by-case basis and are recommended as advertising approaches . . . the use of hard-sell techniques is unacceptable.

"Graphic language and video portrayals concerning product/body functions and mechanics are disallowed . . . generalized statements relating to grooming, femininity, freshness, etc., are acceptable, depending on context.

"Statements related to supplemental aspects of a product and general product descriptions may be acceptable, subject to review of specific copy and over-all content . . . copy must not in any way play on the possible fears or insecurities of individuals."

Despite code authority request that advertisers delay copy submissions until guidelines were issued, four scripts have already been received in New York code office, two for sanitary napkins and two for douches. Advertiser previously identified as having submitted copy was Scott's Confidets (which had advertised on non-code stations).

CCC to buy Louisville U; would be full house in TV

Group-station owner Combined Communications Corp. announced last week that it has agreed to purchase WLKY-TV (ch. 32) Louisville, Ky., from Sonderling Broadcasting Corp. Terms of transaction weren't disclosed but it was reported station will go for approximately $8.3 million.

Announcement came less than month after CCC contracted to buy Sarkes Tarzian's WPTA(TV) (ch. 21) Ft. Wayne, Ind., for $3.625 million (BROADCASTING, July 31). WPTA and WLKY-TV, sales of which are subject to FCC approval, will be firm's first two UHF stations and will bring its TV roster to full complement of seven stations. CCC already owns KTAR-TV Phoenix and KBLU-TV Yuma, both Arizona; KOCO-TV Oklahoma City; KBTV(TV) Denver, and KARK-TV Little Rock, Ark. It also owns radio stations KTAR-AM-FM Phoenix and KBLU(AM) Yuma.

Karl Eller, president of Phoenix-based firm CCC, said relatively high consideration for WLKY-TV was based on station's ABC-TV affiliation and profitable showing in recent years.

Sale is seen as another step in Sonderling's announced program to realign its broadcast interests "into areas which present more attractive growth potential." Policy was announced in June by company president Egmont Sonderling in connection with firm's acquisition of KIKK-AM-FM Houston-Pasadena, Tex., in exchange for Sonderling's Long Beach, Calif., radio properties, KFOX-AM-FM, plus cash and notes (BROADCASTING, June 12). Company has been increasingly active in motion-picture theater operation.

Sammons-HTN pay cable deal

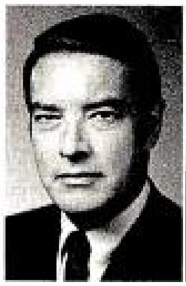
Home Theater Network, Los Angeles pay-cable programer, and Sammons Communications, one of nation's largest multiple system owners, have signed long-term agreement. First pay-cable programs are to be available on largest Sammons system, in Harrisburg, Pa., by first of next year. Agreement is similar to one HTN signed with Cablecom-General Inc., another major MSO.

Rex Howell reassumes control at KREX; Miami transfer OK'd

FCC has authorized Rex. G. Howell, former owner of KREX-AM-FM-TV Grand Junction, Colo., to regain control of those stations through purchase of stock in licensee, XYZ Television Inc. Mr. Howell sold stations to Forestville Realty Corp. in 1966, but retained stock interest in XYZ. Forestville said it had experienced substantial losses in operating stations and had been unable to find buyer for them. Transfer of control to Mr. Howell will be effected through his purchase of XYZ stock owned by Forestville and others. Transaction includes assumption of control by Mr. Howell of KREX-TV satellites KREY-TV Montrose and KREZ-TV Durango, both Colorado.

Commission also approved transfer of control of Coral Television Corp., licensee of WCIX-TV Miami, from Frances D. Clune and others to General Cinema Corp. Transfer involves conversion of debentures purchased by GCC within past few years into Coral stock. Commission said it will determine grant fee later, since it was not known exactly how much transaction is worth.

Headliners




Mr. Henderson Mr. Reilly

David E. Henderson, president of Group W Productions and Program Sales, New York, named to new post of president of broadcasting division of Outlet Co., Providence, R.I., diversified company and group station owner. **Jack Reilly,** executive VP and general manager of Group W productions since 1970 and with company in number of program executive posts since 1962, moves up to succeed Mr. Henderson in presidency, and **Dick O'Shea,** director of planning and development, becomes VP and general manager, Group W Productions and Program Sales. Mr. Henderson held series of executive positions with Group W's WBZ-TV Boston, KYW-TV Philadelphia and WJZ-TV Baltimore for more than decade before becoming head of production and sales unit three years ago. Outlet Co. owns WJAR-AM-FM-TV Providence, WDBO-AM-FM-TV Orlando, Fla., KSAT-TV San Antonio, Tex., and, as of Aug. 31, 79% interest in WNYS-TV Syracuse, N.Y.

Mr. Katleman

Harris L. Katleman, VP, production, Cinemation Industries, Los Angeles and New York, motion picture production company, joins Metro-Goldwyn-Mayer, Culver City, Calif., as VP, television. He succeeds **Paul R. Picard,** who resigns. Mr. Katleman, who was with Cinemation for last nine months, previously was president for more than year of Four Star Entertainment, Beverly Hills, Calif.

Macdonald laments Macy resignation, vows to push public broadcasting support

"If John Macy has been sacrificed on the altar of a so-called telecomunications policy that is determined to keep public broadcasting weak and puny under the false banner of 'localism,' it's a damn shame," Representative Torbert H. Macdonald (D-Mass.) said Friday (Aug. 11).

Mr. Macdonald, chairman of House Communications Subcommittee and strong supporter of public broadcasting, made remark in statement lamenting resignation of Mr. Macy as president of Corporation for Public Broadcasting (see page 32).

Congressman expressed his conviction that resignation was triggered by President's veto of CPB authorization bill, which Mr. Macdonald had played leading role in shaping. He gave Mr. Macy large share of credit for bringing "order out of the chaos that was educational TV and radio," and vowed that CPB president's mission "will not be abandoned."

Almost in Arlington

County officials in Washington suburb of Arlington, Va., have granted conditional franchise to Arlington Telecommunications Corp., local group whose principals include Frederick W. Ford, former FCC chairman and former president of National Cable Television Association. Franchise was conditioned on successful resolution of some remaining technical issues.

Under franchise, Artec would build countywide system, at estimated cost of $10 million, and would begin linking subscribers to it within two years after final approval of agreement. Final resolution is not expected until early next year.

Canada to build TV center

Canadian Broadcasting Corp. has signed contract for construction of $23-million production center in Vancouver, B.C., due to become operational early in 1975. New center will replace existing facilities and enable CBC to consolidate its English and French-language operations in one building. Cost includes both building and equipment.