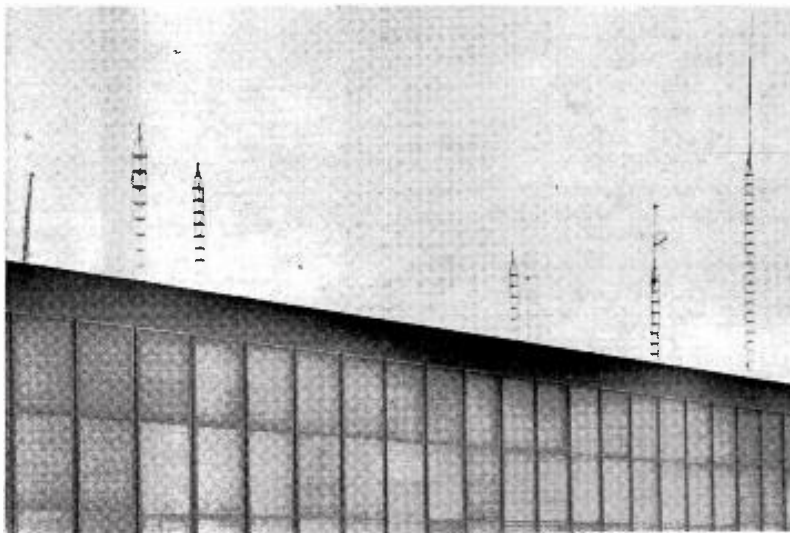
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The FCC has an antenna farm all its own



There's more to relocation of the FCC than typewriters, people, government forms and red tape. There is also this array of towers and antennas that is now located atop the commission's new building at 1919 M Street, in Washington. Most of the equipment is used in connection with the commission's district field engineering office job of checking on and eliminating interference within and between various radio services, and barring illegal use of frequencies, in the Washington area.

The tall antenna at the extreme right is used to communicate with the commission's radio-equipped trucks in the Washington area. The tower closest to it supports directionalized antennas used for monitoring land-mobile services in the 150 mc and 450 mc bands. The two Discone antennas (which look vaguely like Christmas trees and are located at either end of the roof) are used in monitoring services in 50-500 mc range, which includes television. One of the two towers at the left will be used to support an antenna system that will receive VHF, UHF and FM

signals for transmission to receivers in the commissioners' and key staff members' offices.

The remaining towers support wire antennas used in monitoring in the 1.6-50 mc range, which includes amateur, high frequency broadcasting and international point-to-point services. Still to come is an antenna for monitoring citizens-band radio. It will be mounted on one of the still-bare towers.

The gear had been located on top of a building at 521 12th Street, where the commission's Field Engineering Bureau and its Washington district office had been located. All commission personnel are now out of that building, and most of those who had been in the Post Office building on Pennsylvania Avenue have relocated also.

Among those remaining to be moved, however, are the commissioners and their personal staffs, the executive director's office, the office of opinions and review, secretary and office of information. They are scheduled to move on the weekend of Dec. 2.

manufacturer has placed two new solid-state multi-channel audio recorder/reproducers on the market. The new units are designed for use by sophisticated master recording studios. They permit each instrument or group of instruments at a recording session to be recorded separately on two-inch-wide magnetic tape. If one musician makes a mistake, or if an instrument or vocalist is not present at the time of recording, that single track can be recorded at a later date. The new recorders are the

24-channel AG-1000-24 and the 16-channel AG-1000-16.

CCTV entry ■ Videodata Inc., a company which hopes to "embrace" the entire field of video, audio, computer and data technologies, has been formed in Encino, Calif. The company will furnish complete systems as well as individual system products, for closed circuit television, computer education and data display businesses. Videodata is said to have worked out close rela-

tionships with a number of equipment manufacturers, including GPL division of General Precision Systems Inc., Educational Computer division of Fabrik-Tek Inc. and Acoustron Inc.

Berkey-ColorTran offer ■ Berkey Color-Tran Inc., Burbank, Calif. has introduced the lightweight and compact Vari-Beam "100", providing continuously variable light output for a wide range of applications in motion pictures and television. The motion picture and television versions are priced at \$85 and \$89 respectively. For brochure write: Berkey-ColorTran Inc., 1015 Chestnut Street, Burbank, Calif. 91502.

Big order ■ Ampex of Hong Kong, a division of Ampex International, has come up with the largest order in its six years of existence. The Hankuk Munhwa Broadcasting Co. of Korea has placed the order, which is for \$600,000 worth of electronics equipment. Included in the order are an Ampex VR-200 high-band color Videotape recorder, equipped with editec; four VR-1200 high-band Videotape recorders; a quantity of 148 series broadcast Videotape, and 62 professional audio recorders. The Munhwa Broadcasting Co. is scheduled to become the third TV channel in Seoul, Korea, in early 1969.

Radiation to be checked on modified GE sets

A pilot program of checking the General Electric color-TV receivers that were modified by the company following discovery that they were radiating X-rays above the safety level of 0.5 milliroentgens an hour has been undertaken by the U. S. Public Health Service's National Center for Radiological Health, Washington, and the Pinellis county, Fla., health department. Originally GE announced that it was modifying 90,000 color sets whose shunt-regulator tube permitted excessive X-radiation.

The company has furnished Florida officials with names and addresses of the 175 set owners in Pinellis county whose sets were modified. Each will be checked by a team of two to three, including a representative of the county health office, using a radiation-sensitive, large-area Geiger-type survey meter. If radiation levels are found above the 0.5 mr standard, radiographic film will be exposed on one or more of the exterior surfaces of the set. The films will be developed and analyzed by the federal laboratory.

Bartell realigns following stock sale

Bartell Media Corp. reported last week a realignment in the top management of the company following the sale of 225,000 shares by the four Bartell brothers to a New York investor group.

In the change-over Melvin M. Bartell resigned as executive vice president and as a director of the company. His future plans were not disclosed. Another brother, David Bartell, who has been general counsel, will resign that post shortly, a company spokesman stated.

The company's board of directors elected Gerald A. Bartell, who has been



Melvin Bartell



Gerald Bartell



Lee Bartell



David Bartell

chairman, as president. He succeeded Lee B. Bartell, who remains treasurer, as well as a director of Bartell Media Corp.

The 225,000 shares were purchased for an undisclosed amount by Weis, Vosin, Cannon Inc., a member of the New York Stock Exchange, for its own account and a small group of investors. Bartell Media has been selling recently on the American Stock Exchange at between \$10 and \$11 a share. Herbert S. Cannon, president of Weis, Vosin, Cannon, was elected a director of Bartell Media.

The Bartell brothers and family members had about 51% of the 1,981,094 shares of stock outstanding last April 12. Their holdings have been re-

duced to between 35 and 40%.

Bartell Media owns and operates Bartell Broadcasters Inc. (WOKY Milwaukee, WADO New York, KCBQ San Diego and Telecuracao and Telearuba in the Netherland Antilles) and Macfadden-Bartell Corp., consisting of various consumer and trade publications and book publishing firms.

The company announced last week that gross revenues for the first nine months climbed over the corresponding 1966 period, but net earnings, after taxes, declined slightly.

For the nine months ended Sept. 30:

	1967	1966
Income per share (after taxes)	\$0.219	\$0.341
Gross revenues	24,513,737	22,630,707
Net income (before taxes)	763,436	651,018
Book provision for taxes	316,000	—

Reeves Broadcasting total revenues climb

Reeves Broadcasting Corp., New York, reports nine-month revenues up 11% and income up 4% over 1966's comparable period, representing a continued "long-term upward trend, which has been posted in virtually every quarter for the past five years." Reeves operates nine CATV systems in seven states, and owns WUSN-TV Charleston, S. C.; WHTN-TV Huntington-Charleston, W. Va.; WITH-AM-FM Baltimore; and WKEE-AM-FM Huntington, W. Va.; and has a 50% interest in a planned TV station in Lexington, Ky. The company also operates Reeves Sound Studios.

Nine months ended Sept. 30:

	1967	1966
Earned per share	\$0.30	\$0.32
Revenue	7,806,000	7,023,100
Net income	544,000	521,500
Shares outstanding	1,809,929	1,640,964

Trans-Lux makes healthy gains in nine months

Trans-Lux Corp., New York, reported last week that earnings rose 16.9% for the first nine months of the year over the corresponding period of 1966.

Richard Brandt, president, said that total gross revenues for the period were "significantly above those for the corresponding months of 1966," but they were not divulged.

For the nine months ended Sept. 30:

	1967	1966
Earned per share	\$0.66	\$0.57
Net income	474,826	406,292
Cash flow	1,226,826	1,121,293

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Corinthian holds the line in 2d quarter

Corinthian Broadcasting Corp., New York, group TV station owner, last week reported earnings highs for both the second quarter and the first six months of its fiscal year ended Oct. 31.

Corinthian, which is traded on the New York Stock Exchange, said earnings stood up despite operating revenues being "fractionally less" than the corresponding periods a year ago. Earnings per share dipped slightly on a comparison with last year because of a greater number of shares outstanding.

Second-quarter figures showed income per share at 28 cents in 1967 compared with 30 cents in the 1966 period; revenues in 1967 were \$4,543,830 compared with \$4,583,678 last year, and a net income of \$951,813 this year in comparison with \$947,092 in the same period last year.

C. Wrede Petersmeyer, chairman and president of Corinthian, said earnings were held at a "favorable level" despite a softness in national advertising, which, he said, reflects a weakness in the general economy. Expenses were "marginally less" in this year's periods compared to 1966's, and he reported that local revenues were up 14% for both the second quarter and for the six months, while national revenues fell 6% and 5% respectively, and network revenues were off 9% and 8%.

Corinthian stations are KHOU-TV Houston, KOTV(TV) Tulsa, KXTV(TV) Sacramento, Calif.; WANE-TV Ft. Wayne, Ind. and WISH-TV Indianapolis.

For the six months ended Oct. 31:

	1967	1966
Earned per share	\$0.54	\$0.56
Revenue	8,970,263	9,005,802
Net income	1,816,021	1,783,497
Average shares outstanding	3,384,259	3,172,564

Sonderling up 10% in nine-month period

Sonderling Broadcasting Corp., New York, last week reported a 10% increase (up \$393,528) in 1967 nine-month gross revenues, over 1966's similar period.

The station group owner recently purchased its first TV station, WLKY-TV (ch. 32), Louisville, Ky., for \$6,850,000. The transfer is still pending FCC approval. Alan Henry, Sonderling vice president-group operations, said the company has become "very acquisition minded," especially in the leisure entertainment and broadcast fields. (The firm has received a grant for WDIA-FM Memphis, which tentatively is scheduled

to begin operations this fall).

In its financial report, Sonderling said it suffered a 7% drop in 1967 per-share earnings, mainly because of two factors: (1) an "extraordinary item" of \$59,879 incurred for expenses of a public offering last May, and (2) the net effect of a loss carry-forward in 1966 for WOL-AM-FM Washington, purchased by SBC in 1965. The public stock sale at \$13 a share for some 380,000 shares (of 800,000 outstanding), grossed approximately \$4.5 million for Richard Goodman and Mason Loundy, two of the three principal SBC stockholders (BROADCASTING, May 8). Messrs. Goodman and Loundy, together with Mr. Sonderling (24.6% ownership) have 51% of the company.

Sonderling stations include four 100% Negro programed outlets, WWRL New York, WOL-AM-FM Washington, WDIA Memphis and KDIA Oakland-San Francisco; as well as KFOX-AM-FM Long Beach-Los Angeles and WOPA-AM-FM Oak Park, Ill.

Nine months ended Sept. 30:

	1967	1966
Earned per share	\$0.72	\$0.77
Gross revenue	4,784,508	4,390,980
Income/pretax and extraordinary items:	1,246,000	1,036,000
Income before extraordinary items:	635,467	—
Profit per share	0.79	—
Extraordinary item (public offering expenses)	59,879	—
Net income	575,000	619,768

Ashley Famous Agency to go to Kinney

An agreement has been reached under which Ashley Famous Agency Inc., a talent firm, would be acquired by Kinney National Service Inc. (rental and leasing services). New York, by an exchange of Kinney preferred stock for Ashley Famous shares, it was announced last week.

Under terms of the agreement, Kinney will issue 127,500 shares of its \$4.25 convertible preferred stock, Series B, in exchange for all of the talent agency's stock. Based on an expected value of the new Kinney preferred of \$100 a share, it was stated, the Kinney shares to be received by the Ashley Famous stockholders would approximate \$13 million.

The talent agency, headed by President Ted Ashley, represents many top performers, writers and producers in TV, motion, legitimate theater and records. It serves as sales agent for network TV shows, including *Carol Burnett Show* on CBS, *Get Smart* on NBC, *Mission Impossible* on CBS, *Tarzan* on NBC, *Mannix* on CBS, *Star Trek* on NBC, *He And She* on CBS, and *N.Y.P.D.* on ABC.

SEC's September-October report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for September-October (all common stock unless otherwise indicated):

ABC Inc.—Samuel H. Clark sold 2,090 shares, leaving 3,200. Jerome B. Golden sold 1,000 shares, leaving 1,250. Jack Hausman bought 200 shares personally held, giving total of 2,300, and sold 1,000 held as H. Brothers & Sons Inc., leaving 2,500.

Avco Corp.—James R. Dempsey exercised option on 1,000 shares, giving total of same. James R. Kerr exercised option on 173 shares personally held, giving total of 25,274, and \$2,000 of 5% convertible debentures, leaving none.

Capital Cities Broadcasting Corp.—Robert W. Gelles exercised option on 500 shares, giving total of 950. Donald A. Pels, holding 11,000 shares personally, sold 100 shares on stock beneficially held with wife and children, leaving 300.

C-E-I-R Inc.—William Schoellkopf sold 100 shares, leaving same.

Collins Radio Co.—Robert P. Dutton sold 400 shares, leaving 22.

CBS Inc.—Ralph O. Briscoe sold 1,000 shares, leaving 960. Bennett L. Newman exercised option on 679 shares, giving total of 736. Norman A. Adler exercised option on 1,351 shares, giving total of same. Julius F. Brauner sold 700 shares, leaving 5,750. Michael Burke sold 300 shares, leaving 6,173. Merle S. Jones sold 2,200 shares, leaving 47,412. T. F. Koop exercised option on 315 shares, giving total of 5,387. Goddard Lieberman exercised option on 13,510 shares personally held, giving total of 42,342, plus 1,000 beneficially held in trust.

Cox Broadcasting Corp.—Marcus Bartlett bought 4,000 shares, giving total of 11,323. Frank Gaither bought 4,000 shares, giving total of 9,023.

Filmways Inc.—L. Douglas Nolan sold

1,400 shares, leaving 2,104. Lee Moselle sold 3,100 shares, leaving 11,948.

Four Star Television—A. Morgan Maree Jr. sold 208,850 capital shares beneficially held as estate of Richard E. Powell, leaving none. Charles Boyer sold, in private transaction, 69,878 shares, leaving 37,422. David Niven sold 69,678 shares beneficially held as Dajani Establishment, in private transaction, leaving 37,422.

Fuqua Industries—Dudley L. Miller, holding 1,200 shares personally, sold 300 shares held with wife, leaving none.

Gross Telecasting—Raymond W. Miottel, personally holding 100 shares, bought 775 shares and sold 820, giving total of 91 on beneficially held Paine, Webber, Jackson & Curtis trading account.

Jerrold Corp.—Howard Butcher III bought 2,492 shares, giving total of 23,710, plus 10,609 shares beneficially held with wife. He also bought and sold 8,593 shares, leaving none, on beneficially held Butcher & Sherrerd investment account, plus 3,000 shares beneficially held in trust. Paul A. Garrison sold 4,000 shares, leaving 18,602.

LIN Broadcasting Corp.—Frank A. Woods sold 200 shares personally held, leaving 100, and sold 200 shares, beneficially held with wife, leaving none. Thomas I. Unterberg personally holding 6,333 shares, bought 800 shares and sold 1,100 shares on beneficially held partnership trading account, leaving 41, plus 100 shares beneficially held with daughter. Lind Carl Voth bought 1,500 shares, giving total of 1,950.

MCA Inc.—Charles Miller sold 17,000 shares personally held, leaving 45,221, plus 285 beneficially held with wife.

Metromedia Inc.—David L. Wolper sold 5,000 shares, leaving 47,164.

A. C. Nielsen Co.—Carl J. Weber sold 300 class-A common shares, leaving 500. J. D. Pope sold 500 class-B common shares, leaving 1,100 personally held, plus 160 beneficially held with wife.

Official Films Inc.—Louis C. Lerner, personally holding 885,200 shares, and beneficially holding 885,000 as Victoria Investment Co., 25,000 shares as Lerner & Co. investment account and 2,000 shares with wife, bought 2,500 shares and sold 100 shares on Lerner & Co. trading account, leaving 17,931.

Outlet Co.—David J. Shurtleff exer-

cised option on 100 shares, giving total of 1,100.

Plough, Inc.—Joseph Sternberger II exercised option on 600 shares, giving total of 2,200.

RCA—K. W. Bilby sold 3,900 shares, leaving 13,030. Bennett Cerf sold 1,000 shares personally held, leaving 102,000, plus 5,000 shares held with wife. Delbert L. Mills sold 6,999 shares, leaving 17,711. Theodore A. Smith exercised option on 10,879 shares, giving total of 46,985. Harry C. Ingles exercised rights for \$1,200 of 4½% convertible subordinated debentures, leaving \$1,200.

Reeves Broadcasting—Hazard E. Reeves, personally holding 559,094 shares, sold 8,500 shares, beneficially held with wife, leaving 8,592.

Rollins Inc.—Jarvis J. Slade sold 400 shares, personally held, leaving 1,116, plus 250 shares beneficially held with wife. John W. Rollins sold 28,200 class-B common shares, leaving 433,350.

Rust Craft Greeting Cards Inc.—Ernest A. Gross bought 100 shares, giving total of 350.

Storer Broadcasting Co.—Lawrence M. Carino exercised option on 1,600 shares, giving total of 3,200. Arno W. Mueller exercised option on 1,500 shares, giving total of 1,600. John J. Kelly sold 1,750 shares, leaving 5,000. James P. Storer sold 450 shares personally held, leaving 28,850, plus 100 shares held with wife.

Taft Broadcasting Co.—Dorothy S. Murphy sold 400 shares, leaving 10,911. Robert C. Wiegand sold 230 shares, leaving 1,708.

Teleprompter Corp.—Monte E. Livingston sold 300 class-A common shares, giving total of 700.

Twentieth Century Fox—Francis S. Levien sold 6,325 shares, leaving 13,200, personally held, and sold 1,457 shares beneficially held with wife, leaving none.

Walt Disney Productions—Spencer C. Olin sold 400 shares, leaving 764. L. E. Tryon sold 295 shares, leaving 1,400.

Warner Bros.—Seven Arts Productions Ltd.—Eliot Hyman sold 25,950 shares, leaving 1,000.

Wrather Corp.—Monte E. Livingston bought 1,000 capital shares, giving total of 31,275 personally held, and 175 shares held with son, 500 held with wife.

Zenith Radio Corp.—Hugh Robertson sold 3,000 shares, leaving 37,323.

ADS registers for sale of 100,000 shares

Adams Dana Silverstein Inc., New York advertising agency, has filed a registration with the Securities and Exchange Commission for the sale of 100,000 shares of stock at \$5 per share. Two of its owners are TV stars Don Adams and Bill Dana.

With the successful sale of these shares, the company will have 400,000 shares outstanding. Purchasers of the public shares will own 25%; the principals, 75%. The book value of the company's common stock will be \$479,128 or \$1.20 a share.

ADS, organized in April 1966, earned for the year ended June 30 seven cents a share. The agency had \$1,749,313.80 in gross billings, \$340,187.81 from commissions and other service fees and a net income of \$21,826.79.

During the first fiscal year of operations approximately 67% of the com-

pany's total billings were for magazine advertisements, approximately 25% for newspapers, and 8% for radio and television.

Directors and executive officers include Donald W. Silverstein, president and treasurer (55%); Woodrow F. Benoit, executive vice president and secretary (15%); Mr. Adams, star of NBC's *Get Smart*, and Mr. Dana, comedian and originator of "Jose Jimenez" role, both senior vice presidents (each 12.5%).

Mr. Silverstein was with Aurora Plastics Corp., New York, as vice president for marketing and advertising, before forming the agency. Aurora is ADS's principal client, accounting for 69% of gross billings in the last fiscal year. ADS now has 11 clients.

Mr. Benoit is a former television programing supervisor at Young & Rubicam, a vice president at J. Walter Thompson and a senior vice president and management account supervisor at Lennen & Newell, all New York advertising agencies.

SG profits shoot up despite lag in gross

Screen Gems, Inc., New York, a diversified communications company (TV syndication and group TV station owner), last week reported record earnings for its first quarter despite a drop in gross income.

The unaudited report compared gross income and earnings of the three months ended Sept. 30 this year with the three months ended Sept. 24, 1966. Screen Gems Executive Vice President and General Manager Jerome S. Hyams said the company's first quarter was traditionally lower than the remaining quarters of the year. SG stations are KCPX-AM-FM-TV Salt Lake City; WAPA-TV San Juan, P. R., and WVUE(TV) New Orleans.

Three months ended Sept. 30:

	1967	1966
Per share earnings	\$0.28	\$0.27
Gross income	15,909,000	24,500,000
Net profit	1,113,000	1,095,000
Shares outstanding	4,036,125	4,002,063

Teleprompter net up, but per share drops

Teleprompter Corp., New York, a major CATV operator, last week reported 1967 nine-month revenues and net earnings both up approximately 2% over 1966's comparable period. This year's 3 cents drop in per-share earnings resulted from a 25% increase in the number of shares outstanding, the company indicated. Teleprompter said its CATV operations "continued to expand and exceeded growth projections for the period." It added that construction of a recently acquired cable TV franchise in Greenwood, S. C., is progressing, and that Theta Cable of California (under the joint ownership of the company and Hughes Aircraft Co.)

has been granted a cable TV franchise by the city of Santa Monica, Calif.

Nine months ended Sept. 30:

	1967	1966
Earned per share	\$0.82	\$0.85
Revenue	4,906,961	4,803,828
Net Earnings*	719,505	702,172

*Includes \$556,633 and \$441,253, respectively, of other income, primarily gain on the sale of part of the stock of a subsidiary, net of applicable taxes. No tax provision was required due to tax losses of prior years and investment-tax credits.

Hofheinz in circus business

Roy Hofheinz, former mayor of Houston and president of FM Broadcasters Inc. in the early days of FM radio, is now part owner of the famous Ringling Brothers, Barnum and Bailey Circus. He's associated with Irvin and Israel Feld of Washington who announced the \$10 million purchase last week.

Mr. Hofheinz, one of the principals in building Houston's famed Astrodome stadium, owned 16% of KTRK-TV in that city until its recent sale to Capital Cities Broadcasting Co. and was half owner of KBAT San Antonio, Tex., sold to Swanco Broadcasting earlier this year. He will serve as chairman of the board of the new management of the circus.

Financial notes . . .

- ABC has declared a fourth-quarter dividend of 40 cents a share payable Dec. 15 to holders of record Nov. 24.
- Norris Grain Co., Chicago, a privately owned company that also owns the National Hockey League Detroit Red Wings among other diversified interests, last week acquired a piece of Ivan Tors Films Inc., Hollywood. The size of the Norris interest was not disclosed.

INTERNATIONAL

Shortage of TV sets develops in Britain

Britain's TV-set makers are falling sharply behind production targets, mainly because of a shortage of components and because the easing of credit restrictions last August jumped demand by some 10%, far more than the industry expected.

A forecast of 50,000 color units by the year's end has now been revised downward to 35,000. Monochrome set production is also trailing behind, although figures for August and September are expected to show a 50% rise over last year to 257,000 units.

A leading TV-rental-and-retail chain claimed that the shortage in black and white was becoming as bad as that in

color. Other rental companies report they are operating increasingly under crisis conditions. Radio Rentals, largest in the rental field with some 1.6 million customers, estimates that the company's manufacturing unit, Baird, has produced 7,500 color sets so far this year. "We hoped to be much further with production by now," a director said, "but the component industry got out of gear when the credit squeeze hit the TV renting business, and it hasn't altogether got back into its stride."

Trevor Standeven, managing director of GEC's TV producing section, reports it had nearly 40,000 sets during the summer but that these are mostly gone. "Demand is above our ability," he added. Pye's sales director, Richard King, said that inventory had fallen from 38,000 in July to 3,800, less than

a week's supply. Mr. King cited three main areas in component shortages—cabinet production, metal trim for cabinets, and tuning knobs for sets.

India gets its first taste of commercial radio

All India Radio made broadcast history in India this month by airing the country's first commercials. The first commercial was broadcast from the local medium-wave Vividh Bharati transmitters of Bombay, Poona and Nagpur on Nov. 1.

The pilot project allows commercials in any language to be broadcast simultaneously over the local Vividh Bharati transmitters for 75 minutes a day.

Over 200 commercials, ranging from 15 seconds to two minutes, are broadcast daily. Annual income from the project is expected to be about \$600,000.

Color tubes in Mexico

General Telephone & Electronics Corp., New York, has begun production of 19- and 25-inch rectangular color-TV picture tubes at its subsidiary, Sylvamex Electronica S.A., Monterrey, Mexico. The 60,000-square-foot plant has added some 26,000 square feet of space for color-tube production.

Bernard T. O'Dea, Sylvamex president, said that at the end of 1967 some "10,000 color-TV sets made in Mexico will be sold, and the market should increase to 20,000 in 1968, rise to 30,000 in 1969, and reach 50,000 by 1970."

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First hometown radio station starts in Britain

Radio Leicester, first of the BBC's experimental local radio stations, was officially opened Nov. 8 by Postmaster-General Edward Short. A threat that the station would blow up as it went on the air proved to be a hoax after police searched for a nonexistent bomb. The incident formed the subject of Leicester's first local news item.

Mr. Short said it was the aim of the government and the BBC to have up to 250 local stations operating within the next five years. This depends, however, on whether running costs of the individual stations, estimated at \$2,800 weekly, are backed up by community funds. In the case of Leicester, city authorities have agreed to underwrite the project for a two-year experiment.

In all, eight local stations are planned in the experiment, which is, to discover whether there is any future for this type of radio in Britain. Radio Leicester will shortly be followed by Radios Sheffield and Merseyside. Local news and affairs will take up about four hours daily, with programs from the BBC's four other national networks taking up

about 12 hours. Cost of constructing the stations, about \$100,000 each, is being supplied by the BBC.

The government's white paper on broadcasting, issued at the end of 1966, stated: "Local radio would provide a valuable service to the community, by giving a new means of expression to its interests and aspirations."

Asian conference shown portable radio gear

The first public demonstration of the "STC village broadcaster," an easily transportable radio station for use in remote areas of developing countries, has been conducted in Singapore for delegates of the fourth Asian Broadcasting Union conference.

The equipment, which can be assembled in one hour and operated by non-technical personnel, can be used for satellite broadcasting of programs received by medium- or short-wave, telephone lines or high-frequency links from distant stations, as well as originating live, taped and recorded local programs. The station is manufactured by Standard Telephones & Cables Pty. Ltd., the Australian subsidiary of International Telephone & Telegraph Co.

British rating contract awarded to new firm

The contract for supplying weekly reports on British TV viewing habits has been awarded to Audits of Great Britain, it was announced in London. Current contract holder is Television Audience Measurement (TAM). The new contract, effective for six years from July 30, 1968, (when the new ITV program contracts begin), is estimated to be worth \$7 million.

TAM, in which the U.S. firm A.C. Nielsen has a 49% stake, has been issuing its TAM top-20 ratings to TV advertisers and executives since ITV went into operation 12 years ago. Audits will continue the service with its SET ratings, which, like TAM's, will be determined by meters attached to sets in homes representing a cross-section of the population. TAM reports are based on the viewing habits of 7,250 selected people in 2,120 British homes.

Audits of Great Britain was set up by former TAM executives Bernard Audley, Douglas Brown and Richard Gapper, who quit TAM five years ago after a dispute with founder Bedford Attwood. The firm has since achieved a turnover of about \$4 million annually.

FANFARE

Petry, 16 agencies cited by Ad Council

Martin L. Nierman, president of Edward Petry & Co., was the guest of honor at a luncheon meeting of The Advertising Council board of directors last week, where a resolution praising his aid to the council was passed. Petry conducted a 1967 advertising campaign detailing the impact of ad council promotions over Petry represented stations.

Frederick S. Gilbert, vice president-general manager of Time-Life broadcast Inc., represented the Petry television stations.

At The Advertising Council's annual awards luncheon, also last week, 16 ad agencies were honored for their public service work through the council.

Mark Century has new package

A new and, said to be complete, promotional package of commercials, contests, features, sound effects and production-commercial music will be offered to radio stations next month by Mark Century Corp., New York. Called "Limited Edition" because subscribers will be held to a specific num-

ber, the promotional tool promises to be tailored to each station's particular needs. The service includes musical commercials, use of Mark Century's New York production facilities, especially designed sound effects, a formula for custom-made contests and promotions, new production and commercial music to be supplied each month under the supervision of Broadway composer Mitch Leigh and individual instruction forms.

Humane society notes radio's helping hand

Radio broadcasters have been very kind to pets during the last 12 months. They donated a total of \$2,142,023.60 worth of air time during that period to return lost pets to their owners.

According to The American Humane Association, Denver, 478 stations participated in the organization's "Pet Patrol" service. They broadcast 475,755 announcements during the fiscal year ended June 30.

The organization also reported that "at least" 127,790 pets were returned to their owners as a result of radio broadcasts. This amounted to "a most effective recovery rate" of one pet re-

turned for each 3.7 broadcasts.

The AHA's annual report also disclosed that there are now 20,000 animal actors appearing in 615 television shows and motion pictures.

Drumbeats . . .

AP awards ■ Three radio station members of the Associated Press have been given citations for "outstanding contributions to the news report" of the cooperative news-gathering service. The stations which were honored during the annual convention of the Associated Press Managing Editors Association, were WHWH Princeton, N. J., for its news on the death of physicist Dr. Robert Oppenheimer, and KFAR and KFRB, both in Fairbanks, Alaska, for their coverage on the floods there last August.

Winter promotion push ■ KNEW San Francisco, using just about everything from balloons to broadcasting, has begun what it calls the biggest promotion drive in that city's radio history. The core of the drive, however, will consist of using some 9 million items such as menu riders in Northern California's largest restaurant chain, Mel's Drive-ins and Red Roof Coffee Shops. The items will carry KNEW promotional messages.

BROADCAST ADVERTISING



Mr. Moody

Gerald N. Moody, with MacManus, John & Adams, Bloomfield Hills, Mich., named VP. **Kalman Phillips**, VP and creative director for Atherton-Privett Inc., Beverly Hills, Calif., named broadcast director for MJ&A, Los Angeles. **Beulah Alexander**, production and traffic manager for A-P, named to same position at MJ&A.

Ken Campbell, executive VP of LPE-Robert Otto Inc., New York, named president. Mr. Campbell continues as executive VP of LPE-Novas-Criswell International, Latin American division of LPE group of companies. **Robin Jordan**, account supervisor at LPE-Robert Otto, becomes VP and general manager. **David Dutton**, managing director of LPE, who has been serving as president of LPE-Robert Otto, named chairman of executive committee. **Robert Otto** is board chairman.

A. Dudley Coan and **Warren E. Rebell**, with Campbell-Ewald Co., New York, join Venet Advertising there as VP-account supervisor and VP-director of client services, respectively.

Charles Levy, advertising director for Walt Disney Productions, Burbank, Calif., named VP for Adams Dana Silverstein Inc., Los Angeles agency.

William F. Perkins, director of Ren Inc., Indianapolis, named VP, marketing and media research of Ruben, Montgomery & Associates, that city.

Martin H. Percival, radio sales executive for RKO General Broadcasting, New York, appointed director of radio relations and sales development for RKO General Broadcasting/National Sales, that city. **John J. Scott** named to newly created post of manager of TV research and sales planning for national sales division, RKO General Broadcasting, New York. **Thomas F. Burchill**, formerly with Edward Petry & Co. and Mort Bassett & Co., both New York, appointed radio sales executive for RKO's national sales division, that city.



Mr. Delman



Mr. Ludtke

Ray S. Delman, with Campbell-Ewald Co., Los Angeles, **Fenton A. Ludtke**, **Ronald Phillips**, and **John R. Pike**, with C-E, Detroit, named creative department VP's.



Mr. Phillips



Mr. Pike

John H. Brinckerhoff and **Amos M. Kidder**, account supervisors, and **Robert W. Welty**, manager of media planning,

J. Walter Thompson Co., New York, elected VP's.

Brian Dillon, group copy head of Foote, Cone & Belding, New York, elected VP. **Aaron Zutler**, previously with Whitehall division of American Home Products Corp. and with Bristol-Myers Co., both New York, joins FC&B there as merchandising supervisor.

Arthur L. Hecht, account supervisor with Delehanty, Kurnit & Geller, New York, named VP.

Allen Hundley, formerly with Peters, Griffin, Woodward in Dallas and St. Louis, named director of regional sales in Southwest for Radio Advertising Bureau, New York.

Mort Gaffin, manager, advertising and corporate identification, RCA, New York, and chairman of RCA's internal corporate identification committee, appointed to new post of director, corporate identification.



Mr. Rosenfield



Mr. Bonagura

James H. Rosenfield, account executive, CBS-TV network sales, New York, since August 1965, named director of daytime sales for network, new post. **A. Robert Bonagura**, also account executive with network sales since September 1962, appointed to newly created position of director sales-central division for CBS-TV, with his office in Chicago.

Leo Fassler, copy group supervisor at Doyle Dane Bernbach, New York, joins Kenyon & Eckhardt there as creative group head.

Franklin C. Wheeler, with KHVH-TV Honolulu, appointed general sales manager of KHON-TV, that city.

Richard F. Appleton, with Blair TV, Los Angeles, appointed general sales manager for KSHO-TV Las Vegas.

Doty Edouarde, manager of NBC Radio Spot Sales in Los Angeles, appointed sales manager of NBC-owned KNBR San Francisco.

Larry Wasserstein, account executive and eastern sales manager, Bernard Howard & Co., New York, appointed sales manager, New York office. **Bob Ferraro** joins Howard as account executive from Jack Masla & Co.

Arthur M. See, previously with former *New York World Journal Tribune*, named to newly created post of

Brakefield succeeds Dougherty at TVB

Charles B. Brakefield, president and general manager of WREC-TV Memphis, was elected chairman of the Television Bureau of Advertising at its annual membership meeting in New York (see page 32). He succeeds **Joseph P. Dougherty** of Capital Cities Broadcasting Corp.



Mr. Brakefield

Norman E. Cash was re-elected TVB president.

Donald L. Kearney, sales director of Corinthian Broadcasting Corp., was named secretary, and **Alexander W. Dannenbaum Jr.**, senior vice president, marketing, Westinghouse Broadcasting Co., was named treas-

urer. Five new TVB board members were elected. **Arden Swisher**, KMTV (TV) Omaha, and **Guy Main**, Midwest TV Stations, were named for three-year terms, while **Terry Lee**, Storer Broadcasting; **Robert D. Thomas**, WBNS-TV Columbus, Ohio, and **Robert S. Schultis**, WDSU-TV New Orleans, were elected for four-year terms.

They succeed Mr. Dougherty, whose term expired but who as immediate past chairman will serve as an ex officio member of the board and **William Brazzil**, Wometco Stations; **George A. Koehler**, WFIL-TV Philadelphia; **H. Peter Lasker**, Broadcast Communications Group, and **Howard Stalnaker**, wow-TV Omaha.

department store advertising manager of WMCA New York.

Ken Custer, with KLZ-TV Denver, named sales development manager.

Lyle H. Schultz, assistant director of advertising and sales promotion for Kelvinator division of American Motors Corp., Detroit, appointed manager of advertising and sales promotion.

Bob Klein, executive VP of Central California Communications (KSBW-AM-FM-TV Salinas, and KNKS Hanford, both California), named account executive for Metro TV Sales, San Francisco.

Richard E. Charlton, formerly with Henry I. Christal Co. and Happiness Tours, both Chicago, named account executive for CBS Radio, that city.

Raymond F. Ferguson, account executive with Norman, Craig & Kummel, New York, joins Gardner Advertising there as account executive.

Philip M. Michel, from WMAL-FM Washington, appointed account executive at Lewis & Dobrow, that city.

Robert J. Warner, account executive for CBS Television Stations National Sales, Los Angeles, appointed account executive for rep's San Francisco office.

Richard M. Fielding Jr., with Agway Inc., Syracuse, N. Y., joins Bauer-Tripp-Hening & Bressler, Philadelphia, as account executive.

Colin Smith, with McCann-Erickson, New York, joins Geer, DuBois & Co. there as account executive.

Frank Egan, manager of San Francisco office of Adam Young Inc., named manager of San Francisco office of Radio Advertising Representatives.

Clem Dowd, with Los Angeles office of George P. Hollingbery Co., named manager of Los Angeles Office of Grant Webb & Co.

Jerry Silverman, copy group head at Hicks & Greist, New York, joins Wyse Advertising there as copy supervisor.

Benjamin R. Okulski, account executive at WABC-TV New York, named account executive for ABC Television Spot Sales, that city.

Howard H. Bright, sales manager of WATI Indianapolis, named account executive for WLWI(TV), that city.

Elias A. Felluss joins Harwood Martin Advertising, Washington, as assistant TV production manager.

Hal Kemp, manager of KOSG Pawhuska, Okla., joins KTLQ Tahlequah, Okla. as account executive.

William T. Ennis, account executive for *Esquire* magazine, New York, and **Herbert W. McCord**, assistant to director of sales planning for *Life* magazine, New York, join CBS Radio Spot Sales

there as account executives.

Tom Hartman, with WPRO Providence, R. I., joins WPRI-TV there as account executive.

Albert Slavin, with Jack Masla & Co., New York, joins WVNJ-AM-FM Newark, N. J. as account executive.

Joseph Mahan, with Metromedia Inc., New York, and **Joseph A. Charles**, with WDCA-TV Washington, join sales staff of WTOP-TV Washington.

Elizabeth G. Harriman, production manager of Robwood Associates Inc., Nashua, N. H., named traffic manager of Reach, McClinton & Co., Boston.

Robert G. Burns, account executive with WBCN(FM) Boston, joins sales staff of WEEI, that city.

MEDIA



Mr. Lawrence

John T. Lawrence Jr., station manager of WKRC-FM Cincinnati, appointed to newly created position of general manager, FM division, Taft Broadcasting Co. (group owner), that city. **Luther G. Bassett**, with

Paul B. Marion, WBT-AM-FM Charlotte, elected president of North Carolina Association of Broadcasters. Other officers elected: **Jack Lee**, WFAI Fayetteville, VP for radio; **T. H. Patterson**, WITN-TV Washington, VP for television; and **E. Z. Jones**, WBBB Burlington-Graham, secretary-treasurer.

Robert C. Floyd, with KCKN Kansas City, Kan., named general manager of KWKI-FM Kansas City, Mo.

John R. Speciale, general manager of WRRR Rockford, Ill., named general manager of WJPS Evansville, Ind.

Robert L. Tuttle, with WSWO-TV Springfield, Ohio, appointed station manager.

Andre Dunstetter, acting manager of McLendon's WWWW(FM) Detroit, appointed controller of McLendon Corp. (group owner), Dallas.

Bennett L. Newman, assistant treasurer and director of taxes, CBS, named controller, CBS Theatrical Films Division. Mr. Evans joined CBS's law department in 1950 after private practice in New York. Mr. Newman was with U. S. Internal Revenue Service before joining CBS in 1954. **Marilyn Walsh**, tax counsel, federal and foreign taxes, for CBS, succeeds Mr. Newman as assistant treasurer, director of tax section, CBS Inc.

Max D. Paglin, executive director of FCC, renamed chairman of communi-

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MATTER
OF
LIFE
AND
BREATH
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CHRISTMAS
SEALS



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This space contributed by the publisher as a public service

Dudley S. Taft succeeds father on board

Dudley S. Taft, 27, son of Hulbert Taft Jr. who was killed in an explosion at his Indian Hill, Ohio, home on Nov. 10 (BROADCASTING, Nov. 13), was elected to the board of Taft Broadcasting Co. last week. He fills the board vacancy caused by his father's death.

Police and fire officials blamed the bomb shelter blast in which the elder Mr. Taft was killed, on leakage from propane gas. It is presumed that Mr. Taft had pulled the fuse block of the electrical system in the shelter when he smelled gas and that a spark ignited the leaking gas. Mr. Taft's body was found at the door of the shelter with the fuse block near his hands.

Services were held last Monday (Nov. 13) at St. Thomas Episcopal Church, Terrace Park, Ohio. Interment took place at Spring Grove Cemetery, Cincinnati. He is survived by his wife, Elizabeth Sutphin Taft; two daughters, Miss Nelly Leaman Taft, New York, and Mrs. Kenneth Taft Mahler, Cincinnati, and his son, Dudley.

The late Mr. Taft was the son of Hulbert Taft Sr., editor and publisher of the *Cincinnati Times-Star*. The *Times-Star* was bought in 1956 by Scripps-Howard Newspapers and combined with that chain's *Cincinnati Post*. Hulbert Taft Jr. was the grandson of Peter Rawson Taft, a half-brother of William Howard Taft, 27th President of the U. S.

The young Mr. Taft is a 1966 graduate of the University of Virginia Law School. He was in private practice in Washington with Koteen and Burt, Washington counsel for Taft Broadcasting. He joined the home office as corporate counsel only last September. He was elected



Hulbert Taft Jr.



Dudley Taft

to the board at its meeting on Nov. 13.

A new chairman of the board for the publicly listed group broadcast firm had not been elected as of late last week. David S. Ingalls is vice chairman; Lawrence H. Rogers II is president.

Strong Team — Commenting on Mr. Taft's death, Mr. Ingalls said at last week's board meeting: "One of Hub Taft's greatest accomplishments at Taft Broadcasting was the development of a strong, able management team at the home office of the company and at each of its individual stations. . . ." Taft stations are WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WRG-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City and WNEP-TV Scranton, Pa. It recently sold WKYT-TV Lexington, Ky., to G. D. Kincaid and group. Earlier this year it acquired Hanna-Barbera Productions, Los Angeles.

The blast at Mr. Taft's shelter came the same day that an explosion rocked the home of Ron Dell, television assignment editor of WKRC-TV, one of the Taft Broadcasting stations. Mr. Dell had to leap from a second floor window. Officials attributed that explosion to a gas main leak.

cations law committee, Federal Bar Association, 1967-68. Named deputy co-chairmen are **Erwin G. Krasnow**, with Washington law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, and **Hilbert Slosberg**, associate general counsel for FCC. **Stuart F. Feldstein**, of the FCC's Office of General Counsel, is secretary.

Dr. Sidney P. Marland Jr., superintendent of schools in Pittsburgh, and **Dr. Glenn T. Seaborg**, chairman of Atomic Energy Commission, elected to board of directors of National Educational Television, New York.

David F. Herrick, chief program di-

rector of noncommercial WJRH(FM) Easton, Pa., elected executive VP. **Alfred H. Elliot III** named to newly created position of assistant program director.

Lou Silverstein, KRIZ Phoenix, elected president of Metropolitan Phoenix Broadcasters for 1968. Other officers elected: **Pat Bush** of Scottsdale, Ariz., VP, and **William Lester**, KOOL Phoenix, secretary-treasurer.

PROGRAMMING

Charles R. Boyles, with McLendon's KLIF Dallas, named national program director for the McLendon Corp.

(group owner), that city.

Jim Feller named assistant to VP, director of film services, for Warner Bros.-Seven Arts Inc., New York. **Ben De Augusta** appointed manager, television booking department.

Leon Goldberg, VP and treasurer, United Artists Corp., New York, is retiring Jan. 1 after 15 years with company. He will continue with UA as consultant.

Joseph A. Conte appointed advertising/marketing director of Videotape Center, New York.

Jack Lynn, head of his own firm, The Lynn Production Co., joins Hartwest Productions, New York, as director of programs and production.

Jim Clark named program director of KWKI-FM Kansas City, Mo.

Robert C. Archer, production manager of WPRI-TV Providence, R. I., appointed operations manager.

Paul Mason, writer for Universal City Studios, named producer for NBC-TV *Ironside* series.

Sherman Adler, president of Ivan Tors Television, Hollywood, named executive VP, MacArthur Productions, Palm Beach, Calif.

Arlyn Jones, from WZZM-TV Grand Rapids, Mich., appointed producer-director of WKYC-TV Cleveland.

Howard H. Mendelson, research manager for ABC Films, New York, appointed account executive, domestic sales, in eastern division of ABC Films.

Robin Roberts, former pitcher for Philadelphia Phillies, joins WPEN Philadelphia as sportscaster and analyst, effective Dec. 4.

Art Eckman, sports director for KATU-TV Portland, Ore., appointed sports director for KEX Portland. He replaces **Bob Blackburn**, who moved to Seattle as broadcast voice of Super Sonics National Basketball Association team.

Ken Wilmut, art director for KLZ-AM-FM-TV Denver, named supervisor of graphics. **Jim Lannon**, producer-director for KLZ-TV, becomes production manager. **Judy Hall** appointed art director for KLZ-TV.

William P. Gallagher, with Columbia Records, New York, appointed head of newly created entertainment and leisure-time marketing division of MCA Inc., New York.

NEWS

Irving R. Levine, Rome, and **Bernard Frizell**, Paris—NBC News bureau chiefs—and **Frank Bourholtzer**, now in Paris bureau, are being rotated to new posts as bureau chiefs. Mr. Levine,

in Rome since March 1959, will head London Bureau; Mr. Frizell, in Paris top spot since June 1962, will be chief of Rome bureau, and Mr. Bourgholtzer resumes post of Paris bureau chief that he held from 1953 to 1955. Mr. Bourgholtzer has been in Paris since July 1965 on special assignments covering Europe for *The Huntley-Brinkley Report* (NBC-TV).

Bernard W. Caughey appointed UPI regional executive for New England, succeeding **C. Robert Woodsum**, who resigns to become general manager of *Daily Advance*, Dover, N. J. **Donald D. Thornton**, with *Arizona Daily Star*, joins staff of UPI. Tucson, Ariz. **Bob Crabbe**, **Dennis Opatrny**, and **Bob Laurence** join Los Angeles bureau of UPI.

Ed Godfrey, assistant news director with KHOU-TV Houston-Galveston, appointed news director.

Joseph A. Jansen, with WFIN Findlay, Ohio, appointed news director of WOIO Canton, Ohio. **Mark Masten**, with noncommercial WKSU-FM Kent, Ohio, named newsman for WOIO.

Walt Sutherland, news director of WLIZ Lake Worth, Fla., named news director of WHWH Princeton, N. J.

Jeffery Ulman, sports director of noncommercial WJRH(FM) Easton, Pa., named news-sports director, succeeding **Clinton Billups**, who resigned.

Mike Stein, with WNEW New York, appointed assistant director, radio news.

Walter F. Cryan, with WPRI-TV Providence, R. I., appointed news manager.

Walter May, WPKE Pikeville, elected president of Kentucky AP broadcasters Association.

Peter C. Kohler, editorial writer and columnist for *Suffolk Sun*, Deer Park,

N. Y., named assistant director of editorials for WCBS-TV New York.

Al McDowell, newsman with KDKA-TV Pittsburgh, joins WFIL-TV Philadelphia as anchorman for station's evening news programs.



Mr. Davis

Gordon Davis, director of programing and deputy to director of Radio Free Europe, rejoins Westinghouse Broadcasting Co., New York, as VP for news, newly created post. WBC's Washington news bureau, foreign news service, international bureaus and correspondents will report to Mr. Davis. He will also coordinate domestic news operations.

Tom Aaker, with KSTP-TV St. Paul-Minneapolis, appointed special assignment correspondent. **David Sheehan** named Ramsey county reporter for KSTP-TV. **Ed Karow**, with NBC News, Cleveland, appointed Hennepin county reporter for KSTP-TV. **Gary Peterson**, with KROC-TV Rochester, Minn., joins KSTP-TV as producer and general assignment reporter. **Sheri Naughton**, economist for U. S. Department of Labor, appointed general assignment reporter. **Walter Goins** joins KSTP-TV as writer/reporter.

FANFARE

Richard J. Connelly, manager of press relations, ABC News, named director of public relations of ABC News in New York. He succeeds **Joe Cook**, newly appointed program director for ABC Radio Contemporary Network (BROADCASTING, Nov. 13).

Geraldine A. Henry, commercial

manager of WEIF Moundsville, W. Va., appointed promotion director of WWVA Wheeling, W. Va.

Earl Ling named promotion and publicity director of WOAI-TV San Antonio, Tex.

Donald E. Witheridge, with PR department of Washington Gas Light Co., Washington, appointed editor of publications for National Cable Television Association, that city.

EQUIPMENT & ENGINEERING

Thomas E. Davis, VP-general manager, audio/video communications division, Ampex Corp., Redwood City, Calif.; **John N. Latter**, VP-general manager, consumer and educational productions division; **Byron A. Olerich**, VP, international operations; **Robert L. Pappas**, VP-general manager, instrumentation division, all named group VP's of company. Appointments bring to five number of Ampex group VP's. **Henry W. West Jr.** was appointed to position year ago.

John W. Holland, engineering manager, named VP of engineering for cable division of Amphenol Corp., Chicago.

J. Tyler Nourse, staff VP of parts division of Electronic Industries Association, Washington, named staff VP of EIA's distributor products division.

John A. Kestelik, broadcast engineer with WTMJ-AM-FM-TV Milwaukee, appointed chief engineer of WSWO-TV Springfield, Ohio.

Donald H. Hansen, with KING-AM-FM-TV Seattle, appointed chief engineer of Tel-West Productions, San Francisco.

Richard V. Zagorski, applications engineer for Rantec division, Emerson

Dancer-Fitzgerald-Sample realigns top executive positions

Stuait B. Upson, executive VP, Dancer-Fitzgerald-Sample, New York, elected president, succeeding **Gordon H. Johnson**, who becomes chairman of the board.

Mr. Johnson succeeds **Clifford L. Fitzgerald**, who now serves as chair-

man of the executive committee and chief executive officer.

In other executive changes at D-F-S, **George G. Tormey**, senior VP, was named vice chairman of the board; **Fred T. Leighty**, former administrative VP, was named execu-

tive VP, and **William F. Maughan**, VP and treasurer, named senior VP and secretary-treasurer.

According to Dancer-Fitzgerald-Sample, the agency is ninth largest in U. S. and bills an estimated \$160 million annually.



Mr. Upson



Mr. Johnson



Mr. Fitzgerald



Mr. Maughan



Mr. Leighty



Mr. Tormey

Electric Co., Cala Basas, Calif., named manager of field applications for government and industrial division of Jerrold Electronics Corp., Philadelphia.

Dan Kahan, with Greentree Electronics Corp., Costa Mesa, Calif., named director of production.

Jack G. Sanford, senior field engineer for Cohu Electronics, San Diego, named regional sales manager for northern California at Mountain View, Calif.

Robert L. Gorjance, with Gates Radio Co., Quincy, Ill., appointed district manager for Wisconsin area. **Ray Janssen**, manufacturing engineer with A. O. Smith Corp., Kankakee, Ill., joins industrial engineering department of Gates as process engineer.

John G. Rogers, with Deluxe-General Film Laboratories, Hollywood, named head of company's new sales service office in Chicago.

Lamar Vosburg, with Carlsbad (N. M.) cable TV system, joins Ameco Inc., Phoenix, as sales representative in Iowa, Nebraska, Dakotas, Missouri, Oklahoma and Colorado.

ALLIED FIELDS

Karl W. Friedline, assistant manager of WKBH and WKBT(TV) LaCrosse, Wis., resigns to join faculty of mass communications and audio-visual departments at Wisconsin State University, that city.

Herb Granath, VP and director of national sales, ABC Radio, re-elected president of Bedside Network of Veterans Hospital Radio and TV Guild. Others elected: **G. Thaine Engle** of NBC promotion and publicity, 1st VP;

Terry Ross, ABC, 2d VP.; **William C. Jackson**, 3rd VP and **William R. Potts** of NBC, 4th VP; **Joan Melzer**, treasurer, and **Elizabeth Bain** of CBS, secretary.

David Linden, manager of sales communications for Million Market Newspapers Inc., New York, joins American Research Bureau there as account executive.

INTERNATIONAL

Ron Collister, reporter for *Toronto Telegram* for 13 years, named Ottawa parliamentary correspondent for Canadian Broadcasting Corp. He succeeds **Tom Gould**, who resigned as CBC Ottawa bureau chief and parliamentary correspondent after CBC used off-the-record comment by John Diefenbaker on his future political plans (BROADCASTING, Oct. 16). **David H. Orr**, corporate supervisor of information services for CBC, Ottawa, appointed director of information services, succeeding **A. W. Wilson**, who assumes special PR duties.

Sir John Carmichael, former deputy chairman, Britain's Independent Television Authority, London, joins board of Grampian Television, Aberdeen, Scotland.

DEATHS

George D. Wray Sr., 86, retired board chairman of KTBS-TV Shreveport, La., died Nov. 13. He is survived by his wife, daughter and three sons (including E. Newton Wray, president and general manager of KTBS-TV).

Charles Bickford, 77, died Nov. 9 at UCLA Medical Center, Los Angeles,

result of emphysema attack. Mr. Bickford was stricken some four months ago at Universal City Studios while performing his continuing role in NBC-TV's *The Virginian* series. He is survived by his wife, son and daughter.



Mr. Brown

George M. Brown, 55, president of Kansas State Network, Wichita, died of heart attack after being stricken Nov. 3 at his home in Wichita. Mr. Brown was one of founders of KARD-TV Wichita and organized Kansas State Network in 1962. Kansas State Network consists of KARD-TV and KCKT(TV) Great Bend, KGLD(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb. His wife, Mary, and six children survive.

Walter Mickelson, head of KNUJ New Ulm, Minn., died at his home in New Ulm Nov. 10. He was brother of late Paul Mickelson, general news editor of AP in New York.

William C. Kern, 64, former member of Federal Trade Commission, died unexpectedly Nov. 11 in New York. President Eisenhower appointed him to seven-year term on five-member FTC in 1955. He is survived by his wife, Mary, and daughter.

George Woodfield, 50, Negro character actor on television and in motion pictures, died Nov. 10 after heart attack. Mr. Woodfield was seen on TV most recently in episodes of *The FBI* and *The Virginian* series. He is survived by his wife and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 9 through Nov. 15, and based on filings, authorizations and other actions of

the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community an-

tenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

■ Docket hearing files will not be available

	<h2>EDWIN TORNBURG & COMPANY, INC.</h2>
	<p style="text-align: center;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

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FOR QUOTES

for public inspection from 8:30 a.m. Nov. 24 through 5 p.m. Dec. 4, in order to permit docket division to dismantle files for move to commission's new building at 1919 M Street, N. W., Washington, and reassemble them in new docket area. Files will be open to public, following the move, at 8:30 a.m., on Dec. 5, in new office, room 239 at 1919 M Street, N. W. The docket division is currently located in room 7013 in New Post Office building. Office hours are 8:30 a.m. to 5 p.m. daily. Docket division will be moved on weekend of Nov. 24. Also being moved at same time will be hearing examiners and office services division. The commissioners, executive director, office of opinions and review, secretary, and office of information, scheduled to move on weekend of Nov. 18, have been rescheduled to move on weekend of Dec. 2. Duplicating and mail units remaining in New Post Office building will also complete their move on Dec. 2 weekend. Only division remaining in New Post Office building after Dec. 5 will be data processing. Relocation for data processing division will be announced at later date. Ann. Nov. 15.

New TV stations

FINAL ACTION

Topeka, Kan.—Corrected item: Topeka Television Inc. FCC announces Aug. 16 initial decision denying grant of application for ch. 43 at Topeka became final Oct. 5. Action Nov. 3. Denial was erroneously listed in Nov. 13 issue as new station grant.

OTHER ACTIONS

■ Review board in Gainesville, Fla., television broadcast proceeding, Docs. 17609-10, granted in part petition to enlarge issues, filed Aug. 21 by Minshall Broadcasting Co.; amended issue 1(a) concerning finances of Ralph Shepler, Harry H. Harkins, C. W. Thorniley and J. D. Cutlip; and amended issues to add Sec. 1.65 issue as to University City Cable Inc. Board member Nelson not participating. Action Nov. 8.

■ Review board in Memphis, television broadcast proceeding, Docs. 17258-60. Joint request for approval of agreement, filed July 26, by Gamma Television Corp., Tele/Mac of Memphis and Memphis Broadcasting Associates, granted to extent indicated, held in abeyance in all other respects; agreement approved with same limitation; application of Gamma Television Corp. dismissed with prejudice; application of Tele/Mac of Memphis dismissed with prejudice; application of Memphis Broadcasting Associates granted subject to conditions; petition to enlarge issues filed Aug. 3 by Broadcast Bureau dismissed. Board member Nelson not participating. Action Nov. 9.

RULEMAKING ACTIONS

■ Petition for reconsideration of assignment of ch. 79 to Lakewood, N. J. denied. Commission has denied petition by Mid-State Broadcasting Co., Lakewood, N. J., requesting reconsideration of commission's action of June 28, denying its petition for rulemaking (RM-1013) to assign UHF ch. 79 to Lakewood as first TV channel assignment there. Original petition was defective and was denied by commission on that ground. Mid-State's engineering data submitted with its request for rulemaking was based on an old assignment table which had been superseded by revised table (fifth report and memorandum, opinion and order, Doc. 14229, Feb. 11, 1966). In denying request for reconsideration, commission noted that Mid-West does no more than argue that since it is technically feasible to assign ch. 79 to Lakewood, commission should do so. Argument does not direct itself to conflict between request and the outstanding notice of proposed rulemaking in Doc. 14229 concerning proposed low powered local TV stations, commission stated, nor does it make any showing as to how channel below ch. 70 could be assigned to Lakewood in full compliance with geographic separations specified in rules. (By memorandum, opinion and order; Commissioner Johnson not participating.) Action Nov. 15.

Houston O. J. McCullough—Requests institution of rulemaking proceeding looking toward assignment of UHF ch. 49 to Denton, Tex. Denied by commission memorandum, opinion and order adopted on Nov. 3, and released on Nov. 7.

CALL LETTER APPLICATION

■ Pacific Media Corp., Palm Springs, Calif. Requests KPLM-TV.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Nov. 9 in Aurora, Ill. (Aljir Broadcasting Inc. and South Kane-Kendall Broadcasting Corp.) TV proceeding, con-

tinued further hearing from Nov. 13 to Dec. 6 (Docs. 17407-8).

■ Hearing Examiner Jay A. Kyle on Nov. 9 in Gainesville, Fla. (Minshall Broadcasting Inc., and University City Television Cable Co.) TV proceeding, scheduled further hearing conference for Jan. 5, 1968 (Docs. 17609-10).

■ Hearing Examiner Elizabeth C. Smith on Nov. 6 in San Angelo, Tex. (SRC Inc. and San Angelo Independent School District no. 226-903) TV ch. 6 proceeding. Scheduled evidentiary hearing for Jan. 3, 1968 (Docs. 17541-2).

Existing TV stations

OTHER ACTION

■ Commission has granted joint petition for approval of merger agreement by eight applicants for ch. 9 (WNYX-TV, operating under interim authority and owned equally by eight applicants) television in Syracuse, N. Y. (Docs. 14368-72, 14444-46). At same time, commission reaffirmed 1965 grant of CP for ch. 9 television station to one of the eight, W. R. G. Baker Inc., conditioning grant upon outcome of pending New York state antitrust suit; set aside rulings to re-open hearing and enlarge issues; dismissed petitions for reconsideration of 1965 decision; and terminated proceeding. Action by commission Nov. 15, by memorandum, opinion and order. Commissioners Hyde (chairman), Loevinger, and Wadsworth, with Commissioner Cox not participating, and Commissioner Johnson concurring in result.

ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle on Nov. 9 in Largo, Fla. (WLCY-TV Inc. WLCY-TV) TV proceeding, granted request by Broadcast Bureau and ordered that proposed findings shall be filed on or before Nov. 16 in lieu of Nov. 9, and replies, if any, on Nov. 30 in lieu of Nov. 13 (Doc. 17051).

RULEMAKING ACTION

■ Petition to reassign ch. 23 from Philadelphia, to Camden, N. J. denied. Commission has denied petition (RM-1036) filed by New Jersey Television Broadcasting Corp. to reassign ch. 23 from Philadelphia, to Camden, N. J. In 1963, Bernard Rappaport,

permittee of ch. 23, Philadelphia, filed for assignment of CP to New Jersey Television Broadcasting Corp. No action was taken. On Sept. 26, 1966, Rappaport entered into an agreement to assign CP to Seven Arts Broadcast Inc., and earlier application was dismissed. On July 5, CP was assigned to Seven Arts and permittee was granted time to Jan. 5, 1968 to construct station to operate on ch. 23 in Philadelphia. In denying New Jersey's request, commission noted that while occupancy of channel would not necessarily, in all circumstances, preclude consideration of channel reassignment, it had been unable to find on facts of case New Jersey has shown sufficient warrant for instituting rulemaking to reassign ch. 23 to Camden. (By memorandum, opinion and order, Commissioner Cox concurring and issuing statement.) Action Nov. 15.

CALL LETTER APPLICATION

■ KITR(TV), Faith Center, San Bernardino, Calif. Requests KHOF-TV.

CALL LETTER ACTIONS

■ KHJK-TV, Kaiser Broadcasting Co., San Francisco. Granted KBHK-TV.
 ■ WGBS-TV, Coastal Broadcasting System Inc., Miami. Granted WAJA-TV.
 ■ WAFT-TV, WKBF Inc., Cleveland. Granted WKBF-TV.

New AM stations

APPLICATION

Eupora, Miss.—Olivie E. Sisk, Ivous T. Sisk and Joel E. Camp d/b as Webster County Broadcasting Co. Seeks 1500 kc, 1 kw-D. P. O. address: Box 587, Fulton, Miss. 38843. Estimated construction cost \$10,938.53; first-year operating cost \$17,480; revenue \$20,800. Principals: Mr. and Mrs. Sisk each have 40%. Mr. Camp holds 20%. Mr. Sisk has 25% interest in WVSA Vernon, Ala. and WFTO Fulton, Miss. and owns consulting engineer company, Sisk Engineering Service. Mrs. Sisk has 25% interest in WVSA and WFTO. Mr. Camp is assistant manager of WFTO. Ann. Nov. 8.

OTHER ACTIONS

Review board in Lima, N. Y., standard broadcast proceeding, Docs. 17570-3, denied

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Nov. 16

	ON AIR		NOT ON AIR		Total Authorized
	Lic.	CP's	CP's	CP's	
Commercial AM	4,146 ¹	11	90		4,249
Commercial FM	1,714	46	248		2,008
Commercial TV-VHF	493 ²	8	13		517
Commercial TV-UHF	116 ²	24	161		303
Educational FM	320	5	31		353
Educational TV-VHF	67	4	5		76
Educational TV-UHF	52	18	40		110

STATION BOXSCORE

Compiled by FCC, Oct. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,145 ¹	1,712	608 ²	319	118
CP's on air (new stations)	9	41	33	6	23
CP's not on air (new stations)	93	251	172	31	45
Total authorized stations	4,249	2,004	818	356	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	2	0	0

¹ In addition, two AM's operate with Special Temporary Authorization.

² In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

petition to enlarge issues filed Aug. 11 by John B. Weeks, and motion to strike filed by same party Sept. 21. Action Nov. 8.

■ Review board in Philadelphia, standard broadcast proceeding, Docs. 16589, 16848, scheduled oral argument before panel of review board for 10 a.m., Nov. 30 in room 650, 1919 M Street, N. W., Washington.

ACTION ON MOTION

■ Chief Hearing Examiner James D. Cunningham on Nov. 7 in Kettering-Eaton-Greenville, Ohio, Bloomington-Brazil, Ind., Louisville-Shively, Ky. (Kittyhawk Broadcasting Corp. et al) AM proceeding, granted petition by Voice of Ohio Valley Inc. and dismissed, but with prejudice, its application (Docs. 17243-50).

CALL LETTER APPLICATIONS

■ Wickenburg Radio Co., Wickenburg, Ariz. Requests KSWW.

■ Breckinridge Broadcasting Co., Hardinsburg, Ky. Requests WHIC.

PROCESSING LINE

■ Application listed below is mutually exclusive with application, File No. BR-4399, of licensee of WKYF Greenville, Ky., for renewal of license. Accordingly, and since application is otherwise acceptable for filing, FCC has this date accepted application. Similarly, FCC will accept any other applications for consolidation which meet requirements of commission's prohibited overlap rules except with respect to WYKF: NEW, Hartford, Ky., Hayward F. Spinks, Requests 1600 kc, 500 w-D, class III. Accordingly, notice is hereby given that above application is accepted for filing and that on Dec. 14, application will be considered as ready and available for processing, pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b)

of commission's rules, an application in order to be considered with this application, or with any other application on file by close of business on Dec. 13, which involves a conflict necessitating hearing with either this application, or WKYF renewal application must be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business Dec. 13, or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating a hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(f) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Adopted Nov. 3. Released Nov. 8.

Existing AM stations

APPLICATIONS

KAVA Burney, Calif.—Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 9.

KFUN Las Vegas, N. M.—Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 9.

FINAL ACTIONS

KVWM Show Low, Ariz.—Broadcast Bureau granted license covering increase in power and installation of new type trans. Action Nov. 8.

KPRO Riverside, Calif.—Broadcast Bureau granted licenses covering changes in ant. trans. location (main and auxiliary). Action Nov. 8.

KNCB Vivian, La.—Broadcast Bureau granted license covering increase in power, installation of new type trans., specify type trans. Action Nov. 8.

KOTE Fergus Falls, Minn.—Broadcast Bureau granted license covering increase in night power and installation of new type trans.; condition. Action Nov. 8.

KPWB Piedmont, Mo.—Broadcast Bureau granted license covering increase in power and installation of new type trans., specify type trans. Action Nov. 8.

WQIZ St. George, S. C.—Broadcast Bureau granted license covering change in frequency, increase in power, installation of new type trans., change in ant. ground system. Action Oct. 31.

KBEC Waxahachie, Tex.—Broadcast Bureau granted CP to replace expired permit for change in ant. trans. and studio location, changes in DA pattern. Action Nov. 8.

WFAW Fort Atkinson, Wis.—Broadcast Bureau granted license covering increase in power, change in DA-pattern, installation of new type trans., specify type trans. Action Nov. 8.

OTHER ACTION

■ Commission has adopted notice of proposed rulemaking permitting standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones. Proposed change is by amendment to part 73 of rules. It would permit remote controlled AMs to transmit meter readings and other essential station data to remote control point by impressing audio tones of very low frequency on broadcast carrier. Change was suggested in petition by Moseley Associates Inc., Santa Barbara, Calif. Proposed tones would have frequency range of 20 to 36 cycles per second, and would be barely audible. Moseley said possibility of station interference from tone transmission would be remote. Ninety day test period conducted with commission approval in 1964 by WSM Nashville, produced no adverse effects on program reception. Commission emphasized that suggested tone transmissions are only for matters essential to station operation. Interested persons may submit comments on this proposal on or before Dec. 26, and reply comments on or before Jan. 5, 1968. Action by commission Nov. 15, by notice of proposed rulemaking. Commissioners Hyde (chairman), Cox, Loevinger, Wadsworth and Johnson.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Nov. 6 in Asheboro, N. C. (Asheboro Broadcasting Co. WGWV-AM-FM) revocation of licenses proceeding. Granted motion by Asheboro and extended time to file replies (which are optional) from Nov. 16 to Nov. 27 (Doc. 16789).

■ Hearing Examiner David I. Kraushaar on Nov. 6 in Bethesda, Md. (Atlantic Broadcasting Co. WUST and Bethesda-Chevy Chase Broadcasters Inc.) AM proceeding, accepted amendment filed with petition by Bethesda-Chevy Chase Broadcasters for leave to amend its application to reflect resignation and withdrawal of 10% stock subscriber, officer and director, due to his employment elsewhere (Dors. 16706-8).

■ Hearing Examiner Jev A. Kvie on Nov. 9 in Jacksonville, Fla. (Mel-Lin Inc. WOBS) AM proceeding, granted motion by Mel-Lin Inc., respondent, and commission's Broadcast Bureau, and ordered that deposition by means of written interrogatories be taken of 15 Florida licensees that licensees shall answer separately, fully, in writing, under oath, in three copies within 30 days and be mailed to secretary, FCC (Doc. 17474).

RULEMAKING APPLICATIONS

WGEA Geneva, Ala.—Petitions for issuance of notice of proposed rulemaking looking toward an amendment of commission's table of FM assignments as follows: Geneva, Ala., 228A. Ann. Nov. 13.

KFLN Baker, Mont.—Petitions for allocation of ch. 265A at Baker, Mont. Ann. Nov. 13.

CALL LETTER ACTIONS

■ KOTE Empire Broadcasting Stations, Fergus Falls, Minn. Granted KBRF.

■ WICU Radio Erie Inc., Erie, Pa. Granted WRIE.

New FM stations

APPLICATION

Pleasantville, N. J.—Atlantic City Broadcasting Co. Seeks 104.9 mc, ch. 285A, 3 kw. Ant. height above average terrain 169 ft. P. O. address: Box 898, Atlantic City 08404.

(Continued on page 87)

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RADIO

Help Wanted Management

Manager—Sales ability, small radio market, New York State. Good salary. Box K-280, BROADCASTING.

Eastcoast daytime radio station needs an aggressive Station-Salesmanager combination. Unlimited opportunities . . . leading to stock ownership. Salary open. Reply. Box L-91, BROADCASTING.

Excellent opportunity for commercial manager of kilowatt daytimer in one of the Carolinas' fastest growing medium markets. Top ratings and fantastic coverage. Plenty of money to be made if you can sell ideas and don't mind working for a living. Send success stories, full resume to Box L-106, BROADCASTING.

Sales manager. Established AM-FM MOR in Florida growth market. Experienced, aggressive, take-charge salesman. Management opportunity also. TV and CATV. Send resume, Bob Nelson. WBRD, Bradenton, Florida.

Sales Manager—Dynamic, self-starter, able to direct, motivate and control sales force. New England's 5,000 rock giant, 6th oldest station in America. Successful chain operation. Many fringe benefits. Call now, Mr. Karp 617-677-9477.

Manager, 5 kw daytime, in Oklahoma. Send full information Galen Gilbert, Box K, Neosho, Missouri 417-451-1420.

Sales

Immediate opening for salesman-announcer for small market. Box K-276, BROADCASTING.

St. Louis, Mo.—Solid salesman—Proven track record—Management capability—Multiple group—Good starting salary, Plus—Box L-94, BROADCASTING.

New gently swinging-MOR, independent FM stereo now staffing in Pacific N. W. major market. Seeking gently swinging self-starter as active sales manager. Job demands ability to independently create, organize and execute all phases of sales. Send resume, salary requirements to Box L-119, BROADCASTING.

Executive type salesman. Draw against 25%. #1 contemporary station, Florida. Must be idea man. No phone calls. Box L-184, BROADCASTING.

Detroit, Michigan—Salesman with track record. Capable of managing. Top opportunity. Unique situation. Multiple group. Box L-181, BROADCASTING.

Central California contemporary format. Local sales. Guarantee plus commissions. Send resume, Sam Schwan, KTRV Radio, P.O. Box 2373, Fresno, California.

Salesman-announcer wanted. Must be able to sell and cut his own spots. Radio experience, or college education necessary. Enthusiasm for radio and selling a must. Excellent pay and benefits available for the right man. Contact Ed Carrell, WGAD, Gadsden, Ala.

Immediate opening for young aggressive salesman. Guarantee plus commission. Heart of ski country. Opportunity for growth with group ownership. Send resume and photo to Mgr., WSNO, Barre, Vermont.

Immediate opening for mature, aggressive salesman with solid experience and creative approach. Five figures, unlimited growth opportunity with Radio-TV-newspaper group. Contact Francis Martin, WSWM, P. O. Box 289, East Lansing, Michigan. (517) 337-1318.

Announcers

Major market Ohio independent wants creative personality for drivetime shift. MOR format. Good pay and fringe benefits. Beautiful studios and pleasant working conditions. Send resume and tape to Box L-38, BROADCASTING.

Experienced announcer, FM, stereo, must be stable, responsible have mature voice and knowledge of FM music. Good working conditions on highly listened-to FM station. Send resume and tape to Box L-64, BROADCASTING.

Two experienced announcers. Straight board shift or combination announcer-newsman, announcer-salesman. Single station market northern Michigan lower peninsula resort area. Outstanding plant. Mobile equipment. Fulltime AM with FM automated. Resume and tape to Box L-75, BROADCASTING.

Restaffing station in suburban New York metro market. Need 1 combo man with first phone. No maintenance. 2 air personalities with 3rd endorsed. MOR. Top pay. Top opportunity. Send resume and tapes to Box L-83, BROADCASTING.

Announcer with sales experience or sales-minded for MOR station-nonmetropolitan. Must be familiar with production. No tapes now-write complete confidential letter. Box L-110, BROADCASTING.

New, gently swinging-MOR, independent FM stereo now staffing in Pacific N. W. major market. Seeking gently swinging combo men (3rd class minimum) with brains, verve, outh and energy for on air and production work. Send resume, salary requirements to Box L-120, BROADCASTING.

Announcer wanted: I need a stable adult announcer for MOR format CBS, Net AM for sunny south Florida. Salary open. Snow birds need not apply. Program Director, Box L-148, BROADCASTING.

Midwest group needs several contemporary personality jocks for additional expansion. Send air check and resume for personal interview. Box L-162, BROADCASTING.

Fabulous south Florida 5 kw full-time major market middle-of-road format station offers golden opportunity for top personality. Must be experienced in competitive major market radio. Requires strong production, first or third phone. Enclose recent photo with resume, references and 30 minute air check. No tapes returned. Box L-168, BROADCASTING.

Two staff announcers needed. Must have some experience. First class ticket desired. Maryland 5 kw CBS affiliate, medium size market. Salary open, depending on experience. Box L-196, BROADCASTING.

Dependable announcer wanted for long established radio-TV station. Night shift is now open. Chance for some TV if you qualify. Retirement benefits, group insurance. Send audition tape, complete resume and picture, 1st letter, to Will Shaner, KFBC Radio-TV, Cheyenne, Wyoming.

Classical music announcer/programmer. KLEF, Lamar Tower, Houston Texas 77006.

Announcer with endorsed third for MOR small market station. Experience preferred. No top forty or swingers. Send resume, tape and references in first letter by air mail, to KMVI, Box 550 Wailuku, Hawaii 96793.

Announcers—(cont'd)

Mild winters-cool summers. Wanted: Play-by-play sportscaster-staff announcer. Excellent AM and FM stereo facilities. ABC Network. Most beautiful community in the west. Send tape and full details air mail to radio station KRSN, Los Alamos, New Mexico.

Wanted. Staff announcer for 8 P.M. to 1 A.M. schedule. Minimum three years experience. Screamers don't apply please. Established station, middle of the road music, network news and all major league sports. Send audition picture and resume to WHBY, 600 S. Lawe St., Appleton, Wis. 54911 Phone 733-6639. Immediate opening.

New Jersey metropolitan area station needs experienced announcer/newsman. Good pay for person seeking permanent position at good music adult station. Interview required. WHTG Eatontown, N. J.

Experienced announcer/salesman for small market. Thirty hours weekly airtime plus sales, salary, car allowance, and commission. Available November 26th. Graham L. Jones, WODI, Brookneal, Virginia.

Immediate opening for announcer with 1st class license for mid-day shift on Southeastern Michigan's good music station. Fringe benefits, profit sharing, pay commensurate with ability. Call Irv Laing, P. D., WQTE, 313-241-5550.

A stone's throw from N.Y.C. Immediate opening for experienced first phone announcer for evening shift, above average pay. WRAN, 201-366-1510.

Announcer for successful newspaper owned MOR AM-FM stations in Indiana's Lake region. Emphasis on commercial announcements, newscasts. FM outlet soon to be 100,000 watts stereo. First phone necessary. Call collect, 219-287-3111 or mail tape, resume to WRSW, Warsaw, Indiana.

Announcer with skis needed December thru May. Permanent if you produce with group ownership. Heart of ski country. PM shift, daytime your own. Endorsed 3rd, talented beginner considered. MOR plus rock show. Tape, resume and salary requirements—phone if you like—Mike Donovan, WSNO, Barre, Vermont. (Non-skiers also welcome).

Better than average salary. Immediate opening. MOR. Good boardman 5 day week. Send tape, picture, complete story to Hal Barton, WTAD, Quincy, Illinois.

Young experienced swinger wanted for afternoon drive time show on number one Pulse, 5000 watt, modern contemporary station, NBC affiliate. Send tape and background to WTRU, Muskegon, Michigan.

Announcer—With first class license, MOR, good pay and working conditions. WWHG AM-FM, Hornell, New York. Telephone 607-324-2000.

Experienced announcers wanted for North Carolina group small market daytime operation. Must be of high integrity and interested in community affairs. Prefer men with sales, or program experience. Send full resume to James B. Childress, Box 1044, Sylva, N. C. 28779.

Technical

Engineer for fulltime AM with automated FM. Short board shift. Excellent equipment. Midwest area. Resume and tape to Box L-76, BROADCASTING.

Wanted: Chief engineer for medium market AM/FM station. Northeast U. S. No announcing. Market leader. \$130/wk. Box L-113, BROADCASTING.

Technical—(cont'd)

Massachusetts 1 kw station has opening for chief engineer. No announcing. Take full charge of technical operations. Contact manager, WALE, Fall River, Mass. 1-617-674-3535.

First phone man for transmitter. Will train beginner. WAMD, Aberdeen Maryland.

Need or want a new home for your first class ticket? Want some FM stereo & directional antenna experience? Want to live in a friendly, fast growing community in Central Indiana with the best schools for your children? Are you willing to work and learn? Want to start at \$120 a week working with the WIOU Happy People? No announcing. Call Cliff Yancy, Chief Engineer, Radio Station WIOU, Kokomo, Indiana, AC 317-453-1212.

Immediate opening for a Radio Studio Engineer. Applicants should be experienced in maintenance and operation of studio equipment. FCC license required. Opportunity to enroll in University courses. Starting salary dependent on education and experience. Liberal fringes. Send resumes to Personnel Office, The University of Michigan, 1020 Administration Building, Ann Arbor, Michigan. An Equal Opportunity Employer.

The Great Scott Stations continue to expand and need, immediately, a chief engineer to build a new FM station in Elwood City, Penna., and to supervise a group of Scott stations. Complete control. Top salary. Expenses. Phone Herb Scott, 215-326-4000.

NEWS

We are looking for two exceptional radio newsmen. These two men would have to do everything well. Very well. Each would have to have at least six years of good heavy pure news experience. They must consider the tape recorder indispensable. They must know how to use tape effectively. We want men who have covered all kinds of news . . . responsibly. We want men who can go to the scene of a story and take their listeners with them. We want two brainy newsmen who can put their own honest stamp on everything they deliver. They would work for a large radio news organization. They would work very hard but would be paid very well, minimum of \$300 per week. Send background and audition tape including newscast and sample of on-scene reporting or audio. Send to Box K-273, BROADCASTING.

Newsman: Virginia good music station, planning addition to news department. Strong news dept. covers large metro area. Will consider someone just starting in the business, provided background and voice are up to our standards. Box L-138, BROADCASTING.

News director—major radio station in top east coast market. Self-starting, take charge man. Some air work. Salary open. Send tape & resume. Box L-184, BROADCASTING.

News Director—To head up 2-man staff on Top 40 station with reputation for aggressive and responsible news; accent local news. Contact PD, WKFR, Battle Creek, Michigan.

Radio news announcer — Morning radio newsmen for WLW Radio in Cincinnati. You must be aggressive with a modern flair and style. Top pay for the right man. Send off-the-air tape and resume to Don Dunkel, News Director, WLW Radio, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Michigan regional looking for good newsmen ready to advance from small to medium market. WPAG, Ann Arbor, Michigan.

Production—Programing, Others

Program director—operations manager: Complete responsibility for air operations. 1st class license required. Complete details and salary requirements. Must be able to take full responsibility. Box L-179, BROADCASTING.

RADIO

Situations Wanted Management

Manager—12 years exp. Strong on sales, programing, public relations. Would like AM small or medium in Midwest or Southwest. Box L-92, BROADCASTING.

Situations Wanted Management

Continued

Want management job offering opportunity for part ownership in small to medium market. Currently sales manager of large chemical company but desire to return to radio. Prefer Arkansas or mid-south area. 42 years of age with 12 years broadcast experience including 5 as manager. Box L-136, BROADCASTING.

I have experience, ability and money to invest in small-market station. Prefer mid-west. Box L-143, BROADCASTING.

Take charge programer available. Analytical level. \$12,000. Determined, low rated plant preferred. Box L-157, BROADCASTING.

Major market—Program Director seeks station managers position in major or medium market FM or AM. Box L-158, BROADCASTING or 1-215-GA 3-5378.

Wish management-ownership opportunity. Some capital, degree, experience. S.E. Box L-173, BROADCASTING.

Experienced general manager. 7 years radio. 1st phone. Available first of year. Box L-189, BROADCASTING.

Sales

Have capital—will invest in radio station. Experienced sales pro looking for last stop. Box L-139, BROADCASTING.

Announcers

Bright—wake up morning man—No absenteeism. No Drinker—1st phone—no maintenance—Good reference—Iowa or Minnesota. Box K-251, BROADCASTING.

Need funny, funny DJ team? Look under display classified, Situations Wanted—Announcers.

Sportscaster. 5 years experience. Some TV. College graduate. First phone. Box L-52, BROADCASTING.

Third phone DJ, tight board, solid news, commercials. Box L-79, BROADCASTING.

Mature announcer DJ, with a bright, happy, warm middle of the road sound. Authoritative newscaster. Married, not a Prima Donna, will handle sales, Box L-81, BROADCASTING.

Announcer—Experienced, able, dependable, 23, married, college education, draft exempt, FCC third class license. Some TV. Prefer good music station or TV. Box L-97, BROADCASTING.

Announcer, DJ, Bright swinging sound. Experienced; sales; wants to settle—Authoritative newscaster ready. Box L-117, BROADCASTING.

C/W announcer. 17 years in C/W. Past radio sales, programing production experience. References. Relocating for dry climate only. Box L-128, BROADCASTING.

Announcer D. J. Experience, Sales, third class endorsement, Bright swinging sound. Want to settle. Not a floater. Box L-133, BROADCASTING.

Former Little All-America basketball player with B.S. in Radio-TV desires air work in sports or news in Eastern Radio or TV station. Box L-137, BROADCASTING.

Presently network announcer. 8 years total experience. 38. Prefer good music. Capable news also. Stable, permanent. Box L-140, BROADCASTING.

20 year old Negro, college radio training, 3rd endorsed, needs a start. Box L-142, BROADCASTING.

Announcer—D. J. Bright happy sound, authoritative newscasting. Experienced, personable, want to settle. Box L-145, BROADCASTING.

Young experienced jock, rapid delivery, third class endorsed. Would like top-forty, rocker; metro market. Box L-146, BROADCASTING.

DJ announcer, bright swinging sound experienced, 3rd class, married, want to settle, authoritative newscaster, personable not a floater or prima donna. Box L-160, BROADCASTING.

Announcers—(cont'd)

Experienced first phone announcer desires MOR in top 100 markets; mature voice; military completed, Box L-165, BROADCASTING.

Broadcast school graduate, 19½ 3rd endorsed, bright, willing to learn. Box L-170, BROADCASTING.

First/phone experienced announcer seeks permanent position with good future. Box L-171, BROADCASTING.

Well rounded dj-announcer middle of road and rock shows. Authoritative newscaster, draft free, 3rd class. Good commercial delivery, willing to settle. Box L-177, BROADCASTING.

1st phone announcer-salesman, married, currently in major midwest market. 6 years experience, ready for permanent position with future only. Prefer to relocate in western states. Excellent references. Box L-178, BROADCASTING.

Experienced, dj news any shift. Tight board, third endorsed, dependable. Box L-180, BROADCASTING.

Negro dj. Good voice, needs break. Broadcast graduate, 3rd endorsed. Box L-183, BROADCASTING.

7 years experienced MOR adult announcer. Qualified, dependable, married, 1st ticket. Good references. Available January 1. Resume on request. Stable organizations only. Box L-190, BROADCASTING.

Negro DJ/announcer. Tight board, Middle of road or jazz format. 3rd phone. William McRae, 522 W. 136th St., N.Y.C.

Five days preferred. Bill Dillner, 3748 Sheffield, Chicago, Illinois 60613.

Former ABC news staffer Chicago, desires position with all talk or MOR music station. Prefer late afternoon or evening talk show. 13 years in Radio-TV. Age 32. Family. East or midwest. Bruce Brown, 8948 Harper, Chicago, 60619 or Area 312-374-8416.

Attention Mass., R. I. & Conn. First phone announcer, nine months experience. Willing to learn maintenance, 21, draft exempt, dependable, contact Tom Prosser, Box 149, Woodstock, Conn. 203-928-3159.

First phone, 5 years news-announcing experience. Just completed 2 years electronics school. Family man, caucasian, 33, non-drinker, good credit. Permanent position Rocky Mountain area only. Jimmie Mitchell, Box 1192, Boise, Idaho.

Technical

First phone desires work in central Pa. No announcing. Box L-153, BROADCASTING.

Wanted—chief engineers job. AM, FM, Stereo and Schafer automation experience. Northern states only. Box L-167, BROADCASTING.

Chief engineer, 25 years experience in maintenance, installation and construction, AM, FM, directionals, remote control, proofs. No announcing or board work. Box L-175, BROADCASTING.

1st phone available January. Box L-191, BROADCASTING.

NEWS

Newscaster—analyst; mature, writer; full-time or part time, day or evening. NJ-NY-Phila., area. Box L-80, BROADCASTING.

Professional radio newsmen seeking position with good established MOR station, College, six-years radio-news experience. \$9500. Write Box L-150 BROADCASTING.

News Director—newsmen, 34, mature authoritative. Documentaries, interviews. 4 yrs. all news. Box L-159, BROADCASTING.

Experienced network newsmen, New York City, seeks challenging Radio, TV assignment. Will gladly relocate for the right offer. Box L-161, BROADCASTING.

Production—Programing, Others

First phone program director. Any format. Box L-155, BROADCASTING.

I am 25 years old. I eat and sleep for Broadcasting. I hold a B.S. in R-TV and have worked one year toward masters in broadcast journalism. I am experienced and interested in all phases of broadcasting. I wish to settle in or near Illinois area. My current salary is \$6,000. Box L-172, BROADCASTING.

Situations Wanted

Production—Programing, Others

Continued

Production supervisor medium market—or Producer-Director top market. All phases television production since 1951. Strong supervisory background. Age-mid-forty-n. in salary \$10,000. Box L-182. BROADCASTING.

TELEVISION—Help Wanted

Sales

Northeast TV station has two openings—Sales representative and sales research and presentation man. Complete employee benefits. Send salary requirements and resume to Box L-65. BROADCASTING.

Wanted, aggressive local salesman WDAF-TV, Kansas City, Missouri. Contact Earl Beall. No calls.

Announcers

Mature on-camera announcer desired by midwest TV station. Opportunity to learn directing-production if inclined. Send resume, audition, photo or write for details. Box K-288, BROADCASTING.

TV news reporter to be part of on-air news team. Must have good background in news, sports, and general information. Heavy on-the-scene newsmag reporting required. \$225 per week starting guarantee. Box L-184. BROADCASTING.

Wanted: Staff announcer for one of mid-west's finest radio and television stations. Great opportunity for young man with smaller market radio and television experience. Send complete resume and/or air check to: Peter A. Kizer, Program Director, Time-Life Inc., WOOD-TV, 120 College S.E., Grand Rapids, Michigan 49502.

Puerto Rico Cablevision needs two announcers. Let's hear about you. Write: George Goldtrap, #55 San Juan Bautista Ave., Puerta de Tierra. San Juan, Puerto Rico 00901.

Technical

Broadcast engineers with first class ticket. Permanent work, 40 hours. Mid-west VHF. Some transmitter or maintenance experience helpful. Send resume to Box K-288, BROADCASTING.

Chief engineer TV-Radio combination in medium mid-west market. Wants a chief who is a strong leader and good organizer. We want a good technician who can establish a good maintenance program. Experience in directional radio, color television and construction is needed. We are a stable VHF network affiliate. Send complete resume and snapshot. In confidence, to Box K-300, BROADCASTING.

First phone engineer for television station. No announcing. Location-Northern lower Michigan. Box L-59. BROADCASTING.

Immediate opening for TV transmitter engineer with fast growing concern in south Texas. Write Box L-88, BROADCASTING.

Immediate opening for two TV technical men with first phone, experience necessary. One position is for chief engineer. Combined studio and transmitter. Group owner. Reply to Box L-134, BROADCASTING.

Southern VHF network affiliate with expanded facilities, needs two qualified engineers. VTR, color film operation, maintenance experience helpful, but will train. Top pay and liberal fringe benefits. Send full details to Chief Engineer, Box L-144, BROADCASTING.

First class staff engineer wanted for operations & light maintenance. . . . Excellent color station. great midwestern city, union scale, two weeks paid vacation after one year. . . . Other benefits. Send complete resume to Box L-149, BROADCASTING.

New England NBC affiliate. Chief engineer. Excellent salary. Call WATR-TV, 203-755-1121 collect.

Western Michigan—Immediate openings for television control room engineers. Excellent fringe benefits: good pay; NBC affiliate; full color facilities. Phone collect or write Mr. Charles F. Robison, Chief Engineer, WOOD-TV, Grand Rapids, Michigan 616-459-4125.

Technical—(Cont'd)

Television studio engineers wanted for expanding color and mono-chrome campus facilities. Should be experienced in operation and maintenance. Starting salary dependent on education and experience. Liberal fringes. Send resumes to Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

NEWS

Top regional station needs Broadcast Manager/News Editor to take complete charge of five man department. Must be able to write, air and determine proper contents of outgoing news, bringing greater depth in our news coverage and reporting. Send tape and resume to Box K-294, BROADCASTING.

Newsman, journalism school or some experience required. Will do TV & Radio reporting, writing, filming as area reporter. Midwest. Must be able to work on own, but will be part of 8 man staff. Send complete data, resume, picture, and tape. Box K-289, BROADCASTING.

Production—Programing, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Major market VHF independent about to enter into more locally produced programing seeks Producer and Director. Must be thoroughly familiar with all types of studio and remote production. Must be take-charge type and have ability to follow through on assignments. Should have working knowledge of all technical facilities including Special Effects, Electronic Editing. Color experience would be helpful. The man we want is energetic, creative, and above all, can work with people. Box L-111, BROADCASTING.

We have a brand new million dollar color facility in one of the top 50 markets and need—Young creative people to join with us in all phases of operation. If you are looking for a good future and a good income with a growing broadcasting organization, send complete resume to Box L-185, BROADCASTING.

Producers/Directors—Several promotions in the management level jobs have created openings at WLW-T, Cincinnati, for Producer/Directors with proven directing ability in live sports and news programing. We want experienced young college graduates who are on their way to the top of the business. Send a complete confidential resume to Mr. Warren Baker, Production Manager, WLW-T, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Documentary Writer—Producer needed for Avco Broadcasting Corporation's Special Projects Unit. This unit produces two dozen double-system color sound motion pictures annually. The applicant must be a top-notch script writer capable of turning out finished shooting scripts for approval in advance of production. He must be a capable film producer, able to work with a small unit—casting, directing, budgeting, etc. Leave your ascot and beret behind! This is a flexible unit where producers carry boxes, drive trucks, put on make-up, set lights, run audio, edit film, and even help shoot film on occasion. Productions vary from industrial films to TV news documentary. Candidates must be able to furnish sample scripts and finished films with the their names on the credits. Send a resume with a list of your productions to: Mr. Gene McPherson, Vice President, News & Special Projects, Avco Broadcasting, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

TV Situations Wanted

Management

Trouble shooter—8 years television experience—including sales and general manager of small ABC affiliate. Unique ability to recover lost business, improve community relations and station image. Box L-135, BROADCASTING.

Management—(cont'd)

Station owners!! Are you minimizing profits and maximizing losses in your day-to-day operations, sales and traffic procedures? 90% of stations I have observed could increase profits by instituting methods I have refined over 15 years with quality group operators. I would like to bring these procedures to TV station owner/manager interested in long term association. All replies treated confidentially. Box L-174. BROADCASTING.

Technical

First phone desires work television Pa., Ohio. No announcing. Box L-154, BROADCASTING.

Wanted—Assistant chief engineers job or better. College engineering. UHF, VHF, installation and maintenance experience. Northern states. Box L-169, BROADCASTING.

Attention Mass., R. I. & Conn. School book first phone, willing to learn, nine months experience announcing. Draft exempt, 21, dependable. Contact Tom Prosser, Box 149, Woodstock, Conn. 203-928-3159.

Production—Programing, Others

Producer-Director; Draft Exempt, experienced in all phases of broadcasting desires eastern market. Available mid-December. Box L-156, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo Texas 78040.

Wanted immediately used heavy duty self-supporting tower, 225'-300'. Set price or we will bid. Urgent! Box K-49, BROADCASTING.

Wanted guyed, uniform cross section 400 ft. insulated tower. Give price & description. Box L-147, BROADCASTING.

1240 feet of used UHF transmission line, 3" or larger. Rigid line must be in 20' sections. Also need used antenna tuned to Channel 24. Also need 1120' used VHF teflon transmission line—rigid. A. O. Kriesel, 113 West 8th, Austin, Texas 512/GR 8-8521.

Wanted for FM station. Used Gates M-5167 Sta-level, SA-38. SA-39B limiter or similar equipment. Contact Robert Effland, WVMC, Mt. Carmel, Illinois. 62863.

Wanted Lampkin frequency meter and PPM meter. S. Copenhagen, Route 1, Goode, Virginia.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-Ind. 440 Columbus Ave., N.Y.C.

Co-axial switch-3½" Andrews #6720, 50 ohm 4 pole pressurized, motorized. Two second automatic switching. Unused \$400.00 each. Sierra Western, Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

Equipment—Top brands, buy, sell, trade. Special offers. Audiovox, Box 7067-55, Miami, Florida 33155.

Conservative format station converting to stereo; large mono tape library for sale. Approx. 1000 hrs 7" reels 1½ ips.—\$3,000. KPGM, 240 State St., Los Altos, Calif.

Brand new Filmline 16 mm color processor (FE-50) in original shipping crate complete with water blender and mixers. \$27,500.00. Immediate shipment. Contact Ery Melton, 333-8832, Charlotte, N. C.

One RCA TK-41C, used less than six months, in excellent condition. Box L-141, BROADCASTING.

2-RCA color camera chains. TK-40A's in working order and ready to go! Here is your opportunity to be color competitive for \$25,000. Inspection invited. Call area 813-253-0447 or write P.O. Box 18151, Tampa, Florida 33609.

FOR SALE—Equipment—(cont'd)

Complete Motorola two-way system. Bass station, base mike, antenna, (two) two-way car units. Base 15 watts, frequency 170.15. Also includes 200 feet copper cable. Was purchased new in 1984, in excellent condition. Total price-cash \$500.00. Write: KLBS Radio, P.O. Box 872, Los Banos, California.

Roberts 1725 recorder. Used under 50 hours, new condition. Cost \$250, make offer. Box L-176, BROADCASTING.

100 used Fideipac 5:30 cartridges, \$135.00. Western Electric I kw. FM transmitter \$500.00. F.O.B. Box L-195, BROADCASTING.

Spotmaster, Russco, QRK. Get the best deal from Audiovox, Box 7067-55, Miami, Florida. 33155.

RCA TT-5A, Channel 5 transmitter with sideband filter, WM-12, WM-13 visual modulation converters and power supply. No control console. R. E. Oldfield, Southern Colorado State College, Pueblo, Colorado 81005.

1 Armpex stereo 354, rack mounted . . . \$1000.00. 1 93.7 Collins ring antenna with de-icers . . . two years old . . . reasonable. Radio Station KCFM, St. Louis, Missouri.

MISCELLANEOUS

36,600 Professional Comedy Lines! Topical laugh service featuring deefay comment introductions. Free catalog. Orben Comedy Books Atlantic Beach, N. Y.

Deejays! 6000 classified rag lines plus Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa Calif. 95338.

Instant humor. Throw away that jokebook. Professional humor secrets revealed to give you a sparkling ad lib personality. Simple techniques, no memory work. Guaranteed. Details free. Innovations Through Research Inc. Dept. 4Y, PO Box 1111, Lake Grove, Oregon 97034.

25-second musical Kissing Tone \$5.00 each; \$6.00 with call letters or personality name. Frank Zak Productions, Box L-199, BROADCASTING.

INSTRUCTIONS

FCC License Preparation and or Electronic Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D C For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55408.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Announcing, programming, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for January 10, April 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call 955-8922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for that First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call WE-1-5444 or write 3123 Gilham Road, Kansas City, Missouri.

Be sure to write. BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers-D.J.-newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

See our display ad under Instructions. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P.O. Box 7522, Milwaukee, Wisconsin 53222.

Six-week course for FCC first class license. Next class January 3rd. Guarantee and placement service provided. Signal Radio-TV Career School, 2314 Broadway, Denver 80205.

RADIO—Help Wanted

WANTED

Salesmen around the world to represent America's largest independent Audio News Service and Radio Features syndicate. Big money for the able individual and sales organizations are welcomed. Replies regarded confidentially.

Box L-201, Broadcasting.

Announcers

The Announcer We Want . . .

. . . is a mature, creative commercial Announcer/Producer with ability to write Good Copy and Communicate Ideas on the air and on tape. He's looking for a Major Market opportunity with a top quality Adult Music Station and would enjoy living in the great Pacific Northwest. He may even have a first phone. . . . If you are such a guy, rush copy samples, tape and resume stating salary requirements to

Box L-166, Broadcasting

Announcers—(Cont'd)

MAJOR MARKET CONTEMPORARY

Radio Station is looking for an experienced all night man. We are in one of the top ten markets and number one in the ratings. We are looking for someone who likes to do the all night trick, midnight to 6:00 a.m. and wants to make a career of it. Rush a tape, resume and reference to:

Box L-114, Broadcasting.

TOP 10 MARKET

Top rated contemporary wants America's greatest morning man. Opportunity of the year. Submit tape and complete resume to

Box L-197, Broadcasting

NEWS

If you are an all-around news broadcaster with 5 to 10 years major market experience let's chat . . .

Bob Jordan

Archer East Associates

301 Madison Ave., New York, N. Y. 10017

Production—Programming, Others

TOP 15 MARKETS ONLY

If you have a facility capable of covering full, my consultancy service can make your radio station #1 M-O-R, Top 40 or modern CGW. Pay when you get the points. Your inquiry held in strictest confidence. Write

Box L-152, Broadcasting.

Situations Wanted—Announcers

FUNNY, FUNNY TWO-MAN DJ TEAM

Available now for top 40 or M-O-R medium or major market. Creative, dynamic duo will build ratings and make clients love you. Experienced. For tape, resume and photo:

Box L-186, Broadcasting.

TELEVISION—Help Wanted

Management

TV GENERAL SALES MGR. TOP TEN MARKET

If you have the educational background, the experience and the professionalism to direct the activity of competent sales staffs in the local and national market place. . . .

If your first love is real management and not direct selling. . . . Then the challenge and financial rewards of this position should be of real interest!

All replies in strictest confidence. An Equal Opportunity Employer.

Box: L-193, Broadcasting.

OVERSEAS ASSIGNMENTS

Leading U.S. Broadcasting Organization seeking qualified Television Engineers for assignment in the Middle East.

POSITIONS AVAILABLE: CHIEF ENGINEER/MANAGER—Applicants must combine technical know-how with management and administrative abilities.

VTR ELECTRONIC ENGINEERS—Minimum of five years maintenance experience.

Separation from dependents is required, however, salary and allowances commensurate with positions.

Box L-200, Broadcasting.

Technical

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Production—Programing, Others

PROMOTION MANAGER

VHF network affiliated Southern major market. \$12-to-\$15,000 depending on qualifications and outlook on future. Send resume to:
Box L-188, Broadcasting.

Network owned VHF

in top 10 market is looking for Asst. Promotion Manager capable of moving into top spot. Will work in all areas of audience and sales promotion. Put some sell in your resume and send to

Box L-198, Broadcasting

TELEVISION—Situations Wanted—Management

MANAGER/GENERAL MANAGER/TV

Mature broadcaster with distinguished credits
Availability Negotiable.

Box L-192, Broadcasting.

HELP WANTED

NEWS

INVESTIGATIVE REPORTER

For top midwestern television market. Applicant must be self-motivated, thorough and a man of integrity. He must be a "digger" with the ability to uncover irregularities in politics, law enforcement and government. Investigative background and broadcasting journalism preferred, but will consider any top flight newspaper reporter/investigator. We are looking for a background man to prepare reports for our on-air people. Top salary. Send resume to

Box L-104, Broadcasting
An Equal Opportunity Employer

FOR SALE—Equipment

FOR EARLY SIGN-ONS

- Why radiate an objectionable skywave? Why not plan to use our patented system for anti-skywave radiation—No. 3,298,208. Used for five years in AM band without one distance report.
- Tele-Graphs Electronics Corp. 266 Maple Place, Mineola, N. Y. Lee Hollingsworth Pres.

INSTRUCTIONS

The Don Martin School of Radio & Television has furnished fully Qualified personnel to the Radio & TV Industry over 30 years.

If you are interested in becoming a GOOD Broadcaster contact the:

DON MARTIN SCHOOL

1653 No. Cherokee HO 2-3281
Hollywood, Calif.

BUSINESS OPPORTUNITY

For Sale Production Company

TV commercials, industrial films, radio commercials and phonograph records. A well established, profitable facility. Yearly sales \$225,000. Sale price \$150,000.

Box K-264, Broadcasting.

WANTED TO BUY—CATV

CATV FRANCHISES OR SYSTEMS WANTED

We are a multi-system CATV operator with cash available to acquire additional systems or franchises. If you control a system or franchise in a community of 5000 or more homes, we want to talk to you. Call (collect) or write to Rex Bradley or Elec Purcell,

TeleCable Corp., 703-625-1431: 150 W. Brambleton Avenue, Norfolk, Virginia 23501

FOR SALE—Stations

Southern California FM

Vicinity of Los Angeles. Excellent potential and growth area. Illness compels sale. \$70,000 with terms to qualified purchaser.

Box K-178, Broadcasting.

SMALL MARKET AM STATION

Texas South Plains daytime, oil and agriculture economy, good growth potential. Absentee owned. Asking \$55,000 with 29% down. Excellent opportunity for owner-manager.

Box L-151, Broadcasting

SMALL AM STATION For Sale

Owner wishes to retire. Never before on market. Exclusive small Southwest market. \$30,000, one-third down. Deal direct with owner. Write

Box L-163, Broadcasting.

Confidential Listings RADIO—TV—CATV N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
246-3430

N.W.	Small	Fulltime	\$ 85M	terms
N.Y.	Medium	Daytime	150M	Nego.
Midwest	Metro	AM & FM	200M	29%
Gulf	Metro	Daytime	175M	terms
Florida	Coastal	Daytime	225M	Nego.

 CHAPMAN ASSOCIATES
3048 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 80)

Estimated construction cost \$13,000; first-year operating cost \$2,000; revenue \$5,000. Principals: Leroy and Dorothy Bremmer. Applicants own WLDB Atlantic City. Ann. Nov. 9.

FINAL ACTIONS

Chico, Calif. Butte Broadcasting Co.—Broadcast Bureau granted mod. of CP to change antenna trans. and studio location to 6451 Skyway, Paradise, ant. height 320 ft. Action Nov. 8.

Council Bluffs, Iowa—KRCB Inc. Broadcast Bureau granted 98.5 mc. ch. 253, 100 kw-U. Ant. height above average terrain 160 ft. P. O. address: 805 Kings Way, Madison, Wis. 53704. Estimated construction cost \$40,321; first-year operating cost \$11,000; revenue \$23,976. Principals: Applicant is licensee of KRCB Council Bluffs. James J. Conroy, president. Action Nov. 7.

OTHER ACTIONS

Review board in New Britain, Conn., FM broadcast proceeding, Docs 17405-6. Joint petition for approval of agreement filed Aug. 4 by Hartford County Broadcasting Corp. and Central Connecticut Broadcasting Co. granted; agreement approved to extent indicated; application of Hartford County Broadcasting Corp., dismissed with prejudice; application of Central Connecticut Broadcasting Co. granted, and proceeding terminated. Board member Nelson not participating. Action Nov. 9.

Review board in Springfield, Mo., FM broadcast proceeding, Docs. 17637-8, granted motion filed Nov. 3 and extended to Nov. 20 time to file joint petition for approval of dismissal agreement. Motion filed by Baptist Bible College, Action Nov. 9.

Review board in Athens, Tenn., FM broadcast proceeding, Docs. 17617-18, granted petition for extension of time filed by 3 J's Broadcasting Co., Nov. 8, and extended to Nov. 22, time within which to file responsive pleadings to petition for enlargement of issues filed by Athens Broadcasting Inc. on Oct. 26, Action Nov. 14.

CALL LETTER APPLICATION

Warrenville Broadcasting Co., Charlotte Amalie, V. I. Requests WESP(FM).

CALL LETTER ACTION

WCEM Inc., Cambridge, Md. Granted WCEM-FM.

Existing FM stations

APPLICATION

WSJM-FM St. Joseph, Mich.—Seeks mod. of license to change station location from St. Joseph, Mich. to St. Joseph-Benton Harbor. Ann. Nov. 9.

FINAL ACTIONS

KAVR-FM Apple Valley, Calif.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 900 watts, ant. height 58 ft., condition. Action Nov. 8.

KIXF Fortuna, Calif.—Broadcast Bureau granted CP to increase power from 1 kw to 5 kw and install a new type trans.; condition. Action Nov. 7.

KPLX(FM) San Jose, Calif.—Broadcast Bureau granted mod. of license covering change in studio location to Hotel St. Claire, Market and San Carlos Streets, San Jose. Action Nov. 8.

WOMA(FM) Tallahassee, Fla.—Broadcast Bureau granted license covering new FM, specify type trans. Action Nov. 8.

KORT Grangeville, Idaho—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw and install new type trans.; conditions. Action Nov. 7.

WFMF(FM) Chicago—Broadcast Bureau granted CP to install new type trans. add vertical type ant., ERP 31 kw, ant. height 540 ft. Action Nov. 8.

WPFR(FM) Terre Haute, Ind.—Broadcast Bureau granted mod. of CP to make changes in ant. system, change ant. height to 190 ft. Action Nov. 8.

WYGO-FM Corbin, Ky.—Broadcast Bureau granted license covering new FM. Action Nov. 8.

WSMD LaPlata, Md.—Broadcast Bureau granted CP to increase power from 250 w to 1 kw and install new type trans.; conditions. Action Nov. 7.

WNBH-FM New Bedford, Mass.—Broadcast Bureau granted license covering change in auxiliary ant.-trans. location. Action Nov. 8.

WGIR-FM Manchester, N. H.—Broadcast Bureau granted license covering installation of new type trans., ant.-system, ERP 9.8 kw, ant. height 960 ft. Action Nov. 8.

WORA-FM Mayaguez, P. R.—Broadcast

Bureau granted license covering installation of former main trans. at main trans. location for auxiliary purposes only. Action Nov. 8.

KFJZ-FM Fort Worth, Tex.—Broadcast Bureau granted CP to install new type trans., install new dual polarized ant., change ERP to 100 kw, ant. height 680 ft. Action Nov. 8.

OTHER ACTION

Maitland, Fla. (Orange County Broadcasting (WTLN-FM)) FM application to relocate at Apopka, Fla., granted. Commission has granted application of Thomas Harvey Moffitt tr/as Orange County Broadcasting for relocation of WTLN-FM from Maitland to Apopka. Antenna height of station, which operates on ch. 237 (95.3 mc) with ERP 3 kw, will be decreased from 190 feet at Maitland to 149.2 feet at Apopka. Orange County Broadcasting is 100% stockholder of daytime WTLN at Apopka and believes community, which is outside Orlando metropolitan area, should have first local nighttime service. Action by commission, Nov. 15. Commissioners Hyde (chairman), Cox, Loevinger, Wadsworth and Johnson.

CALL LETTER APPLICATIONS

KGEE-FM, KGEE Inc., Bakersfield, Calif. Requests KGFM(FM).

KFEM(FM), Scott Broadcasting Corp., Georgetown, Del. Requests WJWL-FM.

WFTC-FM, HGR Broadcasting Co., Kinston, N. C. Requests WRNS(FM).

KNUS(FM), KPCN Broadcasting Inc., Dallas, Requests KASE-FM.

RENEWAL OF LICENSES, ALL STATIONS

Broadcast Bureau granted renewal of licenses for following VHF TV transmitters: K09FM, K11FP and K13FF, all Miami & Ephraim, K70AR, K74AQ and K78AA, all Orangeville, Castle Dale, Ferron and Huntington, all Utah.

Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WAKW(FM) Cincinnati; WATV Birmingham, Ala.; WFAH-AM-FM Alliance; WHAN Haines City, Fla.; *WHUT Anderson, Ind., and WJMS Ironwood, Mich. Action Nov. 8. *This station was granted regular renewal and sent letter calling for report in 18 months on commercial scheduling in excess of 18 minutes per hour.

Translators

ACTION

Daniel, Wyo. Cora Peak TV Association—Broadcast Bureau granted CP for new VHF TV translator to serve Cora, Pinedale area, Daniel, and Green River Beaver Ridge, operating on ch. 5, by rebroadcasting programs of KTWO-TV, ch. 7, Casper. Action Nov. 7.

ACTION ON MOTION

Hearing Examiner Isadore A. Honig on Nov. 7 in Cumberland, Md.-Wellersburg, Pa. (Tri-State Television Transmitters Inc. and Wellersburg TV Inc.) TV translator proceeding. On examiner's own motion, continued hearing from Nov. 21 to Dec. 21, in Cumberland, Md.; and scheduled further prehearing conference for Nov. 21 in Washington (Docs. 17654-5).

CATV

OTHER ACTIONS

General Electric Cablevision Corp. has been authorized by FCC to operate CATV system in Merced, Calif., in Fresno television market. Fresno is ninetieth in ARE listing of top 100 television markets. System will carry grade B or better signals of Fresno chs. 24 (NBC), 30 (CBS), 43 (independent with some NBC-CBS programming), and 47 (ABC). It will also carry ch. 11 (ABC) San Jose, ch. 8 (CBS-NBC) Salinas-Monterrey, and ch. 19 (Independent) Modesto. Commission waived Sec. 74.1107 of rules for signal of ch. 30, Fresno, noting that UHF operations would not be affected by CATV system in this area. Action by commission, Nov. 9, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth, Johnson, Commissioner Loevinger concurred in result.

Commission has granted petition filed Oct. 19 by Bass Brothers Enterprises Inc., requesting that it be substituted as party for San Diego Telecasters Inc., in CATV proceeding on Midwest Television Inc. (KFMB-TV). San Diego et al. Commission on Aug. 31 granted assignment of CP of UHF KAAR-TV San Diego from San Diego Telecasters Inc., which was party to CATV proceeding, to Bass Brothers Enterprises. Commission stated that request of Bass Brothers for leave to intervene was not

necessary since San Diego was previously made party. Action by commission on Nov. 15, by order in Docs. 16786, 17008. Commissioners Hyde (chairman), Cox, Loevinger, Wadsworth and Johnson.

Commission has authorized General Cablevision of Palatka Inc., to operate its proposed CATV system at Palatka, Fla., with carriage of distant signals, in accordance with its notification of intent of March 1. In action commission denied petitions for special relief by Washington Post Co., licensee of station WJXT(TV), Jacksonville; Rust Craft Broadcasting Co., permittee of WJKS-TV Jacksonville; Florida-Georgia Television Inc., interim operator of WFGA-TV Jacksonville, and Hubbard Broadcasting Inc., permittee of ch. 51, Ocala, all Florida. Action by commission Nov. 8, by memorandum, opinion and order. Commissioners Hyde (chairman), Lee, Johnson, with Commissioners Loevinger and Wadsworth concurring in result, and Commissioner Cox dissenting.

Review board in Galax, Va., CATV proceeding, Doc. no. 17653, granted motion to clarify issues, filed by United Transmission Inc., Sept. 8. Board member Nelson not participating. Action Nov. 13.

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on Nov. 8 in Enumclaw and Buckley, Wash. (Clearview TV Cable Inc.) CATV proceeding, the record having been closed, certified case to commission for further action (Doc. 17774).

Chief Hearing Examiner James D. Cunningham on Nov. 7 in Fulton, Ky, and South Fulton, Tenn. (Twin Cities Cable Inc.). Certified to commission proceeding on cease and desist order directed against Twin Cities Cable Inc., CATV operator (Doc. 17737).

Ownership changes

APPLICATIONS

KBAK-TV Bakersfield, Calif.—Seeks assignment of license from Harriscope Telecasting Corp. to Harriscope Broadcasting Corp. Assignor is wholly owned subsidiary of assignee corporation; all assets and obligations will be assumed. Burt I. Harris, president. Ann. Nov. 9.

KAAR-TV San Diego—Seeks assignment of license from Bass Brothers Enterprises Inc. to Western Telecasters Inc., a wholly owned subsidiary. Bass has purchased 1,000 shares of western capital stock, having paid \$100 per share in cash. Perry R. Bass is chairman of board, Gene L. Cagle is president. Ann. Nov. 9.

WFMT(FM) Chicago—Seeks assignment of license from Gale Broadcasting Inc. to WGN shares of western capital stock, having paid Continental FM Co. for approximately \$1 million. Principals: WGN Continental Broadcasting Co., 100% with Ward L. Quaal as president. WGN is wholly owned by Tribune Co. WGN Continental owns WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, WGN Televents Inc., CATV operator in Houghton-Hancock, Mich. with agreement to purchase service in Palmdale and Quartz Hill, Calif. Tribune Co. owns all voting stock of News Syndicate Co., which, in turn, owns all capital stock of WPIX-AM-FM New York, which also owns WICC Bridgeport, Conn. as licensee Connecticut Broadcasting Inc. Alfred Cowles, as cotrustee, is record holder of shares of stock of Spokane Chronicle Co., which, in turn, owns all capital stock of KHQ-AM-FM-TV Spokane, Wash. Ann. Nov. 9.

KLEO Wichita, Kan. KQEO Albuquerque, N.M. and KRMG-AM-FM Tulsa, Okla.—Seeks assignment of license from Swanco Broadcasting of Kansas Inc., Swanco Broadcasting Inc. of New Mexico and Swanco Broadcasting Inc. of Oklahoma, respectively, to Texas Star Broadcasting Co. Purpose of transaction is to effect merger. Swanco Broadcasting will be and is 100% owner of these stations. No other consideration. Kenneth R. Greenwood, president. Ann. Nov. 9.

WRFV-FM San Juan, P. R.—Seeks assignment of license from Paradise Broadcasting Inc. to American Colonial Broadcasting Corp. for \$235,000. Principal: Ralph Perez-Perry, president. Assignee owns WKVM San Juan, WKBM-TV Caguas and WSUR-TV Ponce, all Puerto Rico. Ann. Nov. 9.

KEFC-FM Waco, Tex.—Seeks transfer of control from Joe H. Smith Jr., deceased, to Miriam C. Smith (none before, 59.4% after). Ann. Nov. 9.

ACTIONS

FCC granted transfer of control of KCOP-TV Los Angeles, WTCN-TV Minneapolis and KP(TV) Portland, Ore., to Baldwin-Craft Industries Inc., to Baldwin-

Montrose Chemical Co. Inc. Baldwin-Montrose, an Indiana corporation, maintains its principal place of business in New York. It manufactures and distributes chemicals, flexible foams and plastic flexible films. Baldwin-Montrose, which now has a 25.7% investment in Chris-Craft has contracted to purchase 150,000 additional shares of stock at purchase price of \$6.00. These shares will give Baldwin approximately 35% interest in, and de facto control of Chris-Craft Industries, including control of KCOP Television Inc., Los Angeles, WTCN Television Inc., Minneapolis and Oregon Television Inc., Portland, Ore. Licenses of stations, respectively. Transfer of station licenses also includes 21 auxiliary stations of KCOP-TV and eight auxiliary stations of WTCN-TV. Principals of Baldwin-Montrose are Herbert J. Siegel, chairman of board (23.46) and James R. Rochlis, president (3.72%). Action by commission Nov. 8, by order; Commissioners Hyde (chairman), Lee and Wadsworth, Commissioner Loevinger concurring, Commissioner Cox dissenting, Commissioner Johnson dissenting and issuing statement.

WRNG North Atlanta, Ga.—Broadcast Bureau granted assignment of license from

Charles and Lessie B. Smithgall (75% before, 80% after) d/b as North Atlanta Broadcasting Co. to Ring Radio Co. Principals: Sheldon C. Singer (none before, 20% after). The Smithgalls assets will be transferred to Ring Radio in exchange for stock and all liabilities of North Atlanta will be assumed by Ring. Mr. Smithgall holds following interests: WRGA-AM-FM Rome, Ga.; WAAK Gadsden, Ala.; and WGGG Gainesville, Ga. (application on FCC file for transfer of control of these assets. See BROADCASTING, Oct. 26). Action Nov. 8.

KLUV Haynesville, La.—Broadcast Bureau granted assignment of license from Warren B. Smith, Don J. Davis and John J. Shields d/b as Haynesville Broadcasting Co. to Haynesville Broadcasting Corp. for \$50,000. Principals: Joseph F. Robillard, president and director (60%) and Joseph P. Robillard, treasurer and director (40%). Mr. Joseph P. Robillard is engineering supervisor for Screen Gems Broadcasting of Louisiana. Mr. Joseph F. Robillard is in electronics. Action Nov. 8.

KFIL Preston, Minn.—Broadcast Bureau granted assignment of license from Obed S. Borgen (100%) to KFIL Inc. Mr. Borgen has application on file with FCC for new AM at Wisconsin Dells, Wis. No consideration. Ac-

tion Nov. 8.
WMTW-FM Mt. Washington, N. H. and WMTW-TV Poland Spring, Me.—FCC granted transfer of control from Dolphin Enterprises Inc. to Mid New York Broadcasting Corp. Principals: Paul Haron, president, and Sheldon Storrer, vice president, Jack Parr, TV personality; president of Dolphin. Mr. Haron owns WKTV(TV) Utica, N. Y., KAUZ-TV Wichita, Tex. and has CATV interests. Consideration is \$3,620,469. Action by FCC Nov. 8. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

WHHM Henderson, Tenn.—Broadcast Bureau granted assignment of CP from C. R. Womack to Dixie Broadcasting Inc. for \$3,330.22. Principal: Charles D. Saunders, president (100%). Mr. Saunders also owns WSWG-FM Greenwood, Miss. and has diversified other businesses. Action Nov. 8.

KWGO-FM Abernathy, Tex.—Broadcast Bureau granted assignment of license from John R. and Raymond V. Stephens and Steve McGlothlin, (each 20% before, none after) to Clyde R. Stephens (55% before, 77½% after) and Jimmie E. Poteet (none before 22½% after). Consideration \$3,250. Action Nov. 8.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Nov. 15. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Bishop, Calif.—City council has approved proposed transfer of Eastern Sierra Cable TV Inc. to Continental Transmission Corp. (multiple owner).

Blythe, Calif.—Continental Transmission Corp. (multiple CATV owner) has bought Blythe TV Co. for undisclosed sum. All-channel system has 1,000 subscribers.

Los Alamos, Calif.—Posada Cable of Los Alamos, General Communications Corp. (multiple CATV owner), New Mexico Communications of Albuquerque, and Rio Cable Co. of Las Cruces have each applied for a franchise. Firms would charge a monthly rate ranging from \$5.20 to \$8. Other application terms were not reported.

Sacramento, Calif.—Perfect Picture TV has applied for a franchise.

Leadville, Colo.—Communico (George Zeier, manager) has added FM via microwave. System has 1,000 subscribers.

Rome, Ga.—Rome Cable TV has begun service.

Smyrna, Ga.—Electrovision Inc. has begun service.

■ Mountain Home, Idaho — Valley Cable TV Corp. has been granted a franchise and contracted with Anaconda Astrodata for engineering and installation.

■ East Dubuque, Ill.—H&B Communications Corp., subsidiary of H&B American (multiple CATV owner), has been granted a franchise. H&B presently holds franchise for Dubuque, Iowa, as well as numerous other CATV systems.

■ Rock Falls and Sterling, Ill.—Rock River Cablevision Co. has been granted a franchise. Rock River plans a 115-mile and has completed a 260-foot Rohn tower.

Hugoton, Kan.—Inter-City TV Corp. has begun operation. John Shotton is system manager.

■ Jennings, La.—Cable TV Inc. of Lake Charles has been granted a franchise. System will ultimately provide 10-channel service to 4,500 potential subscribers. Installation and monthly rates will be \$10 and \$5, respectively.

Wilton, Maine—Franklin Cable Co., represented by Nick Craig, has applied for a franchise. Firm presently operates system in Farmington, Maine.

Franklin, Mass.—Greater Milford Cable Antenna TV Inc. has applied for a franchise.

Millis, Mass.—National Cablevision Inc. of Boston (multiple CATV owner) has applied for a franchise. Installation fee and monthly service charge would run \$15 and \$4.95, respectively. Town would receive 3% of annual gross revenue or \$1,000 annually.

New Bedford, Mass.—WTEV Cable Service

Inc., New Bedford; Southern Massachusetts Cablevision Inc., Fairhaven; Fairhaven Cable Vision Corp.; The Outlet Co., Providence (group broadcaster); National Cablevision Inc., Boston (multiple CATV owner) and Cablevision Corp. of America, Boston (multiple CATV owner) have each applied for a franchise. All firms would provide a 12-channel system.

Westfield, Mass.—Pioneer Valley Cablevision Inc. has applied for a franchise. Installation fee and monthly service charge would run \$19.95 and \$4.95, respectively.

Lansing, Mich.—Engineering Service Co. (Karl Kandell, president) and Time-Life Broadcast (multiple CATV owner) have each applied for a franchise.

Moss Point, Miss.—Jackson County TV Cable Co. has applied for a 25-year franchise. Installation and monthly rates would be \$19.50 and \$5.95, respectively.

■ Crane, Mo.—Crane Cable TV (Frank Allen, principal) has been granted a franchise. Installation and monthly rates will be \$20 and \$5, respectively.

Fulton, Mo.—International Telemeter Corp., Los Angeles (multiple CATV owner) and Mid America Broadcasting Co. (licensee of KRCH(TV) and multiple CATV owner) have each applied for a franchise. Installation would be free and monthly service charge would run about \$5. International Telemeter Corp. would pay the city 5% of annual gross revenue or \$5,000 annually, whichever is greater for the first five years. If granted an exclusive franchise, ITC would prepay the city a five-year, lump sum of \$25,000. ITC has also proposed to pay city \$2.50 per year rental for each utility pole used for running cable through the city.

Pawnee City, Neb.—TV Transmission Inc., subsidiary of Lincoln Telephone and Telegraph Co., has begun service. Nine TV and six FM channels and a local emergency channel are offered. TV Transmission operates systems in Tecumseh, York, Fairbury, Seward and Superior, and is presently installing systems in David City, Crete, Table Rock, Humboldt, Auburn, Nebraska City and Lincoln.

Nashua, N. H.—Merrimack Valley CATV Inc. has begun operation of 12-channel system with separate news, time-weather and FM channels. System had 1,000 presubscribers when service began. Target date for total completion of 100-mile system by Vikoa is around end of year. Installation and monthly rates are \$19.95 and \$4.95, respectively.

Westhampton, L. I., N. Y.—Long Island Cablevision has reapplied for a franchise. Firm was granted franchise in November 1963, but, since construction had not begun by deadline, franchise expired.

■ Henderson, N. C.—Henderson Community Antenna Television Inc. has been granted a franchise. Monthly rate will be \$5.

Rockingham and Hamlet, N. C.—Jefferson-Carolina Corp. (multiple CATV owner) has purchased franchises from Rockingham-Hamlet Cablevision Inc. Systems have January and March target dates, respectively.

Ashtabula, Ohio — Time-Life Broadcast (multiple CATV owner) has bought 25% interest in Ashtabula Cable TV Inc. Original owners retain remaining 75%.

Bellevue, Ohio—P. S. Church and Kenneth Arnold have purchased majority interest in Logan Cable TV Co. from Direct Channels Inc. and A. J. Andreoli.

Zanesville, Ohio—By vote of a 5,372 to 2,724, citizens voted against granting franchise to Zanesville-Muskingum Cable TV to operate a second system in city. Better TV of Zanesville, subsidiary of Vikoa Inc. of Hoboken, N. J., (multiple CATV owner and manufacturer of CATV equipment), is holder of franchise for area. System will have 130 miles of plant, 13,000 potential subscribers and should be completed early in 1968.

Koppel, Pa.—Armstrong Utilities (multiple CATV owner) has applied for a franchise.

■ Monessen, Pa.—Tex-Video, subsidiary of Broadway Maintenance Corp., has been granted a franchise. City is guaranteed \$1,000 per year plus \$1 for each subscriber over 1,000. Monthly rate will be \$4. Tex-Video holds franchises for Carroll twp., Charleroi, Donora, Fallowfield twp. and Monongahela.

Rapid City, S. D.—Rapid City Cable Television Co. (multiple CATV owner) has purchased Multi-Pix of South Dakota Inc. (also multiple CATV owner). Price was not disclosed.

■ Newport News, Va.—Hampton Roads Cablevision Co. (Raymond B. Bottom, president), subsidiary of Daily Press Inc., has been granted a franchise. System has spring 1968 target date.

Bellevue, Wash.—Vista TV Cable Inc. has begun operation of 8-channel system with separate time-weather and FM channels. System serves Bell Wood, Brettonwood, Tam-O-Shanter, Lake Hills and Lochmoor areas.

■ Houghton, Wash.—Telecable Corp. (multiple CATV owner) has been granted a franchise. City is guaranteed 4% of gross revenue.

Yakima, Wash.—Citizens turned down applications of Independent Cablevision of Yakima Inc. by a vote of approximately 5,500 to 3,500 and Cable Television of Yakima Valley Inc. by a vote of approximately 6,000 to 2,000. Both firms were seeking a nonexclusive franchise and would give the city 4% of annual gross revenues. Cable Television of Yakima is 40% owned by KLIMA(TV) and KNDO(TV), both Yakima and 35% owned by Telecable Inc., Seattle (multiple CATV owner).

Harrisville and Ellenboro, W. Va.—Village Cable has begun operation.

■ Oak Hill and Fayetteville, W. Va.—Mountain State Cable has been granted franchises. Systems have February target date.

■ Baraboo, Wis.—Baraboo Closed Circuit TV Inc. has been granted a franchise.

■ Hartford, Wis.—Total TV of Janesville has been granted a franchise. City is expected to receive between \$4,000 and \$5,000 per year. Total TV presently serves 2,500 subscribers in Janesville.

Sinclair, Wyo.—Teleprompter Corp. (multiple CATV owner) has purchased existing system from Sinclair TV Association. Sinclair has 140 subscribers; nearby Rawlins, some 1,700. Teleprompter intends to combine the two systems.

PHILIP H. Schaff, who moved into the board chairmanship of Leo Burnett Co. this past summer when Leo Burnett took the new title of founder chairman, is the epitome of a man well matched to his job.

He is enough the creative type to fully appreciate the wisdom of preserving intact the best possible working climate for the individual and he is enough the pragmatist to understand the necessity of just enough formal organization to keep the final product flowing smoothly on a timely course.

"The heart of the work is the advertising, the creative function," Mr. Schaff the artistic producer begins as his practical-analytical self concludes the observation, "but our growth depends entirely on the kind of work we do today and next week. If we do that work well then the future is going to take care of itself."

Before Mr. Schaff became more deeply involved in administrative and financial affairs for Burnett he was active in creative work and account servicing. As part of the account team for Procter & Gamble to help introduce the new liquid detergent product Joy, he became especially aware of the impact of the broadcast media. He considers these and other radio-TV experiences vital to his understanding of Burnett's total function in behalf of its clients, now a \$250-million effort of which nearly three-fourths goes into broadcasting.

Adding Auto Dollars ■ Part of this year's total billing jump for the agency comes from the merger last March with D. P. Brother & Co., Detroit, which now is an incorporated division of Burnett. Brother handles Oldsmobile and other key automotive accounts, balancing Burnett's strength in other consumer product areas.

Mr. Schaff headed the executive team in the negotiations. It was a "completely natural" marriage for both agencies, he says, and not at all premeditated. Like some fine literature, Mr. Schaff laughingly remarks, the merger agreement was written on the back of an envelope during a relaxed dinner and when the lawyers took it over there were very few points to clear up.

"Theoretically you could have put these two companies together easily based on their positions in the industry," he recalls, but like any good marriage or merger "it isn't worth a damn if the people aren't compatible. This is a 'people' business and that's all it is."

As an agency grows bigger, how do you keep it from becoming bureaucratic? Mr. Schaff's secret "is never to forget you are dealing with people one at a time. There is no such thing as dealing with people in the mass."

An advertising agency possibly can survive as a faceless entity, Mr. Schaff will admit, "but in order to be growing,

The name of the game is people

to be doing your best work, you must recognize that the work is coming out of individuals. It comes out of them one at a time and it comes out as one solution to one problem at a time."

However, Mr. Schaff continues: "These individuals have to be deeply involved in those problems to create solutions." Thus the real power of an agency resides in its staff, he indicates.

"It isn't any machines, it isn't any written document," he says, so the real challenge of management is to tap the power locked up in people. "We are a fantastic assembly of specialists," he explains, "with enough generalists thrown

WEEK'S PROFILE



Philip Haynes Schaff—Board chairman, Leo Burnett Co., Chicago; b. Cleveland, Dec. 26, 1920; attended public schools, Youngstown, Ohio, and received BA from Princeton 1942; photo reconnaissance pilot in China for Army Air Force in World War II, leaving service as captain in 1946; magazine editor, Cuneo Press, Chicago, 1947, joined Burnett later that year and worked in number of client service positions before becoming financial VP in 1957; promoted to executive VP for administration and finance 1958 and chairman of executive committee 1961; elected chairman of board July 1, 1967, when Leo Burnett became founder chairman of agency; member of various Chicago area civic and service committees and Winnetka (Ill.) Board of Education as well as U.S. Secretary of Navy's advisory board on educational requirements; deacon, Congregational Church of Winnetka; m. Mary Johnson of Indianapolis June 19, 1948; children—Glad 17, Doug 15, Nancy 14, Suzy 10 and Johnson 8; hobbies—sailboat racing, color photography.

in to hold it all together."

The Broad View ■ Mr. Schaff is aware too of the need to be people-oriented in helping the advertising profession itself to grow and to keep in touch with the pulse of the public. For many years he has been active in the American Association of Advertising Agencies and for three years was chairman of the advertiser relations committee.

He also served on the 4A operations committee when it approved the massive study of consumer response to advertising, issued in April 1964. Among other things the study found that radio-TV leave deeper marks than other media and thus arouse stronger reactions pro and con.

Quite apart from the study findings, however, Mr. Schaff believes, the project was especially significant simply because the leaders of the nation's advertising agencies "had the courage to authorize research into their own business and let the chips fall. And it was only because we took that attitude that we could attract the high-type academic sponsorship and participation that the study had. They knew it would be published as the cards turned up."

Mr. Schaff believes in being just as candid in facing the facts in his own affairs, both personal and business. For example when a young Burnett employee inquires about his future at the agency, Mr. Schaff whips out the historical statistics to show nothing is constant but change. "The future is in your hands," he will tell him, reminding him that the only thing fixed about the business are the principles by which it performs.

Reaching for a Star ■ In his own career, Mr. Schaff soon came to realize after World War II that his dreams of becoming a publisher were not realistic so he set his goal on getting into advertising. He saw his target, Burnett of Chicago, but he had to do a lot of shooting to hit it, he recalls.

Mr. Burnett granted him an interview. Advised he lacked enough experience, Mr. Schaff relates, he went to work as a house organ editor during the day and retail clerk on weekends. He turned down a \$100 charter flying job each weekend to work for 65 cents an hour in a clothing store, but the retail experience was more his advertising ammunition than flying, he recalls. Eight months later Mr. Burnett hired him.

Mr. Schaff still enjoys the thrill of creating a campaign that sells. As head of a class gift fund raising for the 25th reunion of his Princeton class of '42, Mr. Schaff set something of a school mark. His personal letter marathon brought in an 83% response from 600 classmates and gifts totaling a record \$314,242. "We tried for a symbolic \$301,942," he says, "but the dough just came rolling in."

After two weeks of PBL

Eh.

Kiss pay TV good-by

PAY TV can be written off for the foreseeable future. The FCC isn't likely to challenge the expression from even a small segment of Congress that specific legislative approval is needed to authorize a toll system. What's happened so far does not have the force of law. At most, it's likely to be merely a "sense of the House" resolution that the FCC should await legislative study and action before promulgating its proposed authorization of box-office TV, for which it has unquestioned statutory authority.

This is a victory of sorts for broadcasters and motion picture exhibitors who have opposed the FCC's rulemaking. Even though Congress has not and probably will not enact legislation barring pay TV, there's little doubt that it could.

There's precedent for such non-legislation. In 1938 (BROADCASTING, June 15, 1938) the Senate adopted a "sense of the Senate" resolution that the FCC should not authorize power in excess of 50,000 watts for radio stations. Stations in Mexico and Latin America, which occupy the same broadcast band, are using power up to a million watts, and are responsible for some of the interference on AM channels today.

That resolution had no more legal substance than the resolution adopted last week by the House Communications Subcommittee. Despite efforts of the independently owned clear-channel stations, the 50,000-watt power barrier has never been broken.

The not-so-magic numbers

WITH the return this week of FCC Commissioner Robert T. Bartley from an international conference in Geneva, the FCC will have all seven members assembled in this country (if not in Washington at any given moment) for the first time in a couple of months. At full strength the commission will be in a position to attack major questions of policy that have been awaiting action.

One such question that demands attention is the proposed rule to limit television-station acquisitions to a maximum of three, no more than two of them VHF's, in the 50 biggest markets. The proposal was issued nearly two-and-a-half years ago. It has acquired no virtues with age.

By a bare majority the FCC adopted its proposal in the vague belief that concentrations of control were developing beyond tolerable limits. The commission had at hand no evidence to support its feeling that present rules were somehow too loose (or indeed to justify either the present rules or the proposed ones). Its majority just acted out of visceral dislike for the unarguable fact that television companies were expanding. Great policy is hardly to be expected from such origins.

At the same time that the commission proposed its new 50-market rule it adopted an interim policy stating that it would set for hearing any acquisition exceeding the limits of its proposed rule, unless the buyer could make an affirmative showing that the transfer would serve the public interest. Since then the FCC has waived the hearing every time it has been asked to do so. For all practical purposes the interim policy is dead. The same fate ought to be arranged for the rulemaking.

But the commission's consideration of its multiple-owner-

ship regulation ought not to stop with its withdrawal of the interim policy and proposed rule. It is time, indeed past the time, for a fresh and intelligent look at the existing rule, which, on its surface, is more a whimsicality than a rational deterrent to unwarranted concentrations of control. At the very least the present rule, which limits group ownership to seven television stations, no more than five of them VHF's, ought to be reexamined for its relevance to a broadcasting system that has changed enormously since the rule was adopted.

There is some doubt that the rule was ever relevant. The seven stations count the same whether they are in the seven biggest markets or the seven smallest. Nor does the number seven have any special meaning of its own. It was chosen, as were the similar limits for AM and FM ownerships, because it sounded reasonable to a majority of FCC incumbents of the time. For all the economic or social justification involved in the decision, the number could as well have been 17 as seven.

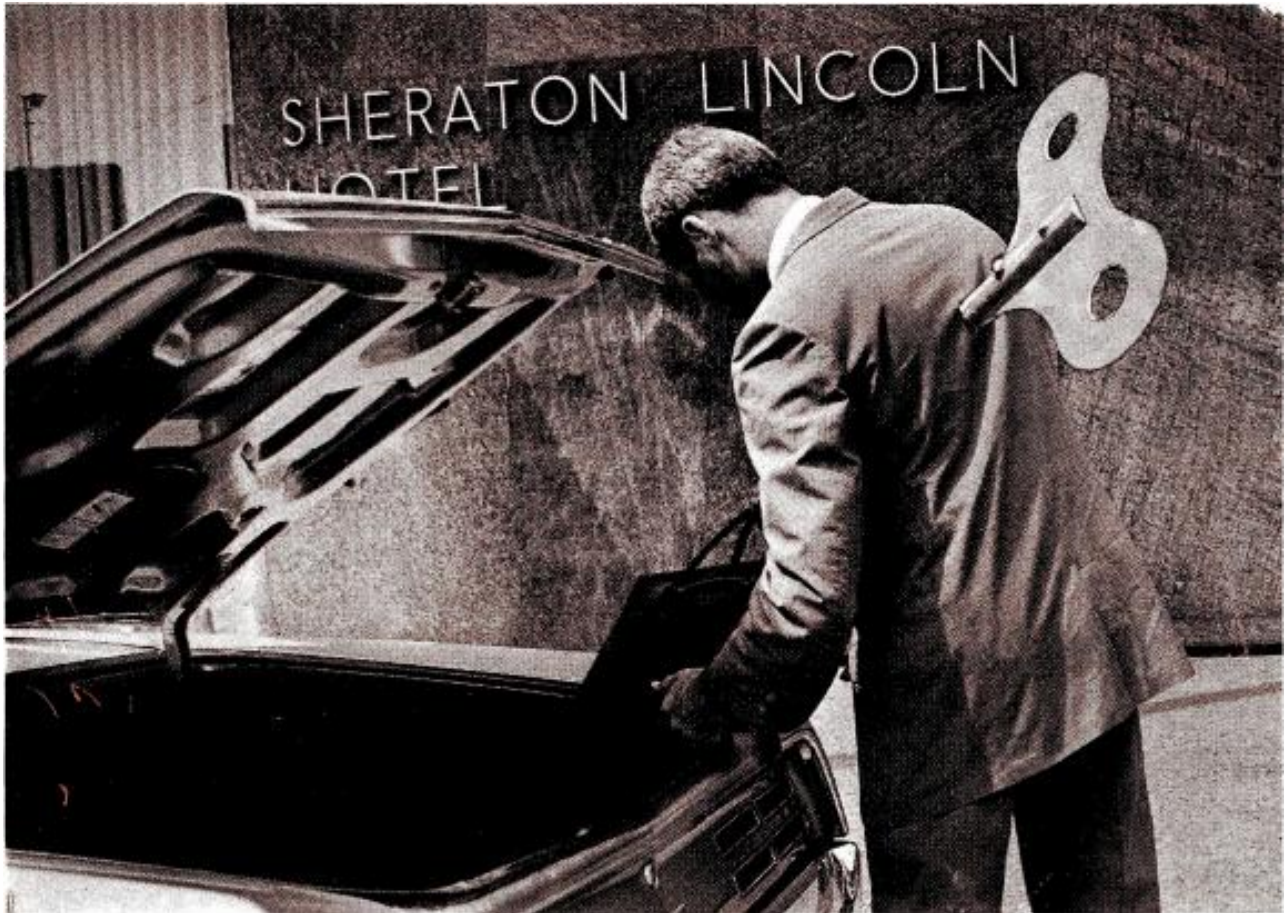
While the FCC is at it, there would be reason for it to review the relevance to today's broadcasting structure of its AM and FM ownership limits. The ceilings could be raised on ownership in all three services without the creation of any real possibility of undue consolidations of power. And whatever ceilings are imposed, they ought to be stated in terms more meaningful than mere numbers of properties.

If the FCC really wants to make sensible policy, it ought to solicit economic and social studies that would form the basis for new rules. It ought, in short, to seek facts to replace the suppositions that have led to its multiple-ownership rulemakings of the past.

Some facts it already has in its possession. A comprehensive study prepared for the Committee for Television Development by United Research Inc. made a persuasive showing that the commission's basic aims of encouraging program diversification would be enhanced by an enlargement of ownership limits. If the commission threw the whole question of multiple ownerships open to comment, we have no doubt that broadcasters could make a conclusive case for modernization of the rules.



Drawn for BROADCASTING by Sid Hix
 "We've got a really big show for you tonight, folks! Zsa Zsa Gabor, Bert Lahr, Arlene Francis, Bette Davis . . . and that's just in our commercials!"



Next time you're on the road, all keyed-up from "turnpike tension," stop in Houston and ease up. Enjoy a great meal, a quiet, air-conditioned room, the swimming pool, then sit down in front of the TV set. Tune in KPRC-TV, and unwind!

*Keyed-up
executives
unwind with
KPRC-TV*
NBC in Houston

NBC in Houston represented nationally by Edward Petry & Co.



WHY are so many people in Augusta, Ga., turning to WRDW-TV these days?

Here are 8ight top-rated reasons WHY

The CBS Thursday & Friday Night Movies

Disney's Wonderful World of Color

Here are 2wo more.

And still another!



THE SUPERB COMBINATION OF PROGRAMMING FROM BOTH THE CBS AND NBC TELEVISION NETWORKS OFFERS UNEXCELLED ENTERTAINMENT FOR THE VIEWERS OF THE AUGUSTA MARKET, AND TRULY MAKES THIS SEASON THE ONE TO WATCH ON AUGUSTA'S "TALL 12" THE FULL COLOR BROADCAST CENTER IN THE CITY OF THE MASTERS TOURNAMENT. MAYBE YOU'D BETTER LOOK INTO IT. CALL KATZ!



WRDW-TV
AUGUSTA, GA.



THE KATZ AGENCY, Inc.
STATION REPRESENTATIVES

RUST CRAFT STATIONS WSTV-AM-FM Steubenville, Ohio WRCB-TV Chattanooga, Tenn. WRDW-TV Augusta, Ga. WROC-TV-AM-FM Rochester, N. Y. WJKSonville, Fla. WPIT-AM-FM Pittsburgh, Penn. WRCP Philadelphia, Penn. Tampa, Fla. WWOL-AM-FM Buffalo, N. Y.