



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Fourth network rescued: ON is off; call it United. p23

Full '66 figures in: Another record for spot TV. p26

Spot-radio 3d-quarter report: GM is out in front. p30

ETV on the move: Carnegie, LBJ proposals endorsed. p60

COMPLETE INDEX PAGE 7

CONCORDIA COLLEGE
C B YLIVISAKER LIB
MOORHEAD MN

IC 56560
EXPI2/67

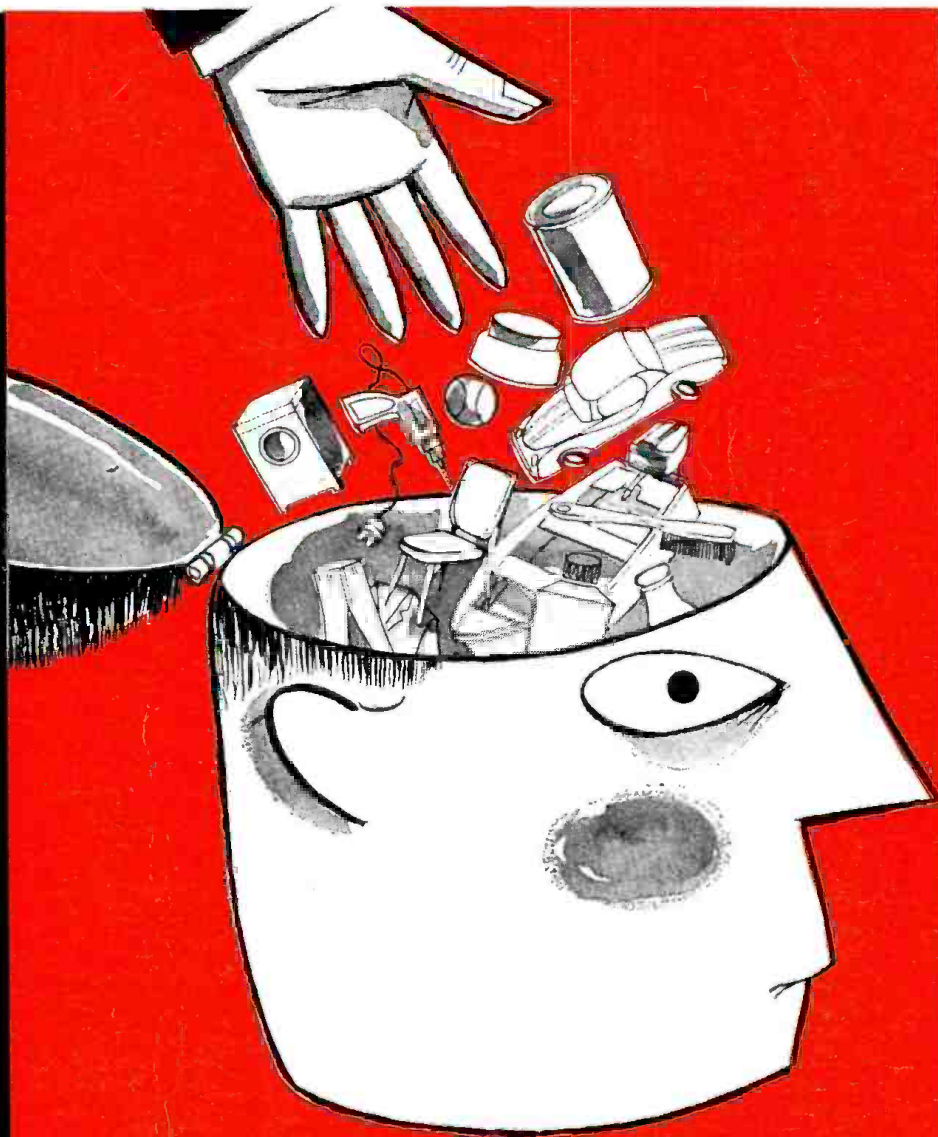
Carl B. Ylvisaker Library
Mooshhead, Minn.
3/14

WHAT IS AN Influencible?

listener. Specifically, a Storz
radio listener. Influencibles
are the "in-touch" young
moderns with ideas...buying
ideas. It stands to reason that
when you talk to the greatest
number of people in a given
market, your product or
service gets known, and
bought, faster. Got something
to sell? Influence the
Influencibles.® On a Storz
station you get action where
it counts—in sales.

© 1966 Storz Broadcasting Co., Inc.

STORZ



WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(R.A.R. Inc.)

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

**How did a couple of
like Terry Nance and Peggy
test market project in such**



nice girls McGrath launch that hurry?

They called their Blair man. In a hurry.

Terry and Peggy are at Young & Rubicam, Chicago. They had to buy a six-week spot TV flight for six test markets in a hurry. Also needed was a measurement of how much awareness the TV schedule would add to the other media the client was already using.

Answer? Their Blair man, Walter Farrell. First, Walter had Blair Research set the TMP awareness study in motion. When the before-study was completed, spot schedules were started, and then the effects were measured.

Why does Blair provide so much service? Simple. We do everything we can to help advertisers and their agencies make their advertising more effective.

That's how we built such solid relationships with agency and advertiser managements.

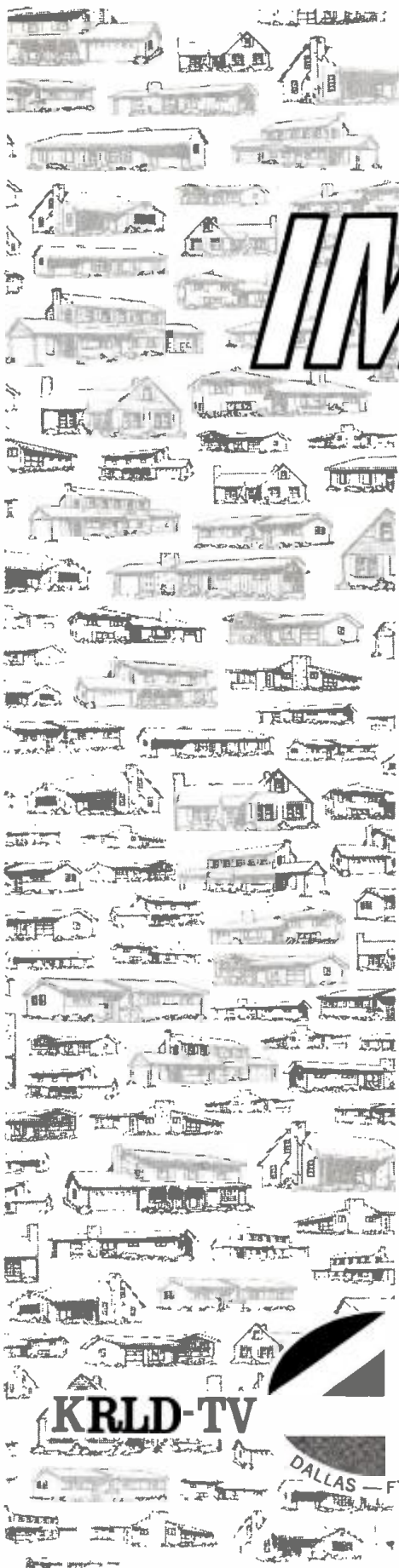
That's how we got to be the leading station representative company in the broadcast industry.

That's why, in market after market, we represent the top TV and radio stations.

And that's also why, when you need anything—from the buying tools to the services to the best availabilities—you'll get it fast when you do as Terry and Peggy did. Just call your Blair man. In a hurry.

Blair Television





IMPACT!

The most recent television audience report confirms that KRLD-TV continues to deliver the greatest *impact* on the nation's 12th ranked television market.

Channel 4 reaches 28.0% more homes; 12.1% more men; 23.0% more women; and 29.0% more total viewers per average quarter-hour than the second station in the market.*

To put *impact* in your next schedule, contact your H-R representative for select availabilities on the *impact* station, KRLD-TV.

* January 1967 ARB
Television Audience estimates
Sunday thru Saturday 9 AM to Midnight

represented nationally by 

KRLD-TV

DALLAS — FT. WORTH

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Nicholas Johnson, FCC's neophyte commissioner, may be grabbing newspaper headlines with his blistering dissents critical of his majority colleagues, but he isn't making friends or influencing people in his own party in high places. That, at least, was report last week after his dissent in station license renewal proceedings (see page 46).

When Mr. Johnson, 32-year-old Iowa Democrat, was appointed to FCC last June by President Johnson, after tempestuous two years as maritime administrator, he reportedly was told to "observe FCC operation." Inference was that with newly appointed Chairman Hyde named to serve three years (until 1969) young Johnson (named for seven-year term) would be in line to succeed to chairmanship. At this writing his chances for chairmanship are regarded as nil.

Updating station pay

New affiliation contract form is being worked-up by NBC-TV and its Affiliates Board of Delegates. Purpose is to bring it into line with current selling practices, as CBS-TV did with its affiliation agreements year ago (BROADCASTING, March 21, 1966). Current NBC contract bases station compensation on gross hourly rates, which no longer represent bulk of sales, rather than on participations, which do—as will be recognized in new rate card that goes into effect in September. Aim is to devise new comp formula that will pay affiliates same as now on equivalent business, and hope is that it'll be ready by mid-summer. Switchover will be optional for affiliates with time to go on current contracts, but NBC hopes they'll switch voluntarily for next fall.

Flimsy figures

Grumbling is being heard more and more among stations and station reps, directed at wide range of demographic breakdowns offered by local-audience rating services. Nub of gripe is that it's unnecessary expense because agencies don't really want (or need) so many different breakouts and that, even if they do, many demographics are based on subsamples so small as to make results virtually meaningless. Some experts think that in many cases demographics become questionable any time they divide total respondents more than three ways, or at most four.

For these critics, relief may be on way. Issue is being studied by Committee on Local Television and Radio Audience Measurement (COLTRAM) with eye toward development of recommendations to Broadcast Rating Council. In addition, COLTRAM consultant, Gerald J. Glasser, New York University professor of business statistics, is drafting manual on "disclosures" that rating services ought to make. One that he's suggested is disclosure of standard error (or sample size) for each demographic class. If this were put into effect, many demographic breakouts might soon be discontinued, according to some authorities, because extent of their value—or meaninglessness—would be readily apparent.

Spectrum grab

Pressures by lobby representing users of land-mobile radio were apparent when FCC appeared before House Appropriations Subcommittee last week on budget request. Congressmen, led by Representative Robert Giaimo (D-Conn.), were said to be interested in FCC's re-allocating to land-mobile use part of spectrum now assigned to UHF television. Commissioners made no promises, said they were studying problem.

Commission was testifying on President's proposal it be given \$19.1 million for fiscal year beginning July 1. This would be \$1.2-million increase over amount appropriated for current year. Hearing was said to have gone well, but FCC officials weren't counting on anything. They recall friendly hearing before same group last year too, followed by deep cut in funds.

Watchers-buyers

A. C. Nielsen Co. is set to announce new service that relates network television viewing, by program, to product and brand usage. Nielsen salesmen have already been offering new tabs as supplementary data to Nielsen Television Index clients and availability would be almost immediate, according to company source. First such report is based on last fall's network shows. It covers over 100 product and service categories, more than 300 brands and 170 daytime and nighttime programs. Research was done by questionnaire and diary, using Nielsen's master sample but not regular diary or Audimeter panels.

Change of heart

Edward Petry & Co., onetime member but long-time dropout from Station Representatives Association, is rejoining. Founder Edward Petry was also one of SRA founders but subsequently withdrew in disagreement over SRA policies. But times, issues and policies change, and Petry firm now is in accord with SRA's current objectives, thinks it's making strong contribution to both spot broadcasting and spot advertisers, and is happy to give up its distinction as one of biggest reps outside 20-year-old independent-rep organization.

Gift horse

All is not serene in educational-television ranks. This was evident at ETV conference in Washington last week (see page 60). While educators naturally like money, whatever its source, some aren't overjoyed about Carnegie-White House grandiose project for national public-television project on ground it would preempt their field and commit funds for single purpose. They prefer greater autonomy in use of funds to cover needs that may be more immediate than ETV (new physics laboratories, upgrading or faculties, etc.).

Reactions aren't regarded as sufficiently strong or organized to complicate drive toward nationwide effort, but there are portents of dispute in consideration of legislation for non-commercial Corp. for Public Television advocated in President Johnson's message to Congress (BROADCASTING, March 6).

Football already


Seven Arts Television, climbing aboard TV sports bandwagon, is reported to be placing into syndication in few weeks for fall start on stations 15 half-hour programs titled *NCAA College Football*. Produced in color, series will consist of one pre-season program, 11 of regular season game highlights and three post-season contests.

High price for FM

New boon to FM is planned acquisition by multiple radio station owner of FM outlets in Philadelphia and Boston for in excess of \$1 million. Acquisitions, expected to be completed this week, would give operator FM outlets in six of top seven markets.

**"You'll swing for this,
every last man jack of you."**



Sir Alec Guinness stars with Dirk Bogarde and Anthony Quayle in the tense drama of a deadly clash of wills between two strong-minded men aboard the English warship, "Defiant," during the Napoleonic wars. "Damn The Defiant!" In color. One of Screen Gems' Post-1960 Feature Films for Television, Volume II.  Screen Gems

WEEK IN BRIEF

With stroke of financial pen Overmyer Network becomes United Network. Syndicate of 14 western businessmen, seven unidentified, puts up money for 80% of action. Target date set back to May 1. See . . .

NEW BLOOD . . . 23

Johnson accuses FCC of using double standard in reviewing programming proposals of renewal applicants. Cox joins attack, claims Florida formats needed more study before getting commission approval. See . . .

JOHNSON CHASING . . . 46

Justice Department's request for hearing in ABC-ITT merger coming to fore. Question remains as to what kind of hearing. Commission could split on alternatives, leaving decision to Hyde. See . . .

FCC AT WIRE . . . 68

Information gap on FM programming being closed as NAB study finds 'exciting' diversity due in part to FCC nonduplication rule. Study shows 23% of FM's changed programming in past year. See . . .

FM CHANGING SOUND . . . 50

Organization formed to counter extremists from both sides, takes on stations airing right-wing attacks against it. Files charges with FCC claiming Florida stations haven't given it equal time for refutation. See . . .

NEW FAIRNESS FORAY . . . 48

Educational broadcasters in TV and radio hear pledges of support from national figures at NAEB's 'how to finance' meeting. Group endorses Carnegie report, expresses confidence in LBJ's recommendations. See . . .

ETV COUNTDOWN . . . 60

Robert W. Sarnoff counters Carnegie proposal to finance public television through TV set excise tax. RCA president urges funding through government revenue. Calls aims of system national objective. See . . .

ETV TAX OPPOSED . . . 62

Fourth-quarter gain of 3.6% over 1965 brings 1966 spot TV billing to record \$1.1 billion, up 10.5% over previous year's total. Figure of \$303 million for last quarter of '66 is new high for any quarter. See . . .

BONANZA YEAR . . . 26

Sponsors bidding and buying in prime-time schedules for 1967-68 season. NBC-TV reports \$176 million in sales. ABC-TV says 60% of schedule is sold. CBS-TV is silent, but says sales are brisk. See . . .

'67-68 SALES . . . 34

Rallying call of recording artists' committee falls on absent ears in Los Angeles as Stan Kenton pushes for copyright protection from electronic media. National lobbying effort urged to get congressional action. See . . .

ARTISTS' FEE PUSH . . . 50

DEPARTMENTS

| | | | |
|-----------------------------|----|-------------------------|----|
| AT DEADLINE | 9 | MONDAY MEMO | 18 |
| BROADCAST ADVERTISING | 26 | OPEN MIKE | 14 |
| CHANGING HANDS | 66 | PROGRAMING | 46 |
| CLOSED CIRCUIT | 5 | WEEK'S HEADLINERS | 10 |
| DATEBOOK | 12 | WEEK'S PROFILE | 93 |
| EDITORIAL PAGE | 94 | | |
| EQUIPMENT & ENGINEERING ... | 72 | | |
| FANFARE | 70 | | |
| FATES & FORTUNES | 75 | | |
| FINANCIAL REPORTS | 56 | | |
| FOR THE RECORD | 79 | | |
| INTERNATIONAL | 74 | | |
| LEAD STORY | 23 | | |
| THE MEDIA | 60 | | |



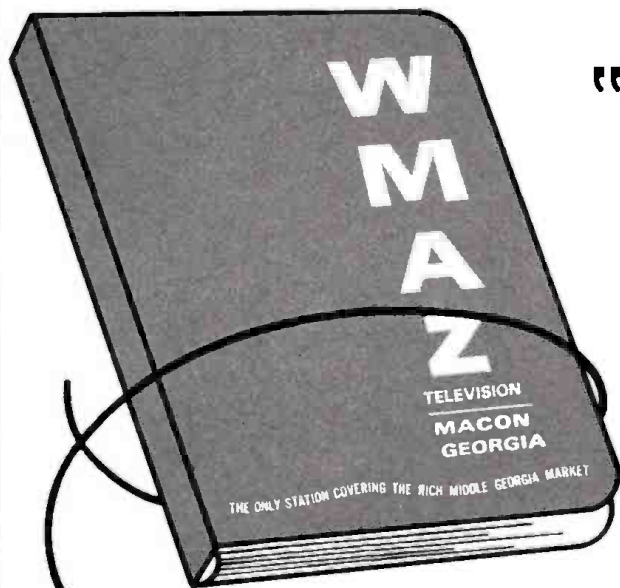
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20038. On changes, please include both old and new addresses plus address label from front cover of magazine.



"Book" MACON, the rich middle Georgia market...

Contents include: COVERAGE, AUTOMOTIVE, AGRICULTURE, FOODS, GENERAL MERCHANDISE, GOVERNMENT EXPENDITURES, DRUGS, GENERAL MARKET SUMMARY, and other information.



YOU ASKED FOR IT . . . the data on the 28-county Macon Retail Trading Zone . . . America's largest single-station market. It's now in the book! We gladly offer you the facts and figures you want about the market, about your products, and about the Station's exclusive coverage.

WMAZ-TV has Georgia's "largest industry" — Robins Air Force Base; plus a total market that is leading the South in per-capita retail sales increase. Book Macon now!

Please contact Avery-Knodel, or the Station, for cooperation, availabilities, and facts about the Macon market.



WMAZ-RADIO: We've also "made book" on the Macon Radio Market. Get full information, from the Station, or from Avery-Knodel.

wmaz-tv

MACON, GA. CHANNEL 13

Signal Coverage in the Southeast...

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

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

WBIR-TV

Knoxville, Tenn.

WFBC-TV

Greenville, S. C.

WMAZ-TV

Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

Friendly hits out at 'The System'

CHARGES 'RESPONSIBILITY' KNUCKLES UNDER TO PROFITS

Advance glimpse of book that is bound to generate widespread talk in—and about—broadcasting is contained in part one of two-part adaptation from Fred Friendly book in March *Life*, out today (March 13).

Mr. Friendly, former president of CBS News, says in part one that "mercantile advertising system" has "disastrous" influences that "must be changed," and indicates he will tell how this can be done in part two, scheduled for March 24 issue. Adaptations are from his book, "Due to Circumstances beyond Our Control," to be published March 27 by Random House.

Mr. Friendly devotes most of part one to blow-by-blow version of events leading up to and including his resignation as head of CBS News when network refused to clear live coverage of Senate testimony by former Ambassador George Kennan (BROADCASTING, Feb. 14, 1966). Losses from earlier pre-emptions and feeling of need to protect CBS stockholders contributed to

Mr. Friendly writes that whatever bitterness he feels over his departure "is against the system that keeps such unremitting pressure on men like Paley and Stanton that they must react more to financial consideration than to their own taste and sense of responsibility. The fact that I am not sure what I would have done in these circumstances, had I been chairman or president of CBS, perhaps tells more clearly than anything else what is so disastrous about the mercantile advertising system that controls television, and why it must be changed."

Other highlights of article, headlined "The Great Sellout to Soap Opera":

▪ For six months before resignation Mr. Friendly had been in "constant disagreement" with Dr. Stanton over news coverage of Vietnam. Although Dr. Stanton supported him publicly, he privately thought some CBS reporting "crossed the line into editorializing." When Mr. Friendly scheduled interview with Senator J. William Fulbright (D-Ark.), Dr. Stanton said: "What a dirty

Networks deny payola to political parties

Network news organizations went on record Friday (March 10) denying published reports that they had offered payment to political parties to induce them to hold their conventions in one city next year to facilitate TV coverage, particularly in view of probable use of color equipment.

Richard S. Salant, CBS News pres-

ident said "our function is not to control or affect the news, but rather to cover it wherever or however it may occur." NBC News President William R. McAndrew said question of money had never come up in discussion with parties. ABC News said it was not "involved" and had not been mentioned in reports alleging payment offers.

refusal, in his view. Question, he says, was not between two programs but "whether to interrupt the morning run of the profit machine to make the audience privy to an event of overriding national importance."

Although refusal was made by John A. Schneider, newly named head of all CBS broadcast operations, Mr. Friendly says it really stemmed from "the system" and "Schneider was merely in charge of the stop light."

Buffer Role ▪ He charges that Mr. Schneider's role was "created as a buffer" so that Board Chairman William S. Paley and President Frank Stanton "could avoid the embarrassment of having to say no to CBS News on matters of news judgment."

trick that was to play on the President of the United States. . . ."

▪ Mr. Friendly arranged for virtually continuous coverage of Pope Paul's visit to U. S. while Mr. Paley was still questioning whether it deserved full coverage, and was reprimanded when Mr. Paley learned about it afterward, even though both Mr. Paley and Dr. Stanton were "enthusiastic" about how coverage had turned out.

▪ In discussion of protecting stockholder interests, Mr. Paley once said, "I suppose the mistake we made was in going public." Nobody doubted full coverage of Pope's visit and Sir Winston Churchill's funeral was in public interest or might hurt profits; questions instead were "what is enough profit?" and "what

is enough public service?"

▪ Though Mr. Paley never hesitated to clear special news reports up to and through World War II, expansion of TV brought vast growth to CBS, ratings became vital and by 1965 "Paley and Stanton looked on while programs proliferated which assaulted their personal sense of taste, but they seemed incapable of stopping the flight from quality."

Commission upholds anonymity request

FCC has refused request of WHAM Rochester, N. Y., for name of person who filed complaint against station. Commission said complainant "feared reprisals if his identity was disclosed."

WHAM had requested name of complainant in petition for review of staff action refusing to make name of complainant available (BROADCASTING, Jan. 23). Staff previously had routinely transmitted complaint.

WHAM also petitioned commission to overhaul system it uses in referring to stations complaints from persons requesting confidentiality.

Commission turned this request down also. It noted that station had not been requested to respond to complaint, that matter had been referred only to afford station opportunity for comment.

Consequently, "there is no present necessity or occasion for promulgating general rules or procedures," as station requested, commission said in letter.

Complaint originated with listener who alleged that station, through open-mike program, engaged in racist propaganda. Station branded allegation as "false, scurrilous, malicious and libelous."

Commission was unanimous in adopting letter. But Commissioner Kenneth A. Cox, in individual comment, said that grievance was serious enough to require further information. If additional details supported initial charges, information then received should have been forwarded to licensee who should then have been required to reply, he said.

National drive for Michelob

Anheuser-Busch Inc., St. Louis, through D'Arcy Advertising there, kicks off first national advertising drive for Michelob beer this week to run until fall using spot TV, radio and magazines. Color TV commercials will run

WEEK'S HEADLINERS



Mr. Pollock



Mr. Kaiser

Judd L. Pollock, president, named to newly created post of chairman of board and **Arnold Kaiser**, VP, sales and production, named president of MPO Videotronics Inc., New York. Mr. Pollock served in present position since 1947 and was one of founders

of TV commercial and industrial film company. Mr. Kaiser joined MPO in 1950.

Reuven Frank, VP of NBC News since January 1966, named executive VP of division. He joined NBC News in 1950 after serving for three years on editorial staff of *Newark* (N. J.) *Evening News*. During his NBC News tenure, Mr. Frank has been executive producer of various news programs and documentaries.

Marvin Antonowsky, VP and director of media research, J. Walter Thompson Co., New York, gets added responsibility of manager of spot buying in broadcast department. He'll coordinate all spot buying at JWT (see page 43).

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

in three-week flights alternating with three-week radio flights in 26 markets except for August hiatus. Over 60 TV stations and over 70 radio outlets will be used.

Cox to buy out two California CATV's

Cox Broadcasting Corp. has agreed in principle to purchase 100% interest in cable TV systems in San Diego and Bakersfield, Calif., operated by Trans-Video Corp., for 155,000 shares of its treasury stock.

At Friday's (March 10) CBC New York Stock Exchange price of 47%, deal for CATV systems, with total of 34,472 subscribers, had paper value of about \$7.3 million.

Cox already owns 50% of Bakersfield system and holds 16% of Trans-Video. Two California CATV's will continue to be managed by Trans-Video President Lee Druckman as part of Cox Cablevision, wholly owned CBC subsidiary.

J. Leonard Reinsch, president of Cox, said cable company acquisition could be expected to increase CBC's per-share earnings in current fiscal year.

Emmy sponsors set on ABC

Sponsorship of June 4 (9-11 p.m. EDT) Emmy awards telecast on ABC-TV was announced by network Friday (March 10). Advertisers: Bristol-Myers Co. (Young & Rubicam), Autolite division of Ford Motor (BBDO), Remington (Y & R) and Bulova (Doyle Dane Bernbach).

All-channel group reorganized by FCC

FCC has reconstituted Committee for Full Development of All Channel Broadcasting, and extended its life for two years (CLOSED CIRCUIT, March 6).

Commission, in action announced Friday (March 10), dissolved executive committee and gave to one unit of CAB functions, involving TV station operations, that were formerly performed by three subcommittees. These include availability of TV programs and effects of pay TV, CATV, and ratings on television stations.

Lawrence M. Turet, Field Communications Corp., will be chairman of reconstituted group. Seymour N. Siegel, WNYC-AM-FM-TV New York, will be vice chairman. Commissioner Robert E. Lee will continue to supervise committee, as he has since its inception in February 1963.

Persons wishing to become members or observers of reconstituted group are asked to contact Mr. Turet, Field Communications Corp., 212 West Wisconsin Avenue, Milwaukee 53203.

AA shows net loss

Allied Artists Pictures Corp. has suffered net loss of \$100,112 for first half of fiscal year ended Dec. 31, 1966, as compared with net profit of \$307,539 in corresponding period of previous year, it was reported Friday (March 10). Gross revenues dropped to \$2,393,-

638 from \$4,874,194 in first half ended Dec. 31, 1965.

Loss resulted from unusual expense in promoting new feature film, "A Man and A Woman" and to deliberate delay in releasing package of feature films to TV last fall, spokesman said. Package for TV will be issued about April 1.

Dingell asks limits on CATV ownership

Warning "there is a present and growing danger of economic concentration detrimental to the public interest in the field of CATV," Representative John Dingell (D-Mich.), in letter made public Friday (March 10), has urged FCC to set limit on number of CATV franchises owned by individuals or corporations.

Chairman of House Small Business Subcommittee on regulatory agencies wrote Chairman Rosel Hyde that "prompt and vigorous action" is required by commission. He said he had been studying activities of such firms as General Electric, General Telephone and Electronics, Jerrold Electronics and others in acquisition and application in CATV field.

He added he was also concerned about broadcasters or broadcasting interests in CATV. "There is a real question as to whether the public interest is served by allowing cross-ownership or common ownership of commercial broadcasting stations and CATV franchises," he added.

At present, he said, an anomaly exists in fact that limit is placed on broadcast station ownership while none exists in CATV.

He asked commission to inform him if there were any limits on CATV's on cross-ownership or broadcast ownership and what studies have been made or are contemplated in this area.

He also sought data on multiple and cross-ownership.

He stressed importance that cable systems may have in developing communications technology of future above and beyond TV transmission.

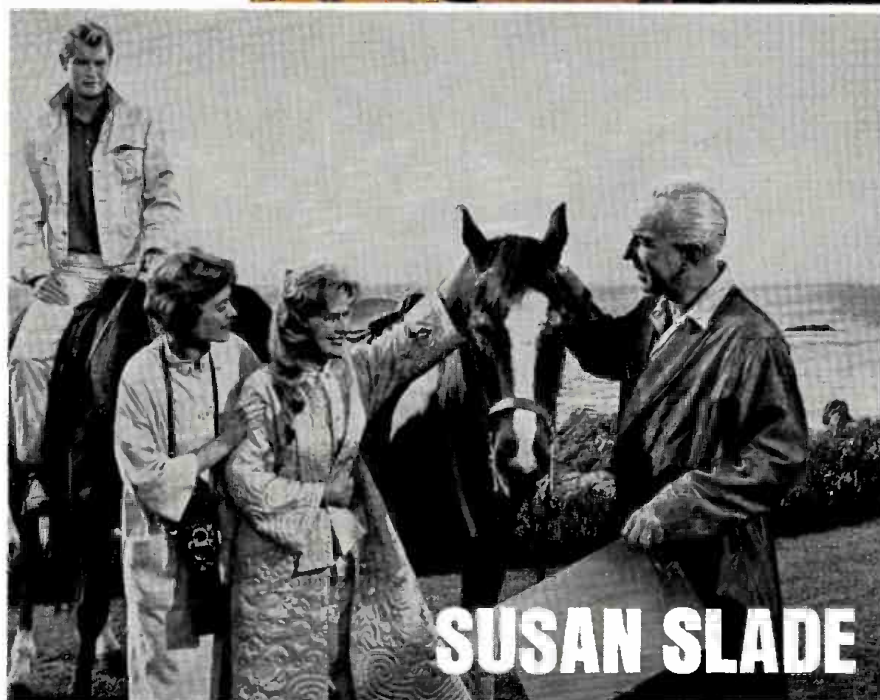
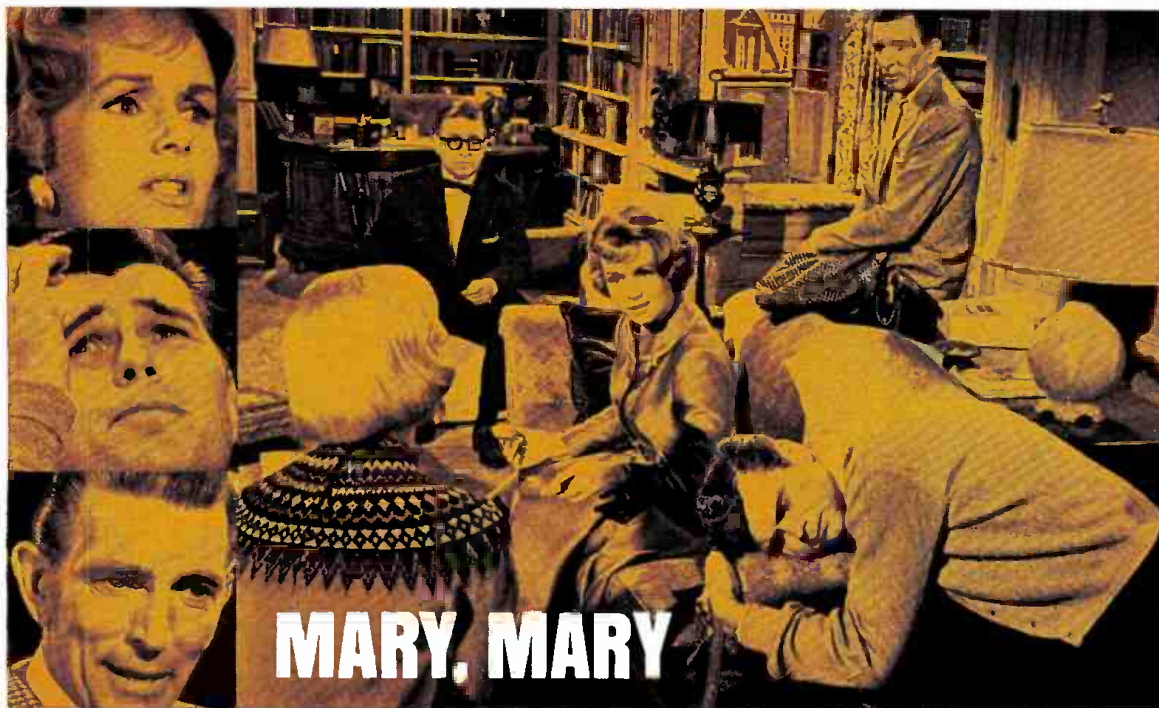
Ruth, Sitrick to new posts

Ron Ruth, general manager of McLendon Corp.'s WNUS Chicago, named national sales manager for McLendon stations Friday (March 10). He will be based in New York, succeeding Homer Odum, who re-enters station management. Herman Sitrick, general manager of WSID-AM-FM and WMET-TV Baltimore, takes over WNUS post.

Debbie Reynolds

Barry Nelson

Michael Rennie



Troy Donahue

Connie Stevens

Dorothy McGuire

Two of the big ones in ○○ from

another great selection of feature motion pictures for television

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

SUMMIT CUM LAUDE



In New York City, one special evening, five years ago, the welcoming lights of a new hotel lit up the sky. Not just another hotel. The Summit. ■ An 800 room, air-conditioned hotel with a new concept and fresh ideas. ■ Handy extension phones in bathrooms. ■ Bar-refrigerators in all guestrooms. ■ An in-hotel garage. ■ A staff trained for extraordinary warmth and service. ■ Attractive rates. ■ A policy of "children under 16 free in the same room with their parents."

■ Did the people respond? They not only came, they keep coming back. *Today, 8 out of 10 Summit guests are repeat visitors.* ■ Come stay at the Summit and see what makes our new hotel so successful.

The **SUMMIT** of New York
Home of the famed Gaucho Room
East 51st & Lexington • (212) PL 2-7000
A LOEW'S HOTEL
PRESTON R. TISCH, PRESIDENT

DATEBOOK

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

■ Indicates first or revised listing.

MARCH

March 8-22—Third international conference on educational radio and television sponsored by the European Broadcasting Union, Paris.

March 12-17—Sixth annual Women's Page Workshop and the 1966 J. C. Penney-University of Missouri Journalism Awards sponsored by the University of Missouri, University of Missouri, Columbia.

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

March 13-14—Annual meeting of NBC television affiliates and NBC officials, Beverly Hilton hotel, Beverly Hills, Calif., preceded on March 12 by reception at Century Plaza hotel. Meeting events at Beverly Hilton: Walter D. Scott, board chairman, and Julian Goodman, president of NBC, will give luncheon addresses March 13 and 14 respectively; business sessions; a visual presentation of network activities, and the program schedule planned for the fall season plus a discussion on news with a panel of NBC News correspondents.

March 15—Pennsylvania Association of Broadcasters dinner for Pennsylvania congressional delegation. PAB's Gold Medal will be awarded entertainer Gene Kelly, Statler Hilton hotel, Washington.

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

March 16—Annual meeting of stockholders of Cox Broadcasting Corp. to elect a board of directors and to transact other business. White Columns, Atlanta.

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

March 18—Deadline for entries to the "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU). Entries should be submitted to: Television suisse romande, 6, place des Eaux-Vives, 1200 Geneva, Switzerland.

March 20-21—Spring meeting, Pacific Northwest CATV Association. Ridpath hotel, Spokane, Wash.

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

March 23-24—Spring meeting of the Louisiana Association of Cable TV Operators. Ramada Inn, Houma.

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

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

March 27—Deadline for national awards en-

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

March 17—Hyatt House motor hotel, Seattle

March 23—International hotel, Los Angeles

April 18—Downtown motor inn, New Orleans

April 21—Sheraton Blackstone, Chicago

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

May 11—Cherry Creek Inn, Denver

May 12—Town House motor inn, Omaha

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

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

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

tries from members of National Academy of Television Arts and Sciences and from television producers.

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

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

March 28—Annual meeting of shareholders of the General Tire & Rubber Co. to elect directors and to transact other business. 1708 Englewood Ave., Akron, Ohio.

March 28—Writers Guild of America 19th annual awards show. Century Plaza hotel, Los Angeles.

March 30—Deadline for entries in annual Alfred P. Sloan Radio-TV Awards for Highway Safety. Mail entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

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

March 31—Entry deadline for annual awards competition for outstanding public-service journalistic achievements, sponsored by Deadline Club of New York. Entries may be submitted from daily newspapers, wire services, radio and television stations in the New York metropolitan area. Entry forms and additional details may be obtained from Robert McDevitt, Deadline Club Awards, Arthur Young & Co., 277 Park Avenue, New York 10017.

■ March 31-April 1—Region 3 conference of Sigma Delta Chi, professional journalistic society. Columbia, S. C.

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

APRIL

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

■ April 1—Technical committee meeting and executive committee meeting of the Association on Broadcasting Standards. Conrad Hilton hotel, Chicago.

■ April 1—Region 2 conference of Sigma Del-

This is a CBS Newsroom in Vietnam.

This is how Dan Rather covered the Vietnam war. Up front. In combat. It's the only way to get the facts—to understand what's happening.

"In World War II and even in Korea," said Walter Cronkite, summing it up for all correspondents, "we had a choice whether to go into combat or not. There's no such choice in Vietnam."

We've sent our best to Vietnam. Young newsmen like Morley Safer, Charles Kuralt, Ike Pappas, Adam Raphael. Veterans like Cronkite, Severeid, Hottelet, Collingwood.

Men like these impart their first-hand knowledge and insight to our listeners. Hour by hour. Every day.



CBS RADIO NETWORK



SPOTMASTER



PortaPak I Cartridge Playback Unit

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

Write or wire for full information.

Spotmaster

BROADCAST ELECTRONICS, INC.

8800 Brookville Road
Silver Spring, Maryland

PULSE RATED
NUMBER

ONE

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

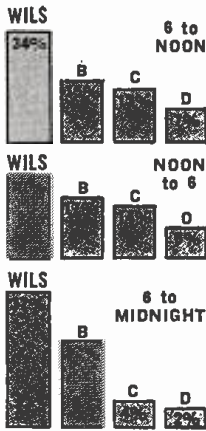


WILS has more
male and female
adult, teen and
children lis-
teners and by a
wide margin.

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

VENARD, TORBET & MC CONNELL

RADIO 1320
WILS
ANSING
5,000 WATTS / 24 HOURS A DAY



ta Chi, professional journalistic society, American University, Washington.

April 2—Fourth annual meeting of Society of Broadcast Engineers. Conrad Hilton hotel, Chicago.

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

April 2—Board of directors meeting and membership meeting of the Association on Broadcasting Standards. Conrad Hilton hotel, Chicago.

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

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

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

April 3—6th annual programing and sales seminar sponsored by Mark Century Corp. The topic will be: "Radio—the big sale." Panelists include Phil Nolan, national radio programing manager of Westinghouse Broadcasting Co.; Thomas C. Harrison, president of Blair Radio, and Kent Burkhardt, vice president and general manager of WQXI Atlanta. Conrad Hilton hotel, Chicago.

April 5—Deadline for comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

April 5—New deadline for comments on

NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City
May 22-23—Rickey's Hyatt House, Palo Alto, Calif.
May 25-26—Skirvin hotel, Oklahoma City
June 4-5—Holiday Inn, Nashville
June 6-7—Sheraton Cadillac, Detroit
June 8-9—Marriott motor hotel, Philadelphia

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

April 7—Regional conference of Sigma Delta Chi, professional journalistic society, for members in Indiana, Illinois, Kentucky and Wisconsin. Indianapolis.

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

April 7-8—Region 4 conference of Sigma Delta Chi, professional journalistic society. Kent State University, Kent, Ohio.

April 7-8—Region 7 conference of Sigma Delta Chi, professional journalistic society. University of Missouri, Columbia.

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

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

Indicates first or revised listing.

OPEN MIKE®

On handling handouts

EDITOR: [In connection with] your editorial regarding Governor Reagan's filmed handouts [BROADCASTING, Feb. 20], I am writing on behalf of both myself and Nancy Reynolds (who, incidentally, is not on leave from KPX but has quit her job there to work for the governor.)

Let me say that both Nancy, who dreamed up the two-minute broadcast, and myself agree with you 100%—that these handouts ought to be treated just like any other kind. It is our job and the governor's to make them so newsworthy that television stations will want to use them. If they don't that is their affair. The only difference between these and press releases is the expense, and that is borne privately. . . .—Lyn Nofziger, communications director, governor's office, Sacramento, Calif.

EDITOR: I would like to apologize for any misinformation I may have given BROADCASTING that KMEX-TV Los Angeles did not carry Governor Reagan's "Reports To The People" [BROADCAST-

ING, Feb. 13].

I understand that KMEX not only carried the governor's three reports, but also went to the extra expense and trouble to provide a simultaneous translation from English to Spanish on one of the broadcasts. . . .—Nancy Clark Reynolds, assistant press secretary, governor's office, Sacramento, Calif.

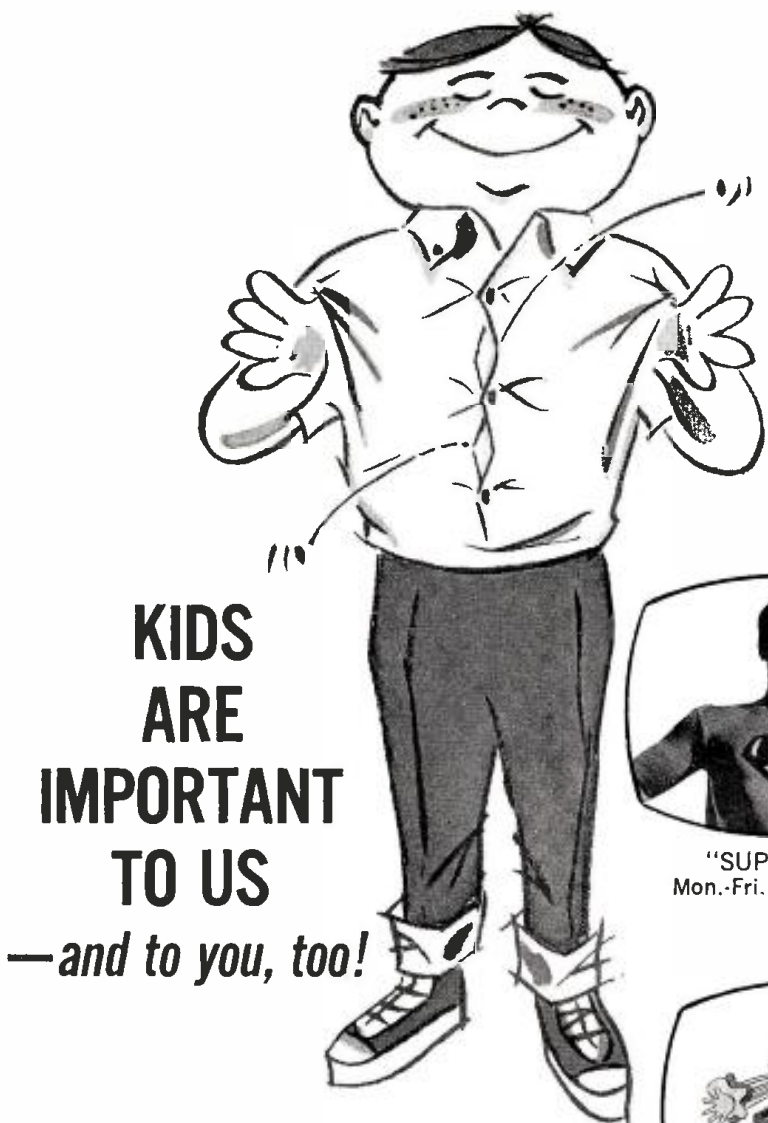
Giving the devil his due

EDITOR: In your issue of Feb. 13 you list Dante Inc. and Shields Inc. as moving from Norman, Craig & Kummel Inc. to Harold Breitner & Co.

I think the printers devil was at work here, as NCK got the account in 1966. —Robert S. Morgan, assistant to the president & director of public relations, Norman, Craig & Kummel, New York.

FM coming on strong

EDITOR: It is very interesting to note that discussion of the death of AM radio on the part of a variety of "unctious" observers has come to your edi-



**KIDS
ARE
IMPORTANT
TO US**
—and to you, too!



"PROFESSOR KOOL"
Sat. 9-9:30 A.M.



"SUPERMAN"
Mon.-Fri. 4:30-5 P.M.



"GIGANTOR"
Mon.-Fri. 7:30-8 A.M.
Sat. 9:30-10 A.M.



"ROMPER ROOM"
Mon.-Fri. 9-9:30 A.M.

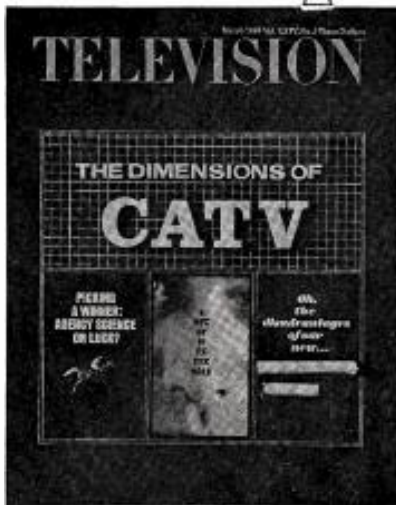
■ No wonder children are "bustin' their buttons!" They look at WMAR-TV because WMAR-TV looks out for them! WMAR-TV is currently airing "ROMPER ROOM," "SUPERMAN," "GIGANTOR" and "PROFESSOR KOOL." These top children's programs, plus adjacencies to "CAPTAIN KANGAROO" and the Saturday morning CBS lineup, offer an unparalleled opportunity to reach this ever-growing market. If you are advertising toys — or any other product for the "small fry" — remember — in the Baltimore/Maryland market the kids are where the shows are — on WMAR-TV.

*No Wonder... In Maryland
Kids Watch **COLOR-FULL***

WMAR-TV 

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

We get channels you can't get anywhere else.



In March. A bonus for subscribers—first official census of CATV, all the names and all the numbers of U.S. cable systems, all the broadcast owners of CATV, all the CATV groups. Another exclusive: track records of major agencies in picking the shows to buy into. Hindsight: why the 1966-67 season went the way it did. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

itorial attention [BROADCASTING editorial, "Loose talk," Feb. 27]. With FM advertising revenues, dollar value of station sales and receiver manufacture at an all-time high, it is incredible that you envision only a supplementary role for the technically superior medium.

The moribund system of AM radio should be allowed to dominate the aural ether in the U. S. because of historical reasons, you maintain. Employing this line of reasoning, one would expect the 78-revolutions-per-minute recording to still be standard.

Instead of less "bureaucratic mothering," commercial and education FM alike stand to benefit from further governmental activity: the legalization of FM translators, authorization of stereo networking by satellite, provision for educational radio in the proposed "public broadcasting" act and the ultimate prospect of a mandatory AM-FM radio-set law.

Licensees fearful of governmental intervention (particularly the specter of duopoly actions) should program and promote their FM adjuncts with the same creativity and enthusiasm that they presently expend on AM. The broadcaster who presents on his FM channel a schedule representing more effort than merely loading a taped music machine and a cartridge unit full of canned announcements at the beginning of a four-hour period should be in an enviable position to ward off governmental usurpation of either his AM or FM property.—Bruce F. Elving, manager, WAER(FM) Syracuse, N. Y., noncommercial.

Free-enterprise test

EDITOR: In your Feb. 20 issue appeared an article headed "Magnuson wants equal time for antismoking," followed by "Moss asks even tauter reins on smoking ads".

To smoke or not to smoke, that is the question.

A question that must be answered by the individual, not by government, the National Association of Broadcasters, the FCC or anyone else. Where is the voice that challenges this infinitesimal group of self-appointed, righteous, honest, well-meaning people? Who gave them the right to dictate or tamper with the behavior of millions of Americans?

Let's preserve individual rights by respecting individual choice.

- If you are an American and want to smoke, you should. And be sure to select a brand of *your* choice.

- If you are a manufacturer of cigarettes and would like to advertise, you should. And be certain to prepare copy that will enhance and sell your product.

If you don't believe in these two propositions, you don't believe in the free-enterprise system.—Donald D. Allen, Los Angeles.

BROADCASTING PUBLICATIONS INC.

PRESIDENT SOL TAISHOFF
 VICE PRESIDENT MAURY LONG
 VICE PRESIDENT EDWIN H. JAMES
 SECRETARY LAWRENCE B. TAISHOFF
 TREASURER B. T. TAISHOFF
 COMPTROLLER IRVING C. MILLER
 ASST. TREASURER JOANNE T. COWAN

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

EDITOR AND PUBLISHER
 Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
 Edwin H. James
 EDITORIAL DIRECTOR (New York)
 Rufus Crater
 MANAGING EDITOR
 Art King

SENIOR EDITORS: Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeidenberg, David Berlyn (New York), Rocco Famighetti (New York), George W. Darlington, Morris Gelman (Hollywood), John Gardiner (New York), Sherm Brodey; STAFF WRITERS: John Cheeseman, Joseph A. Esser, David Fouquet, F. Martin Kuhn, Robert A. Malone, Martin W. Mitchell, Sharan Rosenberg; EDITORIAL ASSISTANTS: Phyllis L. Halleran, Parlin Hargrave; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
 Maury Long

NATIONAL SALES MANAGER
 Warren W. Middleton (New York)

ADVERTISING DIRECTOR
 Ed Sellers

INSTITUTIONAL SALES MANAGER
 Eleanor Manning

PRODUCTION MANAGER: George L. Dant, TRAFFIC MANAGER: Harty Stevens; CLASSIFIED ADVERTISING: Robert Sandor; ADVERTISING ASSISTANT: Carol Ann Cunningham; SECRETARY TO THE GENERAL MANAGER: Dotis Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS
 John P. Cosgrove
 SUBSCRIPTION MANAGER
 Richard B. Kinsey

William Criger, David A. Cusick, Sara J. Deubner, Robert C. Duke, Ruth Hanson, Marilyn Johnson, Edith Liu, Carol B. Smith.

Bureaus

New York: 444 Madison Avenue, 10022. Telephone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti, John Gardiner; STAFF WRITERS: George de Pue, Phil Fitzell, Judith Ordoover; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN ADVERTISING REPRESENTATIVE: Greg Masefield; ADVERTISING ASSISTANT: Sherry Vachio.

Chicago: 360 North Michigan Avenue, 60601. Telephone 312 Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028. Telephone: 213 Hollywood 3-3148. SENIOR EDITOR: Morris Gelman; WESTERN SALES MANAGER: Bill Merritt.

ASSISTANT PUBLISHER
 Lawrence B. Taishoff

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
 Copyright 1967, Broadcasting Publications Inc.

REMINDER.....

The Broadcasting Community is cordially invited to attend MARK CENTURY CORPORATION'S SIXTH ANNUAL PROGRAMMING AND SALES SEMINAR. It will be held on Monday, April 3, 1967, at 8 A.M., in the Waldorf Room of the Conrad Hilton. The topic will be

'radio--the big sale'

Included in the discussions will be four talks that can have a marked effect on your sales picture:

"how to get more of those national sales dollars"

"how to use your programming to increase your sales"

"what an ad agency looks for when selecting its stations and markets"

"the radio programming revolution"

Guest panelists will be: Mr. Philip Nolan, Radio Programming Mgr. — Westinghouse Broadcasting Co., Inc. . . . Mr. Thomas C. Harrison, Pres. of Radio-John Blair & Co. . . . Mr. Kent Burkhardt, Vice-Pres., Gen. Mgr.—Radio Station WQXI, Atlanta, Ga. . . and Mr. Martin J. Simmons, Exec. Vice-Pres., Treas.—Stern, Walters & Simmons, Inc., Advertising Agency.



Philip Nolan



Thomas C. Harrison



Kent Burkhardt



Martin J. Simmons

Over the past five years, our Seminars have been heavily oversubscribed. If you plan to attend, please RSVP, using the coupon below . . . or write to us on your letterhead.

cordially,

Marvin A. Kempner

MARK CENTURY CORPORATION

Warwick Hotel, The Tower
65 West 54th Street, New York, N.Y. 10019
Phone: 212 PL 2-3035

Name _____

Address _____

Station _____

While at the convention, make sure you SEE THE MAN FROM MARK CENTURY  SUITE 1722-24

Viewers don't tune out sponsors who tune in McLuhan

The advertising world's biggest booby trap? Indifference.

Not the indifference of your boss to a good earth-shaking idea that you might be promoting. I'm talking about the monolithic indifference of all those consumers out there in television land. They couldn't care less about your advertising.

This is the kind of indifference that kills a marketing campaign in spite of all of your originality, knowledge about the demographic aspects of market research and things like that. Simply address today's crowd in terms of yesterday's audience and the whole thing lays an egg.

But advertising people are meeting this challenge. Contemporary television commercials, for example, are picking up the mood and mode of today's world.

Take the current "Chevy mod spot" as one illustration. It could not have been conceived 10 years ago in the "beat" decade. Or even five years ago. The ingredients simply didn't exist.

Mod Mood ■ If you recall that Chevy spot perhaps you remember the down-playing of the narrator. What he said simply fed the feeling that permeates the spot. A feeling that warms up the ears and uses them as part of the fun. They are not just a couple of two-ton machines which some pitchman tries to promote with the hard-sell approach.

Perhaps you also recall there was no story. Story commercials are usually structured to pose a problem, then offer a resolution. Everyone knows the product will save the day. But unless they're spoofed, they're apt to be a drag.

No, no story in the Chevy spot. Just a happening. A moment stretched out to beguile the viewer for 60 seconds with a good up-feeling for those swingin' Chevrolets.

McLuhan's Credo ■ Even Marshall McLuhan would approve, I think, because the mood and temper are timely and emotionally conditioned to build an attitude that goes beyond simply the description "new."

This typical "mod" spot uses the medium according to the McLuhan gospel in this sense: It assumes that people can absorb meaning on several levels simultaneously—which explains why the superimposed images of the dancers and the cars are not confusing. It doesn't attempt to funnel everything into mere words but makes an assault on all the senses.

But getting to use TV as it should be used is sometimes an uphill struggle.

Sometimes a client may not be completely alert as to what this medium is all about. His idea of communication may be how many words the narrator can say about the product in 60 seconds.

As Professor McLuhan points out, there are people professionally associated with TV who are still hung up on the notion that what is coming out of the tube is word-information. They don't see that the medium is an important part of the message.

Television-inspired habits of watching or listening also have changed many other techniques in the communications business. Consider what is happening in print—particularly in magazine ads. They are showing an increasing skill in using the full-sensorium concept—communicating at several levels.

TV's Print Impact ■ They lean more toward an emotional persuasion than to pure sequential reasoning. The accent is not on the product but what McLuhan would call the process—the user involved with product in a credible and appealing way.

A few current magazine examples: Mansfields shoes, Premium saltines, Polaroid, Max Factor, Shapely Girl shirts, Colgate Palmolive 007, Tab, Marlboro, Coca-Cola and Bigelow carpet.

I think on balance they show a warm full-bodied use of the magazine medium—and a sure grasp of how things really are out there in television land. Many are on the right wavelength for an audience that is habit-conditioned by radio, telephone and TV. Just compare these with the magazine ads of 1928 (before the electronic media happened) if you want to see how far print has progressed.

In a much shorter span of time we also have come a long way in television

—one medium that hastened this change in communication habits. If you doubt this just take a look at the TV advertising of, say, 16 years ago. The 1951 commercial resounds with all the ponderous hoofbeats of inductive reasoning—its temper is influenced by the print-ad philosophy of the time. The medium is not being fully utilized.

In the past few years, though, the use of TV has moved a long way away from the step-by-step logic of deductive reasoning toward a communication that combines several levels of consciousness and emotion.

Keep Up or Get Off ■ We live in a world that's revolving faster and faster. Many things bid for our time and attention. In a world of supersonic transport and television even the word "modern" has been shortened to "mod."

When we think of people out there in television land it is well for all of us to remember that an individual's listening span (assuming maximum concentration) measures some 7 to 15 seconds. Yet this is still exactly the same species that would listen to a debate of the Lincoln-Douglas variety for as long as four hours.

That's why today's marketing communications have deserted the advertising forms of yesterday. The old sequential step-by-step syllogism has given way to the communication that combines sight, sound and color and will tend to move a market by means of revelation rather than reason.

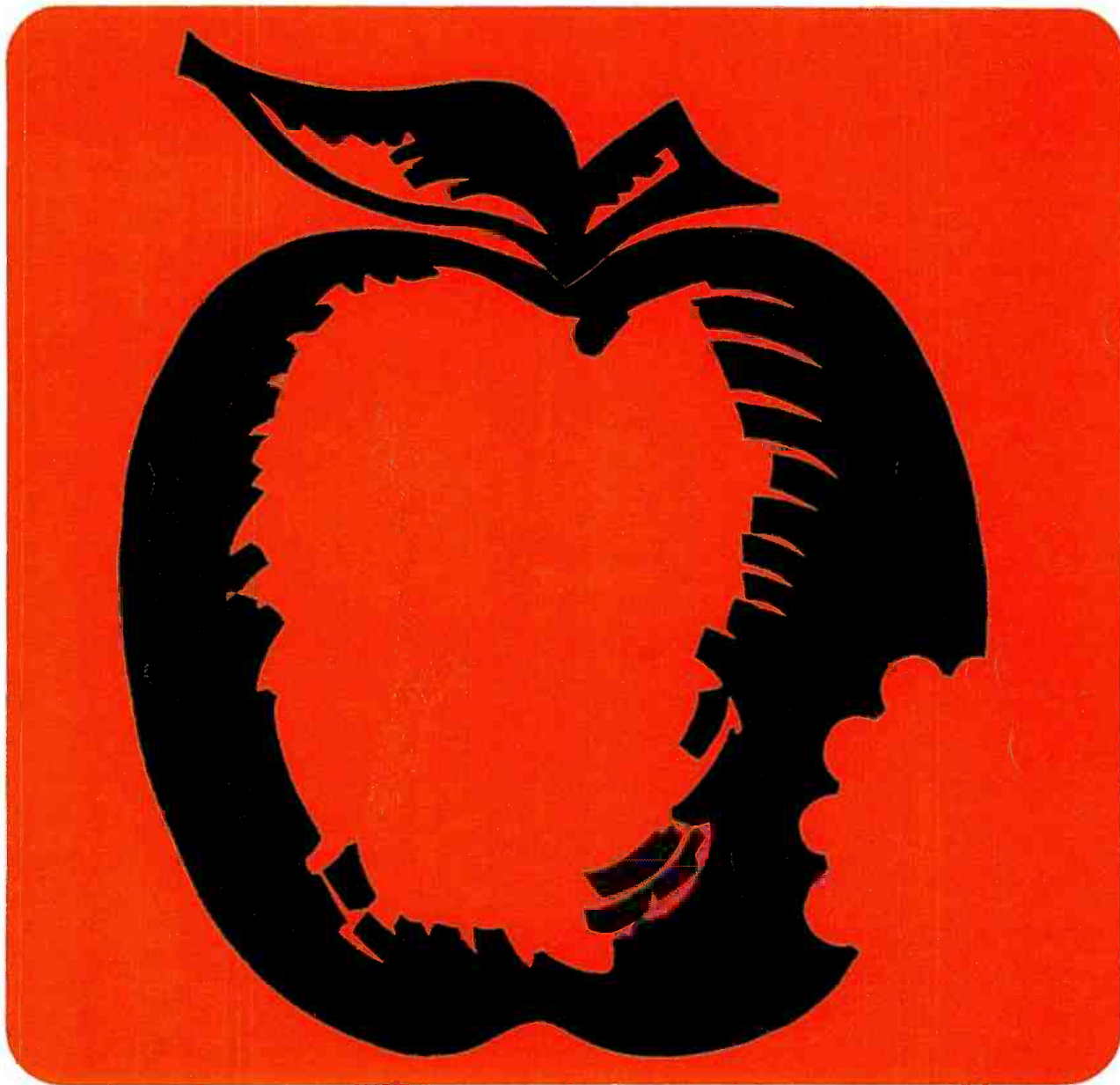
Put your advertising message in this world's frame of reference and the world will listen. Put the same message in terms of yesterday's interests and you are in a world of your own.

If the audience's indifference doesn't drive you mod, you'd better look for a new profession.



F. Ellsworth Fish joined Campbell-Ewald in 1953 as a copywriter on the Chevrolet account. For a decade before that he had been in retail advertising with such firms as the J. L. Hudson Co., Detroit. In recent years at Campbell-Ewald Mr. Fish was associate copy director and group creative director. Last year Mr. Fish was elevated to vice president for staff personnel, responsible for recruitment and promotions as well as the agency's training program.

chomp!



Want the tastiest bite of the market?
Buy Jacksonville's first full color station.

wfga-tv  jacksonville

NBC AFFILIATE / REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

RCA
TK42

"BIG TUBE" COLOR



The Secret's in the "Big Tube"

STUDIO CAMERA

... Makes Every Picture Sparkle



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

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

WORLD'S MOST EXCITING CAMERA

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

TECHNICAL LEADERSHIP

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

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



The Most Trusted Name in Electronics



LIVING FLESHTONES—Fleshtones are vibrant and realistic in widely varying light levels. Color tracking is accurate down to subtlest shades.



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



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

Only 19 more to go!



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

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

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

WBTV
CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBT/WBT-FM/WBTV/
WBTW/Jefferson Productions
Represented Nationally by
Television Advertising



Representatives, Inc.

**BUY
THE
BIG
ONE
WBTV**

* ARB/65 TMA (avg. qtr. hr. 9 am-mid., M-S) ** Mar./66 ARB *** ARB/65 TMA (ADC prime-time)

**** ARB/65 Coverage Study

New blood in new network

Cue for May 1: kill Overmyer, punch up United; western syndicate, part still underground, part tied to Mutual, takes control of fourth force

A rescue mission of wealthy western businessmen, half of whom remain anonymous, has saved the fourth television network from death in the womb. Last week the syndicate assumed control of the Overmyer Network, renamed it the United Network and announced a target date of Monday, May 1, to begin operations.

Three of the identified stockholders in the new United Network are also stockholders in the Mutual radio network. Officials said there would be no other connection between the two enterprises.

In all, there are 14 members of the syndicate that formed the United Network Inc. Seven of them were identified: James W. Nichols, a Texas advertising and public-relations man whose origins were in religious broadcasting; Jack V. McGlothlin, a Texas oil operator; Willard Garvey, a Kansas grain dealer, oil investor and land developer who also holds interests in broadcasting stations and publishing; George F. Thagard Jr., a Los Angeles oil man; Bob G. Bailey, a Texas contractor whose company specializes in highway and bridge construction; Rush K. Evans, manager of three Colorado broadcast stations that Mr. Garvey owns, and J. Dwain Schmidt of Wichita, Kan., an attorney for the Garvey interests.

Spokesmen for the group refused to identify the other seven investors. They would describe them only as businessmen with interests in oil, construction and insurance in Texas, California, Kansas and Colorado.

Back Seat ■ Daniel H. Overmyer, who was the founder and sole owner of the Overmyer Network, retains 20% of the stock in the successor United Network, but has no seat on the board and reportedly will take no part in the United Network management. Mr. Overmyer, whose principal holdings are in warehousing and leasing, retains ownership of his UHF station interests, the operating WDNH-TV Toledo, Ohio, and construction permits for outlets in San Francisco, Cincinnati, Atlanta and

Houston. He is also an applicant for a U in Dallas. Mr. Overmyer said last week that he hoped to put the San Francisco and Cincinnati stations on the air within a couple of months.

No money changed hands in the transformation of the Overmyer Network into the United Network.

Oliver E. Treyz, onetime president of ABC-TV and president of the Overmyer Network since its founding last July, will remain as president of the United Network. Lewis M. Marcy retains his position as executive vice president. Both will serve on the United Network board, along with the seven stockholders who have been identified.

The Wheels ■ Key figures in the new ownership are said to be Mr. McGlothlin, who is chairman of the board; Mr. Garvey, chairman of the executive committee, and Mr. Nichols, vice chairman of the board. All three have interests in Mutual (see story page 24).



With new money, new bosses and a new name, the United Network Co. also added some new faces to its headquarters team last week following UNC's purchase of the Overmyer Network from D. H. Overmyer (who remains the largest single stockholder). Shown here (l to r) are Oliver E. Treyz, Lewis M. Marcy and Lemuel B. Schofield II, who respectively continue as president, executive vice president and general counsel; James

Messrs. McGlothlin and Nichols are residents of Abilene, Tex., attended Abilene Christian College and have been associated in business. Mr. McGlothlin's brother, Ray McGlothlin Jr., also a graduate of the same college, was for a time a partner of Mr. Nichols in Fidelity Enterprises of Abilene, an advertising agency, public-relations firm and film production house. Ray Jr. sold his interests in Fidelity to become president of the McWood Corp. of Abilene, of which his father is chairman. The McWood Corp. deals in petroleum and liquefied petroleum gas and is credited with sales exceeding \$150 million a year.

McWood Corp. stockholders last month approved a merger into Occidental Petroleum, headed by Armand Hammer, at one time owner of the Mutual Broadcasting System. Mr. Hammer and associates bought Mutual in August 1957 and sold it a year later to A. L.

W. Nichols, one of the new owners, who also became vice chairman of the board; J. Frederick Mullen, who joined as associate director of public relations, and Charles W. Shoop, who continues as director of station relations. Another new face added last week was that of Eugene C. Wyatt as director of sales. The new company also got new offices, moving out of the Overmyer complex, and a new date for the start: May 1.

Mutual's stockholders brought to light

The ownership of the Mutual radio network was fully identified for the first time last week, disclosing a broad spectrum of interests ranging from paper boxes, granaries and vending machines to metal alloys, oil and roller bearings.

The complete list of Mutual stockholders, it was learned last week, numbers 19, of whom 15 have not been publicly identified with the ownership since it bought the network from the 3M Co. last summer for a reported \$3.1 million (BROADCASTING, May 16, July 11, 1966).

Mutual is owned by Mutual Broadcasting Corp., and authorities have said there are about 14 shares of stock outstanding. Thus some stockholders own less than a full share.

In general it is said that the stock is fairly evenly distributed among the owners, but it is believed that the major owners are John P. Frain, chairman of the board, and Loren P. Berry, his father-in-law.

When plans for the purchase were announced last summer Mr. Berry, considered to be one of Ohio's wealthiest men, was reported unofficially to be the key financial figure in the new group. He is founder, board chairman and principal owner of L. M. Berry & Co. of Dayton, Ohio, a nationwide telephone directory advertising company. Mr. Frain has been a vice president of the Berry company and also has been active in aviation,

education and business management, among other interests.

Other owners originally identified publicly with Mutual were Neil F. Campbell, head of a Los Angeles investment and financial consulting firm bearing his name; Wiley T. Buchanan of Washington, former State Department chief of protocol with rank of ambassador, and John G. Pew of Philadelphia, senior vice president of Sun Oil Co.

Mr. Campbell, who was vice president and treasurer of Mutual Broadcasting Corp., resigned last month for personal reasons (BROADCASTING, Feb. 27) and reportedly also disposed of his stock interest in the company.

The Roster ■ The list of owners was obtained last week from FCC sources. Mutual officials had supplied it as a courtesy since the network owns no stations and is therefore not obligated to file such information.

In addition to Messrs. Berry, Frain, Buchanan and Pew, the list names Matthew J. Culligan, Mutual president, as one of the owners. Presumably he acquired his interest in connection with his designation as president and chief executive officer last fall, succeeding Robert F. Hurligh (BROADCASTING, Oct. 17, 1966).

Unofficial sources speculated that Mr. Culligan, a former head of NBC Radio and subsequently chairman and president of Curtis Publishing Co., may be one of the larger share-

holders of the Mutual company.

Others on the list included two identified with the new organization that bought out the Overmyer Network and are operating the United Network (see story below): J. V. McGlothlin of Abilene, Tex., and the Jayhawk Trust of Wichita, Kan., understood to be a family trust of Willard Garvey, whose wide range of interests include grain and grain storage, oil and broadcasting.

The McGlothlin interest in Mutual reportedly is through a corporate representation in which another of the Overmyer Network buyers, James W. Nichols, holds a small interest.

The McGlothlin and Garvey interests in Mutual are believed to be about one share (one-fourteenth of total stock) each.

Assortment of Interests ■ Others on the ownership roster supplied to the FCC were the following, with identifications as compiled by BROADCASTING from various sources:

Samuel S. Davis of Columbus, Ohio, a longtime key figure in the paper-box field, developer of a "liqui-box" container for packaging milk and for many years president of the Corrugated Container Corp., Columbus.

The Jasam Foundation, also of Columbus.

B. D. Gilbert of New York and M. P. Gilbert, also of New York, who is said to be a descendant of John D. Rockefeller.

NEW BLOOD IN NEW NETWORK continued

Guterman in one of a series of trades that Mutual has gone through.

Jack McGlothlin, who is 37, is vice president of the McWood Corp. and president of the Premiere Oil Refining Co. of Texas.

The McWood Corp. has been listed as one of the clients of Mr. Nichols's Fidelity agency which has engaged not only in advertising and public-relations representation of other commercial enterprises but also in fund raising for a number of colleges (among them Abilene Christian and Pepperdine College of Los Angeles) and in the production of television films—for the Churches of Christ, among other clients.

Fast Mover ■ Mr. Nichols, who is 39, only recently bought control of Ted Workman Advertising, Dallas, an agency with a string of regional accounts.

Mr. Nichols is no stranger to broad-

casting. Early in the 1950's after finishing a graduate course in speech at the University of Iowa (where one of his professors was Wendell Johnson, father of Nicholas Johnson, now a member of the FCC), Mr. Nichols persuaded a local congregation of the Churches of Christ, where he had been preaching, to put up the money for a religious program on WMT Cedar Rapids, Iowa. Mr. Nichols was so encouraged by the response to his show that he returned to his hometown of Abilene and began raising funds from the Churches of Christ for a larger enterprise.

In February 1952 the Churches-of-Christ-sponsored *Herald of Truth* began on ABC Radio, with Mr. Nichols as one of the featured speakers. Two years later Mr. Nichols retired from the program to buy out an Abilene publishing company specializing in religious ma-

terial. When that venture proved unsuccessful, he went into the agency business.

Mr. Garvey, the chairman of the board of the new United Network, is based in Wichita, Kan., but has diverse interests in this country and abroad in grain cultivation and storage, oil exploration and production, land development and ranching.

Mr. Garvey owns KKAM Pueblo, Colo., and KKFM(FM) and KKTU(TV) Colorado Springs. He also holds a 1.16% interest in Kansas State Network Inc., which owns KARD-TV Wichita, KCKT(TV) Great Bend and KGLD(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb. He, his mother and his wife collectively own 4.85% of Stauffer Publications which owns newspapers in several states and WIBW-AM-FM-TV Topeka, KSOK Arkansas City and KSEK Pittsburg, all Kansas; KGFF Shawnee, Okla., and KGNC-AM-FM-TV Amarillo, Tex.

In 1961 Mr. Garvey began publica-

Robert Z. Greene of New York, longtime executive of the Automatic Canteen Co., said to have introduced cigarette vending machines nationally in 1927, and the Greenway Foundation, also of New York, which is said to be identified with him.

Leland M. Kaiser of San Francisco, identified with the Kaiser family of West Coast industrialists.

The Ambrose Monell Foundation of New York, identified with the Monell alloy whose name was taken from Ambrose Monell, manufacturer and aviator who died in 1921.

J. Howard Pew of Philadelphia, president of Sun Oil Co. from 1912 to 1947.

R. Brinkley Smithers of New York, investment banker and former International Business Machines executive.

H. H. and W. R. Timken of Canton, Ohio, identified with the Timken Roller Bearing Co.

The list also named Mr. Campbell, whose resignation as an officer and reported disposition of his Mutual holdings occurred after the list was supplied to the FCC.

Not on the list of owners were George C. McConaughy Jr. of Columbus, Ohio, attorney and son of the late FCC chairman, and John A. Hardin of New York, financial consultant, who were announced as board members of Mutual Broadcasting Corp. at its inception along with Messrs. Fraim, Berry, Buchanan, Campbell and John Pew.

tion in Washington of a weekly newspaper called *World* which he said would provide a forum for conservative views that he felt were being underplayed in the existing media. The venture failed.

The Genesis ■ It was through their associations with Mutual that the United Network syndicate was formed.

Overmyer officials some weeks ago attempted to interest the directors of Mutual in a merger of the two networks. At a meeting of the Mutual board, the Overmyer officials were said to have reported that they needed some \$500,000 to crank up production of the Las Vegas variety show that was scheduled to go on the network April 3. They were also said to have suggested that somewhat larger capital would be needed to keep the network going until advertising revenue began to come in.

Earlier it had become known that Overmyer officials had approached other broadcast interests with proposals involving the sale of one or more Over-

myer stations, participations in Overmyer Network ownership or combinations of both (CLOSED CIRCUIT, Feb. 6).

Although the Mutual board rejected the merger with Overmyer, two Mutual stockholders—Messrs. McGlothlin and Garvey—were personally interested in further exploration. Mr. Nichols was assigned to make a study of the Overmyer prospects. The more he looked at Overmyer the more enthusiastic he got. Last week he explained how he thought the United Network would make a go of it.

Forecast ■ Mr. Nichols's expectations are based on a steady increase in the number of four-station markets which he sees as creating a demand for a fourth national program source.

"We don't intend to go into head-to-head competition with the other three networks," Mr. Nichols said. "Our job is to find programs that the other three don't have. We'll do counterprogramming."

"Counterprogramming," as Mr. Nichols may not have been told, was the phrase and the technique that Ollie Treyz relied on some years ago when he was the head of an ABC-TV that was pushing hard to get into the running with CBS-TV and NBC-TV. During an interview last week Mr. Treyz let Mr. Nichols explain the adaptation of the principle to the United Network.

United has no specific program plans beyond those for its Las Vegas show and a nightly feed of news material from UPI. But Mr. Nichols thinks that other programs can be found from several sources. He said that there were local programs on television stations that might be developed into vehicles with national appeal, and probably at lower costs than the three established networks are paying for their programs.

He also said that eventually United would probably originate programs in the category of discussions and public affairs. He said that the owners of United would advance no special political point of view, that commentary and discussion would be balanced and would represent shades of "reasonable" opinion.

Delay in Vegas ■ According to Mr. Treyz, 125 stations have signed to take the feed of the Las Vegas show. In a wire to those stations last week, Mr. Treyz advised them of the infusion of new money and explained the postponement of the start of service from the scheduled April 3 to May 1. To create a first-class color studio and soundstage in the Hacienda hotel at Las Vegas would take at least to mid-April, Mr. Treyz said.

"We believe," Mr. Treyz told the stations, "you will prefer our starting with a hit show four weeks later than our original schedule rather than a program

which could be less than the best by virtue of the short space of time between now and April 3." Mr. Treyz said that the postponement was "more than satisfactory" to advertisers and stations that had been advised of it.

Mr. Treyz said last week that he had advertising commitments for almost all of the network positions in the Las Vegas show, but that all were contingent upon the advertisers' approval of the talent.

So far no performers have been signed for regular appearances. (The comedy team of Martin and Rowan has been mentioned as possible anchor-men.) It was learned that the shortage of working capital during the Overmyer regime had deterred performers from making extended commitments. Mr. Treyz hoped last week to break the log-jam rapidly, now that the United stockholders had put substantial money in the bank.

Nobody was saying how much capital the new owners were committed to put up. Mr. Nichols, who is to oversee fiscal operations, would say only that the new owners had made careful projections and were prepared for a long-term investment.

The Schedule ■ As now planned, the Las Vegas show will be taped in the Hacienda from 1:30 to 3:30 a.m., Las Vegas time, Monday through Friday. The choice of early morning was made to give performers at the resort's hotels a chance to get to the United Network studio after their regular midnight shows.

The shows will be edited through the day and fed to the network at 11 p.m.-1:30 a.m. eastern time. Each show will be two hours long, with the first half-hour repeated at the end, a technique intended to provide stations with flexibility in scheduling.

Provision has been made for Las Vegas feeds seven nights a week. The Thursday show will be refeed on Saturday and the Friday show on Sunday.

The show is now budgeted at \$100,000 a week, \$50,000 above the line and \$50,000 below.

Stations will neither pay United for the Las Vegas show nor get any revenue from the network. In each half-hour stations will be given two back-to-back minutes to sell on their own. The other four minutes per half-hour will be sold, and the revenue retained, by the network.

News Service ■ Mr. Treyz also said last week that UPI had agreed to start its regular news feed to the network on May 1. The UPI service will be fed at 5:30-6:30 p.m. seven days a week and also 10-10:30 p.m. Monday-Friday. Station acceptance of the UPI service has so far been scant, according to informed sources.

Rates being asked range from a

NEW BLOOD IN NEW NETWORK continued

high of about \$1,000 to a low of under \$100 per week. Stations that take the UPI service will pay the United Network, which in turn is to pay UPI half of the take.

One problem in selling the news service is that it cannot be offered exclusively to any station in any market. An antitrust decision against exclusive AP contracts with newspapers in any community set the precedent.

Mr. Treyz said that UPI salesmen had gone into the field last week, after the network changed hands and UPI made the decision to start service on May 1.

United will have at the outset a good deal of unused network time on its hands. It has contracted with AT&T for eight hours a day of network lines and will be programing only four hours on weeknights and three and a half on Saturdays and Sundays. Mr. Treyz said last week that United saw an opportunity to offer network services to others during its unused network hours but that no exploitation of the opportunity had yet been attempted.

He denied reports that United had offered network services to educational-television interests, but he did not rule out the possibility of such a development.

Speed-Up ■ The United takeover of Overmyer was signed at 4 p.m. Saturday, March 4. Early last week the network staff moved from quarters it had occupied in Overmyer office space to

its own new offices at 144 East 44th Street, New York.

A staff build-up was immediately begun.

Eugene C. Wyatt, former director of network sales for United Artists Television, joined the new United Network as director of sales. Before joining UA-TV Mr. Wyatt served with Mr. Treyz at ABC-TV in various capacities, including director of program sales, eastern sales manager and national sales manager.

J. Frederick Mullen, who has been operating as a public-relations man in New York, Washington and Wilton, Conn., became associate director of public relations. Mr. Mullen was with United Press from 1936 to 1952 in Boston and Washington and was director of public information for the Department of Justice in 1952-57.

Old Ties ■ United also hired a New York advertising agency, Jacobs Gibson Vogel Inc., whose principals were with Doyle Dane Bernbach, the agency for ABC when Mr. Treyz was at that network.

Orville McDonald, a Dallas lawyer and public-relations man, is serving as a consultant to the United owners. Mr. McDonald is another graduate of Abilene Christian College.

The known owners of United were created from two groups, associates of Mr. McGlothlin and associates of Mr. Garvey. As explained, Mr. Nichols has been both friend and business associate of Mr. McGlothlin for years. Mr.

Bailey, whose construction business is run out of Abilene, Tex., is another in the same circle. Mr. Thagard, the Los Angeles oil man, has been in business deals with Mr. McGlothlin.

Mr. Garvey brought in Mr. Evans, who is executive vice president and general manager of the Colorado stations that Mr. Garvey owns, and Mr. Schmidt, lawyer for Garvey enterprises.

When It Began ■ The Overmyer Network was announced July 12, 1966 by Messrs. Overmyer and Treyz. The latter had been operating a station-representation firm, with Mr. Overmyer's Toledo station among his clients, before taking over the presidency of the new network.

Overmyer originally appointed the William Morris agency to supervise production and recruit the talent for the planned Las Vegas show. That arrangement was later discontinued and the Ashley-Famous agency engaged. Ashley-Famous is now the production and talent agent for the show.

When the Overmyer Network was announced, only NBC-TV was feeding a late-night program, the *Johnny Carson Show*. The Overmyer feed from Las Vegas was intended as a competitor to *Carson* for non-NBC stations that wanted an alternative to late movies and also as a vehicle that could be used at other times in other circumstances.

Since then ABC-TV has made firm plans to enter late scheduling with the *Joey Bishop Show* which begins April 17. CBS-TV has still announced no firm plans to program the late periods.

BROADCAST ADVERTISING

Another bonanza year for spot TV

TVB reports gross time billings for both fourth quarter and all of 1966 set new records; P&G stays in its accustomed number-one niche

Gross time billing in 1966 for national and regional spot television advertising rose 10.6% over 1965 to a record \$1,189,346,000, according to a report being issued today (March 13) by the Television Bureau of Advertising. It was the third successive year that spot TV investments exceeded the \$1-billion mark.

The total year's spot-TV billing was released in conjunction with TVB's report on fourth-quarter 1966 spot investments. A detailed report for the full year will be made public by TVB in about two weeks.

The fourth quarter of 1966, TVB stated, showed a gain of 3.6% over 1965, rising to \$303,935,000, a new high for any quarter. It was stated the percentage increase was based on the same number of stations (377) reporting in the fourth quarter of both years. Spot-TV billings are compiled by LNA-Rorabaugh Co. and are released by TVB.

Substantial fourth quarter gains were achieved in these product classifications: automotive; clothing, furnishings, accessories; consumer services; cosmetics and toiletries; gasoline and lub-

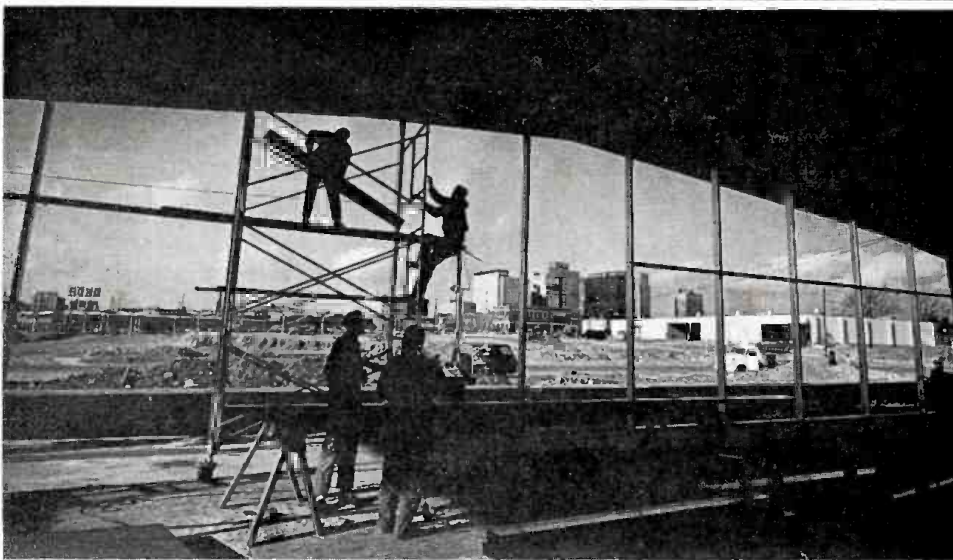
ricants; transportation and travel.

TOP 100 SPOT RADIO ADVERTISERS— FOURTH QUARTER 1966 (Source: TVB/LNA-Rorabaugh)

| | |
|----------------------------|--------------|
| 1. Procter & Gamble | \$19,447,700 |
| 2. General Foods | 10,606,400 |
| 3. Coca-Cola Co./bottlers | 10,063,500 |
| 4. Colgate Palmolive | 8,177,200 |
| 5. William Wrigley Jr. Co. | 5,361,100 |
| 6. Warner-Lambert Pharma. | 5,183,600 |
| 7. Lever Brothers | 4,530,600 |
| 8. Bristol-Myers | 4,464,700 |
| 9. PepsiCo, Inc./bottlers | 4,357,500 |
| 10. General Mills | 4,105,500 |
| 11. Miles Laboratories | 3,853,400 |
| 12. American Home Products | 3,466,500 |



Charlotte's WSOC-TV



The action station in the action city!

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

NBC-ABC/Represented by H-R



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

| | |
|-----------------------------------|-----------|
| 13. Ford Motor Co., dealers | 3,183,700 |
| 14. Ralston Purina | 3,037,300 |
| 15. Mars Inc. | 2,907,000 |
| 16. Philip Morris | 2,830,300 |
| 17. Campbell Soup | 2,743,100 |
| 18. Continental Baking | 2,658,100 |
| 19. P. Lorillard | 2,649,000 |
| 20. Quaker Oats | 2,581,200 |
| 21. Corn Products | 2,562,900 |
| 22. Brown & Williamson Tobacco | 2,526,400 |
| 23. American Tobacco | 2,427,500 |
| 24. General Motors Corp., dealers | 2,415,600 |
| 25. Standard Brands | 2,347,700 |
| 26. Scovill Manufacturing | 2,303,200 |
| 27. Johnson & Johnson | 2,298,900 |
| 28. R. J. Reynolds Tobacco | 2,253,100 |
| 29. Alberto-Culver | 2,239,500 |
| 30. Liggett & Myers | 2,215,900 |
| 31. Shell Oil | 2,160,300 |
| 32. Richardson-Merrell | 2,135,900 |
| 33. H. J. Heinz | 1,930,100 |
| 34. American Can | 1,886,800 |
| 35. Seven-Up Co./bottlers | 1,875,900 |
| 36. Kellogg Co. | 1,852,800 |
| 37. Royal Crown Cola Co./bottlers | 1,745,600 |
| 38. Hills Bros. Coffee | 1,729,800 |
| 39. S. C. Johnson & Son | 1,676,200 |
| 40. Sunbeam Corp. | 1,603,600 |
| 41. Pet Inc. | 1,574,300 |
| 42. Borden Co. | 1,557,500 |
| 43. E. & J. Gallo Winery | 1,518,300 |
| 44. Carnation Co. | 1,513,300 |
| 45. Jos. Schlitz Brewing | 1,506,500 |
| 46. Ford Motor | 1,504,300 |
| 47. Noxell Corp. | 1,484,600 |
| 48. Pabst Brewing | 1,464,200 |
| 49. Mattel Inc. | 1,460,200 |
| 50. Heublein Inc. | 1,452,900 |
| 51. Avon Products | 1,431,000 |
| 52. Sterling Drug | 1,407,800 |
| 53. Carter-Wallace | 1,308,800 |
| 54. Hunt Foods & Industries | 1,342,000 |
| 55. United Vintners | 1,312,300 |
| 56. Chrysler Corp., dealers | 1,312,000 |

Updating the files

In its first use of network radio in its 103-year history, the Nicholson File Co., Providence, R. I., begins a 52-week sponsorship of CBS Radio's *Worldwide Sports* program with Frank Gifford on April 3. Commercials for the Nicholson line of hand tools will be delivered by Mr. Gifford as part of an effort to reach a mass audience of men. George J. Arkedis, CBS Radio network vice president and general manager, said Nicholson will average two and one-half one minute program participations weekly on *Worldwide Sports*. The agency is N. W. Ayer & Son, Philadelphia.

| | |
|--------------------------------------|-----------|
| 57. World Coffee Promotion Committee | 1,304,800 |
| 58. Nestle Co. | 1,285,600 |
| 59. Trans World Airlines | 1,266,300 |
| 60. Carling Brewing | 1,243,500 |
| 61. Peter Paul | 1,232,200 |
| 62. Sears Roebuck and Co. | 1,221,600 |
| 63. Chesebrough-Pond's | 1,191,900 |
| 64. Gillette Co. | 1,179,500 |
| 65. Anheuser-Busch | 1,170,900 |
| 66. American Oil Co. | 1,138,700 |
| 67. National Dairy Products | 1,098,700 |
| 68. Gulf Oil Corp. | 1,052,200 |
| 69. Schick Electric | 1,019,000 |
| 70. DeLuxe Reading | 1,010,500 |
| 71. Texize Chemicals | 1,009,900 |

| | |
|------------------------------------|-----------|
| 72. Revlon Inc. | 1,000,000 |
| 73. Plough Inc. | 995,500 |
| 74. Pillsbury Co. | 991,000 |
| 75. Phillips-Van Heusen | 989,400 |
| 76. Menley & James Labs | 956,300 |
| 77. Phillips Petroleum | 932,800 |
| 78. Kayser-Roth Corp. | 885,000 |
| 79. National Biscuit | 873,800 |
| 80. Green Giant Co. | 854,700 |
| 81. United Air Lines | 844,600 |
| 82. Florida Citrus Commission | 839,300 |
| 83. American Motors Corp., dealers | 805,300 |
| 84. Canada Dry Corp./bottlers | 803,600 |
| 85. Libby, McNeill & Libby | 802,800 |
| 86. Louis Marx & Co. | 798,000 |
| 87. Ideal Toy Corp. | 791,900 |
| 88. Proctor-Silex | 780,500 |
| 89. United States Borax & Chemical | 777,100 |
| 90. Purex Corp. | 764,000 |
| 91. S. A. Schonbrunn & Co. | 758,500 |
| 92. General Motors | 738,900 |
| 93. Pacific Tel. & Tel. | 723,100 |
| 94. Beatrice Foods | 715,900 |
| 95. Mentholatum Co. | 715,000 |
| 96. Mobil Oil | 713,100 |
| 97. Lanvin-Charles of the Ritz | 710,900 |
| 98. Anderson Clayton & Co. | 697,600 |
| 99. Stroh Brewery | 676,900 |
| 100. Greyhound Corp. | 666,700 |

BY LENGTH OF COMMERCIAL

| Length | Amount (add 000) | % |
|---------------------------|---------------------|-------|
| 60's (40 seconds or more) | \$223,933 | 71.1 |
| 20's (20-30 seconds) | 57,583 | 18.3 |
| 10's (8 to 10 seconds) | 16,236 | 5.2 |
| Programs | 17,060 | 5.4 |
| Total | \$314,812 | 100.0 |

BY DAY PARTS

| Time | Amount (add 000) | % |
|---------------|---------------------|-------|
| Day | \$ 73,748 | 23.4 |
| Early Evening | 76,815 | 24.4 |
| Night | 104,935 | 33.3 |
| Late Night | 59,314 | 18.9 |
| Total | \$314,812 | 100.0 |

American Express readies return to TV

American Express Co., New York, will kick off its re-entry in TV this spring with an off-season, 25-week, half-hour series, "National Football League Action," featuring color specials of the 1966 football season packaged by NFL Films. The series, which will be sponsored in 24 major U. S. markets, marks American Express' first use of TV in over three years.

The advertiser, which continues to be a heavy network and spot radio user, will spend more than \$1 million for the NFL package. Ogilvy & Mather, New York, is the agency.

Eight new one-minute color spots are being prepared on the theme, "Travel without a worry in the world, go American Express." The company has already filmed spots in Puerto Rico, Hawaii and the U. S. for messages about its travelers checks, credit cards and travel tours.

Each of the programs will include three commercial minutes. Host of the TV series will be CBS sportscaster Frank Gifford, a former NFL star of the New York Giants. The

films will contain coverage of the Super Bowl and NFL Championship games.



NFL Films president Ed Sabol (r) hands off a football to Howard L. Clark, president of American Express Co. Their symbolic exchange marks the beginning of American Express sponsorship of NFL Films' "National Football League In Action" 25-week TV series in syndication.

BBDO reports 1966 billing of \$312 million

BBDO billed \$300 million in advertising last year. This total includes the U. S. and Canada. Overseas activity accounted for another \$12 million in billings.

The agency reported its billing level last week in a marketing business indicator booklet BBDO publishes on a quarterly basis (\$1.50 a copy, \$5 for the year's four issues).

Under a chapter giving "quick facts about BBDO," the agency said it maintains, in addition to its New York headquarters, offices in 20 major cities (13 in the U. S., two in Canada and five in Europe). Billing, BBDO said, has more than doubled in the past decade. The agency is "mutually owned" by 278 stockholders (active and working in the company) none of whom owns more than 6% of the stock. The agency has a total of 2,340 people worldwide.

Broadcast billings, not mentioned in the booklet, are estimated to have been 52% of total billing in 1966 (BROADCASTING, Nov. 28, 1966).

BEELINE[®] COUNTRY...

AWFULLY BIG IN SHIPPING



... and **BEELINE RADIO**
KFBK is a proven way
to reach an important
part of this market.

From Sacramento's \$55 million port the products of California's Sacramento Valley are shipped around the world . . . one more reason why people in this prime agricultural area have over \$3.44 billion to spend. You reach these people effectively when you put your message on Beeline Radio KFBK. KFBK is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source: Sales Management's 1966 Copyrighted Survey

McCLATCHY BROADCASTING
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE



KFBK Sacramento
KBEE Modesto
KMJ Fresno
KOH Reno

| | est. expenditure |
|--|---------------------|
| Combined Bell System companies | 1,200,000 |
| 14. Canada Dry Corporation | 1,012,000 |
| Canada Dry beverages | 837,000 |
| Wink | 175,000 |
| 15. Liggett & Myers Tobacco Co. | 1,001,000 |
| Chesterfield filter cigarettes | 133,000 |
| L & M cigarettes | 811,000 |
| Lark cigarettes | 16,000 |
| Red Man chewing tobacco | 41,000 |
| 16. Heublein, Inc. | 990,000 |
| Theo. Hamm Brewing Co. | |
| Div. Hamms beer | 978,000 |
| Vintage Wines Co. Div. Lancer wine | 12,000 |
| 17. P. Ballantine & Sons | 963,000 |
| Ballantine beer & ale | 963,000 |
| 18. Colgate-Palmolive Co. | 903,000 |
| Ajax cleanser | 383,000 |
| Ajax laundry detergent | 78,000 |
| Cashmere Bouquet | 3,000 |
| Colgate dental cream | 19,000 |
| Dear Diary | 8,000 |
| Fab | 4,000 |
| Lavotek eye wash | 1,000 |
| Tackle | 258,000 |
| Wash 'N Dry | 100,000 |
| Wildroot | 49,000 |
| 19. E & M Schaefer Brewing Co. | 887,000 |
| Schaefer beer | 887,000 |
| 20. Carling Brewing Co. | 849,000 |
| A-1 beer | 4,000 |
| Carlings Black Label beer | 822,000 |
| Heidelberg beer | 5,000 |
| Stag beer | 18,000 |
| 21. American Motors Corp. | 839,000 |
| Rambler cars | 839,000 |
| 22. General Foods Corp. | 805,000 |
| Brim instant breakfast | 8,000 |
| Great Shakes | 357,000 |
| Horizon coffee | 48,000 |
| Jello | 2,000 |
| Maxim coffee | 62,000 |
| Maxwell House coffee | 14,000 |
| Open Pit barbecue sauce | 3,000 |
| Postum | 2,000 |
| Sanka coffee | 254,000 |
| Whip 'N Chill | 55,000 |
| 23. Anheuser-Busch Inc. | 789,000 |
| Budweiser beer | 437,000 |
| Busch Bavarian beer | 64,000 |
| Michelob beer | 288,000 |
| 24. Seven-Up Co. | 766,000 |
| Like | 82,000 |
| Seven-Up | 684,000 |
| 25. Campbell Soup Co. | 682,000 |
| Campbell soups | 493,000 |
| Campbell tomato juice | 7,000 |
| Campbell V-8 juice | 50,000 |
| Pepperidge Farm products | 132,000 |
| 26. Rheingold Breweries Inc. | 664,000 |
| Esslinger beer | 9,000 |
| Rheingold beer | 567,000 |
| Ruppert Knickerbocker beer | 88,000 |
| 27. Household Finance Co. | 653,000 |
| Loan & financing | 653,000 |
| 28. Falstaff Brewing Co. | 650,000 |
| Falstaff beer | 650,000 |
| 29. Beneficial Finance Co. | 624,000 |
| Loans & financing | 624,000 |
| 30. Pabst Brewing Co. | 615,000 |
| Big Cat malt liquor | 1,000 |
| Blatz beer | 199,000 |
| Pabst beer | 415,000 |
| 31. Humble Oil & Refining Co. | 592,000 |
| Esso gas & oil | 538,000 |
| Esso heating fuel | 34,000 |
| Tires, batteries & accessories | 20,000 |
| 32. Studebaker Corp. | 582,000 |
| (Chemical Compounds Div.) | |
| S. T. P. additive | 582,000 |
| 33. Union Oil Co. of California | 540,000 |
| "76" gasolines & Royal Triton oil | 178,000 |
| Pure Firebrand gas & Purelube oil | 362,000 |
| 34. Stroh Brewing Co. | 531,000 |
| Stroh's beer | 476,000 |
| Goebel beer | 55,000 |
| 35. Gulf Oil Corp. | 519,000 |
| Agriculture products | 2,000 |

| Top brands-services in spot radio during third quarter | |
|---|-------------|
| 1. Ford cars | \$2,697,000 |
| 2. Coca-Cola | 2,384,000 |
| 3. Pepsi-Cola | 2,140,000 |
| 4. Chevrolet cars | 1,683,000 |
| 5. Pall Mall filter cigarettes | 1,640,000 |
| 6. Plymouth cars | 1,471,000 |
| 7. Winston cigarettes | 1,368,000 |
| 8. American Tel. & Tel. Co. | 1,200,000 |
| 9. Dodge cars | 1,066,000 |
| 10. Chrysler cars | 1,017,000 |

| | est. expenditure |
|---|---------------------|
| Guif gas & oil | 308,000 |
| Gulf heating fuel | 5,000 |
| Tires, batteries & accessories | 204,000 |
| 36. Pan American World Airways | 510,000 |
| Air travel | 510,000 |
| 37. Equitable Life Assurance Society | 488,000 |
| Insurance | 488,000 |
| 38. Wm. Wrigley Jr. Co. | 473,000 |
| Wrigley gum | 473,000 |
| 39. Plough Inc. | 458,000 |
| Black & White ointment | 1,000 |
| Coppertone | 131,000 |
| Di-Gel | 7,000 |
| Mexana powder | 73,000 |
| Moroline hair tonic | 6,000 |
| Nix deodorant | 1,000 |
| Q.T. lotion | 69,000 |
| Ril-Sweet | 34,000 |
| St. Joseph aspirin | 49,000 |
| Solarcaine | 87,000 |
| 40. American Airlines Inc. | 440,000 |
| Air travel | 440,000 |
| 40. Bristol-Myers Co. | 440,000 |
| Ammens powder | 1,000 |
| Ban | 194,000 |
| Bromo-Quinine | 1,000 |
| Bufferin | 6,000 |
| Excedrin | 36,000 |
| Ipana | 13,000 |
| Mum | 1,000 |
| No-Doz | 4,000 |
| Resolve | 2,000 |
| Summer Blonde (Clairol Inc., Div.) | 168,000 |
| Vitalis | 14,000 |
| 42. B.C. Remedy Co. | 400,000 |
| B.C. headache & neuralgia remedy | 400,000 |
| 43. Firestone Tire & Rubber Co. | 398,000 |
| Tires & tubes | 398,000 |
| 44. Keebler Co. | 389,000 |
| Bakery products | 389,000 |
| 45. Northwest Orient Airlines | 377,000 |
| Air travel | 377,000 |
| 46. Atlantic Richfield Co. | 372,000 |
| Atlantic gas & oil | 93,000 |
| Richfield gas & Richlube oil | 279,000 |
| 47. Midas, Inc. | 366,000 |
| Midas mufflers | 366,000 |
| 48. Quaker State Oil Refining Corp. | 362,000 |
| Quaker State oil & lubricants | 362,000 |
| 49. Beech-nut Life Savers, Inc. | 340,000 |
| Bustelo coffee | 3,000 |
| Tetley tea | 337,000 |
| 49. General Electric Co. | 340,000 |
| Flash Bulbs | 28,000 |
| Industrial Division | 38,000 |
| Lamps | 135,000 |
| Major appliances | 19,000 |
| Institutional | 120,000 |
| 51. General Mills, Inc. | 339,000 |
| Betty Crocker mixes | 31,000 |
| Bisquick | 16,000 |
| Cereals | 160,000 |
| LaPina flour | 4,000 |
| Morton Foods—Potato Chips | 68,000 |
| Morton Foods—Snacks | 60,000 |
| 51. Shell Oil Co. | 339,000 |
| Shell gas & oil | 291,000 |
| Shell heating fuel | 42,000 |
| Tires, batteries & accessories | 6,000 |

| | est. expenditure |
|--|---------------------|
| 53. Delta Air Lines | 337,000 |
| Air travel | 337,000 |
| 54. Cities Service Oil Co. | 334,000 |
| Citgo gas & oil | 334,000 |
| 55. Sun Oil Co. | 331,000 |
| Sunoco gas & oil | 319,000 |
| Sunoco heating fuel | 12,000 |
| 56. Trans World Air Lines, Inc. | 330,000 |
| Air travel | 330,000 |
| 57. Chesebrough-Ponds, Inc. | 326,000 |
| Angel Skin | 106,000 |
| Fresh Start | 11,000 |
| Pertussin | 14,000 |
| Ponds skin cream | 183,000 |
| Vaseline hair tonic | 12,000 |
| 58. Revlon, Inc. | 321,000 |
| Color Silk | 3,000 |
| Natural Wonder | 151,000 |
| Sunny Side Up | 87,000 |
| Top Brass | 78,000 |
| Esquire shoe polish (Knemark Div.) | 2,000 |
| 59. Eastman Kodak Co. | 304,000 |
| Cameras & film | 304,000 |
| 60. Standard Oil of California | 297,000 |
| Chevron gas & RPM oil | 292,000 |
| Chevron heating fuel | 5,000 |
| 61. American Express Co. | 290,000 |
| Credit cards | 46,000 |
| Money orders | 3,000 |
| Travelers cheques | 241,000 |
| 62. International Minerals & Chem Co. | 279,000 |
| Accent | 276,000 |
| Super fertilizer | 3,000 |
| 63. The Borden Co. | 278,000 |
| Comstock pie fillings | 4,000 |
| Danish margarine | 4,000 |
| Fluid milk | 43,000 |
| Ice cream | 30,000 |
| Old London foods | 24,000 |
| Realemon | 98,000 |
| Snow's canned clam & fish products | 1,000 |
| Wise potato chips | 72,000 |
| Wyler soups | 2,000 |
| 64. Piel Bros. | 273,000 |
| Piel's beer | 273,000 |
| 65. National Biscuit Co. | 254,000 |
| Cream of Wheat | 11,000 |
| Cookies & crackers | 243,000 |
| 65. Water Specialties Co. | 254,000 |
| Miracle White soap & detergent | 254,000 |
| 67. Menley & James Labs | 252,000 |
| Contact | 252,000 |
| 68. Lever Bros. Co. | 247,000 |
| Breeze | 1,000 |
| Dove liquid | 28,000 |
| Good Humor (Thos. J. Lipton Div.) | 54,000 |
| Lipton Tea (Thos. J. Lipton Div.) | 27,000 |
| Lifebouy | 3,000 |
| Lucky Whip | 3,000 |
| Rinso | 123,000 |
| Wisk | 8,000 |
| 68. Olympia Brewing Co. | 247,000 |
| Olympia beer | 247,000 |
| 70. Melville Shoe Corp. | 239,000 |
| Miles shoes | 20,000 |
| Thom McAn shoes | 219,000 |
| 71. Pearl Brewing Co. | 230,000 |
| Country Club malt liquor | 100,000 |
| Pearl beer | 130,000 |
| 72. Robert Hall Clothes, Inc. | 222,000 |
| Clothing stores | 222,000 |
| 73. B. F. Goodrich Co. | 221,000 |
| Rayco Div. products | 3,000 |
| Tires & tubes | 218,000 |
| 74. Miller Brewing Co. | 218,000 |
| Gettleman beer | 9,000 |
| Miller High Life beer | 209,000 |
| 75. International Nickel Co. | 215,000 |
| Nickel products | 215,000 |
| 76. Beecham Products Inc. | 212,000 |
| Macleans toothpaste | 212,000 |
| 77. General Tire & Rubber Co. | 210,000 |
| Tires & tubes | 210,000 |
| 77. Phillips Petroleum Co. | 210,000 |
| Phillips "66" gas & oil | 210,000 |

According to Webster...

Night (nīt) *n* **1** : the time from dusk to dawn when no light of the sun is visible **2 a** : an evening or night taken as an occasion or point of time **b** : an evening set aside for a particular purpose **3 a** : DARKNESS **b** : a condition or period felt to resemble the darkness of night: as (1) : a period of dreary inactivity or affliction (2) : mental or moral darkness **c** : the beginning of darkness

Day (dā) *n* **1 a** : the time of light between one night and the next **b** : DAYLIGHT **2 a** : the period of the earth's rotation on its axis **b** : the time required by a celestial body to turn once on its axis **3** : the mean solar day of 24 hours beginning at mean midnight **4** : a specified day or date **5** : a specified time or period : AGE **6** : the conflict or contention of the day **7** : the time established by usage or law for work

*By permission. From Webster's Seventh New Collegiate Dictionary, Copyright 1965 by G. & C. Merriam Co., Publishers of the Merriam-Webster Dictionaries.

According to Nielsen...

Night 1: The time when the CBS Television Network presents eight of the Top 10 regularly scheduled programs, 13 of the Top 20 2: The time when the CBS Television Network attracts the biggest average audience, for the 12th consecutive season 3: The time when the CBS Television Network presents seven of the 10 most popular special broadcasts

Day (MONDAY-FRIDAY) 1: The time when the CBS Television Network presents all 10 of the Top 10 regularly scheduled programs 2: The time when the CBS Television Network attracts the biggest average audience, for the 9th consecutive season

(SATURDAY) 1: The time when the CBS Television Network presents eight of the Top 10 children's programs 2: The time when the CBS Television Network attracts the biggest average audience for children's programs

Based on National Nielsen Television Index average audience estimates for the season to date, October 1966-February 1967, and for October-April periods in prior seasons, subject to qualifications available on request. "Night" covers 6-11 pm, Monday through Sunday. "Day" is 7 am-6 pm. "Specials" defined as programs aired not more than once a month.

CBS

**According to American business,
the largest single advertising medium
for the 13th consecutive year.**

| | est. expenditure |
|--|---------------------|
| 79. Carnation Co. | 206,000 |
| Contadina tomato paste | 105,000 |
| Evaporated milk | 10,000 |
| Instant Breakfast | 86,000 |
| Tuna | 5,000 |
| 80. Sherwin-Williams Co. | 204,000 |
| Paint | 204,000 |
| 81. Corn Products Corp. (Best Foods Div.) | 202,000 |
| Hellmann's mayonnaise | 82,000 |
| Nucoa margarine | 16,000 |
| Nu-Soft fabric softner | 1,000 |
| Skippy peanut butter | 103,000 |
| 81. Eastern Air Lines Inc. | 202,000 |
| Air travel | 202,000 |
| 83. Standard Brands Inc. | 201,000 |
| Blue Bonnet margarine | 13,000 |
| Chase & Sanborn coffee | 8,000 |
| Fleischmann's margarine | 2,000 |
| Planters nuts | 3,000 |
| Royal desserts | 53,000 |
| Siesta coffee | 3,000 |
| Tenderleaf tea | 119,000 |
| 84. Dr. Pepper Co./Bottlers | 200,000 |
| Dr. Pepper soft drink | 200,000 |
| 84. Volvo Inc. | 200,000 |
| Volvo cars | 200,000 |
| 86. Mobil Oil Co. | 195,000 |
| Agricultural products | 12,000 |
| Mobil gas & oil | 183,000 |
| 87. Blue Cross/Blue Shield | 193,000 |
| Hospital & medical insurance | 193,000 |
| 87. Sterling Drug Inc. | 193,000 |
| Bayer aspirin | 11,000 |
| Campho-Phenique | 42,000 |
| D-Con | 37,000 |
| Dr. Caldwell's laxative | 5,000 |
| Energine | 1,000 |
| Ironized yeast | 1,000 |
| Lysol (Lehn & Fink Div.) | 33,000 |
| Midol | 63,000 |
| 89. General Cigar Co. | 189,000 |
| Cigars | 189,000 |
| 90. Cott Beverages Co./Bottlers | 188,000 |
| Clicquot Club beverages | 35,000 |
| Cott beverages | 153,000 |
| 91. Genesee Brewing Co. | 182,000 |
| Genesee beer | 182,000 |
| 91. United Air Lines Inc. | 182,000 |
| Air travel | 182,000 |
| 93. Noxell Corp. | 181,000 |
| Cover Girl | 134,000 |
| Noxzeme cream | 32,000 |
| Therablum | 15,000 |
| 94. National Brewing Co. | 180,000 |
| Altes Golden lager | 8,000 |
| Colt 45 malt liquor | 110,000 |
| French 76 beer | 3,000 |
| National Bohemian beer | 47,000 |
| National Premium beer | 1,000 |
| Regal beer | 11,000 |
| 94. Salada Junket Foods | 180,000 |
| Salada tea | 180,000 |
| 96. 3-M Company | 173,000 |
| Dynachrome film | 115,000 |
| Rescue soap pads | 57,000 |
| Scotch Tape | 1,000 |
| 97. West End Brewing Co. | 168,000 |
| Utica Club beer | 168,000 |
| 98. Armour & Co. | 163,000 |
| Agricultural products | 48,000 |
| Lard | 2,000 |
| Meat products | 113,000 |
| 98. M. J. B. Coffee Co. | 163,000 |
| M. J. B. coffee | 163,000 |
| 100. Volkswagen of America Inc. | 159,000 |
| Volkswagen cars | 159,000 |

SOURCE: Radio Advertising Bureau
All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV.
Brand expenditures are, in most cases, based on breakouts as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

Network sales: the heat's on

NBC readies bullish report
for affiliates this week
as networks set new season

Sponsors were jumping heavily into a new network television schedule last week as the prime-time program board for 1967-68 shifted slightly under their feet and promised a few more quakes before it would lie still.

NBC-TV reported \$176 million in sales had been achieved through the close of business March 9, called the outlook "bullish" and was preparing to greet its affiliates, convening this week in Hollywood, with news of a firm schedule and healthy business.

ABC-TV, at week's end, said close to 60% of its new schedule was sold while acknowledging that several changes were probably in store for its tentative program lineup.

CBS-TV remained mum on the precise extent of its 1967-68 sales but reported brisk business.

CBS grabbed attention by promising to bring back *Gunsmoke* next fall for its 13th season after giving notice of its cancellation only two weeks earlier. The program, which will run Mondays at 7:30-8:30, had been given a death notice, apparently because its rating demographics had shown a tendency to older viewers. Its reinstatement was reportedly in response to advertiser and affiliate pressure.

NBC-TV, which was withholding formal announcement of its schedule until today (March 13), was understood to have flip-flopped the *Jerry Lewis Show* and *Star Trek*, the former moving to Tuesday (8-9 p.m.), the latter to Friday (8:30-9) but otherwise was sticking to a previously published though unofficial schedule (BROADCASTING, March 6).

Big Buys ■ NBC officials said six sponsors had each purchased between \$10 and \$20 million worth of the 1967-68 spread: Chevrolet, Bristol-Myers, Reynolds Tobacco, Kraft, Chrysler and P. Lorillard. Another four were in the \$5-million-to-\$10-million bracket; Procter & Gamble, Kellogg, Brown & Williamson and American Home Products and 13 had bought between \$2 million and \$5 million in the schedule; General Mills, Vick Chemical, Metropolitan Life, Kodak, Yardley, Pepsico, Menley & James, Carnation, Sterling Drug, Burlington Mills, Shirlopl Corp. and

Breck.

Within these broad lists the following specific commitments were reported: Procter & Gamble for full sponsorship of *Mothers in Law*; Kellogg and Yardley, co-sponsors of *The Monkees*, Brown & Williamson, one-quarter of *Ironsides*, one-quarter of *Run for Your Life* and a minute a week in *Daniel Boone*, Kellogg, participations in *I Spy* and *Saturday Movies*, P. Lorillard, weekly minutes in *Tuesday Movies*, *Dean Martin*, *Virginian* and *Saturday Movies*; Reynolds Tobacco for half-sponsorship of *Dragnet*, two minutes weekly in *Virginian*, one-quarter of *I Spy*, one-quarter of *Danny Thomas* and participations in *Saturday Movies*. Also Pepsico, one minute weekly in *Man from U.N.C.L.E.* *Run for Your Life*, *Ironsides* and *Tarzan*; Breck, one minute weekly in *Run for Your Life*, *U.N.C.L.E.* and *Saturday Movies*. These were in addition to the well-known commitments of Kraft in *Kraft Music Hall*, Chevrolet in *Bonanza*, RCA in *Disney* and Bell Telephone's *Hour*.

Five sponsors have been reported to date for NBC's American Football League schedule: American Tobacco, Liggett & Myers, Chrysler, Shulton and RCA.

ABC-TV, which said its sales had reached 58% of available new-season inventory, reported a renewal by J. B. Williams in *Lawrence Welk*, good for \$6 million, plus new scatter-plan business.

Heavy Bristol-Myers orders, approximately \$20 million, plus Ford's renewal of *FBI* and some \$15 million in business from Colgate added to orders from Quaker, P. Lorillard, American Tobacco, R. J. Reynolds, Chevrolet and Menley & James made up a major share of the network's new-season business.

Parker Pen moving to DDB

The Parker Pen Co., Janesville, Wis., will move its account, representing \$2 million in domestic billings, from Leo Burnett Co., Chicago, to Doyle Dane Bernbach Inc., New York, at a date to be announced. Last year Parker conducted a \$750,000 campaign—heaviest in spot TV—for its new Touche pen (BROADCASTING, July 4, 1966). Leo Burnett has been with Parker since 1961.

Rep appointments . . .

- WIL St. Louis: Edward Petry Co., New York.
- KHEY El Paso: The Meeker Co., New York.
- WMAS Springfield, Mass.: The Paul H. Raymer Co., New York.



MISSING CHILD RESCUED BY WLW HELICOPTER



Pammie Cameron is a bright-eyed, 2½-year-old charmer from suburban Cincinnati. At dusk one afternoon this fall she wandered away from home. An all night search by neighbors and police proved fruitless. At daybreak, police asked WLW's traffic-copter to join in the search. At 8:05 a.m., our pilot's voice boomed over the radio, "I've found her! I've found her!" He landed at the edge of a field, picked Pammie up and flew her back to the arms of her anxious parents. The touching rescue, in all its drama, *was broadcast as it happened on WLW-Radio/700.*

"Avco is there when it happens" is our Public Service pledge. We back it up with aggressive, on-the-go newsmen, a fleet of mobile units including helicopters, and the most advanced integrated communications system in the industry. It's no wonder all eyes are on Avco!

TO HEAR NEWS AS IT HAPPENS, LISTENERS TUNE TO
THE FORWARD LOOK — WLW-RADIO



TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio
RADIO: WLW Cincinnati / WOAI San Antonio / WWDC Washington, D. C. / Represented by BCG / WWDC-FM Washington, D. C.
Represented by QMI / KYA & KOIT San Francisco / Represented by Edward Petry & Co.

From refrigerators to a White House hot seat

President Johnson's new special assistant for consumer affairs, succeeding the redoubtable Mrs. Esther Peterson, is a lady who concedes she doesn't know the price of eggs.

Betty Furness, who came to national prominence by gracefully opening Westinghouse refrigerator doors on TV, was charmingly flustered last week.

"I'm in a very difficult position. I haven't had a chance to do my homework on this new job. Really, the job found me. Just one day there was a call from the White House offering me the position, and I accepted."

Miss Furness had just arrived in her fashionable East Side New York apartment from a speaking engagement in Detroit. The night before, she had been in Washington at the federal women's award dinner, and in the morning she was to leave for Philadelphia to tape a *Mike Douglas Show* guest appearance.

Her immediate plans in her new capacity are based on "the biggest program of on-the-job training in

history."

She sees her job as "liaison" between government and consumers—informing consumers how government can help them, reporting consumer problems and desires to the administration. "I've been interested in using show-business techniques for disseminating information for some time," she says.

The Texas White House made the surprise announcement March 4 that Miss Furness will succeed Mrs. Peterson in the delicate role of presidential assistant on consumer affairs. Mrs. Peterson will devote her energies to her other post as assistant secretary of labor after three years in the dual role.

In accepting the position, Miss Furness said she was appalled at the inadequacy of laws to insure consumer protection and vowed to do her part to protect customers from unfair or unsafe practices.

Some Washington circles, however, saw the move as a substitution of a person who is closely identified with

advertising and industry for an aggressive consumer-interest backer who has been the target of much advertising and business criticism and has also differed with the President over policy. But the appointment was praised by several members of Congress who also gave enthusiastic acclaim to Mrs. Peterson for her efforts.

After her \$100,000-a-year employment between 1949 and 1960 as Westinghouse TV spokeswoman, Miss Furness became hostess of *At Your Beck and Call*, an hour-and-a-half weekday telephone information show on the old WNTA-TV Newark, N. J.

In 1962, she went on the CBS Radio network with *Dimension of a Woman's World*, and in 1965, *Ask Betty Furness*. Since 1964, she has done extensive lecturing and volunteer recruiting work for the Headstart and Vista programs.

Her opinion of advertising? "If it's honest, it probably helps consumers. If it's dishonest, it probably hurts them."

H-R stations will tie directly to computer

FULL LINKUPS SEEN BY LATE 1968; IBM 360 ON ORDER

Matching strides with fast developments in the computer age, H-R Television is announcing today (March 13) plans for the installation of new IBM 360 equipment, which eventually will provide direct communications to and from its New York-based data center and its regional offices and represented stations.

Delivery of the new equipment in New York was expected by this week and installation will be completed shortly thereafter, a company official said. He estimated that sending-receiving equipment will have been installed at the company's 11 regional offices by the end of this year and at its represented stations by the end of 1968. This will mark the first time that H-R offices and outlets will be linked directly to the computer.

The new system will connect all H-R offices and stations through a computer-controlled WATS (wide-area telephone service) line and sending-receiving units consisting of a high-speed paper-tape transmitter and a standard electric typewriter with the capability of reading and punching paper tape. The New York-based message-switching system will read automatically incoming messages (now sent by TWX,

mail or telephone), assign inquiries to the 360 job stream for information retrieval, and resend the answer to the original sender at a speed at six to 12 times that of TWX.

When the system is fully operational, H-R regional offices and stations will be "called" on a frequent and regular basis



Martin E. Goldberg (l), vice president-director of data processing and research, H-R Television, discusses expanded computer plans with the firm's president, Edward P. Shurick.

during each business day on a pre-scheduling polling cycle that will vary according to the volume of messages currently sent to and from each office and station. When an office is polled by the computer, all messages on a reel of punched paper tape will be fed automatically via high-speed data transmitter to New York, where the messages will be read and assigned to their proper slot by the computer. Replies to the original sender will be received on the same equipment in punched-tape form and then typed out.

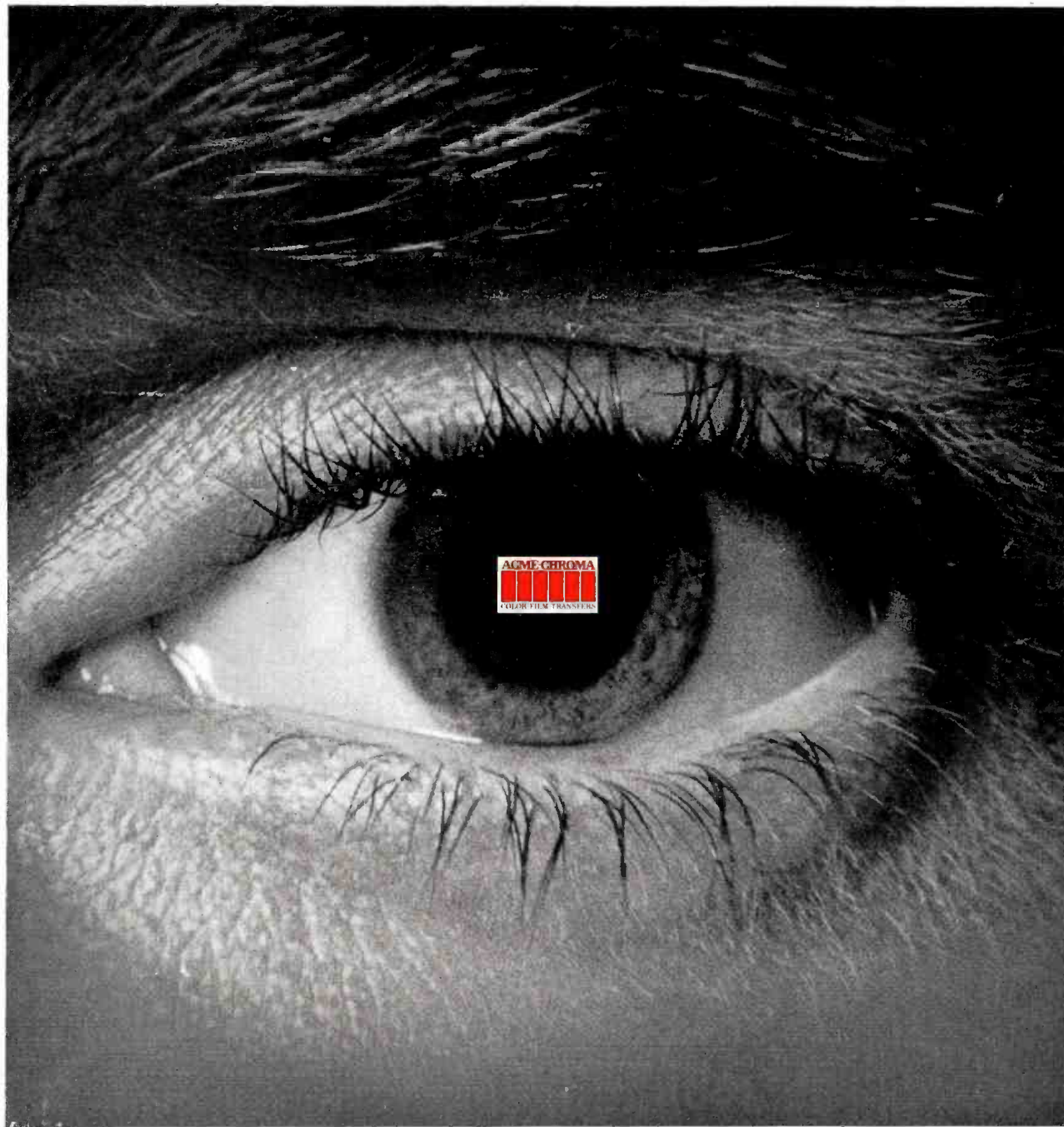
The new system is annually budgeted at \$350,000, as compared with the firm's present data-processing budget of approximately \$250,000 a year.

Edward P. Shurick, H-R Television president, said that from its three years of experience in data processing, H-R is convinced that the system "works for us" and eventually must work for the industry in general.

Business briefly . . .

Polaroid Corp., Cambridge, Mass., through Doyle Dane Bernbach Inc., New York, will sponsor NBC-TV's *The Saint*, beginning Sunday, May 21 (10-11 p.m.) and the *Tuesday Movies*, *I Spy*, *Star Trek*, and the *Saturday Movies*.

Abbott Laboratories, North Chicago, through Tatham-Laird & Kudner, also Chicago, has purchased sponsorship in



We've passed every eye test, magna cum laude!

Tsk. Tsk. Everybody's staring at our new process! Station Engineers are goggle-eyed about the high-level of color fidelity! The critical-eyes of the networks are pleased by our broadcast quality! Sharp-eyed producers are raving about the consistency of our quality! Ad agencies do a double-take when we meet every deadline! Millions of TV viewers have their eye on us in commercials for Hamm's, Birdseye, Goodyear, Ford, Plymouth, TWA, Winston. Even our competitors are casting envious eyes! Such



flattery could go to our heads; but we won't let it! We're too busy giving *you* the high-level color fidelity, broadcast quality, sensible prices, and on-time delivery you need! If you believe your eyes, try us sometime soon—or send now for an eye-pleasing demonstration print!

ACME Film & Videotape Laboratories, a subsidiary of Filmways Inc., 1161 North Highland Avenue, Hollywood, Calif. 90038, phone (213) 464-7471, or 51 West 51st Street (Filmways Inc.), New York, New York 10036, phone (212) 581-9200.

BAR's network report for week ending March 5

For the week ended March 5, network television revenues totaled \$30,459,200 and had reached \$285,722,800 for the year, according to estimates compiled by Broadcast Advertisers Reports.

In the first five days of March, the BAR total came to \$21,499,400.

The television network's net revenues in February had totaled \$123,451,000, putting the total for the first two months of the year at more than \$264 million in time and talent (BROADCASTING, March 6).

BAR noted that five companies

accounted for more than 22% of BAR's February network estimates: Procter & Gamble Co. with \$9,976,800, Bristol-Myers Co. with \$5,734,500, American Home Products Corp. with \$4,154,000, General Foods Corp. with \$3,935,900 and R. J. Reynolds Tobacco Co. with \$3,499,600.

The top five brands on network TV in February, by BAR's compilation, were Winston cigarettes (\$1,286,800), Anacin tablets (\$1,206,700), Salem cigarettes (\$1,114,700), Pall Mall Gold cigarettes (\$1,093,-

400) and Alka Seltzer (\$1,004,400).

In the Feb. 27-March 5 week, BAR's estimates showed CBS-TV with \$11,829,700, NBC-TV with \$9,835,800 and ABC-TV with \$8,793,700. For the year through March 5 BAR reported CBS-TV's net revenues at \$112,636,366; NBC-TV's at \$93,953,100 and ABC-TV's at \$79,133,100.

The following table presents BAR's estimates for the week and for the year through March 5, and for the first five days of March by day-part, by network and in total:

BAR Network-TV dollar revenue estimates—week ended March 5, 1967
Net time and talent charges in thousands of dollars

| Day parts | Networks | Week ended | | | 6-7:30 p.m. | CBS-TV | NBC-TV | Cume |
|-----------------|---------------------------|------------|------------|---------------|------------------|----------|----------|-----------|
| | | Mar. 5 | Mar. 1-5 | Jan. 1-Mar. 5 | | | | |
| Monday-Friday | ABC-TV | — | — | — | | 834.5 | 565.9 | 9,490.5 |
| Sign-on-10 a.m. | CBS-TV | \$ 168.8 | \$ 112.6 | \$ 1,240.0 | Monday-Sunday | 747.3 | 537.4 | 7,863.7 |
| | NBC-TV | 346.3 | 212.8 | 2,538.3 | 7:30-11 p.m. | 2,026.2 | 1,453.4 | 21,323.9 |
| | Total | 515.1 | 325.4 | 3,778.3 | Monday-Sunday | 5,658.3 | 3,968.9 | 52,382.2 |
| Monday-Friday | ABC-TV | 1,568.4 | 944.9 | 13,964.0 | CBS-TV | 6,388.0 | 4,524.5 | 58,350.7 |
| 10 a.m.-6 p.m. | CBS-TV | 3,659.3 | 2,189.0 | 32,563.6 | NBC-TV | 6,183.8 | 4,462.9 | 58,090.0 |
| | NBC-TV | 1,794.7 | 1,114.2 | 16,686.1 | Total | 18,230.1 | 12,956.3 | 168,822.9 |
| | Total | 7,022.4 | 4,248.1 | 63,213.7 | Monday-Sunday | 166.3 | 166.3 | 677.7 |
| Saturday-Sunday | ABC-TV | 956.3 | 956.3 | 8,139.5 | 11 p.m.-sign-off | 37.3 | 37.3 | 463.3 |
| Sign-on-6 p.m. | CBS-TV | 741.8 | 741.8 | 10,528.5 | NBC-TV | 419.8 | 270.6 | 3,341.2 |
| | NBC-TV | 343.9 | 343.9 | 5,433.8 | Total | 623.4 | 474.2 | 4,482.2 |
| | Total | 2,042.0 | 2,042.0 | 24,101.8 | Network totals | 78,793.7 | 6,386.5 | 79,133.1 |
| Monday-Sunday | ABC-TV | 444.4 | 350.1 | 3,969.7 | CBS-TV | 11,829.7 | 8,171.1 | 112,636.6 |
| | Total | 2,042.0 | 2,042.0 | 24,101.8 | NBC-TV | 9,835.8 | 6,941.8 | 93,953.1 |
| | Grand totals all networks | \$30,459.2 | \$21,499.4 | \$285,722.8 | | | | |

eight NBC-TV series: *The Andy Williams Show*, *Captain Nice*, *The Girl From U.N.C.L.E.*, *Tuesday Night at the Movies*, *The Virginian*, *Daniel Boone*, *Tarzan* and *Laredo*.

Georgia-Pacific Corp., through McCann-Erickson, both Portland, Me., has bought sponsorship in NBC's *The Tonight Show* starring Johnny Carson and the *Today* show.

The Coca-Cola Co., Atlanta, through McCann-Erickson, New York, will again sponsor the broadcast of *Charlie Brown's All-Stars* Monday, April 10 (8:30-9 p.m. EST) on CBS-TV. The cartoon special, which features the "Peanuts" characters created by Charles Schulz, was originally broadcast June 8, 1966 and is one of three "Peanuts" specials that have been presented on the network.

Nine Flags International, division of **The Gillette Co.**, Boston, through Doyle Dane Bernbach, New York, is planning a national advertising campaign for its Nine Flags shaving colognes, using network television as well as magazines and newspapers. The campaign will begin four weeks prior to Father's Day (June 18) and coincides with the ex-

pansion of Nine Flags, which has been available in the U. S. only in New York and Los Angeles, into national distribution.

The F & M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO, New York, will sponsor a live colorcast of the heavyweight title fight between Cassius Clay and challenger Zora Foley on an 18-station regional east coast network. The bout, staged in New York, will also be delayed one day on WOR-TV New York (8 p.m. EST).

New reporting plan showed by Nielsen

The A. C. Nielsen Co. demonstrated a revised method for reporting its TV station index data in New York and used microfilm to cut the new mountain of material down to size.

The new reporting method—still being tested, according to Nielsen officials, but very likely to be introduced on a regular basis in some form—divides the country for audience-reporting purposes into 196 designated market areas

(DMA). The American Research Bureau has already introduced a similar system.

The market divisions run along county lines with counties assigned to that market area whose television stations get the largest share of audience in them. Each county is assigned to only one designated market area.

Smaller markets, usually those with only one station, are not identified in the DMA list if stations in the adjoining larger markets gain bigger audience shares in the smaller market's home county. The influence of boosters, translators and satellite stations as well as community antenna systems are taken into account in drawing the DMA lines.

Nielsen's demonstration of the new reporting method used data from last fall's NSI all-market survey as reported in the regular Viewers in Profile pocket pieces.

The research company's 80 full-service clients, mostly advertisers and agencies, will receive the demonstration report in a microfilm form called microfiche. Microfiche cards, approximately four by six inches, carry the data in the form of film negative, which can be blown up to readable size with a simple projection system. Nielsen is providing

Who cares about Mrs. Towers' son in Vietnam?

WHO SAW HIM IN VIETNAM?

WHO Radio-TV News Director Bob Wilbanks, that's who! Bob talked with Airman Towers and hundreds of other Iowa boys. Sent back exclusive sight-and-sound "Iowa impression" interviews. Another Iowa public service "first" in the tradition of WHO News — four times cited as the "Outstanding Broadcast News Operation in the Nation" by the International Radio-TV News Directors Assoc.

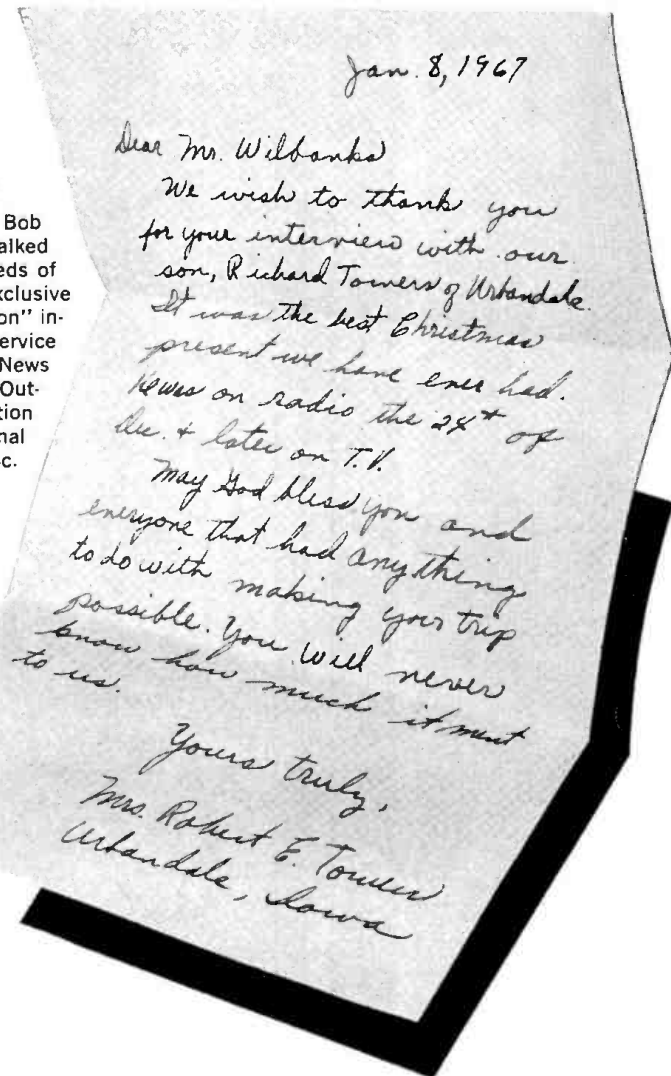


WHO **RADIO TV** ...*that's who!*

COLORFUL TV 13 • **NB** IN DES MOINES, IOWA • CLEAR CHANNEL RADIO 1040



Represented Nationally by Peters, Griffin, Woodward, Inc.



Jan. 8, 1967

Dear Mr. Wilbanks

We wish to thank you for your interview with our son, Richard Towers of Urbandale.

It was the best Christmas present we have ever had. News on radio the 24th of Dec. + later on T.V.

May God bless you and everyone that had anything to do with making your trip possible. You will never know how much it meant to us.

Yours truly,

Mrs. Robert E. Towers
Urbandale, Iowa

abc
Peter
Jennings

with the
News





**Every day
GE live-color
cameras
bring you history
in the making.**

**ABC-Television selects
General Electric PE-250's
for network news programming.**

When ABC-TV brings you the news, Peter Jennings reports it with the perception, depth and historical perspective that come only from first-hand experience. And General Electric PE-250's report it with the color, detail and brilliance that come only from the finest live-color camera in television.

No single feature makes the PE-250 best. But a unique combination of advanced design and operating characteristics does. Its four lead oxide pickup tubes, for example. A separate luminance channel. All-solid-state plug-in circuitry. Easily accessible components. Compact size and light weight—less than 160 pounds, fully operational. And it costs you less, too.

This winning combination is the reason why General Electric PE-250 live-color cameras are used by ABC-TV News in New York, Washington and Chicago. And by leading group and independent stations throughout the U. S. and Canada.

But see for yourself. Watch Peter Jennings report history in the making—in color. General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-42

GENERAL  ELECTRIC



When to cover?

This can be a tough decision for a deskman... but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency

procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.

the projection equipment during the demonstration period.

Smaller Nielsen clients, who subscribe to the service for a limited number of markets, will have access to the demonstration data in the form of computer readouts.

Nielsen officials said the microfiche system, which could eliminate stacks of printed materials, might cut the expense of reproducing the NSI data to one-tenth the current cost. About 55 pages of NSI material can be stored on one microfiche card.

JWT names manager of spot purchasing

In a realignment of spot-buying functions at the J. Walter Thompson Co., Marvin Antonowsky, vice president and director of media research was given additional responsibilities last week as manager of spot buying in the broadcast department of the New York office.

A spokesman said that in the past this function was handled in the broadcast department, but no single individual was entrusted with over-all responsibility. In his new post, Mr. Antonowsky will coordinate all TV and radio spot buying, will supervise agency relations with broadcast-station representatives and will oversee the training of



Mr. Antonowsky

buyers.

Mr. Antonowsky, 38, continues as JWT's director of media research, heading a department that analyzes audience data produced by the various research services and the nation's radio and TV stations, newspapers and magazines. His dual role, the agency said, results from the increased use of JWT's computer as a storehouse of vast amounts of research data used by timebuyers in determining purchases.

Mr. Antonowsky said that "computerization of local rating reports, such as those of the American Research Bureau and A. C. Nielsen will free buyers from endless paper work" and will give them time for advance planning, evaluation of trends and new types of programming, fact analysis and study of cost structures.

The new manager of spot buying joined JWT in 1965. Earlier he had been in various media research executive capacities with Norman, Craig & Kummel and with Kenyon & Eckhardt.

BROADCASTING, March 13, 1967

February network billings up 15.4%

Network television net time and program billings by day parts and by network

| | February | | | January-February | | |
|-----------------|-------------|-------------|------------|------------------|-------------|----------|
| | 1966 | 1967 | % Change | 1966 | 1967 | % Change |
| Daytime | \$ 30,133.1 | \$ 39,530.9 | + 31.2% | \$ 71,190.6 | \$ 90,178.8 | + 26.7% |
| Monday-Friday | 22,046.8 | 30,585.1 | + 38.7 | 47,881.1 | 64,831.1 | + 35.4 |
| Saturday-Sunday | 8,086.3 | 8,945.8 | + 10.6 | 23,309.5 | 25,347.7 | + 8.7 |
| Nighttime | 78,911.8 | 86,333.8 | + 9.4 | 160,401.8 | 176,831.1 | + 10.2 |
| Total | \$109,044.9 | \$125,864.7 | + 15.4% | \$231,592.4 | \$267,009.9 | + 15.3% |
| 1967 | ABC | CBS | NBC | Total | | |
| January | \$36,983.1 | \$56,616.8 | \$47,545.3 | \$141,145.2 | | |
| February | 36,118.7 | 48,396.8 | 41,349.2 | 125,864.7 | | |

Source: 1967—Leading National Advertisers

1966—Leading National Advertisers/Broadcast Advertisers Reports

Metro picks regional firm

Metro TV Sales, New York, said last week it has in effect opened an Atlanta office by appointing a new regional representation firm, Hal Parks Inc., Atlanta, to represent Metro's 11 TV stations in the Southeast area. The Atlanta office is at 1819 Peachtree Road, N. E. Hal Parks, who had been manager of Adam Young Co.'s Atlanta office for two years, last month opened a new regional rep firm. Parks will continue to rep other station clients in the area. Metro TV sales, a division of Metromedia Inc.,

reps Metromedia's station group and seven other TV stations.

Street & Finney celebrates

Street & Finney, New York, which celebrates its 65th anniversary March 15, is announcing that 1967 will be the most successful year in its history. Billings are expected to reach \$18 million, of which almost 80% is in broadcast media. The agency specializes in package goods, including a number of Colgate-Palmolive products.

A NEW KIND OF EXERCISE VARIETY SHOW

just completed...

195 new first-run, half-hours in color

Ed Allen Time

produced on the sunny sands of Montego Bay

Ed Allen Time builds sales, gets results advertisers can measure

ORDER YOUR ED ALLEN TIME AUDITION PRINT NOW!
Phone, write, wire

All Canada

RADIO AND TELEVISION LIMITED
Larry Spangler
General Manager, Program Division
10 Rockefeller Plaza, New York City
Area Code 212-582-5020

Radio-TV gets Expo funds

Half of \$4-million budget going to broadcast; spots to focus on northeast U.S.

U.S. television and radio broadcasters, who had feared they were being left out in the cold by the planners of Canada's Expo '67 (BROADCASTING, Aug. 22, 1966), will instead get half of a \$4-million-plus budget allocated for the period from last December into May.

Lance Bellows, head of advertising for the international exposition, which will be held in Montreal from April 28 to Oct. 27, told BROADCASTING last Thursday that the budget totaled over \$4 million for advertising in the U. S. and would be divided 50-50 between broadcast and print advertising.

He said the first flights of the radio

and TV campaign in this country started in December. For the most part it's being conducted east of the Mississippi and north of the Mason-Dixon Line, where Expo '67 officials feel that most of their U. S. visitors will come from, but he expected that there would be some exceptions to this geographic targeting.

He said that instead of buying strictly by station rate cards, Expo '67 representatives were "negotiating package buys individually." In the December rounds, he said, they found a surprising number of unsold commercial positions available at prices substantially below card rates. He wasn't sure whether that situation would still prevail the next time around, or whether by then the market would have tightened.

Starting Markets ■ The first TV flight in the U. S. ran December 12-23 on 23 stations in seven markets: New York, Chicago, Boston, Philadelphia, Cleveland, Detroit and Rochester. The next flight, to start soon, will run for 13 weeks in these markets (but not necessarily on the same stations) and also in 18 other markets.

The opening guns in the U. S. radio campaign, starting with a short burst

in December and followed a little later by an eight-week drive that is now in its closing stages, were fired on 64 stations in 30 markets. Another radio flight will start in a few weeks, again not necessarily on the same stations as before.

Mr. Bellows flatly denied reports that stations were being required to carry additional publicity and promotion for Expo '67 in order to get commercial business.

He said the television commercials were not commercials in the usual sense but amounted to a cross between testimonials and documentaries. They're in color, one minute in length, and feature name talent pictured against backgrounds in the countries whose Expo '67 pavilions they promote.

For instance, actor James Mason promotes the British pavilion; George Jessel, Israel's; Maurice Chevalier, France's; Victor Borge, the Scandinavian countries' and cosmonaut Yuri Gagarin, Russia's.

The Cockfield Brown agency of Montreal, Toronto and Vancouver is handling Expo '67 advertising, which is placed in cooperation with three other Canadian agencies.

COMMERCIAL PREVIEW: Natural man's beer

The two-minute television commercial will carry the bulk of the selling load in a new Duke beer campaign prepared for enticement of the heavy beer drinker. According to agency Lando Inc., Pittsburgh, 75% of the TV exposure of its client, Duquesne Brewing Co., Pittsburgh, in the campaign will be via the two-minute mes-

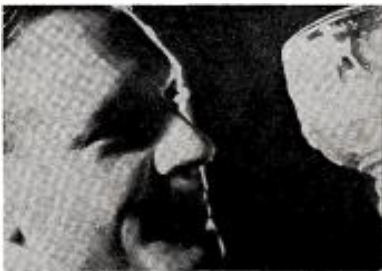
sage. Shorter takes of one minute and 20 seconds also are in the campaign, which also includes radio. Radio-TV get most of Duke's \$1.4 million yearly advertising budget.

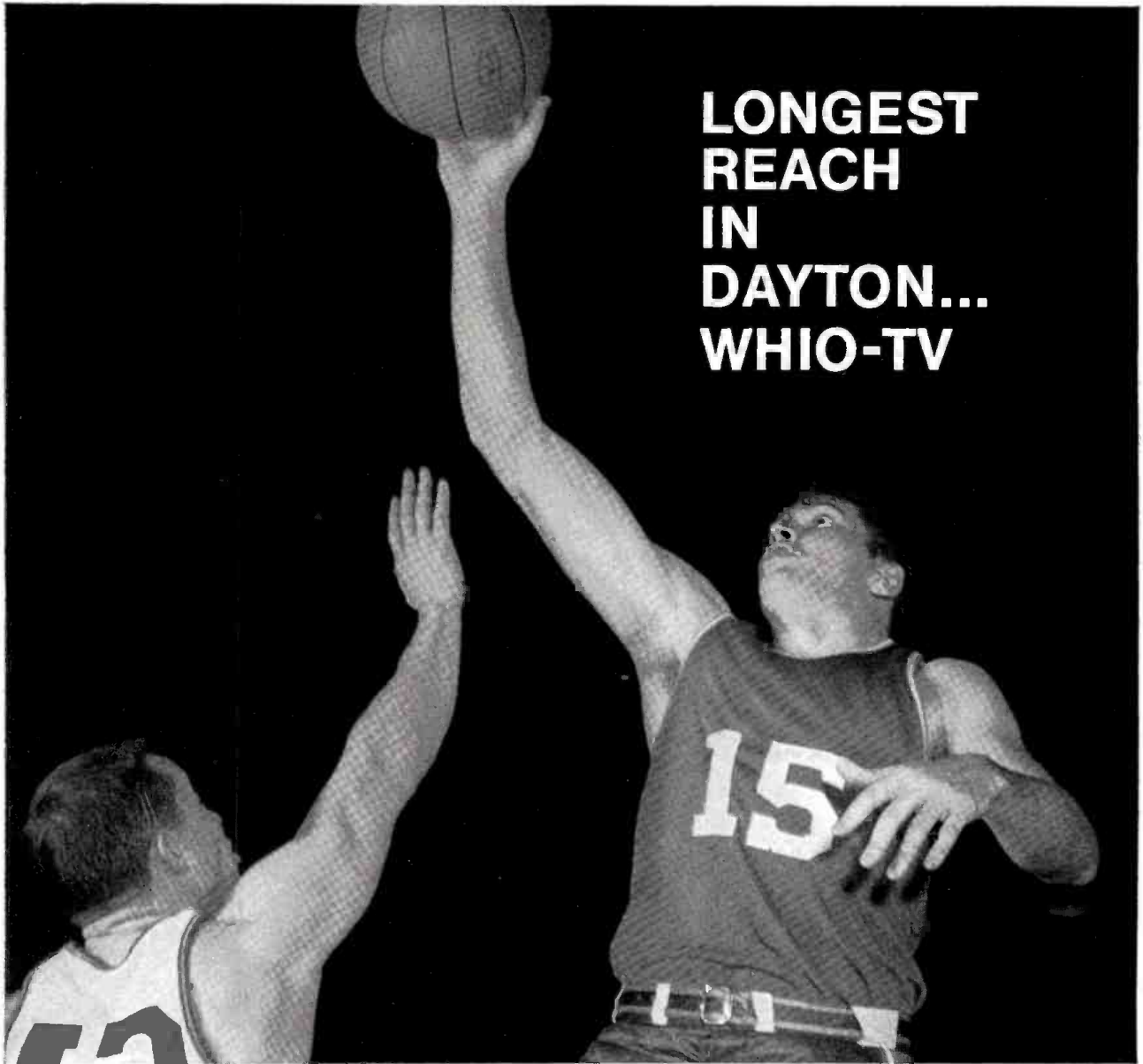
All of the commercials, built on "the natural man" theme, are in color. They sell Duke's "natural" brewing and aging, and feature ac-

tual working men—not models or actors—in action. Key to the theme and sound-track is a mood-building folk song, "Natural Man." Duke's rendition, which retains some of the original lyrics, was recorded by The Back Porch Majority, a folk group, under the direction of Randy Sparks, whose New Christy Minstrels had introduced the song.

The commercials concentrate on men who make their livelihoods outdoors. A hand-held camera is used to "follow" the men as they work up a thirst—and ultimately prepare to enjoy a beer. One commercial focuses on a highway-construction foreman at work in Somerset, Pa., another on a tow-boat crewman who hauls coal barges down the Monongahela and Ohio rivers (see pictures).

According to Lando, the emphasis on two-minute commercials was sparked by a belief, which the agency said was supported by a recent study of Schwerin Research Corp. (commercials testing firm), that a mood commercial needs time for the telling. The campaign, which also includes radio commercials, is to be run in selected Duke territory markets in Pennsylvania, Ohio and West Virginia.





**LONGEST
REACH
IN
DAYTON...
WHIO-TV**

Your money does a lot of talking on WHIO-TV . . . goes out and reaches 42 surrounding counties versus only 33 for our major competitor. We also outscore him with **more daytime viewers, more prime time nighttime listeners, more color programming.***

If you want your money to talk, talk to WHIO-TV . . . longest reach in the Dayton area.

*Source: ARB. Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.

WHIO-TV • CBS • CHANNEL 7 • WHIO-AM-FM • DAYTON, OHIO

WHIO-TV
Represented by Petry



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

Johnson wants to uplift programs

Berates FCC colleagues for 'abdicating' responsibility in reviewing applicants' programing; recent batch of renewals also stirs Cox

The FCC's performance in reviewing programing proposals of license-renewal applicants came under sharp attack last week from one commissioner who said the agency should be more demanding and another who said it should be more honest.

Commissioner Kenneth A. Cox criticized the commission for renewing the licenses of a group of stations whose proposals in the field of information and inspiration he felt were so low as to warrant further examination.

Commissioner Nicholas Johnson said the commission, in renewing the licenses, gives the appearance of employing a public-interest standard when it does "nothing of the sort." He said the commission has a "complacent and comfortable hear-no-evil, see-no-evil slouch in front of the radio and television sets of America."

At issue was a staff action, expressly authorized by the commission, renewing the licenses of five Florida stations—WOGN Miami, WDCJ Arlington, WOGO New Smyrna Beach, WONS Tallahassee and WFFG Marathon.

But far more stations than those were involved in the dissents. Commissioner Cox applied his statement to cases involving 43 stations in the Feb. 1 renewal group—those in Florida, Puerto Rico and the Virgin Islands. These include stations already renewed and others that will be as soon as other difficulties are resolved. He also applied it to 42 North Carolina and South Carolina stations whose licenses were due for renewal Dec. 1, 1966.

All 206 Cited ■ Commissioner Johnson applied his statement to the renewal of all 206 AM stations in the Feb. 1 group. Thus there appeared to be some

procedural confusion in that the dissents applied to grants made not only by the staff but, in the case of five stations used by the commissioners two weeks ago in launching a new policy of reviewing stations' commercial policy, by a unanimous commission (BROADCASTING, March 6).

As summarized by Commissioner Johnson, the Florida renewal applicants included: two stations proposing no news programing; seven proposing no public-affairs programing; a total of 23 stating that they plan to devote less than 1% of their time to such programing; and 88 stations proposing to spend less than 5% of their time on all "other" (agricultural, religious and instructional) programing combined.

Commissioner Cox said that such proposals, on their face, "reflect too little service in the informational and

FCC should encourage local criticism, says Johnson

FCC Commissioner Nicholas Johnson says the commission could do an effective job of upgrading broadcast programing by encouraging local groups to play an active role in the station-licensing process and in enforcing their own standards on local stations.

It would be "like involving the poor in the program directed toward poverty."

Commissioner Johnson expressed the view in an interview aired Sunday on WNEW New York and conducted by Richard Doan, columnist for *TV Guide*. The program is to be rebroadcast by stations of the National Educational Radio Network.

The proposal, reminiscent of one that had been advanced by former FCC Chairman E. William Henry, was much on the commissioner's mind last week. He touched on it in his dissent to the license renewals of Florida stations (see above).

Asked how the commission can

reach a decision as to whether a station is serving as an outlet for self-expression, the commissioner said the agency could involve the local community in the matter of programing by informing the public about its rights and the stations' responsibilities.

Information ■ He would have the commission make clear that "stations are not owned forever by the licensee," that all licenses come up for renewal at the same time in a given community, that stations have a public-service obligation and that the frequencies of stations not doing an adequate job are "open to a competitor" who feels he can do better.

He said such an approach would bring the matter of dealing with program content "back to the local community" and would be "like involving the poor in the programs directed toward poverty." This might be preferable to "increasing the staff

of the FCC and trying to get the federal regulatory commission more deeply involved."

But at the present time, he said, the commission is following neither approach. And since individual communities are uninformed as to their opportunities, he said, "we not only have the kind of programing we do but the kind of complaints about it."

He was also critical of the commission for failing, in his view, to "play a more creative and constructive role" in the field of educational broadcasting. He acknowledged that the Ford Foundation proposal for a domestic satellite system whose profits would be used to finance educational television was made in an FCC proceeding. He also paid tribute to FCC Chairman Rosel H. Hyde for making "a great contribution to the field, even though this hasn't always taken the form of a public role."

But he said he would have liked to see "the FCC come in earlier with

inspirational areas and too great a concentration on entertainment and, in some cases, perhaps, sports." He said proposals may be justified, but that the commission shouldn't routinely renew the licenses without making further inquiry to determine whether the stations are reasonably serving the needs of their communities.

Not Enough News ■ The commissioner, noting one station (WHRC Jacksonville, Fla.) that devoted 2.9% of its time in the last renewal period to news and now proposes to devote less time to that category in the next three years, said: "It seems to me that it—and I'm afraid other stations—are downgrading their commitments in the more expensive and difficult, and often less popular, program categories because they feel the majority of the commission won't do anything about it. I think this represents abdication of one of our major regulatory responsibilities."

Commissioner Johnson sounded the same note in contending that the renewal action constitutes "the total abdication of commission responsibility" in the field of programing. He sees harm in that situation since the mere existence of the commission "creates a sense of security and complacency for the citizenry, snug in its assumption that there is effective regulation," he said. "So assuming, it does not demand more."

Commissioner Johnson said it is "conceivable" that an analysis might lead

more—not in the way of dictating results . . . but in the way of encouraging discussion and coming forward with positive and provocative proposals that will move us on toward consensus and some action."

Commissioner Johnson praised President Johnson for his "creative proposal" for the creation of a Corp. for Public Television and for providing it with funds to finance non-commercial TV programing.

He also listed Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), the Ford Foundation, the Carnegie Commission on Educational Television, the National Association of Education Broadcasters, among others as meriting praise for helping educational broadcasting.

"Throughout, the FCC, it must be said in all candor," he added, "has not really contributed much in the way of a substantive report of a quality and content comparable to that of Ford or Carnegie."

to the conclusion that the public interest in programing is best served by broadcasters creating formats designed to produce "the greatest possible advertising revenue."

Make It Explicit ■ "If that position—held by some broadcasters—has now been endorsed by the present commission majority, as it appears to have been," he added, "I would prefer that we make this an explicit, public, reasoned judgment rather than go through the motions of appearing to review programing against a public interest standard when in fact doing nothing of the sort."

He said the commission's "ambivalence" toward program review is indicated by the fact that the commission requires renewal applicants to fill-out a "searching questionnaire" concerning programing proposals—and then puts the questionnaire "to little if any useful purpose whatsoever."

Commissioner Johnson, while agreeing that the licenses of some of the Feb. 1 renewal group should not be renewed without further inquiry, expressed doubt that the prescription of programing categories is the best long-range approach for the commission to take. He said that the wide variety of local conditions makes it unrealistic for the commission to establish uniform programing standards for all stations.

Commissioner Johnson said "many paths" are open to a commission seeking an effective way of contributing "to better programing in the public interest." But in this connection he said it is essential that the commission "stop abiding the foolishness" that the no-censorship provision of the Communications Act bars commission activity in the area of programing.

The "paths" Commissioner Johnson suggested indicated a willingness on his part to shift some responsibility for program surveillance and control from the commission to local audiences. Among other things, he said, the commission might hold public hearings on the public service of selected radio stations, provide "more meaningful opportunities" for applicants competing with stations doing least well in serving their communities, or encourage more letter writing from the public to the FCC and the broadcasters.

N.Y. study reflects color processing boom

A wide expansion in the color film processing industry in New York has been reported in a study issued by the New York City Department of Commerce and Industrial Development.

The boom in color TV programing and commercial production was cited

Reinsch to be consultant

Appointment of J. Leonard Reinsch, president, Cox Broadcasting Corp., as consultant to



Mr. Reinsch

the site committee for the 1968 Democratic National Convention was scheduled to be announced last weekend. Mr. Reinsch, prominently identified

with Democratic National Committee activities for a quarter of a century, was in Washington last week meeting with party officials.

At recent Republican National Committee meetings, site selection, according to informed sources, has been narrowed to Chicago and Miami. Efforts are being made to have the major party conventions in the same city, primarily because of costs involved in full-color television coverage and movement of personnel and equipment.

Mr. Reinsch, who headquarters in Atlanta, has participated in Democratic Committee activities since he served as radio director for the Roosevelt-Truman ticket in 1944. He was executive director of the Democratic National conventions in 1956, 1960 and 1964.

as a strong factor in the department report, which noted that three new firms have begun operations and three others have expanded their facilities.

The new processing companies are Telecolor Film Laboratories, which is spending almost \$2 million to construct a laboratory and to purchase equipment; Coastal Film Laboratories, which now employs 160 persons and expects to hire an additional 100, and Esprit Productions, which recently has taken space on the West Side of the city.

Companies enlarging their facilities and staffs, according to the report, are Movie Lab Inc., which has increased its working staff 20% and projects sales of \$11 million for the current year; Du-Art Corp., which has increased its technical staff more than 25% over the past year, and Color Service Co., which has 20,000 square feet of space in its present quarters and has leased an additional 50,000 square feet in a renovated building.

A new fairness doctrine foray

Institute for American Democracy enters complaints against stations carrying right-wing attacks

An organization that came into existence last November for the stated purpose of opposing extremists of the left and right appears likely to generate a rash of fairness-doctrine complaints against stations carrying commentators of the right.

The Institute for American Democracy is not concerned solely with broadcasting. And it was expected, initially at least, to operate as a coat-holding operation—it would supply the encouragement and information and let other groups, national and local, do the fighting.

But IAD last week filed fairness-doctrine complaints with the FCC against two Florida stations and was hoping its example would inspire other groups to take similar action.

The stations are WSWN Belle Glade and WEDR-FM Miami, which carried two broadcasts that IAD says were attacks on it and its officers by Richard Cotten. The stations, IAD said, have declined to make time available for reply.

The organization may file similar complaints this week against other stations that carried the Cotten broadcasts, as well as against some that carried a broadcast by William Steuart McBirnie, which IAD feels was an attack on it and its officials. The Cotten and McBirnie broadcasts were said to have identified IAD officials with Communist-front organizations.

Hand Forced ■ "We got into this radio matter before we intended to," Charles R. Baker, IAD executive director, said in Washington last week. "We wanted local groups to deal with the stations in their communities. But Cotten and McBirnie attacked us, so we felt we had to answer."

IAD believes some 39 stations carried The Cotten and McBirnie programs. Thus far, 11, including the two Florida stations, appear unwilling to play the tapes IAD has prepared as rebuttals.

In letters to the commission concerning WSWN and WEDR-FM, Mr. Baker cited not only what he said was the stations' refusal to grant time but their failure to notify IAD and its officials in advance of the alleged attacks, as required by the fairness doctrine. Mr. Baker asked the commission "to take appropriate action with respect to the conduct of [the stations] so that the public interest may be served."

IAD has been keeping the FCC informed of its correspondence with all the stations involved. The McBirnie

broadcast, aired Dec. 28, 1966, is believed to have been carried by 16 stations. The Cotten program, which IAD said was heard on Jan. 10 and 11, is understood to have been carried by 23 stations.

Mr. Baker acknowledged that while IAD was established to oppose extremism of both left and right, the organization's principal, virtually total, concern is with the latter. The radical left, he says, hasn't been a serious problem since the late 1940's. But he sees the radical right as spending "tremendous amounts" of money to "brainwash" the public with its attitudes on issues.

Programs Cited ■ Besides the Cotten and McBirnie programs, he mentioned those of Dr. Carl McIntire, Billy James Hargis, Dan Smoot and Clarence Manion, as well as the *Life Line* program



Mr. Baker



Dr. Littell

and the activities of the John Birch Society in various media.

IAD is a kind of spiritual successor to the National Council for Civic Responsibility, which was organized in September 1964 to produce programming to combat what it called coordinated propaganda activity of extremist right-wing groups (BROADCASTING, Sept. 28, 1964). That group, headed by Arthur Larson, former head of the U. S. Information Agency, went out of existence less than a year later.

Mr. Baker said IAD grew out of discussions involving members of the National Council of Churches and the Anti-Defamation League of B'nai B'rith who felt "let down" after the Larson group folded and who were concerned about "extremists of both left and right." These concerned individuals, Mr. Baker said, saw similarities between the two extremes in that "they were at war" with those occupying the middle ground.

Mr. Baker, 46, who operated a public relations firm in Toledo, Ohio, was asked to go to Washington to put together what is now IAD. He had had

experience in political and community interest campaigns and in doing research on right-wing groups.

He says IAD is funded by church, fraternal and trade-union groups, as well as individual contributors. However, he declined to identify them. To do so, he says, may subject them to "harrassment." But the organization publicizes its 66 sponsors, who are headed by Dr. Franklin H. Littell, president of Ohio Wesleyan College, as chairman.

The sponsors list contains a heavy sprinkling of names of individuals who have been associated with liberal causes, including Mr. Larson; Dore Schary, national chairman of the ADL and motion picture writer and producer; Steve Allen, radio and television personality; Senators Clifford Case (R-N.J.) and Gale McGee (D-Wyo.); Walter Reuther, president of the United Auto Workers, AFL-CIO; Roy Wilkins, executive director of the National Association for the Advancement of Colored People, and Harry S. Ashmore, director of the Center for the Study of Democratic Institutions.

Mum on Budgets ■ Mr. Baker was reluctant to discuss the organization's finances. He said only that IAD has "no meaningful budget" as yet for 1967 but that he hopes expenditures "exceed the amount [of money] now available." He said he is still raising funds and attempting to put the organization on the tracks.

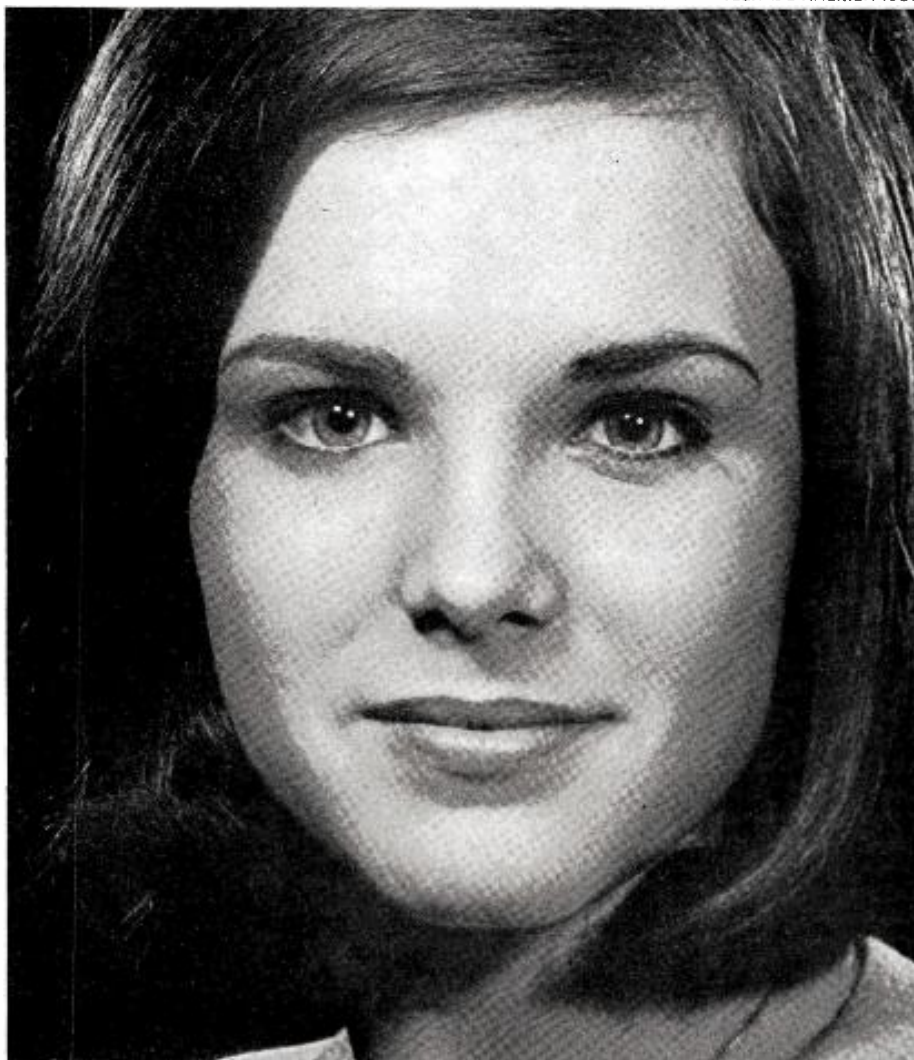
IAD doesn't defend causes, as such, Mr. Baker says. Rather, it attempts to stimulate action on the part of national and local groups. He and Dr. Littell lecture before various groups. IAD has circulated a newsletter (*Homefront*) to some 30,000 individuals. "A steady stream of memos" has gone out to local groups.

One result of this activity, Mr. Baker says, is that individuals contact IAD to ask what action they can take.

"We tell them to write to the FCC, to contact the local station, to work to get equal time," Mr. Baker said.

Foreign opinion offered

Seven Arts Television has placed into syndication a weekly news featurette in color, *Overseas Opinion*, a two-and-one-half minute editorial on the U.S. scene by a Washington-based foreign correspondent. Six foreign correspondents who will be featured are Anthony Howard, *London Observer*; Leo Sauvage, *Le Figaro*; Simon Malley, *Jeune Afrique*; Zygmunt Broniarek, *Warsaw Trybuna Ludu*; Ajit Bhattacharjea, *Hindustan Times* and Hisanori Isomura, Japan Broadcasting Corp. A seventh segment will be filed by a special correspondent assigned to the week's major news break.



Sandy Roberts owns 1967

Quite an achievement—owning something so big and important so early in life. But Sandy can handle it. Sandy owns the 1967 crown of Miss Teenage America and all that goes with it . . . rewards, fun, excitement, travel and—responsibility. Sandy is 17, a B+ senior at Samuel Ayer High, a cheerleader, a member of the pep club and drama club. She doesn't believe in going steady—loves football, The Beach Boys and David McCallum. □ She represents the teen-world to personages such as The Crown Prince of Sweden and various political and industrial leaders. □ The teen market identifies itself with Miss Teenage America—she's part of it! She could be your key to new business, increased billing, enhanced community image and improved market position.

We'll show you how—at no obligation.



MISS TEENAGE AMERICA®

influencing the teens of today...tomorrow's women

Changing sound of FM radio

NAB survey shows FM no longer haven of classical music

FM, once regarded as the sacrosanct province of classical music, can no longer claim such a distinction. Today its programming patterns are nearly as wide as its AM brothers, and the FCC has been partly responsible for the change.



Mr. Taylor

Those are some of the conclusions developed from a study of FM members of the National Association of Broadcasters. Commenting on a survey, which elicited usable responses from 461 (43%) of the 1,064 stations queried, Sherril Taylor, NAB vice president for radio, said the results show "a healthy, exciting diversity of program content in FM."

The survey, begun last month, covers past and present FM programming, relationship of AM and FM programming, the effect of the FCC's 50% nonduplication rule on commonly owned AM-FM operations, percentage of national and local business, and other sales-oriented information.

The sample was broken down into small (under 100,000 population) and large markets, the latter further split into a sub-group to show replies from 33 FM stations directly affected by the 50% nonduplication rule.

Middle Roaders ■ The majority of stations (61%) have middle-of-the-road music as their basic programming. Other top choices were milder contemporary (16%), classical (7%), country-western-folk (5%), top 40 (4%), light classical (3%), Broadway-Hollywood (3%).

In the large-market sub-group, 37% programmed middle of the road, 18% classical, 15% top 40, and 12% each milder contemporary and light classical.

Of the 393 FM stations that said they were in common ownership with an AM in the same market, 83% said they duplicated some AM programming. Among small-market stations, 38% duplicated 76%-100% and 30% duplicated 1%-25%. Almost nine out of 10 large-market stations duplicated less than 50% of the time; 46% duplicated

1%-25% and 40% duplicated 26%-50%. In the sub-group, 74% said they duplicated 26%-50%. None exceeded 50% duplication.

A total of 23% of the stations said they had changed their FM programming in the past year. All the sub-group stations said the change was caused by the nonduplication rule.

Of the stations that did change, middle-of-the-road music was given by 39% as best representing their previous programming. Classical music was named by 13%, milder contemporary by 12%, light classical by 10% and top 40 by 9%. In the sub-group, 19% had switched from a heavy talk format.

Automation ■ More than half (52%) of the respondents said their stations were not automated. In the small markets 68% said this was the case. About a third (34%) of the large-market stations said they were completely automated and in the sub-group this grew to 53%. Overall, 22% said they were fully automated and 26% said they were partially automated.

The lack of national business on FM showed up with 81% of the respondents to the question saying three quarters or more of their business was local. This ranged from 75% of stations in large markets (73% in the sub-group) to 86% of stations in small markets.

The stations were almost evenly divided on their sales approach with 51% using "mass audience" and 49% using "class audience."

Mr. Taylor, who will make a formal presentation of the survey on FM Day (April 2) at the NAB convention in Chicago, said there had been an "information gap" about FM programming considering the "rapid changes that have taken place" in FM in a relatively short period.

NAFMB surveys FM, too

A detailed report on FM programming will be a highlight of the National Association of FM Broadcasters annual convention in Chicago March 31-April 2. The programming data will be based on an NAFMB survey conducted by Inquiry Research Inc.

Alex Smallens, WABC-FM New York, chairman of NAFMB's program research committee, who will make the presentation on March 31, said the association had received more than 800 returns on its 1,600-station mailing.

The survey will cover stereo broadcasting, vertical polarization, AM duplication, network affiliation, automation, and a description of FM programming by day and time periods and by size of market.

Artists' rally starts fee push

Few appear; some suggest fear of reprisals; Kenton set to testify next week

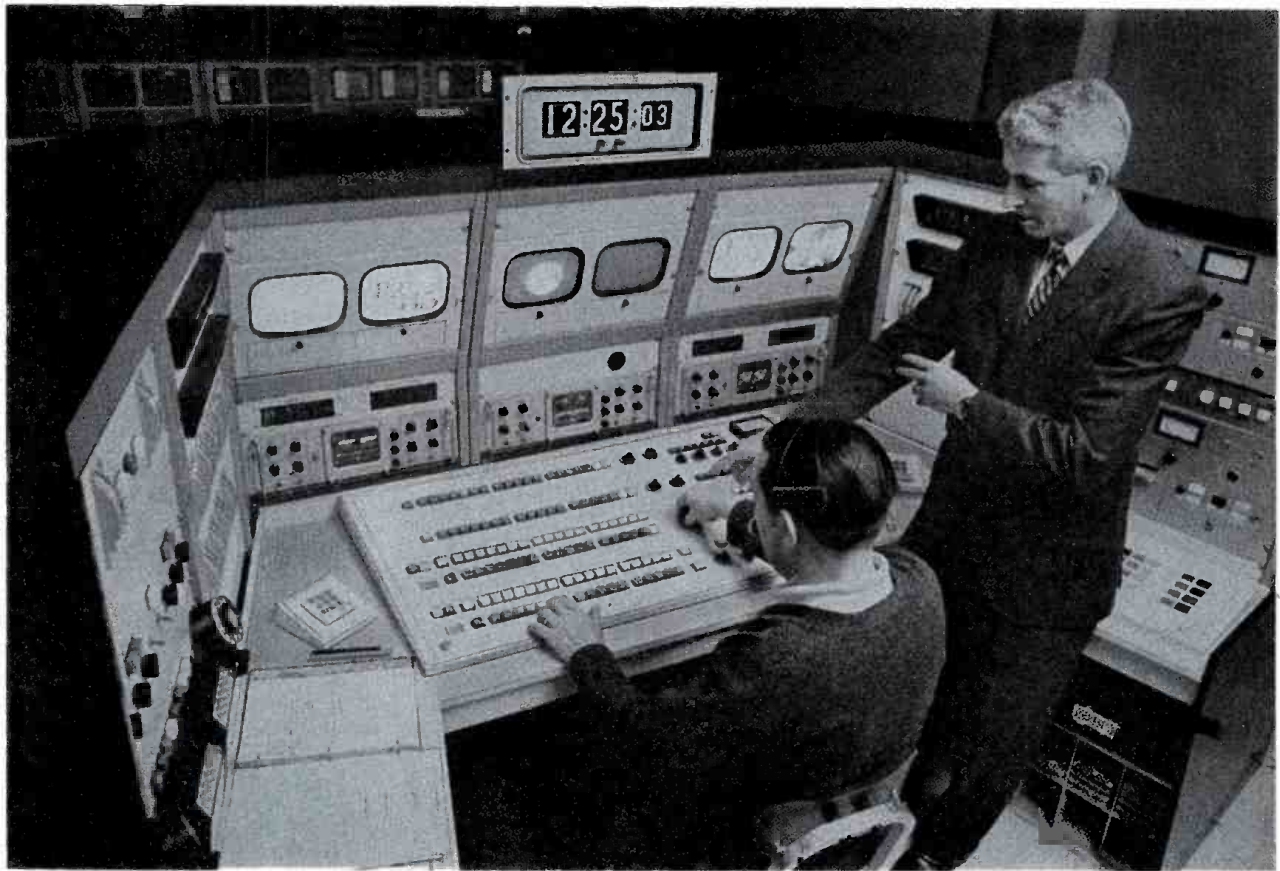
Less than 20 performing artists, musicians, arrangers, song writers and record producers turned out last week in Beverly Hills, Calif., for a "mass" protest rally to help win copyright protection for recorded performances. Those that did attend heard bandleader Stan Kenton, chairman of a recently formed group called the National Committee for the Recording Arts (BROADCASTING, March 6) tell them that "it would almost take a stupid human being to fail to see the moral validity" of their cause.

This cause was described as a more-than-30-year fight for the "fundamental economic right" to copyright protection for the use for profit of recorded performances by radio, television, juke boxes and other media in the U. S. and the rest of the world. Mr. Kenton and other members of his committee claimed that record companies lose money on five out of six single records and on 50% of all albums. They further claimed that of the 3,000 record producers licensed by the American Federation of Musicians, only 300 are making a profit. This economic situation was then compared with the broadcasting industry's "outstanding" record of profits, which, it was argued, "has been built on the use of phonograph records."

Continually during the meeting, Mr. Kenton stressed the need for the support of every recording artist.

Boycott Worry ■ At one point during the meeting, Mr. Kenton was asked if he thought participation in the NCRA movement would hurt artists in their dealings with radio stations. The bandleader conceded that some of the younger performers that he had approached for support seemed fearful of being boycotted. But Mr. Kenton pointed out that their fears are exaggerated and that he expects no such retaliatory action. Commenting further on the question he praised the National Association of Broadcasters as being a "distinguished" body and predicted that it "would bend over backwards to be fair."

Mr. Kenton is scheduled to present testimony on March 21 in Washington before the subcommittee of the Senate Judiciary Committee that is considering copyright revision.



Typical of the customized concept in Visual solid-state Video Switchers is this system installed at WHYY-TV, Philadelphia. Used for switching Channels 12 and 35 WHYY's Master Control Switcher incorporates preset 16-event store, audio-follow-video and audio breakaway facilities, independent switcher busses to five VTRs, program and preview feeds, full machine control, and audio-video monitoring and preview facilities.

CUSTOMIZED SOLID-STATE MODULAR VIDEO SWITCHERS

another key to better color

The key to Visual Electronics' unquestioned leadership in advance-design video switching systems is our belief that there is no such thing as a "packaged" switching system in today's complex color broadcasting operation. Instead, your system is *customized* to your exact requirements. Your *customized* system is completely solid-state, including FET (Field Effect Transistor) mixing and clamp circuitry of modular design — for long, minimum-maintenance operation, unlimited accessibility, and flexibility for future expansion. Regardless of the program complexity, the number of input sources and switchable feeds, or the previewing and monitoring facilities required . . . your *customized* solid-state Visual Video Switcher is designed to meet those needs!



Visit with Visual

- at the 1967 NAB Convention
- at the Visual Post-NAB Technical Seminar, April 6th.

VISUAL ELECTRONICS CORPORATION

356 west 40th street • new york, n.y. 10018 • (212) 736-5840

Domestic distribution for USIA's output?

ADVISORY COMMISSION URGES 'OPEN DOOR' POLICY

An advisory commission on U. S. information, headed by Frank Stanton, president of CBS, last week called for an end to the domestic embargo on material distributed overseas by the U. S. Information Agency.

The citizen panel in its yearly report called on Congress to remove the veil from the agency's activities. The law authorizing the creation of the agency was passed in an atmosphere of congressional suspicion and skepticism, the panel said, and efforts were made to assure that the agency would not be used for domestic propaganda. "The

time has come when the vigilance of Congress and the press may be relied upon to provide sufficient safeguard against partisanship and the promulgation of a particular administration's point of view," it reasoned.

Immediate congressional reaction to the proposal, however, was divided. Senator J. William Fulbright, chairman of the Foreign Relations Committee, rejected the idea. "I disapprove of the federal government—whether it's the Defense Department or USIA—subsidizing this kind of propaganda. It's a matter of principle, and I thought it

was in the law."

Another lawmaker, Senator Henry M. Jackson (D-Wash.) said: "Certainly the American public should have access to [USIA] information. But the problem will remain—how to police such material so as to prevent any administration in power from taking unfair advantage."

Representative John E. Moss, (D-Calif.), chairman of the House Government Information Subcommittee, tentatively endorsed the proposal. He said he was in fundamental agreement with the move as long as the agency was not allowed to disseminate material on its own initiative. "I have always said that the USIA should not undertake to propagandize the American people. But this proposal does not allow any overt effort. It would just let them

Lights, some action, but still no cameras

Broadcasting last week received encouraging news about the prospects of gaining access to congressional hearings. At the same time television was laying the groundwork to overcome technical problems in such coverage.

Part of a congressional reform measure approved by the Senate last week gave hope to the possibility that most committee hearings would

be open to radio and television coverage.

The legislative reorganization bill, which passed the Senate, contained a provision that each hearing conducted by Senate and House committees shall be public unless the committee feels the contents are of a national security matter, might reflect adversely on the reputation or character of an individual or di-

vulge confidential matter. When a hearing has been declared open to the public, it may be broadcast by radio or television under rules drawn by that committee.

In the past, Senate hearing broadcast rights have been left to the discretion of the chairman and a majority and have been forbidden in the House. The new proposal would allow a committee to adopt rules permitting broadcasts in advance instead of making a decision before each hearing.

Also last week, technicians gained access to the hearing room of the Senate Commerce Committee to install a system of lighting for demonstration and testing. The temporary system of lighting was set up last week and demonstrated to senators and staff members to try to work out an amount and placement of light that would be agreeable to the Senate and to the TV networks. It was hoped that if an arrangement could be reached, the system might be installed permanently, dressed up and serve as a model for other committees. However, a handful of senators that were introduced to the temporary system and staff members expressed some inconvenience with the light intensity, glare and heat.

Adjustments were made to relieve the inconvenience and Tuesday, March 14, the systems will be used to test live color coverage of hearings. The system will function during a Commerce Committee hearing on the feasibility of electric powered vehicles. The hearing will be covered as if it were being broadcast live in color although it will not be shown on TV.



Aaron Stephenson, NBC lighting technician (c), explains a test system of lighting installed temporarily last week in the chamber of the Senate Commerce Committee. Seated around the committee

bench discussing the test are (l to r) Bill Monroe, Washington bureau chief of NBC News, Senator Everett Jordan (D-N. C.) and Senator Howard W. Cannon (D-Nev.), gesturing. Light fixtures are shown on wall.

make their material available."

USIA Director Leonard Marks said the agency would have no objection to making its material available for domestic use.

'Open Door' Wanted ■ The advisory committee report said "the American taxpayer should no longer be prohibited from seeing and studying the product a government agency produces with public funds for overseas audiences . . . the commission recommends the Congress effect the same 'open door' policy on overseas-intended information materials as decreed by the 'Freedom of Information' Act [the Moss Act, became law July 4, 1966] for the domestically based governmental operations." It also said the prohibition of distribution of USIA material in this country was an unwritten rule and not contained in any statutes. It said the commission sought action making the material available only and not promoting internal distribution.

The commission also recommended foreign-service status for USIA representatives overseas as a means of improving morale and stemming the high turnover rate in personnel. The problems of instability have also extended to USIA's broadcasting arm, the Voice of America, it said. It said the Voice would have to recruit a new generation of talent to replace its veterans. It also praised the Voice for its modernization in program content as a step in meeting the needs of the growing world youth population.

USIA among its many activities produces television programs for overseas distribution and the Voice of America is this country's broadcasting arm overseas. Congressional approval had to be obtained in the past to make any of their material available in this country. One recent example was clearing "John F. Kennedy—Years of Lightning, Days of Drums," a film on the life of President Kennedy, for domestic showing.

Brechner hits gags on 'public trials'

In an attack on attempts to gag pre-trial information, Joseph L. Brechner, WFTV(TV) Orlando, Fla., charged that lawyers and judges who decide that pretrial information is prejudicial, "are generally incompetent or are not honestly objective in determining what information the public should receive" and "are not qualified to direct or attempt to regulate and manage the informational channels of our country."

Speaking on broadcasting day at the University of Florida, Gainesville, last week, Mr. Brechner assailed the American Bar Association's Reardon Report

BROADCASTING, March 13, 1967

Newsmen's guidelines asked by FOI panel

Preparation of new guidelines for radio-TV newsmen covering public events is being undertaken by the National Association of Broadcasters. The NAB's Freedom of Information committee met last Tuesday (March 8) and asked the association to review codes now in use by other media.

NAB will also survey state broadcaster associations regarding codes they may already have in operation. The draft will be completed and circulated among the FOI committee members by April 20.

Also tentatively scheduled for late April is a meeting of the committee with the American Bar Association's advisory committee to discuss the Reardon Report on pretrial coverage (BROADCASTING, Oct. 3, 1966, et seq.).

The NAB committee also endorsed the recommendation by U. S. Advisory Commission on Information that U. S. Information Agency material be made available but not actively distributed domestically.

Attending the FOI committee meeting were (seated l-r): Daniel W. Kops, Kops Communications Inc., New Haven, Conn.; N. Thomas Eaton, WTC Hartford, Conn., chairman; Joseph L. Brechner, WFTV(TV) Orlando, Fla. (Standing l-r): Fred Weber, Rust Craft Broadcasting Co., Margate, N. J.; Richard Salant, CBS News, New York; Charles A. King, Mutual, New York (representing Stephen J. McCormick); James C. Hagerty, ABC Inc., New York, and William R. McAndrew, NBC News, New York.



on pretrial publicity as a "distorted and dangerous document" that would abridge freedom of speech and press. He called the report "a bagful of legal, professional, patronizing pap in its consideration and interpretation of the rights of defendants and the obligations of a free press."

He accused lawyers and courts of having "distorted" the Constitutional guarantee of a "speedy public trial before an impartial jury" by referring to it as the right of a "fair trial." The Reardon Report, he added, continually uses the "fair trial" expression although "there is nothing in the Constitution" referring to it.

Is the ABA, he asked, "afraid that the expression 'public trial' as understood by the public would dispose of their specious arguments for proposed news restrictions before and during a trial?"

Mr. Brechner also attacked lawyers

and courts' attempts to "immunize juries" from pretrial information and their expectation that those who serve on juries should have "existed in a news or social vacuum to insure a so-called fair trial."

He accused the bar associations "by their canons" and the courts "by recent rulings" with assuming "powers and authority over freedom of news media far beyond their obligations or authority." They are extending their authority, he added, "by denying the public full information in violation of their inherent right to full information, by abridging the freedom of the news media to furnish that information."

The bar and the courts, Mr. Brechner charged, are trying to make the news media "the whipping boy for their own carelessness, prejudices and maladministration . . . and . . . for self-serving purposes are deceiving the American public. . . ."

Cameraman's fine upheld in court contempt case

The conviction of a television news photographer accused of violating a court order against taking pictures in a courthouse, was upheld last week by the U. S. Court of Appeals in New Orleans.

The court said that the freedom of press provision in the U. S. Constitution applies only to the dissemination of news, not the gathering of the information.

The ruling was in the case of William O. Seymour, news cameraman for KTVT(TV) Fort Worth-Dallas, who defied a judge's ban by taking pictures in the hallway outside a courtroom. The court fined him \$25 for contempt. He is a member of the Texas Freedom of Information Committee of Sigma Delta Chi, national journalism society.

Attorneys for the Texas news photographer were studying the appeals court decision to determine whether to appeal to the U. S. Supreme Court.

AP reports record total of radio-TV outlets

The Associated Press was serving a record total of 2,924 TV and radio stations at the end of 1966, it was announced last week by Wes Gallagher, AP general manager, in his annual report to members. The new total constituted a net gain of 99 broadcast outlets over 1965.

Mr. Gallagher noted that broadcast membership covers 2,600 radio stations and 324 TV outlets. He said that more than 1,000 stations have been added in the last 10 years.

During the past year, Mr. Gallagher continued, there was a net gain of 29 television and newspaper subscribers to AP's wirephoto network, bringing the number of subscribers to a record high of 693. He said the organization's News Channel Projector service for CATV systems is either in service at, or on order for, 74 systems.

Way paved for contract talks

The Screen Actors Guild served notice last week that its current collective bargaining agreement with the producers will end at midnight June 30, thus clearing the way for negotiations with motion-picture producers for a new television film contract.

The guild's television agreement, signed in 1964, had until 1968 to continue, but a provision allowed either party to the contract to open negotiations for a new agreement in 1967. It's

expected that new negotiations will start considerably in advance of the contract termination date. Initial negotiations will be with the Association of Motion Picture and Television Producers and with the three television networks.

Carlton Fredericks TV health show set

Nutritionist-health specialist Carlton Fredericks is scheduled to return to the air in a new half-hour across-the-board daytime syndicated series which is being produced by ABC Films in association with the Triangle Stations.



Mr. Fredericks

Mr. Fredericks had conducted a popular radio series on nutrition and health (*Living Can Be Fun*) for more than 25 years and had been in television briefly. Less than two weeks ago the FTC dismissed a complaint against Mr. Fredericks (BROADCASTING, March 6), who has been a center of controversy among medical groups and government agencies for his outspoken views on nutrition and health subjects.

The new TV series will be produced in color each day at the studios of WFIL-TV Philadelphia and syndicated by ABC Films to stations, starting in early April. Harold Golden, president of ABC Films, noted that the TV series will be different from the radio program in which Mr. Fredericks appeared

'Naked City' reprise

Somebody at Bill Burrud Productions, Hollywood, had a great idea for a program in the company's syndicated *Wonderful World of Women* series. "Let's explore the philosophies and activities of nudists," it was decided. So the Glen Eden Nudist Camp near Lake Elsinore, Calif., was chosen as the target for the all-revealing television camera.

But somebody else reminded the production company that in Rome you must do as the Romans. That's why a six-man Bill Burrud production crew was scheduled to invade a California nudist camp last weekend traveling light.

They'll all work nude.

alone. The TV program, called *The Carlton Fredericks Show*, will feature on each episode a well-known health authority or a celebrity or both to provide balanced points of view. The format will range beyond nutrition to discussions of various health subjects, such as cancer, medicine, fertility drugs, wonder drugs, abortion, hangovers and child birth.

Mr. Golden said the TV series will begin in late March on WFIL-TV and WNHC-TV New Haven, Conn., another Triangle outlet. The producer and executive producer of the series are, respectively, Herbert Swope Jr. and Lawrence Jacobson.

Religious freedom enters WXUR case

Freedom of religion has become an issue in the controversial WXUR-AM-FM Media, Pa., license-renewal case. The station has appealed to the U. S. Court of Appeals in Washington against the commission's order setting its renewal application for hearing.

The FCC ordered a hearing on the renewal in January after petitions for a hearing and revocation of the stations' licenses had been filed by the Greater Philadelphia Council of Churches and others (BROADCASTING, Jan. 30). The commission's order raises issues involving the agency's fairness doctrine and also whether the stations have been used to "serve the sectarian and political views of its principals" rather than the general community. The WXUR stations are owned by Faith Theological Seminary Inc., whose principal is Dr. Carl McIntire.

The hearing order brings the religious question into issue, the stations declared and therefore the commission is contravening the First Amendment. The stations also question the legality of the FCC's fairness doctrine.

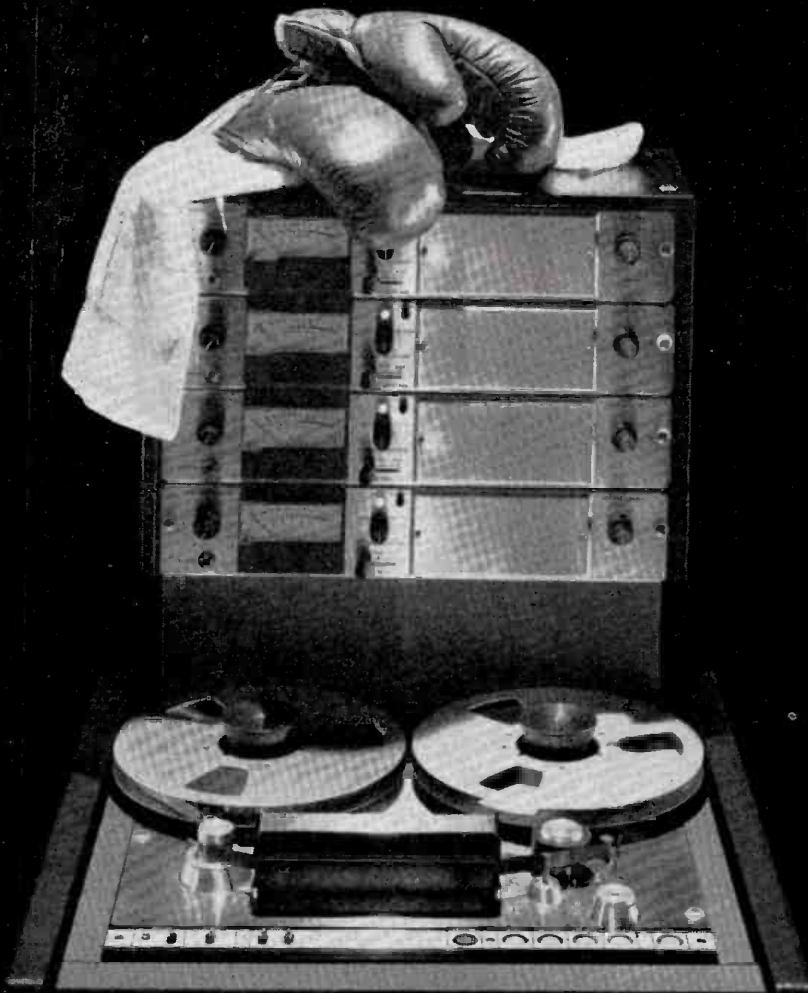
A similar test case on the commission's fairness doctrine is pending in the U. S. District Court in Washington. This challenge was made by WGCN-AM-FM Red Lion, Pa., which is principally owned by the Rev. Mr. John M. Norris. General manager of both the Media and the Red Lion stations is John H. Norris, son of the Reverend Norris.

A White House first: LBJ live in color

The first live color telecast of a presidential news conference took place last Thursday (March 9).

The news conference, in the East Room of the White House, was covered by four color cameras plus four shot-

A rugged new professional from Ampex
is ready for all assignments



Start with a 1, 2, 3 or 4 track Record/Reproduce; or Reproduce-only. Plug-ins make changes fast.

Introducing: The AG-440

It's ready. Rugged. With new solid maintainability for the broadcaster. New lightning-fast convertibility for the master recording studio. Our new Ampex AG-440 professional audio recorder can match all of these features:

Precision-milled transport surfaces assure automatic alignment of heads, motors and assemblies. Exclusive ribbed, heavy-duty die-cast top plate maintains precision alignment.

Plug-in head assembly and plug-in heads permit rapid interchange . . . 4, 3, 2 and 1 channels.

Instant tape-guide convertible—from ¼" to ½" tape.

Exclusive front mounted plug-in boards for bias amp, record and reproduce electronics. Instant replacement.

Master bias oscillator and regulated power supply, in transport. Feeds up to four channels.

New three-way push-button editing: 1.) brake release for manual cueing, 2.) play-edit, and 3.) fast-cue-finding.

Ampex SEL-SYNC* on every channel for track revisions and fully synchronized sound-on-sound.

Exclusive precision-lapped triple-shielding on play head minimizes magnetic interference.

Jewel-bearing idler in head assembly reduces scrape flutter modulation.

Individual switches adjust tensions for different reel size on each side.

Adjustable turntables accept reels up to 11½ inch.

Push-button solenoids permit either local or remote control with smooth tape handling.

Newest Ampex advanced engineering, all solid state.

Your choice of interchangeable versions for rack mounting, console or portable case—all expandable and ready for all assignments! *TM Ampex Corp.

For an illustrated brochure showing many other features of our rugged new AG-440 professional recorders, write to: Ampex, Room 7-14B, Redwood City, Calif. 94063.

NAME _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

AMPEX

Career opportunities? Write Box 0, Redwood City, Calif. 94064.

gun microphones. Lighting intensity at the President's podium was 325-foot-candles, about three times the normal lighting required for black-and-white cameras. The coverage for the conference was by NBC acting for the TV pool this month. William B. Monroe Jr., chief of NBC News' Washington bureau, was in charge; Aaron Stephenson, senior lighting director, NBC-TV, New York, was in charge of lighting.

This is not the first time President Johnson has been colorcast; the other times, however, were always on film or tape.

13 buy Screen Gems' 'Post 60' in 2 months

Screen Gems Inc. has sold its new package of "Post 60" features of 60 films to 13 markets over the past two months, it was announced last week by Dan Goodman, vice president in charge of syndication sales for SG.

Stations that have licensed the features, half of which are in color, are: WABC-TV New York; KABC-TV Los Angeles; KPX(TV) San Francisco; KDKA-TV Pittsburgh; WBKB-TV Chicago; WTVJ (TV) Miami; WBAY-TV Green Bay, Wis.; WVUE(TV) New Orleans; KCPX-TV Salt Lake City; WLOS-TV Asheville, N. C.; KEYC-TV Mankato, Minn.; KGLO-TV Mason City, Iowa, and WNEM-TV Saginaw-Bay City-Flint, Mich. The package includes "Bye Bye Birdie," "Five Finger Exercise," "Good Neighbor Sam," "Damn the Defiant!" "Fail Safe," and "Love Has Many Faces."

Program notes . . .

Republic division ■ The feature film backlog of Republic Corp., sale of which was completed Feb. 13, will be distributed by National Telefilm Associates, Beverly Hills, and Emery Pictures Inc., New York. NTA will handle TV and theatrical rights to the Republic product in the U. S., while Emery will distribute them to the rest of the world.

Now it's 'Batfink' ■ Screen Gems Inc. reports it has acquired worldwide TV distribution rights to 100 five-minute episodes of the *Batfink* cartoon series, exclusive of the 40 key markets previously sold by Mission Productions, the TV subsidiary of Wham-O Manufacturing, San Gabriel, Calif. The series is produced by Hal Seegar Productions and features a little bat with wings of steel and his husky Japanese assistant.



Mrs. Brown

Brown opinion show ■ King Features Syndicate TV has signed Helen Gurley Brown, author of "Sex and the Single Girl" and "Outrageous Opinions," to star in a new daily, half-hour talk series in which she will clash with opinion leaders on all aspects of the modern woman's life. Titled *Outrageous Opinions*, the series will be taped in New York and will be offered to stations next month for a fall start.

Bob Kline will produce the series for King Features with Al Brodax, TV head of KFS, as executive producer.

At NAB ■ Seven Arts Associated will place Volume 12 of its *Films of the 50's and 60's* feature films into syndication on April 2 during the NAB convention in Chicago and TFE '67. Among the 52 titles, of which 28 are in color, are "Esther and the King," "Mr. Belvedere Goes to College," "Les Miserables," "Tonight We Sing," "Carmen Jones," "Call Me Mister" and "Pickup on South Street."

Radio case closed ■ Two ministers convicted of violating the corporate securities laws while raising \$500,000 through a radio program (BROADCASTING, Feb. 6), were placed on probation for three years. The Rev. Clarence Theodore Walberg, who was convicted on 10 counts, was also fined \$1,000. The Rev. Wayne Davidson, found guilty on nine counts, was fined \$500. The money reportedly was solicited through a daily radio show Rev. Walberg conducted on KGER Long Beach, Calif.

Ahoy, mates! ■ The U. S. Coast Guard has made available a series of 13 16mm films, 28 minutes in length, depicting various Coast Guard duties. The films may be obtained by writing Lt. James R. Ward, Press Officer, U. S. Coast Guard, Washington 20226.

Snap-in replacement ■ *Snap Judgment*, a new game show in which guest stars and contestants try to match word associations, will replace *Reach for the Stars* Monday, April 3 (10-10:25 a.m.) on NBC-TV.

FINANCIAL REPORTS

MCA sets up quarterly dividend policy

MCA Inc. reported last week that gross income in 1966 climbed to a record high but consolidated net income declined by approximately \$2.6 million from the 1965 figure.

Lew R. Wasserman, MCA president, explained that returns from some of the company's feature motion pictures in theatrical release during 1966 were "very disappointing." He added that the management believes that features released theatrically this year will show "greatly improved results."

He also announced that the company's board of directors has established a policy of paying quarterly cash dividends on MCA common stock, and, in compliance, the board last week declared a 20 cents a share quarterly dividend, payable April 10 to stockholders of record on March 27. Mr. Wasserman noted that this is the first dividend

of any kind paid by MCA Inc. on its common stock since becoming a public company in October 1965. He said the MCA board also has declared a dividend of 37½ cents a share on its outstanding convertible preferred stock to preferred stockholders of record on March 17, payable March 31.

For the year ended Dec. 31:

| | 1966 | 1965 |
|-------------------------|-------------|-------------|
| Earnings per share | \$2.76 | \$3.31 |
| Gross income | 218,138,000 | 199,915,000 |
| Consolidated net income | 13,619,000 | 16,235,000 |

RCA dividends declared

RCA has declared dividends on both its common and cumulative first preferred stocks. A quarterly 20 cents per share of common stock will be paid April 24 to holders of record at the close of business today. Holders of preferred stock will receive 87½ cents per share on July 1, for the period April 1 to June 30, at the close of business June 6.

'66 set high marks, Cowles report shows

Cowles Communications Inc. announced record revenue and net income in 1966. Cowles is a diversified corporation in the communications field whose holdings include WREC-AM-TV Memphis, KRNT-AM-TV Des Moines, Iowa, and WESH-TV Daytona Beach-Orlando, Fla., as well as *Look* and *Family Circle* magazines.

For the year:

| | 1966 | 1965* |
|-----------------------------------|-------------|-------------|
| Earned per common share† | \$1.37 | \$1.31‡§ |
| Total revenues | 146,313,000 | 140,406,000 |
| Income before federal income tax | 6,623,000 | 7,690,000 |
| Net income | 4,637,000 | 4,360,000‡ |
| Common shares outstanding Dec. 31 | 3,408,150 | 3,308,050 |

*Restated to reflect pooling or interest.
†Based on average number of common shares outstanding during year: 1966:3,386,108; 1965: 3,308,050.
‡Before a nonrecurring net gain resulting from sales of operations of \$657,000 (20 cents a share), after federal income taxes.
§After preferred dividends of \$15,000.

Gross gross up 8% but net jumps 13%

Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich., recorded record highs in both sales and earnings in 1966 for the fifth consecutive year. Earnings were up 13%, while gross income increased 8%.

The firm declared an extra dividend of 40 cents a share for the second consecutive year, making a total of \$2 a share paid on its common stock in 1966.

In addition to broadcasting, the firm has a CATV franchise in Lansing, and operates restaurant and bar facilities at the Lansing airport. The company's interest in Keltec Inc., an electronics firm in Alexandria, Va., was sold during the year.

For the year ended Dec. 31:

| | 1966 | 1965 |
|--------------------|-----------|-----------|
| Earnings per share | \$2.37 | \$2.09 |
| Gross income | 3,400,930 | 3,144,529 |
| Net income | 946,556 | 837,562 |

Gerald Block is new Republic president

Republic Corp., which recently sold its film library and is in the process of dealing off its film studio (BROADCASTING, Feb. 27), last week changed presidents. New president is Gerald B. Block, the 36-year-old financial vice president and treasurer of the company. He replaces Victor M. Carter, who continues as chairman and chief executive officer. Mr. Carter relinquished the presidency at a board meeting following the company's annual meeting in Hollywood. A sharp upturn in first quarter profits was reported at the meeting.

For the three months ended Jan. 31:

| | 1967 | 1966 |
|--------------------|------------|------------|
| Earnings per share | \$0.15 | \$0.02 |
| Net sales | 14,500,000 | 13,800,000 |
| Net earnings | 370,000 | 145,000 |

DDB raises dividend to 20 cents a share

Stockholders at Doyle Dane Bernbach's annual meeting in New York learned that over half of DDB's 1966 billing (\$195,826,476) was in television. Maxwell Dane, vice president and general manager, said DDB is completing a \$400,000 TV-studio complex at its New York headquarters to handle the creative development of TV commercials.

Begun last November, the new TV complex is set to begin operations this month. It will include a closed-circuit color-TV system hooked to about 10 screens in rooms throughout the agency, a TV theater for viewing 35mm and 16mm films, a TV studio with two

BROADCASTING, March 13, 1967



J. R. UNDERWOOD,
WOC Farm Director



J. R. Underwood visits area farmers every day on WOC Radio. But that's only part of his job. He's the Farm Director serving the Quad-Cities area who spends most of his time in the field.

Farming in the Quad-Cities area is BIG BUSINESS. J. R.'s friends and neighbors have incomes that total more than \$400 million annually.

Whether you wish to sell these prospects trucks, tractors, implements, feed, seed, insurance, appliances, insecticides, fertilizers or tires, your message delivered by J. R. will be listened to and heeded. Bigger sales and bigger profits begin when your message is delivered by J. R. Underwood on WOC Radio, the station serving area farmers for 45 years.

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



SPORTS • NEWS • WOMEN



RADIO
1420

Davenport, Iowa

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

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

SEC's January 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 January (all common stock unless otherwise indicated):

Avco Corp.—Herman H. Kahn, holding 5,037 shares personally, sold 1,000 shares on beneficially held trust account, leaving 1,000.

C-E-I-R Inc.—S. Peter Langhoff Jr. bought 100 shares of class-A voting stock, giving total of 500.

Capital Cities Broadcasting Corp.—Robert W. Gelles sold 300 shares, leaving 450.

CBS Inc.—Arthur Hull Hayes exercised option on 1,689 shares giving total of 8,629. Bennett L. Newman sold 13,000 shares, leaving 57.

Cowles Communications—Gardner Cowles sold 300 shares, leaving 376,983, plus 11,892 beneficially held with wife, 13,202 beneficially held with children, 600

beneficially held in trusts, and 205,000 beneficially held in holding companies.

Gross Telecasting—Raymond W. Miottel, holding 100 shares personally, bought 898 and sold 1,000 shares on beneficially held Faine Webber Jackson & Curtis trading account, leaving none.

Jerrold Corp.—W. W. Keen Butcher bought 1,000 shares, giving total of 2,000, plus 3,500 beneficially held with wife, and 8,100 beneficially held on Butcher & Sherrerd investment account. Walter Goodman bought 2,060 shares, giving total of 5,150, plus 30 beneficially held for minor children. Philip Zinman bought 1,000 shares and sold 700 shares, giving total of 1,051.

A. C. Nielsen Co.—Warren N. Cordell, holding 400 class-A shares personally, sold 100 class-A shares beneficially held as custodian, leaving 200; and sold 100 class-A shares beneficially held with son, leaving 200, plus 1,000 class-A shares beneficially held with wife.

Official Films Inc.—Louis C. Lerner bought 7,015 shares, giving total of 571,615; and bought 1,850 shares on beneficially held Victoria Investment Co. account, giving total of 867,350, plus 25,000 on beneficially held Lerner & Co. investment account, 2,000 beneficially held

with wife, and 44,670 beneficially held on Lerner & Co. trading account.

Screen Gems Inc.—Lloyd Burns sold 2,000 shares, leaving 1,906, plus 87 on beneficially held retirement-fund account, and 12 beneficially held with son. Donald S. Stralem, holding 1,498 shares personally, sold 200 shares beneficially held in trusts, leaving 12,255, plus 2,105 beneficially held with wife.

Seven Arts Productions—Armand S. Deutsch bought \$250,000 in 6% convertible subordinate debentures for beneficially held trusts, giving total of \$250,000. Alan Kirschfeld bought \$750,000 in 6% convertible subordinate debentures, giving total of \$750,000.

Storer Broadcasting Co.—Harry A. Steensen sold 400 shares, leaving 16,900.

Walt Disney Productions—Roy O. Disney sold 646 shares, leaving 102,456, plus 52,090 beneficially held on Redna Inc. account. Oliver B. Johnston bought 340 shares, giving total of 1,387. Following exercised stock options: Orbin V. Melton, 345, giving total of 1,128; Spencer C. Olin, 383, giving total of 1,130; Donn B. Tatum, 804, giving total of 1,371; Lawrence E. Tryon, 112, giving total of 1,115; E. Cardon Walker, 1,481, giving total of 2,753, plus 515 beneficially held on Carwin Co. account.

cameras (with facilities for conversion to color), an audio studio for demonstrating radio commercials, and facilities for editing, storage and moviola units.

Mr. Dane reported that DDB's current quarterly dividend of 15 cents a share will be increased to 20 cents on class A and class B stock, payable April 15 to holders of record March 31.

DDB said its foreign billings registered an 80% gain over 1965, rising from \$10 million to \$18 million. The report broke these down as follows: London from \$1.5 million to \$3 million, Germany from \$7.5 million to \$10 million, Mexico City from \$27,000 to more than \$1.5 million and Canada (Toronto and Montreal) from \$2 million to over \$3 million.

Earlier this year, DDB announced billings in 1966 rose 45.9% over the previous year (BROADCASTING, Jan. 30, Feb. 6).

MGM management vote sends Levin to court

Victory for the management slate at Metro-Goldwyn-Mayer emerged last week when results of balloting among shareholders was announced at the reconvened stockholders meeting on Wednesday (March 8) by President Robert H. O'Brien.

But dissident Director Phillip J. Levin had already filed a plea in a Delaware federal district court asking that 800,000 votes, more than the margin of victory, be set aside. As announced at the meeting, the maximum number of shares voted for any opposition candidate was 1,881,764. The minimum for any management nominee 2,572,739.

The votes contested by Mr. Levin

were those of Allen Klein, Baldwin Securities, and the Hamilton Fund, in which ABC and International Telephone and Telegraph have interests.

Verbal OK reached in NBC-Arnold Palmer deal

NBC last week said it has a verbal agreement to buy most of golfer Arnold Palmer's business interests and as a result obtain rights to his personal appearances on radio and television.

Though the papers hadn't been signed (BROADCASTING, March 6), NBC stated that under the terms of its agreement it will acquire most of Mr. Palmer's business enterprises, which handle the licensing and merchandising of his name and the furnishing of his personal services.

Provisions call for Mr. Palmer and his business representative, Mark H. McCormack, to act as managers of a new NBC unit. One report indicated that NBC's pending contract did not include the Arnold Palmer Golf Co., in which Palmer has a 35% ownership. The deal, however is said to include Arnold Palmer Enterprises, in which Mr. Palmer has a 60% ownership.

CBS execs expect 'excellent' 40th year

A prediction that CBS's 40th anniversary year in 1967 would be "excellent" in both sales and profits was made last week by Chairman William S. Paley and President Frank Stanton in a letter accompanying CBS Inc.'s annual report to shareholders.

CBS's chief executives pointed out

that 1966 was the "best year" in the company's history, with net sales exceeding 1965's by 16% and net income by 31% as previously reported (BROADCASTING, Feb. 14). They noted that CBS's compound annual growth rate of earnings per share has been 14.1% over the past 10 years and 22.6% over the past five years.

The report stated that advertising expenditures in national spot TV and in network TV in 1966 grew by 10% over 1965 and network radio climbed about 6% over 1965. National spot and local radio expenditures grew by 10% in 1966.

By the beginning of the 1967 fall season, according to the annual report, all regularly scheduled programing on CBS-TV will be presented in color. It added that all five CBS-owned TV stations are now equipped to broadcast live, locally produced color programs in addition to network color presentations and local film and tape color shows.

TV helping Chris-Craft to regain even keel

Chris-Craft Industries Inc., Oakland, Calif., has reported a 10.9% decline in its earnings for 1966. The dropoff was blamed on a series of strikes in its boat division during the firm's peak season. John G. Bannister, president, pointed out that second half sales and earnings were at their highest levels since the early 1950's.

Mr. Bannister said that Chris-Craft began 1967 with improved revenues in the television division (KCOP-TV Los Angeles, KPTV-TV Portland, Ore. and WTCN-TV Minneapolis-St. Paul) and a

record backlog of orders in the boat division.

For the year ended Dec. 31:

| | 1966 | 1965 |
|---------------------------|------------|------------|
| Earnings per share | \$1.75 | \$1.96* |
| Consolidated net sales | 72,255,907 | 75,527,737 |
| Consolidated net earnings | 2,902,773 | 3,258,054 |
| Shares outstanding | 1,661,534 | 1,572,413 |

*Adjusted for a 5% stock dividend paid December 1966.

Financial notes . . .

▪ Shareholders of Transamerica Corp., San Francisco, approved an increase in the financial holding company's authorized common stock from 25 million shares to 50 million shares. The move could provide additional shares for TA's proposed 100% exchange offer to shareholders of United Artists Corp., New York. The proposal to acquire full control of UA's stock was formally started last week by Transamerica Corp. There are 4,239,818 shares of United Artists common outstanding.

▪ ITT has declared a quarterly dividend of 37½ cents a share on common stock—equivalent to an annual rate of \$1.50 per share—payable April 15 to shareholders of record March 17. ITT also announced a dividend of 75 cents a share for the period Jan. 16 to April 15 on outstanding shares of cumulative convertible preference stock (participating), payable April 15 to shareholders of record March 17.

▪ Through an exchange of stock, Filmways Inc., New York, has now acquired the assets of Acme Film and Videotape Laboratories Inc., Hollywood. Acme, claimed to be this country's largest independent laboratory specializing in transfer of videotape to 16mm film, becomes a wholly owned subsidiary of Filmways.

▪ National General Corp. told shareholders attending the annual meeting in Beverly Hills, Calif., last week that its 240-unit theater chain will be expanded, but that community antenna television and real estate activities have all but been abandoned. Last year the company sold four of its five CATV systems and also all interest in joint housing and land development projects. National General, however, plans to construct a \$30 million 50-unit theater circuit in Canada and eventually will build a world theater chain.

▪ Group owner Cowles Communications Inc., New York, has declared a quarterly dividend of 12½ cents per common share at a meeting of its board of directors. The dividend will be payable on March 15 to stockholders of record as of the close of business March 1.

Cowles to buy firm in educational publishing

Cowles Communication Inc., New York, has announced an agreement to acquire the Cambridge Book Co., its affiliated companies and Cambridge Paperbacks Inc. The Bronxville, N. Y., companies will be operated with their present managements within the Cowles Education Division.

Cambridge and its affiliates—Self-Taught Publications Inc., Heathcote Publications Inc., and Child Care Publishers Inc.—publish paperbound textbooks for elementary and high schools.

In addition, Cambridge publishes Work-a-Text, a combination text and workbook for elementary and intermediate grades.

Cambridge Paperbacks distributes "The Basic 150" series of paperback classics and contemporary literature.

Cowles Education Division currently comprises the Cowles Comprehensive Encyclopedia, and College Publishing Corp., which distributes 200 test preparation books.

Cowles broadcast holdings are: KRNT-AM-TV Des Moines, Iowa, WESH-TV Orlando-Daytona Beach, Fla., WREC-AM-TV Memphis and Universal Cable Vision Inc., Winter Haven, Fla.

The WJEF Countrypolitan



Just average listeners — but what an average!

What's the average WJEF Countrypolitan like?

He or she is about 29, married, and has three children. Typically, the family has two cars and is buying their home.

They have quite a lot already — but they need a lot, and are buying more every day.

What kind of income are they buying with? Well, Countrypolitans span the spectrum of professions, services, trades, and farming. But often as not he works in one of the

50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

They're *inquisitive*; they listen to WJEF to know what's going on, as well as to be entertained.

And they're *acquisitive*; they're prompted to get the things she hears about while making her shopping list, or he hears about driving home.

Ask Avery-Knodel about WJEF — the country music station listened to by people with lots of needs and the means to meet them.



The Folger Station
WJEF
WJEF GRAND RAPIDS
 WJEF GRAND RAPIDS
 WJEF GRAND RAPIDS
 WJEF GRAND RAPIDS

TELEVISION
WJEF-TV GRAND RAPIDS
 WJEF-TV GRAND RAPIDS
 WJEF-TV GRAND RAPIDS
 WJEF-TV GRAND RAPIDS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

Countdown starts on public TV

Educational broadcasters endorse Carnegie report, feel LBJ's legislative proposal for government support is a 'step in the right direction'

Educational broadcasting, both TV and radio, seemed poised on the pad for a launch into a new dimension following a three-day meeting last week in Washington.

More than 350 ETV managers and members of their patron boards heard heartening words on the future of ETV and educational radio, principally money. At the end of the meeting the noncommercial broadcasters seemed to stand taller than ever before.

They're back at their homes this week, prepared to enlist support for a grass-roots campaign to persuade Congress to pass the President's recommendations on ETV (BROADCASTING, March 6).

The group, at the meeting sponsored by the Educational Television Stations Division of the National Association of Educational Broadcasters, heard pledges of support from a host of national political and educational figures.

At the close of the meeting, the educational broadcasters agreed on the following:

- Endorsed "in principle" the recommendations and conclusions of the Carnegie Commission report, and expressed the feeling that the President's message and bill are a "step in the right direction."

- Called for the extension and strengthening of ETV stations, the "core" of ETV.

- Emphasized that the Corp. for Public Television, recommended by both the Carnegie group and the administration, must be insulated from political pressures; called for assurances that CPTV will not become engaged in operations, and asked that CPTV be authorized to make grants to local stations for local and regional programming, as well as its stated purpose to underwrite national programming.

- Asked that a study be instituted immediately to determine how present, conventional interconnection facilities can be used for ETV now. Other proposals talk of instituting a study of how satellite communications can be used for ETV interconnections.

- Strongly endorsed the recommendation of the Carnegie report on the

training and education of personnel for ETV. This is becoming a vital need, it was reported.

The meeting heard Senator John A. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, promise that "something substantial will be done for ETV in the 90th Congress."

The independence of the proposed Corp. for Public Television was stressed repeatedly. Dr. James R. Killian Jr., chairman of the Carnegie Commission on Educational Television, told those attending that there must be no compromise with this principle. "If Congress should approve the excise tax, but require those annual procedures . . . then we will have failed, excise tax or no excise tax," Dr. Killian said. The Carnegie recommendation had been that CPTV be funded by an excise tax

on television receivers.

"It is the principle [of not being required to ask Congress for annual appropriations] that is fundamentally important and any alternative that would compromise the independence of the corporation should, in my view, be rejected," he added.

McGeorge Bundy, president of the Ford Foundation and former White House aide, added his support to Dr. Killian's stand.

"It is fundamental," he said, "that there not be a constant scramble over every line item in an enormous appropriation bill. It is fundamental in a sense that the Congress itself should be protected from an appearance of immediate responsibility for the specific decisions of a corporation whose independence is critical to the whole enterprise."

Principal speeches to the assembly were made by Dr. Killian, who is chairman of the corporation of the Massachusetts Institute of Technology; Mr. Bundy, and James McCormack and Joseph V. Charyk, chairman and president, respectively, of the Communications Satellite Corp.

Free and Independent ■ The independence of the proposed public television corporation was stressed by Dr. Killian. Not only must it be insulated "to the greatest possible degree" from political control, he said, but it must be directed by men and women of "eminence, talent and responsibility." The President's recommendation for a 15-member board, to be named by him and confirmed by the Senate, is "not different enough to raise any fundamental issue," Dr. Killian observed. The Carnegie Commission had recommended that the CPTV's board consist of six members named by the President, with six others to be chosen by the first six.

Responding to several questions about political programming, Dr. Killian suggested that this should be handled on a live network basis by CPTV. He said he would assume the corporation would turn to the National Educational Television center to work out plans for equality of treatment to meet the re-



Senator Pastore
Happy to lend a hand



Dr. Killian
It's time to act

quirements of Section 315; might even name an advisory committee of representatives from both major and minority political parties, journalists, political scientists and other experts in the field to aid in making decisions.

He also suggested the same technique of relying on advice from committees for resolving "difficult" editorial decisions on news or controversial issues.

Dr. Killian likened the corporation to the National Science Foundation and the National Foundation for the Arts and Humanities, both of which use panels of experts to advise and recommend worthwhile projects and individuals. "The corporation," Dr. Killian said, "would be engaged primarily in the business of identifying and support-

ing worthwhile activities by people and at institutions which have gained its confidence."

One remark by Dr. Killian raised some eyebrows, particularly among representatives of commercial broadcasters in the audience. Talking about CPTV making arrangements for interconnections among ETV stations, he commented that CPTV would also "make the decision when appropriate to pre-empt the interconnection for simultaneous, live broadcasting."

Living Together ■ Mr. Bundy, whose foundation has played the rich uncle to ETV for almost 15 years, observed that he has found that commercial broadcasters desire "amicable co-existence" but also show "a flattering concern for what may happen." This is reasonable, he said, since there will be competition for audiences.

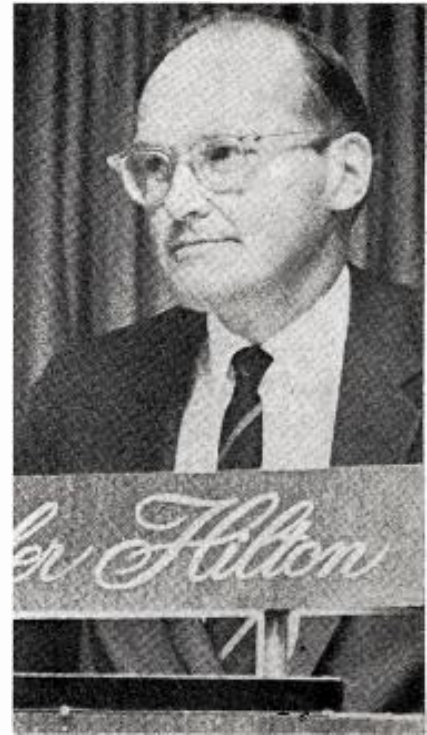
The Carnegie plan and the Ford plan (proposing the use of a specialized domestic satellite system for TV) have many more points of agreement than divergences, Mr. Bundy said.

He expressed satisfaction that the President's message called for Congress to make it legal for the common carriers to offer ETV preferential rates for interconnections. He said that the administration's recommendations sets a "practical" course for educational, non-commercial broadcasting.

He heartened his audience when he said that the Ford Foundation, which has spent \$130 million on ETV over the years, expects to continue aiding ETV and educational radio, particularly on the instructional side.

In commenting on the differences between the Ford satellite proposal and that proposed by Comsat (a general, all-purpose system), Mr. Bundy observed that broadcasters should be supporting the Ford plan because it proposes a domestic-satellite system solely for TV and radio.

Comsat officials maintained that a multipurpose satellite for all domestic users of telecommunications is bene-



Mr. Bundy
We'll still help

ficial to all potential users, not just broadcasters. Mr. McCormack said that a division of domestic-satellite systems, such as that proposed by Ford, would penalize all users, particularly the general public.

Dr. Charyk said Comsat was ready to start a domestic-satellite system within two years after receiving authorization from the FCC. The first element would be a single synchronous satellite capable of handling 12 TV channels; by 1978, he said, the system would have four satellites in orbit, offering 48 TV channels, capable of being used for national coverage, or broken down into regional and local channels.

Although he acknowledged that TV would be the principal user during the first few years, he contended that later

Killian sees parallel in book publishing

What would the climate be for program producers working in educational television following the establishment of a Corp. for Public Television as recommended by the Carnegie Commission on ETV and by the President in his message to Congress?

Dr. James Killian, chairman of the corporation of the Massachusetts Institute of Technology and chairman of the Carnegie group, essayed to answer that question last week at the conference on educational TV in

Washington:

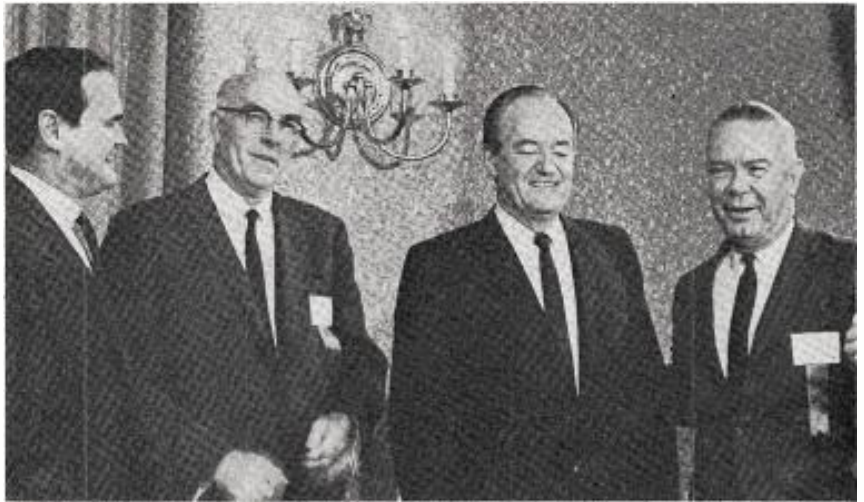
Compare television to book publishing, he invited. Commercial television seeks "best sellers." Educational TV, on the other hand, would be like the university presses, the little magazines, the "how-to" publications, the scholarly periodicals.

"Occasionally," he added, "PTV will indeed produce a best seller, but its programming would not be exclusively shaped toward that purpose. In consequence, the whole attitude of its producers, writers and all involved

in program making would be different from that of commercial television. It would be different in motivation and would have a different style. There would be a new freedom to experiment, to innovate, to work without the pressures that arise whenever a program seeks to be a best seller."

But, he warned, the proposed ETV system is not for the "cultural elite." "PTV," he said, "must avoid like the plague elitism and wretched pedantry."

ERIN GO BRAGH



Vice President Hubert H. Humphrey dropped in on the educational TV reception last week and told the assembled broadcasters that he was in their corner. Shown here with the vice president are the leaders of the conference (from l to r): Jack G. McBride,

University of Nebraska's KUON-TV Lincoln, Neb., chairman of the Educational Television Stations division of the NAEB; William G. Harley, president of NAEB, the vice president, and C. Scott Fletcher, executive consultant, ETS division.

non-TV users would be dominant. He also suggested that CPTV could become an "authorized user" with FCC approval and thus save considerably by being able to deal directly with Comsat.

And, he added, if Congress orders that channels for education be free, Comsat is ready to provide circuits on that basis.

ETV tax opposed

**Robert Sarnoff calls for
aid for general
government revenues**

Robert W. Sarnoff, president of RCA, went on record last week as favoring financial support of a noncommercial system of television through general government revenues.

By indirection, Mr. Sarnoff took an opposing view to that of the recent report of the Carnegie Commission on Educational Television, which favors support of "public television" through an excise tax on TV sets. Though he did not spell out the commission's preference on raising revenues, Mr. Sarnoff made it clear that he felt that the basic financial requirements of a noncommercial system, which he called "a vital national objective," could be

met by general government revenues that would "provide the needed assurance of adequate and stable financial support on a permanent basis."

In fact, Mr. Sarnoff quarreled with the Carnegie Commission's characterization of noncommercial TV as public television. He pointed out that commercial television is directed to a total audience rather than a particular segment or level of taste; includes broad-appeal entertainment and a substantial measure of news-and-public-affairs programming and is supported by advertisers seeking to reach the total public. Commercial television, Mr. Sarnoff insisted, is for "all the people" and fits the statutory standard of "the public interest."

True Public TV ■ "This service for the entire public is therefore, truly 'public television,'" Mr. Sarnoff asserted.

Mr. Sarnoff's views were offered in a talk on the implications of developments in the communications field for the future during the 27th anniversary Gold Medal Award banquet of the International Radio and Television Society in New York last Thursday (March 9). Mr. Sarnoff was the IRTS's honored guest as recipient of its 1967 Gold Medal "for his distinguished record of public service through broadcasting."

He told the group that the future of communications in general and broadcasting in particular will be basically influenced by new technology, social and economic pressures and government regulation. He cited growing affluence, leisure time and educational needs as factors that are generating new

demands in broadcasting and electronic services.

Mr. Sarnoff pointed to the advent of movable type and of broadcasting as the first two "great communications breakthroughs" and said the world now stands at the threshold of the third great breakthrough. He said the complete synthesis of computers, graphic systems, broadband channels and satellites will "result in a capability and flexibility able to erase time and distance."

In broadcasting, the new communications technology, he noted, will bring a substantial increase in the number of stations and channels through development of broadband cable and microwave, as well as conventional VHF and UHF and program distribution via satellite, initially to stations and eventually directly to the home.

Commercials on NBC-TV agenda

Some 440 affiliate and network executives and their wives have been registered in advance for the annual NBC-TV affiliates convention that opens today (March 13) and continues through tomorrow at the Beverly Hilton hotel in Beverly Hills, Calif.

Among the highlights of what is expected to be a lively convention will be a formal presentation of the network's fall schedule (BROADCASTING, March 6) and a panel discussion on March 13 by NBC News overseas and domestic correspondents. A closed business session also will be held that day at which time an election of members to the NBC-TV affiliates board of delegates will be held.

NBC officials two weeks ago told the delegates board, at a meeting held in New York, that the network reserves the right to increase the number of commercials in prime-time TV movies from the current 14 to 16 if this action becomes necessary (BROADCASTING, March 6). This topic probably will be reviewed in Beverly Hills.

NBC President Julian Goodman will give the opening address at a luncheon meeting at the Beverly Hilton today, and Walter D. Scott, chairman of the board, will address the convention tomorrow. They were to be co-hosts at a reception the evening of March 12 at the Century Plaza hotel. Don Durgin, president of the NBC-TV network, will speak tomorrow, followed by a network report and presentation.

Tonight there's to be a dinner and entertainment by Metro-Goldwyn-Mayer at MGM film studios, and similarly they will be dinner guests of Universal TV on March 14 at Universal City.

Stations ask for clarity in ID rule

Three licensees and a law firm last week asked the FCC for clarification of a broadly phrased rulemaking proposal designed to prohibit broadcasters from misleading listeners and viewers about the city they are licensed to serve.

WFGM Inc., licensee of WFGM and WBNE-FM, both Fitchburg, Mass.; Matta Broadcasting Co., licensee of WLOA-AM-FM Braddock, Pa.; Truth Publishing Co., licensee of WSJV(TV) South Bend-Elkhart, Ind.; and Scharfeld, Bechhoefer & Baron, Washington attorneys, stated that they had no quarrel with the objective of the proposed amendments, namely to prevent station audiences from being deceived by misleading station-identification and promotional announcements. But they also agreed that the commission's proposal would leave a degree of uncertainty in the minds of broadcasters as to what is actually a "correct" announcement in the eyes of the FCC.

The proposed rulemaking was foreshadowed in a hearing case in which KABL Oakland, Calif., was charged with violating the station-identification rules. The FCC concluded that the station had obeyed the letter of the law but had violated its intent through announcements tending to link the station with San Francisco (BROADCASTING, Dec. 19, 1966).

As a result, the commission proposed a rule that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license" (BROADCASTING, Jan. 30).

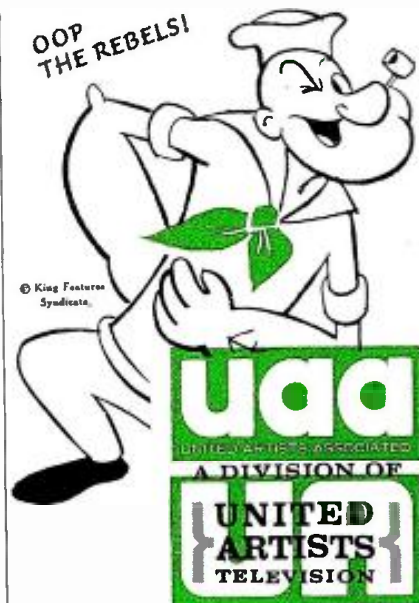
Matta Broadcasting said that broadcaster uncertainty over what the proposed rules really mean "could easily lead to substantial monetary forfeitures because of a difference of interpretation of the effect of true and correct statements broadcast by a station."

Scharfeld, Bechhoefer & Baron, Truth Publishing, and WFGM Inc. expressed concern that the commission's amendments would not provide for legitimate existing and proposed dual-city identifications and other broadcast matter describing surrounding geographic areas.

Broadcaster Services Inc., licensee of WEAQ and WIAL(FM), both Eau Claire, Wis., urged adoption of the rules to eliminate what it believes is a "flagrant misuse of station identification in its area." The licensee alleged that WAXX Chippewa Falls, Wis., is making an illegal effort to identify with the Eau Claire area.

and
STATIONS
GO
POPEYE

OOP
THE REBELS!



Clash over cableless CATV proposal

AT&T, COMSAT OPPOSE CATV-PROPOSED RULEMAKING

CATV interests clashed with AT&T and the Communications Satellite Corp. last week over a rulemaking proposal that, if adopted, would permit CATV systems to operate without the use of cables.

The CATV petitioners, mostly multiple owners and some 12 in all, voiced their strong support for the proposal, filed last month by Teleprompter Corp., New York, that the FCC adopt rules making available on a national scale 448 megacycles of spectrum space be-

tween 18.349 and 18.797 gigacycles for high capacity, local distribution CATV purposes (BROADCASTING, Feb. 6).

AT&T and Comsat argued against the allocation, which they alleged would affect their interests in domestic communications satellites, on the grounds that frequencies already granted for local distribution of TV and FM signals are sufficient to accomplish the objectives of Teleprompter's proposal. They did not specifically object, however, to

a future allocation for such service once the FCC has determined basic frequency needs for common carriers.

The band requested, with frequencies above 18 billion cycles per second, is within the millimeter-wave region that Teleprompter and Hughes Aircraft Corp. have been using in the operation of an experimental CATV project in Manhattan. The test, authorized by the commission last April (BROADCASTING, May 2, 1966), was designed to determine whether short-haul microwave can be used as a substitute for primary trunk cable lines to link a CATV head-end plant to large distribution points.

For The Plan ■ Aligning themselves with Teleprompter's position last week were Clear Vision CATV System, Meridian, Miss.; Community TV Corp., Laconia, N. H.; Pioneer Valley Cablevision Inc., Greenfield, Mass.; Better TV Inc. of Bennington, Bennington, Vt.; See-More TV Corp., Westville, Ill.; Ruidoso Cable TV Inc. and Color Cable TV Co., both Ruidoso, N. M.; Grants Cable TV Co., Grants, N. M.; Tularosa Cable TV Co., Tularosa, N. M.; Jack Kent Cooke Inc., Beverly Hills, Calif.; Telesystems Corp., Glenside, Pa., and Gencoe Inc., Austin, Tex.

The CATV interests argued unambiguously that allocation of the super high frequency for CATV purposes would serve a vital communications need by providing an economical means of communicating with small isolated communities and farm residences.

A majority of the petitioners felt that adoption of the proposal would remove the need for congested overhead cable lines in metropolitan areas. Most agreed that the allocation would improve the quality of CATV service by eliminating cable failures that result from accidents, temperature changes and storms.

If adopted, the rules could revolutionize the scope and costs of CATV services in cities and isolated areas. Such services today are deemed too expensive to be provided with cables.

Comsat and AT&T, both participants in the FCC's inquiry concerning the establishment of domestic communications satellite facilities, argued that commission sanction of Teleprompter's proposal would be "haphazard" and premature. "Such belief," Comsat said, "is based on common knowledge that in the next few years substantial segments in the upper portions of the usable spectrum will be required to meet the rapidly growing needs of the communication satellite services."

AT&T also criticized the "limited nature" of the Teleprompter-Hughes New York experiment (conducted over approximately an eight-month period between two points in Manhattan) as "hardly a sound basis for establishing rules for a nationwide frequency allocation and a new radio service. . . ."



Mrs. Humphrey salutes women broadcasters

Mrs. Hubert H. Humphrey (r), wife of the Vice President, was the guest of honor last week at the American Women in Radio and Television's fifth annual international broadcasters reception in Washington. Julie Chase Fuller, WTAG Worcester, Mass., AWRT president (l), greets Mrs. Humphrey at the reception in the State Department, as Pat Gates, WFAX Fairfax, Va., president of AWRT's Washington chapter, looks on.

The reception also honored four foreign women broadcasters: Edvick Jureidini Shayboub, Lebanon; Goh Thean Chye, Malaysia; Hiam S. Tab-

baa, Syria, and Felicity Munganwa, Uganda. The four are now on a two-month tour of the U. S. and will conclude their visit at AWRT's national convention in Atlanta, May 3-7.

Mrs. Humphrey paid tribute to all women broadcasters, noting that "without effective and far-reaching communication such as your media provide, efforts to build a united world community would never be successful." She said in global travels with her husband she had been "impressed with the number of women who are involved in the most vital area of communications."

Translator group opposes CATV

A regional group of television translator owners and operators has decided to go national and the first move, after changing its name, was to go after CATV.

The eight-year-old Tri-State TV Translator Association formally adopted the new name of National TV Translator Association during its annual meeting in Billings, Mont., March 4 and 5.

More than 220 members and guests at the two-day meeting passed resolutions calling on the FCC to prohibit broadcasters and common carriers from owning CATV systems and extend to all markets the present CATV rules regarding top 100 markets. This would require any CATV system to get FCC permission to import a distant TV signal into its community.

The recommendations were made after association members heard indictments of CATV from William L. Putnam, Springfield (Mass.) Television Broadcasting Corp., and from Joseph S. Sample, Garryowen Stations. Both are group broadcasters.

The group also urged the FCC to permit the establishment of FM translators, origination of programming by translators, and to authorize higher power for VHF translators. Present FCC rules on VHF translators forbid origination and limit power to 1 w.

FCC Commissioner Kenneth A. Cox told members that translator licensees were the second largest group in the broadcast service regulated by the commission (the first is AM radio).

Also speaking was Loren McBride, CKCK-TV Regina, Sask., who discussed microwave-fed, unattended TV satellite stations.

Elected as president was Nat Allen, Roundup, Mont. He succeeds E. B. Craney, retired veteran broadcaster. Other officers elected: Robert J. Thelen, Marceline, Mo., vice president, and Mrs. M. Paul Mains, Farmington, N.M., secretary-treasurer.

Named to a panel of broadcasters to advise the association were Henry W. Slavick, WMC-TV Memphis; Mr. Sample, KOOK-TV Billings, Mont., and Mr. Putnam.

Prompt answer sought on CATV tariff issue

The FCC is moving to give expedited consideration to the question of whether common carriers must request commission permission before building facili-

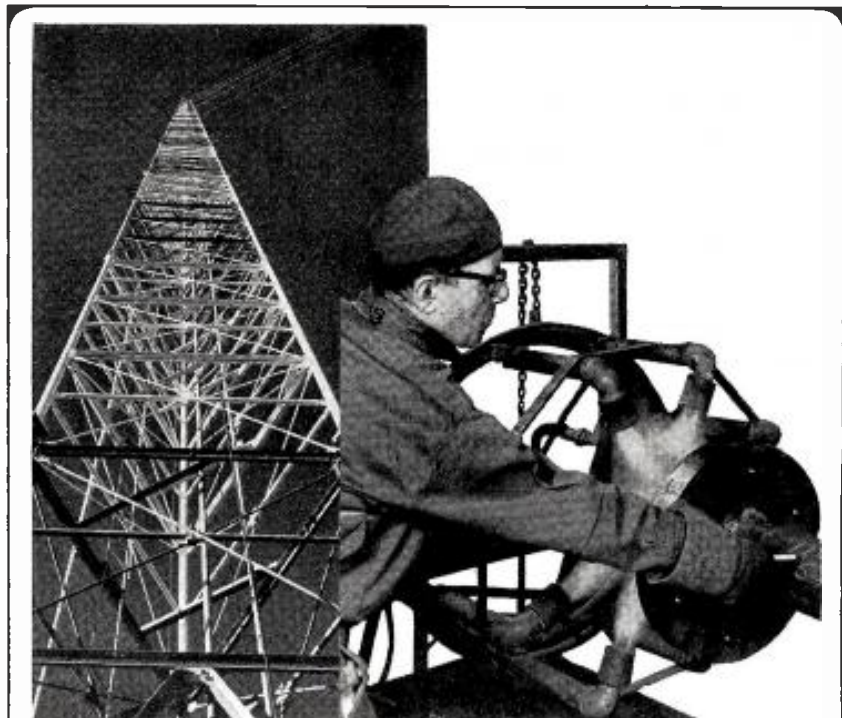
ties they lease to CATV systems.

The question is a key one in the consolidated hearing the commission has ordered on the legality of CATV channel service tariffs offered by 18 Bell systems and 16 General Telephone and Electronics Co. and United Utilities Inc. subsidiaries.

In separate actions over the past two weeks the commission directed the hearing examiner to take evidence on the so-called 214 question first and then certify the record to the commission while the hearing proceeds on other aspects of the case.

Under section 214 of the Communications Act, common carriers are required to apply for a certificate of public convenience and necessity before building or extending lines more than 10 miles.

If the commission determines that such applications are required—and the finding is upheld by the courts—it would have the authority to check into CATV complaints that carriers are violating the antitrust laws. These include charges that the carriers are pressuring CATV operators into leasing CATV plant facilities from them.



capable

There are really very few engineers who are capable in the designing of towers. A goodly number of them work for Dresser. These men know how to deal with the complexities of loading and other factors unique to each tower . . . they're truly capable in tower design.

capability

Just not every steel fabrication shop can build tower components. It takes a lot of special knowledge and skill to lay out, cut, drill, weld, and otherwise hold to the accuracy and safety margins towers must have. Dresser shop men have developed an unusual capability in fabricating tower steel.

DRESSER CRANE, HOIST & TOWER DIVISION

That's one of the most respected names in towers . . . DRESSER. It means capable engineers and shop capability ready to tackle just about any type of tower . . . commercial broadcast and communications, military and space program "specials," radar. When you think towers, think first of Dresser . . . then call or write us. Dresser Crane, Hoist & Tower Division, 879 Michigan Avenue, Columbus, Ohio 43215. Phone area 614, 299-2123. TWX 810-482-1743.

Macdonald to head key House panel

The key House Communications and Power Subcommittee was organized last week with Representative Torbert H. Macdonald (D-Mass.) as chairman of the group.

Representative Macdonald, a seven-term congressman from the suburbs of Boston, takes the post vacated by former Representative Walter Rogers (D-Tex.) who did not run for re-election.



Mr. Macdonald

The new subcommittee chairman joins the group for the first time after serving as head of the Commerce and Finance Subcommittee. The communications unit membership for the 90th Congress has two other new appointees, Representatives Richard L. Ottinger (D-N.Y.), who is new to the parent Commerce Committee, and Donald G. Brozman (R-Colo.), who regained the con-

gressional seat he held in the past after losing it for the 89th Congress.

Also in the juggling of subcommittee assignments, the communications group lost two members, Representative John E. Moss (D-Calif.), the senior democrat on the subcommittee, and Representative John Murphy (D-N.Y.). Representative Moss, who had hopes of taking over the subcommittee chairmanship, assumed Representative Macdonald's former post as head of the Commerce and Finance Subcommittee.

Other members of the subcommittee are all veterans. They are: Representatives Horace Kornegay (D-N.C.), Lionel Van Deerlin (D-Calif.), Fred B. Rooney (D-Pa.), J. Arthur Younger (R-Calif.), James T. Broyhill (R-N.C.) and James Harvey (R-Mich.).

The new leader of the communications subcommittee is a 49-year-old former Boston attorney who has compiled a liberal record in his more than 12 years in Congress. He attended Harvard University and its Law School and achieved athletic stardom as an outstanding back for the Crimson football team and as a baseball outfielder his efforts were notable enough that he received an offer from the New York Yankees. While at Harvard he was a roommate of John F. Kennedy and the two remained friendly after. After serv-

ice as a PT-boat commander in the Pacific during World War II, where he received several citations, he obtained his law degree and went into practice. In 1954, at 37, he was elected to Congress and has served without interruption since then, being elected by a larger margin each successive term.

He is married to former actress Phyllis Brooks and has four children.

Changing hands . . .

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

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

■ KNOP-AM-TV North Platte, Neb.: Sold by Fred E. Shrake and associates to Ferris E. Traylor and Richard F. Shively for \$106,150. Messrs. Traylor and Shively are owners of Telesis Corp., multiple CATV owner. Mr. Shively also owns 18.8% of WLKY-TV Louisville, Ky. KNOP is on 1410 kc with 1 kw days, and 500 w nights.

APPROVED ■ *The following transfer of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 79).*

■ KAFY Bakersfield, Calif.: Sold by Howard L. Tullis and John P. Hearne to Robert E. Eastman Co., New York, station representation firm, for \$600,000. The Eastman company already owns WTRX Flint, Mich. Sellers own KFXM San Bernardino-Riverside, KDUO-FM Riverside-San Bernardino, KDEO El Cajon-San Diego, all California; Mr. Tullis is majority owner of KEAP Fresno, Calif. KAFY is fulltime on 550 kc with 1 kw.

■ KULR-TV Billings, Mont.: Sold by Rex Baker, Arthur Miller and Thor Myhre to Harriscop Broadcasting Corp. for \$350,000. Harriscop is multiple broadcaster, owning KFBB-TV Great Falls, Mont.; KTWO-AM-TV Casper, Wyo.; KLFM(FM) Long Beach, Calif.; KKAR Pomona, Calif. (83 1/3%), and KBAK-TV Bakersfield, Calif. Commissioner Robert T. Bartley dissented; Commissioner Kenneth A. Cox abstained, and Commissioner Nicholas Johnson did not participate. KULR-TV is on channel 8 and is affiliated with all three TV networks.

■ KLIQ Portland, Ore.: Sold by John F. Malloy and Stanley G. Breyer to Cascade Broadcasting Corp. for \$300,000. Cascade is headed by David M. Jack, who is general manager of station. Mr.

"ratings" are important to Blackburn, too!

Not the kind that show which TV program the public prefers . . . but the ones that our satisfied clients give us. That attests to the completeness of our service and the advantages of dealing with the reliable broker. When you have a Media property to buy or sell check the "ratings" and consult Blackburn.

BLACKBURN & Company, Inc.

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

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
333-9270

CHICAGO

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

ATLANTA

Clifford B. Marshall
Mony Building
1655 Peachtree Rd.
873-5626

BEVERLY HILLS

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

Malloy owns KSOL San Francisco; Mr. Breyer is general manager of KSAI San Francisco. KLIQ operates daytime only on 1290 kc with 5 kw.

■ WJRC Joliet, Ill.: Sold by Harold B. Rothrock, Ray F. Knochel, Dean G. Hill and John W. Evans to Mrs. Rose Morici, Anthony C. Morici, Marianne Aiassa and Carol McNamee for \$150,000. Buyers have interests in WOKZ-AM-FM Alton, Ill., and KRAM Las Vegas. WJRC is 500 w daytimer on 1510 kc.

Baker case rises to haunt Los Angeles applicant

The Bobby Baker case was injected earlier this month into a comparative hearing at the FCC on 12 competing applications for 1110 kc Los Angeles, a facility now occupied on an interim basis by noncommercial KRLA.

Five applicants asked the commission to add the character qualification issue as to California Regional Broadcasting Corp. as a result of the activities of California's principals in raising funds that were turned over to Baker in 1962.

The applicants cited testimony in the Baker trial that the ex-Senate aide had indicated to savings-and-loan officials that a \$100,000 campaign contribution to senators facing re-election might help in the effort to head off pending tax legislation which would have adversely affected the savings-and-loan industry.

Mentioned in the petition filed with the commission were the names of Howard F. Ahmanson, chairman of the board and 33.33% shareholder of California Regional, and his nephew, William H. Ahmanson, board member and 28.33% owner of California Regional. The elder Ahmanson is chairman of Home Savings and Loan Association, and William Ahmanson is director.

Newhouse buys paper; expands CATV holdings

Purchase of majority ownership of the *Cleveland Plain Dealer* by S. I. Newhouse and family (group publisher-broadcaster) brings the Newhouse group into CATV operations in the Cleveland area in partnership with Cox Broadcasting Corp. Cox Broadcasting's cablevision division is 45% owner of Cleveland Area Television Inc.; 55% owner is the *Plain Dealer*.

Cleveland Area Television Inc. began operating earlier this year in Lakewood, Ohio. It also holds CATV franchises for Shaker Heights, Beechwood, Rocky River and Strongsville, all

in the Cleveland area.

Both Cox and Newhouse are multiple CATV owners as well as multiple television and radio broadcasters.

Newhouse acquired more than 90% of the stock of the Cleveland newspaper for a sum estimated at over \$50 million.

Show-cause order goes to Illinois CATV firm

The FCC last week ordered Cable Television Co. of Illinois to show cause why it should not be required to stop carrying the distant signals of WBKB-TV and WFLD(TV), both Chicago, on its CATV system in Fairbury, Ill., because of alleged violations of the commission's local-station notification rule.

The commission said the order was issued because Cable Television had failed to notify WILL-TV Urbana and WCIA(TV) Champaign, both Illinois, within whose grade B contours its system lies, that it was beginning carriage of the two Chicago signals, as required by the rules.

In addition to WBKB-TV, WFLD(TV), WILL-TV and WCIA(TV), Cable Television is currently carrying WMAQ-TV, WGN-TV, and WTTW(TV), all Chicago, WMBD-TV and WEEK-TV, both Peoria, and WAND(TV) Decatur, all Illinois.

Southern drive nets 101 code members

The National Association of Broadcasters radio code reached a high point on March 3 when it concluded a three-week drive for subscribers in four southern states.

The drive garnered 101 new code members and gave the radio code a net gain of 147 stations compared to March 1, 1966. The gain was 6.2% of all operating AM and FM stations, and meant for the first time that 44% of all radio stations were code members.

The largest increase in code subscribers during the drive was in Alabama, where 48 new members were added, lifting it to 12th in state ranking (BROADCASTING, Feb. 27).

Mississippi provided 21 new members, raising its code subscriber roster from 13 to 34 for 32% of all operating stations and going up from 50th to 46th place. Louisiana went from 25th to ninth place with the addition of 16 members (51 to 67) for 58% of all stations in the state. Georgia's increase of 16 members (62 to 78) gave it 39% membership and raised it from 44th to 35th place.

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST —Major market radio station operating at a nice profit, now absentee owned. Extremely valuable real estate included. Grossed approximately \$190,000 in 1966. Priced at \$275,000 with \$125,000 down and balance over ten years. *Contact—Richard A. Shaheen in our Chicago office.*

ROCKY MOUNTAIN STATE —Daytimer with excellent power serving a solidly established major market. Grossing \$150,000 annually but capable of doing much better. Good real estate included. Total price of \$315,000 with 29% down. *Contact—John F. Hardesty in our San Francisco office.*

Flornilton-Lundis

& ASSOCIATES, INC.

John F. Hardesty, President

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D.C.
1737 DeSales St., N.W.
399-3456

CHICAGO
Tribune Tower
337-2754

DALLAS
1511 Bryan St.
748-0345

SAN FRANCISCO
111 Sutter St.
392-5671

RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

FCC is down to the wire

ITT-ABC merger decision—
to reopen or not to reopen
—could come this week

The FCC approaches another climax this week in its consideration of the ABC-International Telephone & Telegraph Corp. merger case. At issue is the question of whether the commission will reopen the case and order a hearing, as requested by the Justice Department. But wide-spread speculation has it that the real question isn't whether a hearing will be held, but what kind.

The commission is expected to be ready to act at its meeting Wednesday. All of the evidence and pleadings it requested of the department are in. And Commissioner James J. Wadsworth, who has been out of the country the past three weeks—he was in Mexico City helping negotiate a treaty on use of the AM band—is due back in his office today (Monday).

The speculation that a hearing is a foregone conclusion is fed not by the feeling that the arguments presented by Justice are persuasive. Commission staffers and members are privately scornful of the case the department has thus far made for its argument that the commission failed to consider adequately the anticompetitive con-

sequences that might flow from the \$2.4-billion merger.

Rather, the speculation grows out of the conventional wisdom that a rebuke to the Justice Department will be overturned on appeal to the U. S. Court of Appeals—and in probably scathing language, at that.

Not Hopeless ■ Some members of the commission reportedly don't share that opinion. At least, they say there is no fixed feeling that a hearing is inevitable. In their view, the commission would not be in a hopeless position in the event it rejected Justice's petition and found itself a defendant in an appeal.

They feel that the commission strengthened its case when, instead of deciding whether to grant Justice's request for a hearing, it asked the department to submit the evidence on which it was basing its request (BROADCASTING, Feb. 6).

An opinion could be written arguing that there is nothing in the evidence warranting a further proceeding. The point would undoubtedly be made that although Justice originally claimed it had "important information" not in the commission's files, it was forced to concede that its petition for reconsideration wasn't primarily based on the persuasiveness of its evidence.

And the department's tardiness in attempting to block the merger would undoubtedly also be cited. The department had been studying the case since December 1965 but didn't express its views until Dec. 20, 1966—and then in a letter in which it said it found the possibilities of anticompetitive consequences too speculative to warrant an

attempt to block the merger. It also urged the commission to consider the anticompetitive aspects in making its public interest finding. But the commission, taking the letter, in effect, as clearance, approved the merger in a controversial decision the following day.

Court watchers say the merits of the case wouldn't carry as much weight with the D.C. court of appeals as the fact that the Department of Justice had asked the commission to hold a full evidentiary hearing in the case—and been denied. The commission in September had held a two-day oral hearing on the question of whether ABC's 17 AM, FM and TV licenses should be transferred to ITT.

No Consensus ■ The commissioners discussed the matter at their meeting Wednesday but, according to reports, reached nothing resembling a consensus before deciding to await the return of Commissioner Wadsworth.

A number of alternatives are open to the commission if in fact it decides to order a hearing. It could order a conventional one in which a hearing examiner would take evidence. Or it could direct a panel of commissioners to preside with an examiner (as is being done in the AT&T rate probe), or to conduct a hearing themselves. Another possibility is a hearing before the full commission—as was the case in the September hearing.

The commission would place emphasis on the need for expediting the proceeding, whatever form of hearing was adopted. Some commissioners do not believe that a hearing could be disposed of with dispatch. But there is some feeling that the case could be

FCC sleuths chase 'Keep the Faith, Baby' station

Some people might call it the Radio Free Harlem caper. But the FCC's Field Engineering Bureau regards it as the Radio Free Harlem headache that it hopes will go away.

Periodically since Feb. 12, a short-wave station operating on the 80-meter band, which is used by amateurs, has gone on the air in New York calling itself Radio Free Harlem.

In its first appearances—on Feb. 12 and Feb. 25—it played music. But late Sunday, March 6, and early the next day it issued appeals for financial support for Adam Clayton Powell's church, the Abyssinian Baptist, in Harlem. A rally was held there a few hours earlier protesting Mr. Powell's ouster from his House of Representatives seat.

But regardless of the format, the station is operating illegally. Commission officials say short-wave frequencies are to be used for voice communication, not by stations in the guise of broadcasters.

As a result, the commission's monitoring service of the commission's Field Engineering Bureau has been trying to track down the operator—or operators, and therein lies part of the problem; Curtis Plummer, chief of the commission's Field Engineering Bureau, says more than one station may be involved. In any case, the point of origin seems to shift from time to time. Thus, the station may be operated from an automobile.

But what makes the sleuths' work particularly difficult is that Radio

Free Harlem stays on the air only about a half hour at a time.

The gumshoes have been able to trace the station to the general area of New York, but they haven't been able to get a precise fix on the location. That requires block-by-block inspection by agents in cars equipped with special monitoring equipment.

If the Radio Free Harlem operator is nabbed, he faces a stiff penalty. The law provides penalties including a fine of up to \$10,000 and a year in jail.

But in such illegal operations, the culprit usually turns out to be a 16-year-old. His punishment is usually limited to a lecture. Even more frequently, the illegal operation simply ceases. That's an ending that would satisfy the bureau.

Radio's biggest out-of-home listeners

Men of 35 and older are the heaviest in-car radio listeners, according to the American Research Bureau.

In a report on away-from-home radio listening, released last week, ARB reported that 63% of all away-from-home radio listening takes place in automobiles during the rush hours of 6 a.m. to 10 a.m. and 3 p.m. to 7 p.m. Radio listening by persons 12 and older during these hours represents 26% of all radio listening, ARB stated.

Based on a recently completed 31-market survey, ARB said that the highest percentage of in-car listen-

ing—71% of away from home listening—occurs in four markets—Columbus, Ohio; Detroit; Houston and Washington. Portland, Ore., showed the lowest in-car audience with 42%; Fort Worth was next, with 44%.

The study found that men aged 18 to 34 do more listening away from home than any other age group, and they do more than three times as much away-from-home listening as women. Teen-agers also ranked higher than women in both in-car and away-from-home listening.

Doing the least in-car or away-from-home listening are women over 35.

wound up in less than two months.

The days ahead will be difficult ones for Chairman Rosel H. Hyde. The case, which has attracted widespread attention, has left the commission bitterly divided. Yet he would want to devise a solution that would attract something more than a one-vote majority.

A nightmarish possibility is that the commission might split on whether or not to hold a hearing 3 to 3, with the old minority—Commissioners Kenneth A. Cox, Robert T. Bartley, and Nicholas Johnson—on one side and pro-merger Commissioners Lee Loevinger, Robert E. Lee and Wadsworth on the other. That would leave it up to the chairman to cast the deciding vote.

Congress watches clock: New time hassle looms

A new battle is shaping up in Congress and in parts of the country over the law requiring all states to observe daylight saving time.

As of last week, close to 20 members of Congress had introduced legislation to change the application of the law passed last year that requires all states to adopt daylight saving time from the last Sunday in April to the last Sunday in October. Other vigorous battles have been waged in several states where opponents of the measure seek to exempt the state from adopting daylight time. Any state may exempt itself if the entire

state adopts one time. However, most of the states where this is a hot topic are states that are divided among at least two time zones.

House Commerce Committee hearings scheduled for this week on the unusual situation in Kentucky, where the legislature is not meeting this year and therefore cannot exempt the state, were called off after transportation secretary Alan Boyd said the application of the law could bypass the state this year.

However, in the Senate, a special Subcommittee on the Uniform Time Act has been formed in the Commerce Committee. Senator Vance Hartke (D-Ind.), who hails from one of the states that have more than one time zone, has been appointed chairman of the group. Last week Senator Hartke said he would call hearings soon on the 1966 act. Other members serving on the subcommittee are Senators Philip A. Hart (D-Mich.), Robert Griffin (R-Mich.) and Thruston Morton (R-Ky.).

States lying in two time zones include Indiana, Kansas, Idaho, Nevada, Nebraska, Florida, Texas, Tennessee, Michigan, Kentucky and North and South Dakota. Opposition to compliance with the new federal law is also strong in Iowa, Arkansas and Minnesota.

In years past a business coalition of the broadcasting and transportation industries fought vigorously for the bill that passed last year.

Fort Myers may get more U's

Two potential UHF applicants have prompted the FCC to adopt a proposed rulemaking that would assign channels 20 and 36 to Fort Myers, Fla. The community (with an estimated population of 28,900) has already been assigned channel 30, which is reserved for

The soundest sound in audio
is the new sound of Gates



For Creative Production

Professional-quality audio mixer designed to fill the void between commercial sound equipment and studio consoles. Gates economical "Producer" Audio Console features 12 inputs to four mixing channels. All-transistor. Ideal for production, recording, dubbing, editing and monitoring. Write or phone (217) 222-8202 for immediate delivery.



GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation

SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Mark new subscription or renew present subscription.

Subscription rates on page 7.

ADDRESS CHANGE: Attach label here and print new address, including ZIP code, below. Please allow two weeks for processing.

name _____
city _____
state _____ zip _____
company _____
 Business
 Home

BROADCASTING

1735 DeSales St., Washington, D. C. 20036

ZOOM LENS
RENTALS
ZOLOMATICS
5875 MELROSE AV. HOLLYWOOD CALIFORNIA TEL. 724-1 453-2181

educational TV, and is currently being served by WINK-TV (ch. 11) Fort Myers. The commission based its action on proposals by Kenneth J. Schwartz, a local businessman, and Hubbard Broadcasting Inc., permittee of channel 44 in St. Petersburg, Fla., to apply for authority to operate UHF's in Fort Myers once the new channels are assigned.

Preregistration tops last year for NAB meet

Every indication points to another attendance record at the National Association of Broadcasters convention in Chicago April 2-5. At the close of preregistration Wednesday (March 8), NAB had processed 3,800 names. Of these 2,879 are for the management sessions and 921 are for the concurrent Broadcast Engineering Conference.



Mr. Hillier

The preregistration total is 164 more than the 3,636 that had recorded prior to the 1966 convention. Total registra-

tion last year was a record 5,036.

The program for the engineering sessions was locked up last week with the announcement that Dr. James Hillier, vice president of RCA Laboratories, would be the Tuesday (April 4) luncheon speaker. He was chairman of the telecommunication science panel that recommended a complete study of the spectrum by the Commerce Department (BROADCASTING, Oct. 24, 1966).

He joined RCA in 1940, went to Melpar Inc. in 1953 as director of research, and rejoined RCA in 1955. He has held his present position since 1958.

Also set last week was the three-part Tuesday morning radio session. The program includes a taped-live-audio presentation "The many worlds of inner space" by Frank Gaither, wsb Atlanta, a panel on research, and the annual Radio Advertising Bureau report by Miles David, president, and Robert Alter, executive vice president.

Taking part in the panel session—"New developments in local radio audience research"—will be Peter Langhoff, American Research Bureau; Frank Stisser, C. E. Hooper Inc.; James Seiler, Media Statistics Inc., and George Sternberg. The Pulse Inc. It will be moderated by Howard Mandel, NAB vice president for research.

Industry need for youth seen by NAB's Couric

A call for "qualified young people" with a "fresh, new, responsible, well-reasoned perspective" to enter broadcasting's ranks was issued last week by John M. Couric, vice president for public relations of the National Association of Broadcasters.

Mr. Couric told a Broadcasting Day meeting at the University of Florida, Gainesville, that "the influence of mass communications is amazing; the power of broadcasting unmatched; it's ability to influence unequalled."

Radio and TV, he said, have given the world "an unparalleled capability to communicate an ever-widening range of human experience, knowledge and ideas." The future is limitless, he added, for those young men and women who can see the important role broadcasting plays today and who can "relocate the reality of today with a more ephemeral tomorrow."

Better TV group to meet

A steering committee representing groups that want to "develop public participation in commercial broadcasting" meets in Washington Tuesday

FANFARE

International radio-TV awards favor East

BOSCO KIDS WIN SWEEPSTAKES IN TV SERIES

And a little child shall lead them—that pretty much was the story of the seventh annual International Broadcasting Awards competition held in Hollywood last week. For the sweepstakes winner in television—what amounts to the best of the show—was a series of three commercials featuring a little girl and two little boys and their comments about and involvement with a product called Bosco. The TV sweepstakes winner, which was also given the award for the best series, nine minutes or under classification, was produced by N. Lee Lacy & Associates, Los Angeles, for Dancer-Fitzgerald-Sample, agency for Best Foods Division, Corn Products Co., New York.

The soft-sell, light approach, was rewarded, too, in the radio category. Top winner here was "Riddle," produced by J. Walter Thompson, New York, for Ford pick-up trucks division of Ford Motor Co. It also won in the humorous,

under 60 seconds classification.

The sweepstakes awards were among 19 others—10 in TV and 9 in radio—given out at a dinner sponsored by the Hollywood Radio and Television Society. J. Walter Thompson and Doyle Dane Bernbach were the most honored agencies, each taking three awards. Other winning agencies were McCann-Erickson; The London Press Exchange Ltd.; N. W. Ayer & Son; VanSant, Dugdale & Co.; BBDO; William Esty; Geyer, Morey, Ballard and Harold Cabot & Co.

The East Reigns ■ The New York production center swamped Hollywood in the competition. Ten of the winning commercials were produced in the eastern city as compared with four made in the west coast hub. Other winners came from Baltimore, London, Toronto and Boston.

The complete list of winners, by categories, giving commercial title, product,

advertiser, agency and commercial producer, follows:

Television: Live action, over 60 seconds: a tie: "White Dress," American Gas Association, produced by Wylde Films for J. Walter Thompson and "Pilot," Eastern Airlines, produced by Audio Productions for Young & Rubicam.

Under 60 seconds: "Stuntman," Miles Laboratories Ltd., produced by Flair Films for the London Press Exchange Ltd.

Animation, 3 minutes or under: "Animated," Volkswagen, produced by Pelican Productions for Doyle Dane Bernbach, Inc.

Combination, 3 minutes or under: "Salary," Insurance Company of North America, produced by VPI for N. W. Ayer & Son.

IDs, 10 seconds: "Spin It," Ice Capades, produced by John Urle and Associates.

Local, 3 minutes or under: "Women's Pages," A. S. Abell & Company, produced by Three Lions Production for Vansant, Dugdale & Co.

Humorous, 3 minutes or under: "Socks," Burlington Hosiery Co., produced by MPO Videotronics for Doyle Dane Bernbach.

Public Service, 3 minutes or under: "Snow Plow," Department of Highways of Ontario, produced by A-I Guest Animation for McCann-Erickson of Canada.

Series, 9 minutes or under (3 commercials): "Little Girl," "On His Own," "Child to Child," produced by N. Lee Lacy & Associates for Dancer-Fitzgerald-Sample (TV sweepstakes winner).

Live action, 60 seconds: "Parts," Import Motors of Chicago, produced by MPO Videotronics for Doyle Dane Bernbach.

Radio: Open, 60 seconds and over: "Ray Charles Strings," The Coca Cola Co., produced for enter for Advanced Practice Inc., McCann-Erickson, Inc.

Open, under 60 seconds: "Gold Cup," Western Airlines, produced by Bea Shaw Productions for BBDO.

Musical, 60 seconds and over: "Talking Trumpet," R. J. Reynolds Tobacco Co., pro-



Farewell to ARMS

Members of the technical committee which guided the All-Radio Methodology Study brought their work to an end last week and were honored for their efforts by the Radio Advertising Bureau and the National Association of Broadcasters, co-sponsors of the study. Receiving plaques "in recognition of outstanding contribution to advancement of radio audience measurement" were (l to r): Howard Mandel, vice pres-

ident, research, NAB; Alan Steinberg, director of research, ABC Radio; Ward Dorrell, now retired, who served for a period as managing director of the ARMS project; Melvin Goldberg, vice president, research, planning, John Blair & Co.; Mary McKenna, vice president, research, planning, Metromedia and chairman of the ARMS technical committee; Miles David, president of the RAB; Lester R. Frankel, execu-

tive vice president of Audits & Surveys, the company retained for the ARMS study; Harper Carraine, director of research, CBS Radio; Dr. Morris Gottlieb, senior projects director, Audits & Surveys, and Richard Montesano, project director at Audits & Surveys, who recently joined RAB as research director. Hugh Beville, vice president, planning, NBC, another technical committee member, was not pictured.

(March 14) with an eye toward the spring of 1968 and a national convention. The committee was created after 21 organizations met in Washington

last year for preliminary discussions on a National Congress on the Rights and Responsibilities of the Public in Commercial Broadcasting (BROADCASTING,

Dec. 19, 5, 1966). Frank Orme, executive president of the National Association for Better Broadcasting, is executive secretary of the steering committee.

duced by A & R Recording Studio for William Esty Co.
Musical, under 60 seconds: "Western," Ford Division-Ford Motor Co., produced for J. Walter Thompson.
Humorous, 60 seconds and over: "Potentate," Hotel Sahara, produced by Klein/Barzman for Geyer, Morey, Ballard.
Humorous, under 60 seconds: "Riddle," Ford Pick-Up Trucks Division of Ford Motor Co., produced by J. Walter Thompson. (Radio sweepstakes winner).
Local, 3 minutes or under: "Bossa Nova-Bull Roast," A. S. Abell & Co., produced by Bill Walker Productions for VanSant, Dugdale & Co.
Public service, 3 minutes or under: "Dirty Airwaves," National Tuberculosis Association, produced by Fred Arthur Productions.
Series, 9 minutes or under (3 commercials): "Hello Series," New England Telephone & Telegraph Co., produced by PSI for Harold Cabot & Company.

TIO presents essays for English teachers

The National Council of Teachers of English in cooperation with the Television Information Office has published "TV as Art: Some Essays in Criticism."

The publication is a compilation of 10 essays by English-language scholars, edited by Dr. Patrick D. Hazard of the English department of Beaver (Pa.) College. The essays were commissioned by TIO in connection with the four-day television film festival it presented at

BROADCASTING, March 13, 1967

the 54th annual convention of the NCTE a year ago. The papers are intended for teachers of English at every level of instruction and deal with specific television programs and their place in the elementary, high school, college and graduate-school curriculums.

In his introduction to the book, Dr. Hazard noted that "the cultivation of judgment about television programs and other manifestations of cultural democracy must surely be one of the primary responsibilities of the contemporary school."

The essays are gathered into a paperback that is priced at \$1.25. It is available from TIO at 745 Fifth Avenue, New York, or from the NCTE at 508 South Sixth Street, Champaign, Ill.

Stations win AP citations

The Associated Press Radio-Television Association has announced awards to member stations for outstanding quality and quantity of their contributions to AP news coverage in 1966.

WKY Louisville, Ky., will receive a special award as first station to contribute 1,000 stories to AP in a single

year. Three other top award winners are WQAM Miami, with a state record of 377 credits, WFBR Baltimore with 677 and WKRC-AM-FM-TV Cincinnati with 447.

Winner named in VOD contest

Steven Rapp, 18-year-old Cedar Falls, Iowa, student, has won first prize in the Veterans of Foreign Wars' "Voice of Democracy" contest. After delivering his five-minute speech to the 2,000 veterans and guests at the VFW's annual congressional dinner in Washington March 7, the youth was presented with a \$5,000 scholarship.

Radio and TV stations throughout the country cooperated with the VFW in promoting, covering, judging and taping the speeches of nearly 350,000 student entries. The contest originated in 1947 under the cosponsorship of the National Association of Broadcasters and the Electronic Industries Association. The VFW assumed sponsorship in 1962.

More time for NABET talks

Network pacts extended as union seeks to resolve intraorganization problems

The National Association of Broadcast Employees and Technicians was granted an extension last week of its current contracts with ABC and NBC until Aug. 31 as dissident locals in New York and Los Angeles continued their efforts to secede from NABET and join a rival union.

The networks and NABET opened negotiations for a new pact on March 2 (BROADCASTING, March 6), but the unsettled state of the union's affairs resulted in a five-month extension by the networks. The hope is that by that time the matter of representation will have crystallized. The present contract was to expire on March 31.

NABET, meanwhile, filed charges of unfair labor practices against NBC and ABC with the National Labor Relations board last week, claiming that the networks had refused to make wage offers during the course of negotiations.

New York local 11 and Los Angeles local 53 already have voted to bolt NABET and join the American Communications Association, an affiliate of the International Brotherhood of Teamsters. On Monday (March 6) the ACA asked the New York office of the NLRB to hold an election immediately for certification. The NLRB rejected the request for an immediate election, citing contractual obligations.

The regional examiner noted that NABET employees at NBC could make a request for a certification election on Friday (March 10) because their contract was signed on that date in 1963, while ABC employees would have to wait at least until March 31 since their pact was not signed until April 3, 1963.

To Seek Reversal ■ A spokesman for locals 11 and 53 said he was "astounded" by the NLRB's "peremptory" decision and pledged that the locals "will explore every legal avenue to reverse this ruling." He claimed that an overwhelming percentage of the membership in both locals have voted to disassociate from NABET and to seek certification for the ACA. He declined to comment on the contract ex-

ension granted by the networks to NABET, saying he has not read the agreement, but added that this development would have no effect on the locals' intention to pursue their objectives.

A NABET official said its contracts with ABC and NBC cover 2,753 employees in New York and Los Angeles. Approximately 2,000 other NABET members at NBC and ABC work in Chicago, San Francisco, Washington and Cleveland. The union represents engineering and technical workers at the two networks and certain publicity and clerical positions.

CBS is not involved in the negotiations. Its technical employees belong to the International Brotherhood of Electrical Workers.

Meanwhile, in Hollywood last week, Teamsters local 399, representing some 1,500 film studio drivers, asked International Brotherhood of Teamsters officials to revoke a charter granted the

American Communications Association. At the same time the Hollywood Teamsters local said it would support the AFL-CIO International Alliance of Theatrical & Stage Employees in a contest with ACA to represent certain employees at ABC on the West Coast.

ACA is busily trying to win technicians and other broadcast industry employees now largely represented by NABET (BROADCASTING, March 6). In asking that the international executive board of the Teamsters revoke ACA's recent charter of affiliation, local 399 members indicated that they "do not agree with the philosophy" of certain ACA leaders.

NAB to act on licensing S O S

Recommendations for an overhaul of the FCC's procedure in granting operating licenses for broadcast engineers will be developed by the National Association of Broadcasters at the request of its small-market radio committee.

At its meeting in Washington Monday (March 6), the committee noted that the commission's test for operator licenses has always stressed knowledge of the safety-at-sea regulations. It said that broadcasting licenses grew up around these regulations and the tests, as given today, still place more emphasis on marine telegraph knowledge than on information more pertinent to broadcasting.

The committee has asked NAB to prepare a report on overhauling these license requirements for broadcasting and to make a report to the radio board in June.

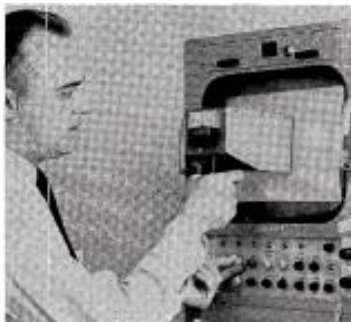
One possible approach would be a recommendation that the FCC issue a basic operator's license, replacing the present first-, second- and third-class radiotelephone licenses. The basic license holder would be allowed to operate nondirectional stations up to a certain wattage. To go beyond that, i.e. operate directional stations, FM, TV etc, the operator would have to serve an apprentice period and then take a license test for each specified engineering area.

The small-market committee continued its efforts to get the FCC to permit local post offices to give tests for third-class licenses. NAB executives pointed out that a few days earlier FCC Chairman Rosel Hyde had told the NAB State Presidents Conference he would "not be unwilling" to look into

Shorter set up

A new device said to cut set-up time for color monitors from hours to minutes is being announced today (March 13) by a Washington laboratory.

The instrument, called TV Colorguard, is a 2½-pound, hand-held, self-powered color comparator that senses the red, green and blue color displayed on a monitor screen. By adjusting monitor controls, a station engineer can balance the colors seen



on the monitor screen in a short time.

The Colorguard was developed by Gardner Laboratory, in conjunction with an unidentified television network. Television Zoomar Co., New York, has been given the distribution rights in the U.S. and Canada. Price of the TV Colorguard has not yet been set.

such a project. NAB will write to the chairman urging a formal study of the situation.

Mr. Hyde had also pointed out that the commission itself would like to give the license tests more often if it had the budget to do so.

Other Studies ■ In addition to the FCC request, the committee will survey, with the aid of state broadcaster associations, how much time and expense is involved in sending station personnel to present examination sites.

The committee also was given a report on the project to get junior colleges to institute broadcasting courses. Harold Niven, assistant to the NAB president, reported that such courses are now in effect in Mount Carmel, Ill., and will go into effect in the fall in Great Bend, Kan. In addition, he said about 75 junior colleges had requested information on the plan.

He also reported that the University of Montana in conjunction with the Montana Association of Broadcasters would hold an eight-week course leading to a first-class operator license.

The committee also plans to study how the new uniform-time law, putting states wholly on either daylight or standard time, will affect daytime-only stations.

Trade center TV effect up in air

Over 500,000 people in the New York City area will get "unintelligible TV reception" if a proposed 110-story World Trade Center is constructed in lower Manhattan as planned.

This conclusion, based on recent engineering studies, was presented last week by the TV Broadcasters All Industry Committee, along with a formal petition to the city's board of estimate to adjourn a March 16 hearing on the trade center until further study on TV interference could be made by the committee and the Port of New York Authority, builder of the trade project.

The TV committee, composed of lawyers and engineers, represents eight TV stations now committed to long-term contracts with the Empire State Building for transmission from atop its 1,475-foot-high TV tower. Its concern was voiced over the possible effect of the trade center, to be located three miles south of the Empire State, in bouncing back TV signals and thus creating a 3-to-5 degree arc of signal blockage north of the Empire State (BROADCASTING, Feb. 20).

The committee indicated last week the trade center would result in "a major problem to TV reception," since

A miniature color camera from Cohu



A new miniaturized color-TV camera just produced by Cohu Electronics

Inc. of San Diego is explained to Bill Conner (r), vice president in charge of commercial production for North Advertising, Chicago, by Dick Moss, manager of video-tape commercial sales at NBC-owned WMAQ-TV Chicago.

The Cohu camera uses three vidicon tubes and is said to be the first commercial unit of its kind, earlier units having been sold to the government. It weighs just 47 pounds with viewfinder. At WMAQ-TV it is part of the station's new compact color video-tape mobile van used for news work as well as commercial production. The camera feeds a small RCA TR-5 color video-tape recorder inside the van.

it would act like a mirror to TV signals." Its result would interfere with reception in the affected arc sector, producing instability in pictures plus a band down the center of the home TV screen. Color TV would be received in the incorrect color tones, the committee added.

Austin J. Tobin, port authority executive director, meanwhile announced the PA would commission a new \$35,000 engineering study to determine the feasibility of relocating the eight TV stations from the Empire State to the trade center's twin 1,350-foot-high towers on eight antenna masts. He said TV interference could be eliminated and improved TV service would result, if the TV stations relocated.

Another Study ■ The PA has again commissioned the Alford Manufacturing Co., Winchester, Mass., to compile all data necessary to make a concrete proposal to the broadcasters for antenna installations atop the trade center.

Mr. Tobin indicated space on the trade center would be given rent-free to the TV stations until their present Empire State leases expire in 1984.

The TV committee believed that relocating the antennas to the trade center "would create other kinds of interference, require home receiving antennas to be reoriented and pose problems under FCC regulations."

The PA had retained Alford in a previous \$35,000 study that reported on three basic theoretical possibilities for the TV interference problem: altering existing TV antennas' signal strength toward the trade center; changing the trade center's reflecting character (either facing its surface or titling walls); or relocating TV antennas from the Empire State to the trade center. The third recommendation was favored

because "it would result in updating of the equipment" and "improve coverage because of higher elevation."

Before this study, the PA and the TV industry committee jointly paid for a \$23,000 study conducted by Alford and by Jansky & Bailey of Washington. The PA also commissioned Donald G. Fink as its consulting engineer for about \$10,000. Its estimated costs for the three TV studies is about \$91,500. The TV broadcasters committee has paid out an estimated \$11,500.

In addition to TV interference, one TV engineer said the World Trade Center would garble stereo FM signals beamed from the Empire State Building. At least four FM outlets now broadcast stereo from that location.

Consumer electronics show is sold out

Exhibitor space for the 1967 Consumer Electronics Show has been sold out, according to Armin E. Allen, Philco Corp., chairman of the Consumer Products Division of the Electronics Industries Association.

The show, to be held June 25-28 at the Americana and Hilton hotels in New York, will consist of more than 100 exhibitors representing 90% of the consumer electronics industry. To be shown will be TV receivers, radio sets, phonographs, packaged high-fidelity components, audio and video tape recorders and players and electronic organs. The Consumer Electronics Show will take place at the same time and also in the same city as the annual convention of the National Appliance and Radio-TV Dealers Association.

TV Zoomar to offer Australian gear

The introduction of an Australian manufacturer's studio equipment for sale to North and South American TV stations was announced jointly last week by Fred Hoe, managing director of HTS Machine Works, Brisbane, Australia, and Bill Pegler, sales manager, Television Zoomar Co., New York.

The HTS studio equipment will be featured at TV Zoomar's exhibit at the National Association of Broadcasters convention March 31-April 2 in Chicago. Displayed will be the HTS Mark I heavy-duty pedestal and companion cam head for color and monochrome cameras. TV Zoomar will distribute some six HTS models of professional TV camera pedestals, cam heads, tripods, mike booms and other accessories for color and black-and-white TV cameras. HTS, which produces more than 26 models of pedestals, heads and related studio equipment, supplies 95% of all accessory equipment used by TV stations in Australia.

Technical topics . . .

Big stick ■ WTVJ(TV) Miami, a Wometco Enterprises station, has erected a new antenna atop its 1,000-foot tower. The new antenna weighs seven tons and has six transmitting bays.

Loan ■ WFSU-TV Tallahassee, Fla., non-commercial operated by Florida State University, has received \$50,000 color

film slide equipment on a permanent loan basis from WREX-TV Rockford, Ill.

New color tape ■ A new, high-chroma video tape, designed specifically for color television applications, will be introduced by Memorex Corp., Santa Clara, Calif., at the National Association of Broadcasters convention in Chicago, April 2-5. Called Memorex 78V broadcast video tape, the new product is said to have an increased signal-to-noise ratio, more stable control and audio signals, offer improved head life and fewer dropouts than competing brands.

Mobile van packages for color TV offered

The Technical Materiel Corp., Marmonck, N. Y., a packager of electronics and communications systems, has established an avionics/broadcast division that will offer color-TV mobile vans.

TMC, which also supplies long-distance radio equipment, has expanded its operation to include packaging of both airborne TV-studio vans as well as basic mobile-TV units from 25 feet up to 40 feet in length. Working for the U. S. government, TMC has constructed complete two-channel TV transmitting and AM/FM radio broadcast stations in four airplanes now in Vietnam. The airborne units broadcast live and taped shows and newscasts to the Vietnamese people and to allied forces. TMC is also building four other air-

borne units for commercial use.

The new TMC division is prepared to service both industrial and commercial buyers with TV mobile color vans tailored to individual station requirements.

Parabolas could provide satellite-to-home TV

Large, sky-hanging TV transmitting antennas that pop open like a jack-in-the-box have a potential for direct TV broadcasting to the home from a synchronous satellite, the Convair Division of General Dynamics Corp. said last week.

Based on a study Convair prepared for the National Aeronautics and Space Administration, large paraboloids weighing from 590 pounds to 68,000 pounds could be used to carry as many as 14 TV channels directly to home TV sets, according to John A. Fager, project engineer. The 150-foot diameter dishes could provide direct television reception to an area as big as San Diego-Los Angeles. TV viewers would have to buy a five-foot dish, costing between \$40 and \$90, for home reception. With a higher-powered system, he added, a 22-foot-by-30-foot parabolic antenna on a satellite could provide coverage for an entire U. S. time zone.

In its report to NASA, Convair said self-erectable antennas of this size were feasible for use in the Apollo man-to-the moon program, as well as for navigation- and communication-satellite systems.

INTERNATIONAL

Opposition files against Canadian satellite plan

Canadian television networks and communications common carriers oppose plans to establish a Canadian-owned satellite communications system for television.

Both the Canadian Broadcasting Corp. and the Canadian Television network, which is privately owned, were joined in their opposition by the communications departments of the two major railroads and by the Telephone Association of Canada. They expressed their negative views at a special meeting of the Board of Broadcast Governors in Ottawa last week.

The TV plan was proposed last fall by the late Kenneth Soble of CHCH-TV Hamilton, Ont., and the Power Corp. of Canada Ltd., a holding company. It suggested a 97-station television network using a satellite in space as a relaying point to beam signals from three

production centers (Toronto, Montreal and Vancouver) across Canada. These signals would feed a chain of repeater TV stations.

The broadcasters voiced their opposition to the plan on the ground that such a system would become a national TV service concentrating on national advertising. This would leave individual TV stations dependent solely on local and regional advertising, it was said, and this could spell the demise of many present stations.

The railroad and telephone spokesmen emphasized that any satellite system should take into account all telecommunications needs and be integrated into existing facilities.

UA to set up overseas bases

United Artists Corp. revealed last week that it will set up television production bases in Europe and the Middle East. Harold Brecher, formerly in the

television program development department of the Ashley-Famous Talent Agency, will direct the production outposts as head of UA International TV, with headquarters in London. The plan is for UA's overseas operation to facilitate production of any company-affiliated programs that have to be filmed entirely or partly in Europe or the Middle East. United Artists is believed to be the first major U. S. company to create such an operation.

International TV sales . . .

Hopalong Cassidy, The Beachcomber (Fremantle International): Herald Sun TV, Melbourne, Australia.

High Adventure (Fremantle International): Television Corporation Ltd., Sydney, and Herald Sun TV, Melbourne, both Australia.

On Safari (Fremantle International): Universal Telecasters Queensland Ltd., Brisbane, Australia.

FATES & FORTUNES

BROADCAST ADVERTISING

Stephen R. Rintoul, VP, Venard, Torbet & McConnell, Los Angeles, moves to New York office as executive in TV department. He is succeeded in Los Angeles by **Frank Dougherty**, who was with San Francisco office. **Richard E. Green**, manager, Henry I. Christal Co., San Francisco, replaces Mr. Dougherty at Venard, Tobert & McConnell, that city.



Mr. D'Onofrio



Mr. Carlucci

Anthony D'Onofrio, VP and account supervisor, Robert A. Becker Co., New York, and **John Carlucci**, account executive, Sudler & Hennessey, same city, named VP's and account supervisors at S&H, that city.

Peter L. Townsend, Los Angeles sales manager for KEZY and KEZR(FM) Anaheim, Calif., named VP and director of national and regional sales.

John E. Peters, **David W. Place**, and **Kenneth L. Robbins**, account supervisors with J. Walter Thompson Co., New York, elected VP's.

Arthur R. Harrington, VP and manager of SCI division of Interpublic, Detroit, named executive VP at division's New York office.

Albert B. Shepard, who resigned as president of Eastman TV Inc., New York, (BROADCASTING, Feb. 20), named president of Media Surveys Inc.

Howard G. Haas, executive VP and marketing director of Sealy Inc., Chicago, elected president. He will continue to handle national advertising.

Harold Greenberg, sales manager of KDWB St. Paul, appointed general sales manager.

Robert A. Burke, VP and general manager of radio division of Adam Young Inc., New York, joins Broadcast Communications Group, San Francisco, as manager, radio sales.

Tom Merritt named manager, radio-TV studio facilities, Fuller & Smith & Ross, Chicago, succeeding **Bob Borlek**, who joins Arthur Meyerhoff Associates there as radio-TV director.

Lewis S. Wechsler, assistant VP in charge of programming, Ted Bates & Co., New York, joins Wells, Rich, Greene, same city, as manager of network operations. He will be in charge of TV

programming and responsible for network buying.

Bruce Lang, manager, sales liaison and administration, CBS News, New York, appointed director of that department.

William A. Cummings, account executive, ABC Radio, New York, named assistant director of sales for news and special events, ABC-TV.

Nicholas Newton, with WINS New York, appointed sales manager.

Fred W. Sample, with WLCY St. Petersburg, Fla., appointed sales manager.

R. Joseph Adams, with KXOK St. Louis, named national sales manager. **Peter Martin**, with KXOK for past 12 years, appointed local sales manager. **John Corrigan**, sales promotion manager for KXOK, becomes station sales coordinator.

Carmel A. Hehn, with WOR-TV New York, named manager of sales service.

Shirley M. Bush, manager of merchandising and promotion department for KMBC Kansas City, Mo., appointed sales service manager for KLAC Los Angeles.

J. Joseph Clarke, with WCBM Balti-

more, named sales service manager.

Warren Uttall, program and promotion manager of WLVA-AM-TV Lynchburg, Va., appointed to newly created post of manager, sales development and promotion.

John L. McGuire appointed regional manager for sales in Colorado and Utah for PRO Time Sales Inc., Denver.



Miss Parisi

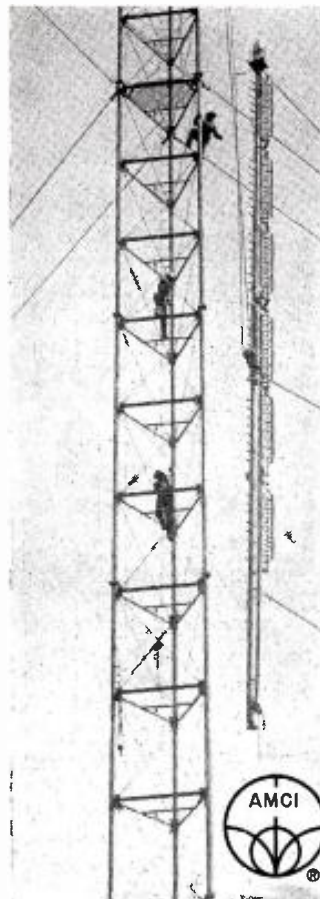
Dorothy Parisi, VP and assistant general manager for Doyle Dane Bernbach, New York, named VP and general manager.

Robert Cargill, VP of The Marschalk Co., Atlanta, also named associate creative director, with responsibility for total creative product and creative staff of Atlanta office.

Albert J. Silverstein, with Tidewater Oil Co., New York, appointed merchandising manager for firm's eastern division.

Marge V. Aviles, art director for educational division of Xerox Corp., Rochester, N. Y., joins WPIX-FM and WPIX(TV) New York as art director.

Peter W. Evans, with P. Ballantine & Sons, Providence, R. I., named ad-



AMCI antennas for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
 - Directional TV and FM Transmitting Antennas
 - Tower-mounted TV and FM Transmitting Antennas
 - Standby TV and FM Transmitting Antennas
 - Diplexers
 - Vestigial Sideband Filters
 - Coaxial Switches and Transfer Panels
 - Power Dividers and other Fittings
- Write for information and catalog.



ALFORD

Manufacturing Company

120 Cross St., Winstchester (Greater Boston), Mass. 01890
Telephone: 617-729-8050 TWX: 710-548-1663
Cable Address: AMCI808

vertising coordinator for New England.

Sam K. Maxwell Jr., formerly with NBC, New York, and H-R Television, New York, joins CBS-TV network sales department there as account executive.

Monte G. Newman, account executive for NBC's WRC-TV Washington, appointed account executive for NBC Television Spot Sales, Chicago.

Barton D. Ladd, marketing services manager of international division of A. B. Dick Co., Chicago, joins N. W. Ayer & Son there as account executive. **Howard R. Morgan**, personnel assistant with Fidelity Mutual Life Insurance Co., Philadelphia, joins Ayer, that city, in plans and marketing department.

Bert Randolph Sugar, formerly account executive with Papert, Koenig, Lois; J. Walter Thompson, and McCann-Erickson, all New York, joins Street & Finney, that city, as account supervisor.

Mary Reilly Wilson, with Weightman Inc., Philadelphia, named creative supervisor.

Anthony S. Ocepek, promotion manager of Olas Corp., Cleveland, joins WKYC-TV, that city, as account executive.

Leland A. Jackoway, with WLWC(TV) Columbus, Ohio, joins WLWD(TV) Dayton, Ohio, as account executive. Both are Avco Broadcasting Corp. stations.

Frank Drake, with news department of WAVY-TV Portsmouth-Norfolk-Newport News, Va., joins station's sales department as account executive.

Paul R. Abrams, with Advertising Time Sales, New York, joins WABC, that city, as account executive.

Michael Roe, media planner and

buyer with The Marschalk Co., New York, joins WMAL Washington, as account executive.

Jerry Frericks, member of Norfolk Neptunes football team, joins WAVY Portsmouth, Va., as account executive.

Ned W. High, assignment editor for KLZ-AM-FM-TV Denver, joins William Kostka & Associates, that city, as PR account executive.

Martin Fritze, with Foster Advertising Ltd., Toronto, appointed radio and television producer for W. B. Doner and Co., Detroit.

Peter Ford, with Warwick & Legler, New York, joins Geer, DuBois & Co. there as copy writer. **Edward Ward**, with Doyle Dane Bernbach, New York, joins Geer, DuBois there as art director.

Howard Pearlstein, previously with Firestone & Associates and Lavenson Bureau of Advertising, both Philadelphia, joins Al Paul Lefton Co. there as copy writer.

Jack Smith, with Robert Stevens & Associates, Albuquerque, N. M., appointed production manager.

Thomas Griffin, with Compton Advertising, Chicago, joins Allen, Anderson, Niefeld & Paley there as media buyer.

Dan Tapson, with Metromedia's WIP Philadelphia, joins staff of Metro Radio Sales, New York.

Thomas R. Smart, general manager of Van Praag Productions, Detroit, joins staff of Stockwell & Marcuse, Southfield, Mich.

Michael J. Connery, with New York sales staff of Field Enterprises Inc., newspaper division, joins sales staff of firm's WFLD(TV) Chicago.

F. A. Wurster, salesman at CKLW Windsor, Ont.-Detroit, moves to CKLW-TV sales.

Kenneth J. Costa, librarian, Radio Advertising Bureau, New York, named director of RAB's new marketing information bureau, which is expansion of library.

MEDIA

John G. MacAllister, acting president of noncommercial WCNY-TV Syracuse, N. Y., elected president. **Frederick Luchsinger**, business manager of North Syracuse (N. Y.) Central Schools, named to new post of business manager of WCNY-TV, effective Aug. 1.

Johne Pearson, sales manager of KMBR(FM) Kansas City, Mo., named station director, succeeding **Reid Leath**, who moves to KSFR(FM) San Francisco. KMBR and KSFR are Metromedia stations.



Mr. Sheeley



Mr. Molohon

Tom Sheeley, operations manager of Midcontinent Broadcasting's KELO-TV Sioux Falls, S. D., named to new post of VP in charge of broadcast operations for KELO-AM-FM-TV. **Jim Molohon**, manager of KELO-AM-FM and special assistant to president in charge of CATV, named to new post of VP in charge of Midcontinent's South Dakota CATV operations. **Pat Rickert**, assistant manager in charge of sales for KELO, named manager. **Foster Hanson**, sales manager of KELO-FM, named manager.

Daniel P. Mitchell, sales manager for KEZY and KEZR(FM) Anaheim, Calif., named executive VP and general manager.

Peter E. Schruth, senior VP, corporate development, Westinghouse Broadcasting Co., adds responsibility as vice chairman of Westinghouse Learning Co., subsidiary of Westinghouse Electric Co. Mr. Schruth also is a member of WBC's board of directors and executive planning committee. Learning company's activities are broad-based in field of education. Mr. Schruth will be responsible for developing strategy and long-range planning.

James J. Nathan, station manager of WINN Louisville, Ky., named VP and general manager.



Mr. Shaw

Reid L. Shaw, VP and general manager of General Electric Broadcasting's WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y., also named VP and general manager of General Electric Cablevision Corp.,

that city.

Ralph W. Baudin, ABC group VP-radio, named to National Association of Broadcasters radio board, replacing **Robert R. Pauley**, ABC Radio president.

Arthur Plaut, operator of his own advertising and PR firm in Cincinnati, named VP for administration and community relations at KSDO-AM-FM San Diego.

Frank Minner, Rollins Inc. executive, appointed general manager for company-owned KDAY Santa Monica, Calif. He succeeds **Larry Buskett**, who resigned. **Albert Files**, another Rollins executive, named assistant to general

Changes on the Hill

Frederick J. Lordan, administrative assistant to Senator Warren G. Magnuson (D-Wash.) for six years, has been appointed staff director of the Senate Commerce Committee, which is headed by Senator Magnuson.

Mr. Lordan will assume duties previously held by **Gerald Grinstein**, chief counsel of the committee, who is leaving to take Mr. Lordan's post as administrative assistant to Senator Magnuson, and **Edward Jarrett**, chief clerk, who is retiring after 25 years' service on the committee. Positions of chief counsel and chief clerk are being abolished.

Michael Pertschuk, formerly staff counsel for trade regulation matters, has been appointed the committee's general counsel.

manager and will take over some of duties of **John Thackaberry**, sales manager, who also resigned.

Dale S. Low, manager of KWIX Moberly, Mo., appointed general manager of KSMN Mason City, Iowa.



Mr. Sullivan

Donald D. Sullivan, VP and general manager of KVTU(TV) Sioux City, Iowa, named general manager of Universal Cable Vision Inc. CATV service operating in Florida and subsidiary of Cowles Communications Inc., New York.

Don Whan, chief engineer of KWFT Wichita Falls, Tex., also named assistant manager.

Hosmer W. Roberson, with board of education at Huntsville City, Ala., named director of coordination for Alabama ETV Commission, Birmingham.

Robert K. King, WKBW-TV Buffalo, elected president, New York State Broadcasters Association. Other new appointments include: **Walter A. Schwartz**, WABC New York, elected VP; **William McKibben**, administrative assistant, WBen Buffalo, elected secretary, and **John B. Lynch**, president, WSC Glens Falls, re-elected treasurer.

Thomas J. Oslovich, systems consultant to CBS Inc., joins WBBM Chicago, as controller.

PROGRAMING

James J. Burke, VP and controller, Monroe International division, Litton Industries, New York, joins Paramount Pictures Corp., same city, as VP and chief financial officer.

The Rev. Robert M. G. Libby, rector of St. Catherine's Church, Jacksonville, Fla., appointed executive secretary for radio-television in department of communication of executive council of The Episcopal Church, New York.



Rev. Libby

Irv Wilson, with Lamplighter Productions, New York, TV packaging firm, joins General Artists Corp., same city, as executive in TV department, in charge of national sales.

Pare Lorentz Jr., with Savage-Friedman Inc., New York, appointed executive producer/director of specials for industry and documentary division.

Ray Wild, formerly with Field Communications Corp., Chicago, and independent consultant in TV program syndication, joins Trans-Lux Television

Corp., Chicago, as sales manager of firm's Midwest division.

John S. Mullen, with WWLP(TV) Springfield, Mass., appointed program director. **Orlando M. (Lon) Mirolli**, director at WWLP, named assistant program director and special events director.

Al Covaia, producer with KSFR(FM) San Francisco, appointed program director and assistant manager.

Walter Covell, assistant program manager and director of religious, educational and public service programming at WJAR-TV Providence, R. I., appointed program director of state Department of Education's applicant for channel 36, noncommercial in Providence, R. I.

Peter Bertani, formerly with WJAR-TV and noncommercial WGBH-TV Boston, is to be producer-director for applicant.



Mr. Roth

Wilbert Roth, with Videotape Center, New York, named director of creative services. **Denis K. Harrington**, with Videotape Center, New York, named staff producer.

Adrian Joseph, writer and associate producer for KNXT-TV Los Angeles, joins KABC-TV there as producer in charge of feature film programming.

Robert W. Dycus, studio technical maintenance supervisor for WBTV(TV) Charlotte, N. C., named technical operations manager for Jefferson Productions, that city. **Dallas Townsend**, with WBTV, joins Jefferson Productions as technical supervisor. **James C. Davis**, **Wallace C. Gosnell**, and **Kenneth F. Helms**, with WBTV, join engineering staff of Jefferson Productions. WBTV and Jefferson Productions are owned by Jefferson Standard Broadcasting Co.

Otis Riggs, with NBC-TV, New York, joins Audio Productions Inc., that city, as art director.

Scott D. Palmer Jr., assistant production manager and announcer for KCBQ San Diego, appointed production manager for KDEO, that city.

NEWS

Peter Burns, reporter for CBS News, Atlanta, named correspondent.

Don Berges of Fort Lauderdale, Fla., joins Sims News Bureau, Washington, as reporter.

Wallace O'Hara, newsman with WEZE Boston, named news director. **Lincoln Harner** joins WEZE as political and city news reporter.

George T. Phillips, day editor on news desk of ABC Radio, New York.

BUYING TIME IN CHATTANOOGA?

...SWING WITH WRCB-TV 3...

R A RUST CRAFT STATION

Represented by The Katz Agency, Inc.

LET VIKING

TURN YOU ON

DON'T SIGN A TURNKEY CONTRACT UNTIL YOU CHECK WITH.....

viking

400 Ninth Street, Hoboken, N.J.
Call Collect: (201) 656-2020

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

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

named producer of *ABC Reports* series of news reports aired five times daily on ABC Radio.

Robert Scott, newsman for KIMN Denver, joins KHOW there as news director. He replaces **Jack Fitzpatrick**, who becomes station relations director.

Wayne Johnson, with WEOL and WBEA(FM) Elyria, Ohio, appointed news director.



Mr. Murphy

Charles Murphy, correspondent for NBC News, Washington, joins network's Saigon news bureau.

Ron Milligan, Westinghouse Broadcasting Co. correspondent in Spain, transfers to Saigon to cover war in Vietnam. **Ed Dorsey**, present Saigon correspondent, returns to WBC's WIND, Chicago.

Gil Haar, with KNEW Oakland, Calif., named news director.

Kylé A. Hill, assistant director of news and public affairs for noncommercial WOUB-TV Athens, Ohio, resigns to join staff of Rep. Clarence Miller (R-Ohio) in Washington.

George S. Friedman, newsman with WBBM Chicago, named editorial director.

Joel Fowler, KOAA-TV Pueblo, elected chairman of Colorado AP Broadcasters Association.

Joseph L. Glover, with WJXT(TV) Jacksonville, Fla.; **Marc Howard**, with WFMJ-TV Youngstown, Ohio; **Jim Miller**, with WATE-TV Knoxville, Tenn.; **William McCreary**, with WLIV New York; **James Allday**, with *Newsweek* magazine, and **James Sasser**, former UPI correspondent and staffer at *El Tiempo*, New York Spanish language daily, join WNEW-TV New York, as reporters.

Jim Hawthorne and **Al Allen** join news staff of KGMB-AM-TV Honolulu.

Emmett Cronan, formerly with Canadian Broadcasting Corp. and KCBY-TV Coos Bay, Ore., joins news staff of KFMB San Diego.

Jeff Hendrickson, with WIBV Belleville, Ill., appointed to news staff of KXOK St. Louis.

John J. Walsh, overnight cables editor in UPI's New York headquarters, appointed southern division news manager, succeeding **John G. Griffin**, who becomes national executive sports editor for UPI, New York. **Richard H. Growald**, with UPI, New York, replaces Mr. Walsh as overnight cables editor. **Charles E. Noland**, for 10 years UPI's regional executive for Florida, resigns to join Tampa, Fla., office of Merrill

Lynch, Pierce, Fenner & Smith.

FANFARE

John Lollos, manager, promotion, NBC, New York, appointed director of promotion. **Jay Michelis**, supervisor of guest relations, named coordinator, promotion, in Los Angeles office. **Lawrence I. Miller**, broadcast promotion specialist, named manager, guest relations, also in Los Angeles.

Sid Desfor, manager of NBC press photographic department in New York since June 1955, named director.

Joel W. Caesar, publicity news writer and radio-TV coordinator at Yeshiva University, New York, named PR manager of WMCA, that city.

Gus Thomas, general manager of WEET Richmond, Va., named promotions director for WQSN Charleston, S. C.

Bill Hahn, with WNAC-TV Boston, named to new post of community relations director.

ALLIED FIELDS



Miss Furness

Betty Furness, who has been doing daily radio show for CBS called *Ask Betty Furness*, named presidential assistant on consumer affairs (see page 36).

Charles R. Cowan, chief of domestic services and facilities division of FCC, Washington, named assistant chief of Common Carrier Bureau. **Frank Pakik**, chief, domestic radio division, succeeds Mr. Cowan. **Clarence F. Heister**, chief of satellite facilities branch, international and satellite communications division of FCC, named chief, domestic radio division.



Mr. Allina

Franz Allina, director of marketing and public relations for WMCA New York and parent Straus Broadcasting Group, joins Agency for International Development, Washington, effective April 3, in newly created post of special assistant to director of Agency's information staff. Mr. Allina plans to return to broadcasting after his tour of duty with AID.

INTERNATIONAL

Stephen Simon, general manager of Erwin Wasey Inc., Santurce, P. R., joins Norman, Craig & Kummel de Puerto Rico, San Juan, P. R., as VP and general manager. Mr. Simon succeeds **Gerald Dawson**, who returns to Norman, Craig & Kummel (Canada)

Ltd., Toronto, to undertake new account management assignments.

Donald W. Howorth, media supervisor at Kenyon & Eckhardt, Chicago, resigns to become partner in T. A. Prynne & Associates, London-based international communications systems consulting firm.

EQUIPMENT & ENGINEERING



Mr. Chambers

G. Russell Chambers, director of engineering for Rollins Inc., Wilmington, Del., elected VP-engineering.

Robert B. Fulton, president of Anaconda Wire and Cable Co., New York, resigns to become VP of parent Anaconda Co. **William L. Grey**, executive VP of Anaconda Wire and Cable Co., New York, elected president.

Glenn Romsos, engineering supervisor for WKBS-TV Burlington, N. J.-Philadelphia, appointed chief engineer.

James Cochrane, chief engineer at KORK Las Vegas, appointed chief engineer at WEOL and WBEA(FM) Elyria, Ohio.

Frank F. Bateman, technical operations manager of WBT(TV) Charlotte, N. C., named assistant director of engineering for Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBT Charlotte; WBTW(TV) Florence, S. C., and Jefferson Productions, Charlotte). **Ozro E. Simerly**, studio technical operations supervisor for WBT, named technical operations manager. **T. Clifton Livingston**, with WBT, succeeds Mr. Simerly. **Howard S. Caldwell** named studio technical maintenance supervisor for WBT.

Thomas K. Prior, formerly with WPRO-TV Providence, R. I., and WTEV-TV New Bedford, Mass., to be chief engineer of channel 36, noncommercial in Providence, R. I., being sought by state Dept. of Education.

William H. Myers, manager, market planning, television picture tubes, for RCA, Harrison, N. J., appointed manager, marketing department, for RCA television picture tube division.

Martin Charles and **Tom Walkerwicz**, district managers for Channel Master Corp., Ellenville, N. Y., appointed regional managers.

Ray D. Dennis, with entertainment products division of Sylvania Electric Products Inc., Batavia, N. Y., appointed to newly created post of manager of quality and customer acceptance.

Harold Schumacher, director of engineering of Overmyer Communications

Co., New York, joins consulting engineering firm of Rodney D. Chipp & Associates, Bloomfield, N. J.

Miguel A. Reyes, at Visual/Allen division, Visual Electronics Laboratories, Palo Alto, Calif., named sales and field engineer for Latin American areas, working out of Visual's New York office.

Gerard H. Berberian, with Compu-tron, Inc., Waltham, Mass., appointed product manager for sound recording tapes.

DEATHS

William J. McDonald, 74, senior VP of Wendell P. Colton division of Wesley Advertising Inc., New York, died March 6 in Harkness Pavilion of Columbia Presbyterian Medical Center in New York.

Robert Q. Glass Jr., 51, director of sales research and development at WFBC-TV Greenville, S. C., died Feb 28 after brief illness. Mr. Glass joined sales department of WFBC 26 years ago, and later moved over to WFBC-TV. Surviving are his wife, Sallie, son and two daughters.

J. W. (Bill) Slates, 57, VP and general manager of KFSA-TV Fort Smith, Ark., died March 7 at Fort Smith hospital after short illness and surgery. Mr. Slates entered radio as sportscaster

with KFPW Fort Smith, Ark., in 1929, working up to general manager before leaving station in 1948. He later was commercial manager of WSAV Savannah, Ga., and manager of KFSA. He is survived by his wife, Maurine, son and two daughters.

Philip Brestoff, 59, former general sales manager for KBLA Burbank, Calif., died of heart attack March 6 in Los Angeles. Mr. Brestoff was once musical director of WXYZ Detroit and later manager of that station. He also was sales manager for KABC Los Angeles for several years. He is survived by his wife and two sons.

A. A. Klinger, 77, chairman of Atwood Richards Inc., agency in New York, died Feb. 24 at Lenox Hill hospital in New York. Surviving is his wife, Kathleen.

Rudolph Block, 61, VP of Fairfax Inc., agency in New York, died Feb. 28 after long illness in Memorial hospital, Hollywood, Fla. Surviving are his wife, Sylvia, and daughter.

Nelson Eddy, 65, once a featured performer on radio's top show, *The Chase and Sanborn Hour*, with Edgar Bergen and Charlie McCarthy, collapsed of a stroke on a nightclub stage in Miami March 5 and died in hospital next morning. Mr. Eddy made frequent guest appearances on television. He is

survived by his wife, Ann.

Charles E. (Ned) Stewart, 44, account executive with KMOX-TV St. Louis, died March 5 at Barnes hospital in St. Louis after long illness. Mr. Stewart joined KMOX-TV in 1958. Previously he had been account executive with WHCT-TV Hartford, Conn. Surviving are his wife, Jeanne, two sons and two daughters.

George Gerlach, 54, sound technician with Washington office of ABC, died of apparent heart attack March 8 after being stricken while attending annual dinner of Radio-TV Correspondents Association in Washington. From 1950 to 1962 he had been with Hearst Metro-tone News, Washington. Surviving are his wife, Ann, and two sons.

George H. Ogle Jr., 44, account executive with Wesley Associates Inc., New York, died March 2 at his home in Hawthorne, N. Y. He is survived by his wife, Elaine.

Dave Dreyer, 73, composer, author, pianist and publisher, died March 2 at Beth Israel hospital, New York. He is survived by his wife, son and daughter.

J. T. (Jack) Brooks, entertainer at one time with radio stations in Chicago, Louisville, Ky., Lexington, Ky., and Memphis, died Feb. 26. Surviving is his wife, Helen, currently with WLOF Orlando, Fla.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 2 through March 8 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. ♪—educational.

New TV stations

APPLICATIONS

Rochester, N. Y.—Harcourt, Brace & World Inc. Seeks UHF ch. 61 (752-758 mc); ERP 711 kw vis., 142 kw aur. Ant. height above average terrain 440 ft.; ant. height above ground 402.2 ft. P. O. address: 757 Third Avenue, New York 10017. Estimated construction cost \$796,846; first-year operating cost \$350,000; revenue \$350,000. Geographic coordinates 43° 10' 14" north lat.; 77° 40' 23" west long. Type trans. RCA TTTU-30A. Type ant. RCA TTTU-30J. Legal counsel Cowan, Liebowitz & Latman, N. Y. and Cohen and Berfield, Washington; consulting engineer Jules Cohen & Associates, Washington. Principal: Applicant has been granted CP for new UHF in Denver. Harbinger Broadcasting Co., in which applicant is partner, has been granted CP for new UHF in Au-

gusta, Ga. Applicant has applications pending for CP's for new UHF's in Portland, Ore. and Phoenix and is partner in Harbinger's application for CP for new UHF in Salt Lake City. University of Rochester owns 30,000 shares in Harcourt, Brace & World Inc. and is licensee of WRUR-FM Rochester and participates in *WXXI(TV) Rochester. Mr. Elmer B. Milliman is a director and has stock in Star Television Corp., one of nine applicants for ch. 13 in Rochester and one of eight applicants in that proceeding which participate in the interim operation of

WOKR(TV). Mr. George L. Todd has stock in Genesee Valley Telecasting Inc., which is also involved in two operations mentioned. Mr. Paul Miller is president & director of WHEC Inc., wholly owned subsidiary of Gannet Inc. and licensee of WHEC-AM-TV Rochester. Mr. John W. Remington is a director of Gannet Inc. Messrs. LeRoy Thompson and Gilbert J. C. McCurdy have interests in Star Television Corp. also and Mr. T. Carl Nixon has interest in Genesee. Ann. March 2.

Rochester, N. Y.—Philip Y. Hahn Jr. Seeks

| | |
|---|--|
|  | <p>EDWIN TORNBERG & COMPANY, INC.</p> <p>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> |
|---|--|

UHF ch. 31 (572-578 mc); ERP 294 kw vis., 29.4 kw aur. Ant. height above average terrain 255 ft.; ant. height above ground 235 ft. P. O. address: 1190 East Main Street, Rochester. Estimated construction cost \$415,000; first-year operating cost \$326,500; revenue \$187,500. Geographic coordinates 43° 09' 22" north lat.; 77° 39' 33" west long. Type trans. RCA TTU-12ALA. Type ant. RCA TFU-30J. Legal counsel Fly, Shuebruk, Blume and Gaguine, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principal: Mr. Hahn is president, treasurer, director and 100% stockholder in drug company; president, treasurer and director of subsidiary of Paine Drug Co., Paine's Inc., and Paine-Erie Hospital Supply Inc.; also subsidiary of Paine Drug Inc.; director and stockholder of Crosman Arms Co., and 50% partner in real estate. Ann. March 8.

FINAL ACTIONS

Albany, N. Y.—Mercury Media Inc. Broadcast Bureau granted UHF ch. 45 (656-662 mc); ERP 204 kw vis., 40.7 kw aur. Ant. height above average terrain 200 ft., above ground 321 ft. P. O. address: c/o Gerald T. Arthur, Box 1300, Albany 12201. Estimated construction cost \$412,376, first-year operating cost \$300,000; revenue \$300,000. Studio and trans. both to be located in Glenmont, N. Y. Geographic coordinates 42° 35' 06" north lat.; 73° 48' 29" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-24DM. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington; consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals: Gerald T. Arthur, Oliver Lazare and J. J. L. Hessen (33 1/3% each). Mr. Lazare is in textile business. Mr. Hessen is lawyer. Mr. Arthur is publisher of group of weekly newspapers on Long Island, N. Y. Action March 8.

Greensboro, N. C.—Piedmont Triad TV Inc. Broadcast Bureau granted UHF ch. 48 (674-680 mc); ERP 562 kw vis., 110 kw aur. Ant. height above average terrain 810 ft., above ground 792 ft. P. O. address: c/o Ralph Clay Price, P. O. Box 6626, Greensboro 27405. Estimated construction cost \$540,000; first-year operating cost \$250,000, revenue \$250,000. Trans. and studio both to be located in Greensboro. Geographic coordinates 36° 13' 00" north lat., 79° 54' 28" west long. Type trans. RCA TFU 30A; type ant. RCA TFU 30J. Legal counsel Robert L. Heald, Washington. Consulting engineer Palmer A. Greer, Greenville, S. C. Principals: Ralph Clay Price (80%) and Jack H. Brown (20%). Mr. Price is owner of cattle farm and has ownership interests in diamond mines, installation of communications equipment and background music corporation. Mr. Brown is in real estate investments and banking and is 40% stockholder of Vuemore Cable Vision Inc., Greensboro, which holds franchise. Action May 18.

OTHER ACTIONS

Review board in Birmingham, Ala., television broadcast proceeding, Docs. 15460 and 18923, granted joint request for approval of agreement filed Feb. 6 by Symphony Network Association Inc. and Steel City Broadcasting Co.; dismissed with prejudice Symphony application; granted Steel City application; and terminated proceeding. Conditions. Board Member Nelson absent. Action March 3.

By memorandum opinion and order, denied request of Tar Heel Television Inc.

for fifth commercial TV channel in Charlotte, N. C. In its denial, commission called attention to its responsibility under communications act, to provide a fair and equitable distribution of available channels among various states and communities. Noting that Charlotte already has four commercial and one educational TV channels, that other channels have been assigned to nearby communities, and that supply of potential assignments remaining to meet future needs in other communities is extremely small, commission concluded that Charlotte now has its "fair share" of available assignments and additional assignment is not warranted at this time. Action March 1.

ACTIONS ON MOTIONS

Hearing Examiner Charles J. Fredrick on March 2 in proceeding on TV applications of Adirondack Television Corp. and Northeast TV Cablevision Corp., both Albany, N. Y., granted joint petition of applicants and extended time for filing proposed findings from March 6 to March 16, and replies from March 20 to March 30 (Docs. 16737-38).

Hearing Examiner Isadore A. Honig on March 2 in proceeding on TV applications of Romac Baton Rouge Corp. and Capitol Television Broadcasting Corp., both Baton Rouge, granted petition for leave to amend filed by applicant Capitol Television Broadcasting Corp. reflecting business interests of its stockholders (Docs. 17005-06).

Hearing Examiner David I. Kraushaar on March 2 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., remand, issued memorandum of ruling at hearing of March 1 on arrangements for testimony of witnesses under subpoena, pursuant to review board's memorandum opinion and order (Docs. 14368-72, 14444-46).

RULEMAKING ACTIONS

Commission adopted notice of proposed rulemaking to assign UHF TV broadcast ch. 56 to Anaheim, Calif. Proposal was in response to petition by Morrio Publishing Co. which stated that if channel is assigned it will promptly apply for authority to construct and operate new UHF TV broadcast station at Anaheim. Action March 1.

Commission adopted notice of proposed rulemaking to assign UHF television broadcast channels 20 and 36 to Fort Myers, Fla., which is currently assigned VHF ch. 11 and UHF ch. *30. Ch. *30 is reserved for educational television broadcasting. Proposal to assign two channels is based on two separate petitions, one by Kenneth J. Schwartz who proposes to apply for authority to construct and operate new commercial TV station in Fort Myers if channel is provided; and second by Hubbard Broadcasting Inc., which proposes to apply for authority to construct and operate new commercial TV station in Fort Myers as satellite of its recently authorized UHF TV on ch. 44 at St. Petersburg. Action March 8.

By notice of proposed rulemaking, commission invited comments on proposal to assign and reserve for educational use TV ch. 2 and to reserve ch. 10, presently assigned, in Agana, Guam. Governor and Department of Education of Guam have requested reservations as part of future educational TV broadcast program of territory. Action March 1.

Adopted report and order in Doc. 16988

moving UHF TV broadcast ch. 15 from Utica to Oneonta, both New York, and assigning ch. 20 to Utica as replacement for ch. 15. Pursuant to petition by Susquehanna Broadcasting Inc., commission originally proposed to move ch. 38 from Elmira to Oneonta and replace it with ch. 65 in Elmira. Since that time, two applications have been filed for ch. 38 in Elmira. Alternative adopted will leave ch. 36 in Elmira, give Oneonta its first commercial TV channel and provide suitable replacement for channel taken out of Utica. Action March 1.

CALL LETTER APPLICATIONS

Medallion Broadcasters Inc., Sioux City, Iowa. Requests KMBI-TV.

Dr. Marvin H. Osborne, Jackson, Miss. Requests WWHO-TV.

*Mississippi Authority for Educational TV. Jackson, Miss. Requests *WMAA (TV).

Vermont New York TV Inc., Burlington, Vt. Requests WVN-TV.

DESIGNATED FOR HEARING

Memphis—Gamma Television Corp., John M. McLendon tr/as Tele/Mac of Memphis and Victor Muscat and Cliff Ford d/b as Memphis Broadcasting Associates—FCC designated for consolidated hearing applications for new TV's to operate on ch. 24. Action March 1.

Existing TV stations

FINAL ACTIONS

KUHI-TV Joplin, Mo.—Broadcast Bureau granted mod. of CP to change ERP to 468 kw vis., 93.3 kw aur.; increase ant. height to 1,060 ft.; condition. Action March 1.

WDAF-TV Kansas City, Mo.—Broadcast Bureau granted CP to change ant. height 1,130 ft.; install triplexer. Action March 1.

KMYO-TV Little Rock, Ark.—Broadcast Bureau granted mod. of CP to change ERP to 295 kw vis., 58.9 kw aur., transmitter location to Shinall Mountain, near Little Rock, and increase ant. height to 1,730 ft. Action March 7.

WMKG (TV) Muskegon, Mich.—Broadcast Bureau granted mod. of CP to change ERP to 174 kw vis., 3.47 kw aur. Action March 7.

WECO-TV Pittsburgh—Broadcast Bureau granted mod. of CP to change trans. location to Troy Hill Road, Pittsburgh, and increase ant. height to 1,010 ft., conditions. Actions March 7.

*WKNO-TV Memphis—Broadcast Bureau granted CP to change ERP to 282 kw vis., 56.2 kw aur., and increase ant. height to 1,080 ft. Action March 7.

WYAH-TV Portsmouth, Va.—Broadcast Bureau granted CP to change ERP to 174 kw vis., 30.9 kw aur. Action March 7.

OTHER ACTIONS

Commission waived Sec. 73.651(c) of rules to permit following RTV's to accompany their visual transmissions of test patterns or station identification slides with aural music during scheduled breaks in their programming schedules; condition: Georgia State Board of Education, licensee of WXGA-TV Waycross; WVAN-TV Savannah, and WJSP-TV Columbus; permittee of WABW-TV Pelham; WACS-TV Dawson; WCES-TV Wrens; WCLP-TV Chatsworth; WDCO-TV Cochran, and WJIA-TV Ashburn, all Georgia. Action March 1.

ACTIONS ON MOTIONS

Hearing Examiner Forest L. McClennan on March 2 in proceeding on TV application of Selma Television Inc. (WSLA-TV), Selma, Ala., granted petition for leave to amend filed by applicant regarding financial matters (Doc. 15888). On March 3 in proceeding on TV application of Selma Television Inc. (WSLA-TV), Selma, Ala., granted request of applicant and continued procedural dates including hearing from March 13 to April 12; by separate order granted request of Birmingham Television Corp. that a representative of WCFT-TV Tuscaloosa be permitted to testify (Doc. 15888).

RULEMAKING ACTION

By notice of proposed rulemaking, commission invited comments on proposal to amend Sec. 73.684(c) of rules so as to specify power in pertinent vertical direction in predicting distance to grade A and B contours of TV broadcast stations. Petitioner urges that this change (present rule states that only horizontal power is to be used in predicting these contour distances) will more nearly reflect the actual distances in those cases where high gain antennas with beam tilt, as commonly employed by UHF TV stations, are utilized. Commissioner Bartley dissented. Action March 1.

Broadcasting

1735 DeSales Street, N.W.
Washington, D. C. 20036

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Please start my subscription for (CHECK ONE) 52 issues \$8.50

| |
|---|
| <input type="checkbox"/> 52 issues and '67 Yearbook \$13.50 |
| <input type="checkbox"/> 1967 Yearbook \$5.00 |
| <input type="checkbox"/> Payment enclosed |
| <input type="checkbox"/> Bill me |

| | | |
|-----------------------------------|----------------|-----------|
| Name _____ | Position _____ | |
| Company _____ | | |
| <input type="checkbox"/> Business | | |
| <input type="checkbox"/> Home | | |
| City _____ | State _____ | Zip _____ |

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFCEE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCEE

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
Dt 7-1319
WASHINGTON, D. C. 20005
Member AFCEE

A. D. Ring & Associates
42 Years' Experience in Radio
Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCEE

Lohnes & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFCEE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCEE

GUY C. HUTCHESON
817 CRestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

**SILLIMAN, MOFFET
& KOWALSKI**
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCEE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCEE

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFCEE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco, California 94128
342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010

KANSAS CITY 14, MISSOURI

**JULES COHEN
& ASSOCIATES**
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFCEE

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
Phone 592-1394 Res. 593-6706

**PETE JOHNSON
& Associates**
CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-342-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
634-9558 632-2821

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCEE

**RAYMOND E. ROHRER
& Associates**
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

**JOHN H. MULLANEY
and ASSOCIATES**
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301 427-4666
Member AFCEE

**ROSNER TELEVISION
SYSTEMS**
ENGINEERS-CONTRACTORS
120 East 56th St.
New York, N. Y. 10022
(212) 752-4922

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers
—among them, the decision-making
station owners and managers,
chief engineers and technicians—
applicants for am, fm, tv and
facsimile facilities.
*ARB Continuing Readership Study

**Service
Directory**

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone Trowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 8

| | Lic. | ON AIR | CP'S | NOT ON AIR |
|--------------------|--------------------|--------|------|------------|
| | | | | CP'S |
| Commercial AM | 4,099 ¹ | | 14 | 90 |
| Commercial FM | 1,571 | | 33 | 265 |
| Commercial TV-VHF | 478 ² | | 17 | 24 |
| Commercial TV-UHF | 92 ² | | 28 | 125 |
| Educational FM | 295 | | 5 | 31 |
| Educational TV-VHF | 60 | | 7 | 8 |
| Educational TV-UHF | 41 | | 41 | 49 |

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 8

| | VHF | UHF | Total |
|---------------|-----|-----|-------|
| Commercial | 519 | 253 | 772 |
| Noncommercial | 75 | 98 | 173 |

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

| | COM'L AM | COM'L FM | COM'L TV | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air) | 4,083 ¹ | 1,533 | 570 ² | 290 | 97 |
| CP's on air (new stations) | 25 | 69 | 46 | 10 | 19 |
| CP's not on air (new stations) | 70 | 242 | 138 | 19 | 51 |
| Total authorized stations | 4,180 | 1,844 | 760 | 319 | 167 |
| Licenses deleted | 0 | 0 | 0 | 0 | 0 |
| CP's deleted | 0 | 0 | 0 | 0 | 0 |

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

New AM stations

APPLICATIONS

Prattville, Ala.—Prattville Radio Inc. Seeks 1410 kc, 1 kw N, 5 kw-D, U. P. O. address: Box 330. Estimated construction cost \$79,941.62; first-year operating cost \$120,000; revenue \$120,000. Principals: Calvin M. Whitesell, president and Jimmie R. Gillian, secretary-treasurer (each 50%). Mr. Whitesell is attorney, has interest in two cemeteries, has interest in retail food business, holds qualifying share in contracting company, owns property, distributes business machines and is 100% owner of Continental Inc., dormant corporation. Mr. Gillian is executive vice president and director of textile plant; stockholder, officer and director of acceptance corporation, finance company, boat sales and storage; director of bank and partner in house rentals. Ann. March 7.

Circleville, Ohio—George E. Worstell. Seeks 1540 kc, 1 kw-D, P. O. address: Route 5, Lucasville, Ohio. Estimated construction cost \$57,495; first-year operating cost \$45,000; revenue \$75,000. Principals: Mr. Worstell is majority owner of home supply company. Ann. March 7.

El Paso, Tex.—Jack R. McVeigh. Seeks 1060 kc, 10 kw-D, P. O. address: 2421 Frankfort Avenue, El Paso 79930. Estimated construction cost \$44,854; first-year operating cost \$47,500; revenue \$55,000. Principals: Mr. McVeigh is president and director and has 35% interest in Broadcast Services Inc. and is general manager of XELO Ciudad Juarez, Chih., Mexico. Ann. March 7.

FINAL ACTIONS

Anchorage, Alaska—Richard C. Cruver. Broadcast Bureau granted 630 kc, 5 kw-D, P. O. address: 320 4th Ave., Anchorage 99501. Estimated construction cost \$54,154; first-year operating cost \$89,400; revenue \$72,000. Mr. Cruver is manager and 20% owner of Army Navy surplus store in Anchorage. Action March 3.

Soldatna, Alaska—Solid Rock Ministries Inc. Broadcast Bureau granted 920 kc, 5 kw-U, P. O. address Box 489. Soldatna. Estimated construction cost \$28,301; first-year operating cost \$30,000; revenue \$35,000. Solid Rock is non-profit religious organization.

Rev. Ray Mainwaring, chairman, formed to establish radio service to Kenai Peninsula. Action Feb. 28.

Jamestown, Ky.—Russell Broadcasting Corp. Broadcast Bureau granted 1060 kc, 1 kw-D, P. O. address Box 12, Science Hill, Ky. Estimated construction cost \$18,600; first-year operating cost \$25,000; revenue \$33,000. Principals: Clayborn Scales (26%), Rena Scales (24%), Morris Gaskins (26%) and June Gaskins (24%). Mr. Gaskins is announcer at WTLO Somerset, Ky. Action Feb. 28.

OTHER ACTIONS

Fort Pierce, Fla. Walter A. Duke tr/as St. Lucie Broadcasting Co.—By memorandum opinion and order, commission dismissed application for AM broadcast CP (for new station with following facilities: 1070 kc, 1 kw-DA-Day) pursuant to Sec. 1.564(b) of rules. Action March 1.

By memorandum opinion and order, commission returned as untimely application of Cook Inc. for new AM to operate in Ellettsville, Ind. and designated for hearing following mutually exclusive proposals: Kittyhawk Broadcasting Corp.; Gem City Broadcasting Co., both Kettering, Ohio; Western Ohio Broadcasting Service Inc., Eaton; Treaty City Radio Inc., Greenville all Ohio; Bloomington Broadcasting Co., Bloomington, Ind.; Voice of Ohio Valley Inc., Louisville; Shively Broadcasting Co., Shively, both Kentucky, and Albert S. Tedesco (WWCM), Brazil, Ind. Action March 1.

Princeton, Ky. Well Better Broadcasters Corp.—By order, commission dismissed application for AM broadcast CP (for new station with following facilities: 1500 kc, 250 w-Day) pursuant to Sec. 1.564(b) of rules. Action March 1.

By order, commission denied petition, filed Feb. 23, by Sanford A. Schafitz, to hold record open until Schafitz's right to participate as applicant has been finally determined in Lorain, Ohio, standard broadcast proceeding (Docs. 16876-8). Commissioner Johnson not participating. Action March 8.

Review board in Eugene, Ore., standard broadcast proceeding, Docs. 15998-9, scheduled oral argument before panel of review board on exceptions to initial decision (FCC 66D-73, released Nov. 22, 1966)

for 2 p.m., April 4, in room 7134, New Post Office building, Washington, Board Member Nelson absent. Action March 3.

Review board in Eugene, Ore., standard broadcast proceeding, Docs. 15998-16000, rescheduled oral argument before panel of review board from 2 p.m., April 4, to 10 a.m., April 11, in room 7134, New Post Office building, Washington, Board Member Kessler absent. Action March 8.

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on March 1 in proceeding on AM application of Goodman Broadcasting Co. granted applicant's petition and extended time for filing proposed findings from March 3 to March 13 (Doc. 16860).

Chief Hearing Examiner James D. Cunningham on March 1 designated Millard F. French, in lieu of Chester F. Naumowicz Jr., to serve as presiding officer in proceeding on AM applications of Lawrence County Broadcasting Corp., New Castle, Brownsville Radio Inc., Brownsville and Shawnee Broadcasting Co., Alliquippa, all Pennsylvania; scheduled prehearing conference for March 24 and hearing for April 26. (Docs. 17178-80). On March 3 designated Hearing Examiner James D. Cunningham to serve as presiding officer in proceeding on AM application of F. L. Crowder tr/as Harriman Broadcasting Co. (WXXL), Harriman, Tenn.; scheduled prehearing conference for March 14, and hearing for April 3 (Doc. 17255).

Hearing Examiner Millard F. French on March 3 in proceeding on AM applications of Fine Music Inc. (WFMI), Montgomery, Tennessee Valley Broadcasting Inc. and Rocket City Broadcasting Inc., Huntsville, all Alabama, granted request of applicant Tennessee Valley Broadcasting Inc., and scheduled further prehearing conference for March 8 (Docs. 17058-60).

Hearing Examiner H. Gifford Irion on March 2 in proceeding on AM applications of Cosmopolitan Enterprises Inc., Edna and H. H. Huntley, Yoakum, Texas, granted request of International Broadcasting Corp., party to the proceeding, and extended date for filing proposed findings from Feb. 24 to March 3 and replies from March 10 to March 17 (Docs. 16572-73). On March 1 in proceeding on AM applications of Lebanon Valley Radio and Cedar Broadcasters, both Lebanon, Pa., Catonsville Broadcasting Co. and Radio Catonsville Inc., both Catonsville, Md., denied petition for extension of time and a motion to take depositions by means of written interrogatories, both filed by Radio Catonsville Inc. (Docs. 15835-36, 15838-39).

Hearing Examiner Jay A. Kyle on March 3 in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vt. and Metro Group Broadcasting Inc., Plattsburg, N. Y., granted request of applicant Carter Broadcasting Corp. and rescheduled hearing from March 3 to April 3 (Docs. 16972-73).

Hearing Examiner Forest L. McClennan on March 6 in proceeding on AM applications of Charles W. Jobbins, Costa Mesa, Newport Beach, Calif., et al. continued hearing from March 7 to March 9 (Docs. 15752, 15754-56, 15758-60, 15762, 15764-66) and in proceeding on AM applications of L & S Broadcasting Co., Jacksonville, Roy H. Park Radio Inc. (WNCT), Greenville, and John C. Hall, Ayden, all North Carolina, dismissed notice of taking deposition of Alton Rowe and opposition to the taking of deposition (Docs. 17148-50).

Hearing Examiner Chester F. Naumowicz Jr. on March 2 in proceeding on AM applications of Northwest Broadcasters Inc. (KBVU), Bellevue, Wash., et al. denied request for continuance of conference from Northwest Broadcasters Inc. and prehearing conference will be held on March 9, as previously scheduled (Docs. 16609-10).

CALL LETTER APPLICATIONS

Radio Prayer League Inc., North Pole, Alaska, Requests KJNP.

Maurice J. DeVolt, Estes Park, Colo. Requests KKEP.

Lighthouse Broadcasting Inc., Jupiter, Fla. Requests WJST.

Rowland Broadcasting Co., Macon, Ga. Requests WQIX.

Radio Voice of Dover-Foxcroft, Me. Requests WDME.

Swain County Broadcasting, Bryson City, N. C. Requests WBHN.

Blue Ridge Broadcasting Co., Harrisonburg, Va. Requests WKCY.

DESIGNATED FOR HEARING

By order, commission designated for consolidated hearing applications of East

St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc. for new class IV standard broadcast station to operate on 1490 kc, with 250 w-N, 1 kw-L, at East St. Louis, Ill., and dismissed petition opposing East St. Louis Broadcasting Inc. application. Commissioners Bartley and Cox dissented. Action March 1.

■ Pursuant to mandate of United States Court of Appeals for District of Columbia Circuit, Folkways Broadcasting Inc. v. Federal Communications Commission, commission, by memorandum opinion and order, designated for hearing application of F. L. Crowder tr/as Harriman Broadcasting Co. for new standard broadcast station in Harriman, Tenn. Folkways Broadcasting Inc., licensee of WHBT Harriman, was made party to proceeding. Commission also denied motion by Folkways for an order terminating WXXL's operation, and granted WXXL temporary authority to continue operation until further order of commission. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Cox dissented. Action March 1.

Existing AM stations

APPLICATION

WTIQ Manistique, Mich.—Seeks mod. of license to change hours of operation from unlimited to specified hours: Monday-Sunday: 6 a.m. to 7:05 p.m. Ann. March 2.

FINAL ACTIONS

KWYN Wynne, Ark.—Broadcast Bureau granted CP to change hours of operation to unlimited, change ant.-trans. location to US 64 just west of State Highway #1, Wynne; conditions. Action March 7.

KATN Boise, Idaho.—Broadcast Bureau granted CP to change frequency of daytime AM from 1010 kc to 950 kc, increase power from 1 kw to 5 kw; condition. Commission also adopted letter to KLER Orofino, Idaho, dismissing their petition to deny application as failing to provide sufficient data to establish that interference would be caused by grant. Action March 8.

KPRM Park Rapids, Minn.—Broadcast Bureau granted mod. of license to operate trans. by remote control from hwy. 34, 2 miles east of Park Rapids, condition. Action March 3.

KRAM Las Vegas.—Broadcast Bureau rescinded action of Feb. 28 which granted CP to change ant.-trans. location and install new trans.; returned application to pending file awaiting further information regarding city coverage and directional ant. pattern. Action March 1.

WISM Madison, Wis.—Broadcast Bureau granted CP to increase nighttime power to 5 kw. Action Feb. 28.

■ Broadcast Bureau granted renewal of license for station WTAL to Capitol City Broadcasting Inc., Tallahassee, Fla. Action March 1.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KFOX-AM-FM, SCA Long Beach, and KGEN Tulare, both California; KLMS Lincoln, Neb.; KSEL Lubbock, Tex.; WMCW Harvard, Ill.; and WUNS Lewisburg, Pa. Action March 3.

■ Commission, by its broadcast bureau, granted renewal of licenses for following stations: WOCN, WSKP Broadcasters, Miami, WDCJ Jones College, Arlington, WOGO Radio New Smyrna Inc., New Smyrna Beach, WONS Donald C. Price, Tallahassee, and WFFG, WROO Radio Inc., Marathon, all Florida. Commissioners Cox and Johnson dissented and issued separate statements. Action Jan. 31. Ann. March 7.

INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of Town & Farm Inc., for permit to change facilities of KMMJ Grand Island, Neb., from operation as class II station on 750 kc, 10 kw, directionalized and limited by WSB Atlanta, by relocating its transmitter site and operate as class II-A station on 880 kc, with power of 50 kw, unlimited time, with different directional antenna patterns day and night (conditions); and denied application of Nebraska Rural Radio Association for permit to change facilities of KRVN Lincoln, Neb., from operation as class II station on 1010 kc, 25 kw-D, directionalized, by relocating its transmitter site and operate as class II-A station on 880 kc, with power of 50 kw, unlimited time with different directional antenna patterns day and night (Docs. 15812-13). Action March 6.

OTHER ACTIONS

WRBD Almaron Inc. of Florida and WLOD Sunrise Broadcasting Corp. Pompano Beach, Fla.—Broadcast Bureau by memorandum opinion and order, denied requests

for waiver of Sec. 73.24(b) (3) (ii) of rules and returned applications as unacceptable for filing. Action March 8.

■ Review board in Thomasville, Ga., standard broadcast proceeding, Doc. 14760, Board Members Berkemeyer, Nelson and Pincock, adopted decision granting application of Triple C Broadcasting Corp. (WLOP) to increase operating power of WLOP Thomasville, Ga., from 1 kw to 5 kw, conditions. Action Feb. 27.

KUMU Honolulu—Broadcast Bureau by memorandum opinion and order, waived Sec. 73.37 of rules and accepted for filing application for increase in power from 1 kw to 5 kw on 1500 kc, unlimited time. Action March 8.

WCOK Sparta, N. C.—Broadcast Bureau waived Sec. 73.30(a) of rules and granted mod. of CP to change studio location to 0.1 miles south of city limits on U.S. highway #21, north Sparta. Action March 3.

WCAW Charleston, W. Va.—Broadcast Bureau denied request for waiver of Sec. 73.37 of rules and returned application for increase in daytime power to 50 kw as unacceptable for filing. Action March 8.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on March 1 in proceeding in the matter of revocation of licenses of Asheboro Broadcasting Co., WGW-AM-FM Asheboro, N. C., scheduled further prehearing conference for March 31 (Doc. 16789).

■ Hearing Examiner Isadore A. Honig on March 1 in proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy (WIGL) Superior, Wis., for renewal of license of WIGL, et al., granted petition to amend filed by D.L.K. Broadcasting Inc., to reflect withdrawal of Dr. James Deegan and other changes therein (Docs. 16476-78).

■ Hearing Examiner Forest L. McClenning on March 2 in proceeding on application of City of Camden (assignor) and L & P Broadcasting Corp. (assignee) for assignment of license of WCAM Camden, N. J., scheduled prehearing conference for March 9 (Doc. 16792). On March 3 in proceeding on AM applications of L & S Broadcasting Co., Jacksonville, Roy H. Park Radio Inc. (WNCT) Greenville and John C. Hall, Ayden, all North Carolina, granted petition for leave to amend filed by John C. Hall to reflect change in petitioner's business interests (Docs. 17148-50).

FINES

■ By memorandum opinion and order, commission directed Edgefield-Saluda Radio Co., licensee of WJES Johnston, S. C., to pay forfeiture of \$100 for failure to make timely filing of its renewal application. Licensee did not reply to previously sent notice of apparent liability for this violation. Action March 1.

■ Commission adopted letter of admonition and notice of apparent liability in amount of \$1,000 to Stuart W. Epperson, licensee of WKBX Winston-Salem, N. C. Commission stated that monitoring of station for brief periods on only two days had revealed many logging violations and two examples of failure to make proper station identification, and that when requested to do so, the licensee was unable to produce copies of applications and other documents which are required to be kept available for local public inspection. Commission further noted that station had, at various times, logged as "public service," announcements which did not conform to that definition and had failed to exercise adequate control over content. In consequence, Commission stated that "on the basis of the record you are admonished for past failure to ensure compliance with the Commission's Rules, and you are informed that such continued failure will result in further action in the future." Chairman Hyde voted for imposition of lesser forfeiture; Commissioner Cox would grant one-year renewal. Action March 1.

RULEMAKING ACTIONS

■ Commission adopted notice of proposed rulemaking looking toward amending part 73 of rules relating to sponsorship identification requirements. Proposed amendments would provide blanket waiver of announcements required by Sec. 317(a) of Communications Act for classified advertising sponsored by private individuals, but not by any business enterprise (corporate or otherwise). Commissioner Loevinger concurred and issued statement. Action March 1.

CALL LETTER ACTIONS

■ Commission granted petition by RKO General Inc., licensee of WNAC Boston, for partial waiver of Sec. 1.550 of rules to change call sign of its station prior to expiration of 30-day waiting period prescribed in rules. Effective March 3, call sign of Boston station will be WRKO. Commission-

er Bartley abstained from voting. Action March 1.

New FM stations

APPLICATIONS

Jesup, Ga.—Wayne Broadcasting Inc. Seeks 105.5 mc, ch. 288A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 647, Jesup 31545. Estimated construction cost \$21,000; first-year operating cost \$10,000; revenue \$12,000. Principals: Applicant is licensee of WLOP Jesup. Lem Jay Clark Jr., president. Ann. March 1.

Thomasville, Ga.—Triple C Broadcasting Corp. Seeks 107.1 mc, ch. 296, 1.78 kw. Ant. height above average terrain 370 ft. P. O. address: 861 Forest Ridge Drive, Macon, Ga. 31204. Estimated construction cost \$15,895; first-year operating cost \$7,800; revenue \$12,000. Principals: Lem Jay Clark Jr., station manager and Mrs. Lem J. Clark, president. Applicant is licensee of WLOP Jesup. Ann. March 1.

*LaGrange, Ill.—Lyons township High School and Junior College. Seeks 88.3 mc, ch. 202, 10 w. Ant. height above ground 50 ft. P. O. address: 100 South Brainerd, LaGrange 60525. Estimated construction cost \$2,108.60; first-year operating cost \$2,500; revenue none. Principals: To be administered by board of education, Robert A. Jones, consultant. Ann. March 7.

*Winfield, Kan.—G. Ray Cox. Seeks 88.3 mc, ch. 202, 10 w. Ant. height above ground 70 ft. P. O. address: Southwestern College, Winfield 67156. Estimated construction cost \$403; first-year operating cost \$400; revenue none. Principals: To be administered by board of trustees, Mr. Cox is second vice president. Ann. March 7.

Berea, Ky.—Stephen W. Staples d/b as Regional Broadcasting Co. Seeks 101.7 mc, ch. 269, 3 kw-U. Ant. height above average terrain 245 ft. P. O. address: Box 36, Monticello, Ky. 42633. Estimated construction cost \$11,300; first-year operating cost \$12,500; revenue \$17,500. Principals: Mr. Staples owns WFLW Monticello. Ann. March 7.

*Warren, Mich.—Community College District of the County of Macomb. Seeks 89.7 mc, ch. 209, 10 w. Ant. height above ground 125' 8" ft. P. O. address: 14500 Twelve Mile Road, Warren 48093. Estimated construction cost \$4,435; first-year operating cost \$3,000; revenue none. Principals: To be administered by board of trustees, William Henning, radio coordinator. Ann. March 7.

*Joplin, Mo.—Ozark Bible College. Seeks 91.3 mc, ch. 217, 10 w. Ant. height above ground 83 ft. P. O. address: Don Earl Boatman, 1111 North Main, Joplin 64801. Estimated construction cost \$4,918.05; first-year operating cost \$1,000; revenue none. Principals: Mr. Boatman is president of college. Ann. March 7.

Camuy, P. R.—Camuy Broadcasting Corp. Seeks 96.9 mc, ch. 245, 5.7 kw. Ant. height above average terrain minus 137 ft. P. O. address: Munoz Rivera No. 7, Camuy 00627. Estimated construction cost \$24,825.09. First-year operating cost \$23,455.20; revenue \$25,000. Principals: Ledo, Juan A. Gonzalez Amador, president, et al., all 10%. Mr. Gonzalez owns Farmacia Del Pueblo, drug store. Ann. March 7.

*Northfield, Vt.—Norwich University. Seeks 89.1 mc, ch. 206, 0.01 kw. Ant. height above ground 72 ft. P. O. address: Northfield 05663. Estimated construction cost \$9,170.75; first-year operating cost \$5,000; revenue none. Principals: To be administered by board of trustees. Ann. March 7.

Ashland, Va.—Christian Enterprises Inc. Seeks 100.1 mc, ch. 261, 3 kw-U. Ant. height above average terrain 198.5 ft. P. O. address: Box 452, Ashland 23605. Estimated construction cost \$25,000; first-year operating cost \$10,000 over and above AM; revenue \$12,000 over and above AM. Principals: James N. Birkitt, president. Applicant is licensee of WIVE Ashland. Ann. March 7.

Danville, Va.—Piedmont Broadcasting Corp. Seeks 103.3 mc, ch. 277, 100 kw-U. Ant. height above average terrain 655 ft. P. O. address: 710 Grove Street, Danville 24541. Estimated construction cost \$60,495; first-year operating cost \$18,000; revenue \$30,000. Principals: W. E. Gardner Jr., president, et al. Applicant is licensee of WBTV Danville and holds CP for WBTV-TV, ch. 24, Danville. Mr. Lyle Motley, who owns 10 shares of applicant is president and general manager of Central Virginia Broadcasting Co., licensee of WMNA-AM-FM Gretna, Va. and owns stock in that company. Miss Nancy Robins Lea owns stock in Virginia-Carolina Broadcasting Corp., licensee of WDVA Danville, but owns no stock in applicant. Ann. March 7.

Kennick, Wash.—Cascade Broadcasting Co. Seeks 105.3 mc, ch. 287, 48.0 kw. Ant. height above average terrain 1,129 ft. P. O. address: Box 702, Yakima, Wash. 98901. Esti-

mated construction cost \$57,600; first-year operating cost \$12,000; revenue \$10,000. Principals: Thomas C. Bostic, president (58.12%), et al. Applicant is licensee of KIMA-AM-FM-TV Yakima, KEPR-AM-TV Richland-Pasco-Kennewick, all Washington and KLEW-TV Lewiston, Idaho. Ann. March 8.

FINAL ACTIONS

Scottsdale, Ariz.—Broadcast Bureau waived Sec. 73.210(c) of rules and granted CP for Central Arizona Broadcasting Inc. 100.7 mc, ch. 264 50 kw. Ant. height above average terrain 230 ft. Estimated cost of construction \$21,000; first-year operating cost \$15,000; revenue \$15,000. Principals: Kansas Marketing Co. (50%) and Beco Inc. (49%) Kansas Marketing is 97.3% owned by John E. Cox. Beco Inc. is 50% owned by L. Wayne Beal, with his wife owning the remaining 50%. Central Arizona Broadcasting Inc. is licensee of KDOT Scottsdale. Action March 8.

*New Brighton, Minn.—Broadcast Bureau granted 91.1 mc, ch. 216, 3 kw. Ant. height above average terrain 340 ft. To be administered by board of trustees. Action March 7. Jackson, Miss.—Jomac Jackson Corp. Broadcast Bureau granted 95.5 mc, ch. 238, 100 kw. Ant. height above average terrain 295 ft. P. O. address: Box 197, 980 Milner Building, Jackson 39205. Estimated construction cost \$32,030; first-year operating cost \$30,000; revenue \$30,000. Jomac assumes operation of WOKJ. Principal John M. McLendon owns WOKJ Jackson, Miss., KOKY Little Rock, Ark., KOKA Shreveport, La., WENN Birmingham, Ala., WYOU Tampa, Fla., CATV Jackson and is applicant for television stations in Jackson, Miss., Macon, Ga., Baton Rouge, La. and Memphis. Action Feb. 28.

OTHER ACTIONS

Review board in Stockton, Calif., FM broadcast proceeding, Docs. 17041-2, granted joint request for approval of agreement filed Feb. 3 by Albert I. Chance and Virginia C. Chance, joint tenants, and Joseph Gamble Stations Inc., approved agreement, dismissed with prejudice Chance application; granted Gamble application; and terminated proceeding. Board Member Nelson absent. Action March 3.

Review board in Monmouth, Ill., FM broadcast proceeding, Docs. 16944-5, denied petition to enlarge issues filed Jan. 26 by PrairieLand Broadcasters. Board Member Nelson absent. Action March 3.

Office of opinion and review on March 1 granted motion by Christian Fundamental Church for extension of time to March 7 to file reply to opposition by Lorenzo W. Milam and Jeremy D. Lansman to applications for review in proceeding on FM applications in St. Louis (Docs. 15615, 15617) and granted petition by Northwest Tennessee Broadcasting Inc. for extension of time to March 24 to respond to an application for review of review board's memorandum opinion and order released Feb. 1 in proceeding on Northwest's application and that of Jones T. Sudbury for new FM's in Martin, Tenn. (Docs. 16655-6).

Review board in Syracuse, N. Y., FM proceeding, Docs. 17117-18, granted request filed Feb. 27 by Mars Hill Broadcasting Inc., and extended to March 10 time to file oppositions to petition to enlarge issues, filed Feb. 13 by Ward L. Jones. Action March 2.

By memorandum opinion and order, commission, for lack of good cause, denied petition of Tuscarawas Broadcasting Co. to accept late filing of application for review of review board's memorandum opinion and order, released Dec. 14, 1968, denying reconsideration of review board's decision, released July 21, 1968, which had denied application of Tuscarawas Broadcasting Co. for CP for new FM at New Philadelphia, Ohio (Doc. 15430). Action March 8.

ACTIONS ON MOTIONS

Hearing Examiner Millard F. French on March 3 in proceeding on FM applications of PrairieLand Broadcasters and Richard P. Lamoreaux, both Monmouth, Ill., rescheduled prehearing conference from March 8 to March 15 (Docs. 16944-45).

Hearing Examiner Isadore A. Honig on March 2 in proceeding on FM applications of KLRA Inc., KAAV Inc. and Valley Corp., all Little Rock, Ark., granted request of applicant KLRA Inc., and postponed all procedural dates; hearing presently scheduled for April 11 is continued without date (Docs. 17070-72).

Hearing Examiner Herbert Sharfman on March 2 in proceeding on FM applications of Gulf South Broadcasters and Bayou Broadcasting Co., both New Orleans, rescheduled hearing from March 7 to May 8 (Docs. 17088-89).

RULEMAKING ACTION

By memorandum opinion and order,

commission denied request for second FM assignment in Shelbyville, Tenn., by deleting sole FM assignment from Lewisburg, Tenn. While Shelbyville is larger community, it has class C assignment and two AM's and Lewisburg has one AM in addition to the FM assignment proposed to be deleted. Action March 1.

CALL LETTER APPLICATIONS

*St. Ambrose College, Davenport, Iowa. Requests *KALA(FM).

*Eastern Kentucky University, Richmond, Ky. Requests *WEKU-FM.

*Phillips Exeter Academy, Exeter, N. H. Requests *WPEA(FM).

CALL LETTER ACTIONS

Boonville Broadcasting Inc., Boonville, Ind. Granted WBNL-FM.

Olmstead County Broadcasting Co., Rochester, Minn. Granted KOLM-FM.

Southeast Mississippi Broadcasting Co., Magee, Miss. Granted WSJC-FM.

Southeastern Broadcasting Co. of Mississippi, McComb, Miss. Granted WCCA(FM).

HGR Broadcasting Co., Kingston, N. C. Granted WFTC-FM.

DESIGNATED FOR HEARING

Waukegan, Ill. News-Sun Broadcasting Co. and Des Plaines, Ill. Maine Township FM Inc.—By memorandum opinion and order, commission designated for consolidated hearing applications for new FM's to operate on ch. 294 (106.7 mc). News-Sun (Waukegan) with ERP 50 kw and ant. height 274.9 ft.; Piszczek and Westerfield (Des Plaines) with ERP 50 kw and ant. height of 276 ft.; Maine Township FM (Des Plaines) with ERP 50 kw and ant. height of 300 ft. Action March 1.

Slidell, La. Bill Garrett Broadcasting Corp. Faulkner Radio Inc.—Designated for consolidated hearing applications for new FM's to operate on ch. 287 (105.3 mc)—Garrett with ERP 57.2 kw ant. height 128 ft., and Faulkner with ERP 27 kw. ant. height 123 ft. Action March 1.

Columbus, Miss. Radio Columbus Inc.—FCC designated for consolidated hearing applications for new FM's to operate on ch. 276; ERP 3 kw—Imes with ant. height of 289 ft. and Columbus with ant. height of 256 ft. Chairman Hyde and Commissioner Loevinger dissented to inclusion of overlap issue. Action March 1.

Existing FM stations

APPLICATIONS

KLEM-FM Le Mars, Iowa—Seeks license to cover CP which authorized new FM. Ann. March 3.

KHEN-FM Henryetta, Okla.—Seeks license to cover CP which authorized new FM. Ann. March 3.

FINAL ACTIONS

KTIM-FM San Rafael, Calif.—Broadcast Bureau granted license covering CP for installation of dual polarized ant. change ERP to 1.9 kw, ant. height 360 ft. Action March 3.

WMGR-FM Bainbridge, Ga.—Broadcast Bureau granted mod. of CP to decrease ant. height to 140 ft., condition. Action March 3.

KIFG-FM Iowa Falls—Broadcast Bureau granted license covering CP for changes in ant. height to 170 ft. Action March 3.

KRXL(FM) Kirksville, Mo.—Broadcast Bureau granted CP to change ant.-trans. location to on US #43 on northeast edge of Kirksville, condition. Action March 3.

KWWR-FM Mexico, Mo.—Broadcast Bureau granted license covering new FM. Action March 3.

WGSA-FM Ephrata, Pa.—Broadcast Bureau granted license covering change of ERP to 10 kw. Action March 7.

KRBE(FM) Houston—Broadcast Bureau granted license covering CP to change ERP to 100 kw, ant. height 285 ft. Action March 3.

WTCH-FM Shawano, Wis.—Broadcast Bureau granted license covering new FM. Action March 3.

WDOR-FM Sturgeon Bay, Wis.—Broadcast Bureau granted license covering new FM. Action March 3.

Broadcast Bureau granted licenses covering following new FM's: KFRW(FM) Wonderland Broadcasting Co., Quincy, Calif.; KVLV-FM Lahontan Valley Broadcasting Co., Fallon, Nev., and KNUJ-FM, KNUJ Inc., New Ulm, Minn. Action March 7.

CALL LETTER ACTIONS

KEEN-FM United Broadcasting Co., San Jose, Calif. Granted KBAY(FM).

Commission granted a petition by RKO General Inc., licensee of WRKO(FM) Boston, for partial waiver of Sec. 1.550 of rules to change the call sign of its stations

prior to expiration of 30-day waiting period prescribed in rules. Effective March 3, call sign of Boston station will be WRKO-FM. Commissioner Bartley abstained from voting.

Translators

ACTIONS

Dickinson, N. D. Meyer Broadcasting Co.—FCC granted application for CP for new VHF TV translator to operate on ch. 7, by rebroadcasting programs of KFVR-TV, ch. 5 at Bismarck, subject to same-day non-duplication condition. Action March 1.

Mapleton, Ore. Mapleton Translator Inc.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 11 by rebroadcasting programs of station KOIN-TV, ch. 6, Portland, Ore. Action March 1.

Mapleton, Ore. Mapleton Translator Inc.—Broadcast Bureau granted applications for new VHF TV translator stations to operate on channels 3 and 5 to serve Mapleton, Ore., by rebroadcasting programs of KVAL-TV, ch. 13 and KEZI-TV, ch. 9, both Eugene; conditions. Action March 8.

W73AA Palmerton, Slatedale and Slatington, Pa.—Broadcast Bureau granted assignment of license for UHF TV translator station to WRE-TV Inc. Stockholders have interests in WRE-AM-FM, Wilkes-Barre and WSCR Scranton, all Pennsylvania. Action March 7.

K08FI Hartville and Sunrise, Wyo.—Broadcast Bureau granted license covering CP for new VHF TV translator. Action March 3.

CATV

APPLICATIONS

Telesystems Corp.—Requests distant signals from WNEW-TV, WOR-TV and WPIX (TV), all New York to Cherry Hill township, N. J. Ann. March 2.

Telesystems Corp.—Requests distant signals from WNEW-TV, WOR-TV, and WPIX (TV), all New York to Springfield, Conshohocken, East Norriton, North Wales and Horsham, all Pennsylvania. Ann. March 2.

Hartsville Broadcasting Co. d/b as Cable Television of Hartsville—Requests distant signals from WOLO-TV, WNOK-TV, and WRK-TV, all Columbia, S. C.; WECT (TV) Wilmington, N. C.; WBTV (TV), WSO-C-TV and WCCB-TV, all Charlotte, N. C., and WGHP-TV Greensboro-High Point-Winston-Salem, N. C. to Hartsville, S. C. Ann. March 2.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 2 in proceeding in matter of petition of Midwest Television Inc. (KFMB-TV), San Diego for relief against CATV systems carrying signals of Los Angeles stations into San Diego area, denied joint motion of respondents to move further hearing to San Diego (Docs. 16786, 17008).

Hearing Examiner Herbert Sharfman on March 2 in proceeding in the matter of petition of Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Inc., scheduled further prehearing conference for March 7 (Doc. 16921).

OTHER ACTIONS

By memorandum opinion and order, denied petition filed by George T. Herreich, licensee of KAIT-TV Jonesboro, Ark., directed against proposed CATV system in Jonesboro, Ark. Authorized Jonesboro Cable TV Inc. to commence operation of its CATV system in Jonesboro. Commissioner Bartley concurred with statement; Commissioner Cox dissented; Commissioner Loevinger concurred in result. Action March 1.

By memorandum opinion and order, denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules, filed by Garrett Coaxle Television Tower Inc., operator of CATV system in Siloam Springs, Ark. Commissioner Bartley dissented and issued statement; Commissioners Loevinger and Johnson concurred. Action March 1.

By order, the commission directed Cable Television Co. of Illinois, owner and operator of CATV system at Fairbury, Ill., to show cause why it should not be ordered to cease and desist from extending signals of certain television stations beyond their Grade B contours in violation of Sec. 74.1105 of commission's rules. Cable Television Co. of Illinois was authorized to operate its CATV system carrying certain Illinois signals, which were contained in previous notice filed pursuant to Sec. 91.561 of commission's rules, until further Order

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please.) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Sales

C & W salesman with 4 I's—Imagination, Initiative, Intelligence, Integrity. Major sea-side market 50 miles NYC. Right man can move into Exec post. Box C-26, BROADCASTING.

Wanted: Experienced sales manager to sell 50,000 watt FM radio station in metropolitan Chicago. Salary plus Commission. Box C-77, BROADCASTING.

Salesman wanted: ambitious young man eager for above average income. Some experience necessary. Must be willing to work. Guarantee and commission. Long established, C&W station. Contact W. R. White, KPEG, 6019 S. Crestline, Spokane, Wash. 99203.

Salesman, no order takers. Pleasant climate, salary plus commission, profit sharing. Call or write Mike Carmichael, KTEM, Temple, Texas.

Sales—sales development: Expanding company requires 1st rate seasoned salesman also capable of handling of promotion and advertising for separated AM-FM operation plus development of new audio/visual communications division. Creative, hardworking salesman has excellent management opportunity. Contact H. W. Hobler, Box 1350, Princeton, N. J.

Announcers

Top 40 dj, medium market. New England immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Announcer needed by middle music network station in Texas resort city. Do not send tape. Box B-288, BROADCASTING.

Major Ohio market, contemporary station seeking professional, mature DJ, mid-day time slot, top salary for top man. Send resume and tape to Box C-34, BROADCASTING.

Top 10 market O. & O. that very seldom makes changes in our lineup will soon have opening for professional morning man. Regardless size market you are now in, this could be your big step. Submit photo, resume, tapes and written proposal of how you would deliver a top morning show. This could be your chance to work for good people in a long lasting position. Money is no object. All inquiries confidential. Box C-66, BROADCASTING.

Top 40 first phone man ready to move to good frequency, good power, and good facilities in Virginia for good pay. Pepper jingles, hops, future. For complete details, drop a card to Box C-81, BROADCASTING.

Morning man . . . experienced only . . . Middle of the road and Top forty. Third class broadcast endorsement needed. Excellent pay for right man. Send tape and complete resume. Applicants will be thoroughly checked before consideration is given. You must be strong in production with some news background. Wisconsin station, single market. University town. Box C-100, BROADCASTING.

Announcers—(cont'd)

Florida adult sound needs staffer. Require production ability, good board, pleasant voice, and third phone endorsed. Offer good pay, congenial staff and wonderful community. Send tape, resume, all personal data and snapshot to Box C-101, BROADCASTING.

Disk jockey—fast-paced, happy, young, experienced for top-40 Negro oriented station in major market. Send tape, resume, photo immediately. Box C-103, BROADCASTING.

Top salary for good reader—also DJ-M.O.R. small market S.E. New York. Box C-117, BROADCASTING.

Morning man, experienced. Prefer someone with farm programing experience. Top wages, good working conditions, room for advancement. Group operation, midwest. Box C-120, BROADCASTING.

Good music, single market. Montana. First phone. Send tape, resume, and photo. \$120 weekly. Excellent opportunity. Box C-134, BROADCASTING.

News and combo announcer for good music. First phone. \$125.00 per week or better with ability. 216-352-3155 between 9-12, and 3-5. Suburban market, pro staff. Box C-139, BROADCASTING.

Immediate opening 10,000 watt station in northeast wants morning man. Also afternoon slot open. Prefer a first ticket but will take right man with third Rush photo resume and tape. Box C-149, BROADCASTING.

Morning man, experienced, M.O.R. Top pay, midwest group operation. KAGE, Winona, Minnesota.

Announcer-newsman wanted. Young man, 19 to 30, good voice, experience in radio and ready to move into TV. Three hour radio board shift plus TV News. Offer top salary and chance for advancement within multi station organization. Have pension plan and other benefits. College town. Contact Bernie Brown, KAYS TV, Hays, Kansas.

KBUD, Athens, Texas, seeking mature announcer with minimum two years experience. No top 40. Salary \$100.00.

Announcer-MOR, music, afternoon-evening shift. Minimum 2 years experience. Strong on production commercials. 5000 watt NBC station town 62,000. Write Bob Gribben, KDTH, Dubuque, Iowa.

Program manager, announcer, production, excellent opportunity, possible sales. Good small Midwest market. Call Manager—Ralph Meador, KLEX, 816-259-3232.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

Announcer—will accept beginner. Write KNIM, Maryville, Missouri.

1st phone announcer. Evenings. Progressive MOR in midwest. Medium-sized market. Send resume to: KRGI Radio, P. O. Box 1238 Grand Island, Nebraska.

Work, play in California's beautiful Napa Valley near SF. First phone announcer needed. MOR format. Exceptional opportunity. Send tape, resume, KVON, Napa, California.

WAAY Radio has an immediate opening for an announcer with a first phone license. WAAY Radio is a 5,000 watt, 24-hour operation in Huntsville, Alabama, one of the south's fastest growing markets. An unusual opportunity for advancement for a person with the right qualifications in a small expanding chain. Please send tape, photograph, references and complete resume to Henry Beam, WAAY Radio, P. O. Box 3347 Blue Springs Station, Huntsville, Alabama.

Announcers—(cont'd)

Morning-man, up-beat MOR-local news format. Some experience required. Good salary for right man. WBTA, Batavia, N. Y.

WDXE AM-FM, Lawrenceburg, Tennessee, desires announcer with first phone. Strong on announcing, some engineering under supervision of well qualified chief. Excellent opportunity to grow with well established and successful group. Contact Milton D. Griffin, Station Manager.

One of Washington, D. C.'s leading quality music stations has an immediate opening for an experienced announcer with mature voice—special emphasis on commercial production. \$140 per week to start with regular pay increases. 5 day—40 hour week—3 week paid vacation a year. Modern studios with latest equipment. Call 301-587-4900 or send tape and resume to WCAY-Stereo/WQMR, 8121 Georgia Avenue, Silver Spring, Maryland.

Opening for top 40 dj/newsman. Permanent. 10-2 shift. Minimum 3 years experience. Top 100 market. WIRK, West Palm Beach, Florida.

First phone announcer needed immediately for NBC affiliated MOR station. No maintenance. Excellent working conditions, top fringe benefits and stability. Send resumes, photos, tapes, and salary requirement to General Manager, WJPG, Box 520, Green Bay, Wisconsin 54301.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background, photo and tape to Ray A. Schoneck, Station Manager, WKWF, Key West, Florida.

Experienced announcer to be No. 2 man in small, only station market. Assist me in thinking, announcing, production, programing, sales & service. Salary and commission. Contact: Graham Jones, WODI, Brookneal, Virginia.

First phone, no maintenance, good pay and working conditions. Prefer experienced announcer. Will accept beginner. Prefer family man with desire to raise family in wonderful community. Opportunity for advancement, group operation. WPOK, Pontiac, Illinois.

WSMI, Litchfield, Illinois is accepting applications for announcer and for salesman-newsman to manage well established branch studio.

I'll pay \$100 a week plus 15% sales commission to any adult who can and will sell. Even more if you have a first ticket. Not discriminatory—will hire male or female. Basically country-western air show plus some top 100. No beginners. 814-652-5131 . . . after 6 P. M. 814-652-6594. Shorty King, WWDS, Everett, Pennsylvania.

Opportunity for first phone-announcer willing to work hard to make it as a major-market Country and Western personality. We'll train. Send tape and resume to WYLO, Box 540, Milwaukee, Wisconsin 53201.

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and news delivery. Possible sports play-by-play. Call 602-537-2345.

Help Wanted

Technical

Chief engineer—Must have successful supervisory experience to take complete charge of maintenance for long-established AM-FM station. We can afford to pay for your experience. All details first letter including detailed resume, salary requirements, etc. Reply Box B-271, BROADCASTING.

Technical—(Cont'd)

1st class transmitter engineer with maintenance know how. Fulltime directional AM & FM New Jersey. Excellent growth opportunity. Box C-58, BROADCASTING.

Chief Engineer. East coast major market suburb. AM-Top 40. Strong directional experience necessary. Bench type, not an "executive." Pleasant living, family man preferred. Job potential \$15,000. Box C-75, BROADCASTING.

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

Transmitter engineer. No maintenance. Will train beginner. WAMD, Aberdeen, Md.

Help wanted: First class or third class engineer-announcer. Immediate opening. Contact Radio Station WHSM, Hayward, Wisconsin.

Los Angeles—good music station needs immediately an engineer for maintenance and air shift. Send non-returnable air check to Ray Bridges, Box 1758, Santa Ana, California.

Immediate opening . . . 1st phone, limited maintenance . . . 5 kw daytimer western Penna. College town. M.O.R. format . . . salary open . . . phone collect 814-226-8600.

1st class engineers: join the "New" growing Northeast radio network. We need experienced transmitter engineers with 1st class phone licenses. Will be responsible for maintaining transmitters in Western New York. Excellent benefits, salary commensurate with experience. Write Northeast Radio Network, Box 1292, Syracuse, New York, 13201.

NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Have immediate openings for news director, morning and p.m. d.j's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

Over 50? 40? Age no obstacle! Tired of the rat race? Need experienced news editor. Modest income station. Medium market mid-west college community. Write Box B-238, BROADCASTING.

Experienced newsmen wanted for non-commercial audio news service in Washington, D. C. Must have at least three years experience in gathering, editing, and airing news. Salary \$8,500. Send tape and complete resume to Box C-65, BROADCASTING.

Newscaster with solid professional air sound for top rated midwest metro. Also television opportunity. Immediate opening. Send tape and resume to Box C-128, BROADCASTING.

Lost our News Director to top 25 market. Award-winning news department (includes APRTA in 1966), needs man capable of handling 4,000 square-mile area newsbeat that includes broadcasts over Armed Forces Network. Want opportunity to grow? Call L. L. Hilliard, 308-632-6155, immediately. This ad will run only once.

Production—Programing, Others

Copy writer/announcer/production man. Must be worker. Will be accepting auditions between now and April. Only format type, non-screamers need apply. No tapes returned. Send copy samples. Box A-304, BROADCASTING.

Program manager, announcer, production, excellent opportunity, possible sales. Good small midwest market. Call Manager—Ralph Meador, KLEX, 816-259-3232.

RADIO

Situations Wanted—Management

Energetic professional seeking challenging new opportunity. Presently vice president/general manager major market independent. Direction more important than position. Fine background in talent, local and national sales, programing and administration Radio-TV. Will consider all proposals. Box C-68, BROADCASTING.

Management problems? History of successful management and trouble shooting in manufacturing. Strong on sales and administration/organization. References on request. Box C-80, BROADCASTING.

Strong, creative, get-it-done manager with proven record wants middle-major market challenge opportunity. 17 years sales and management know-how, including group operation. Family man. Journalism degree. Box C-82, BROADCASTING.

Making lots of money for myself and radio station—as manager—in spite of awkward interference of owner. Give me a free hand and I'll make money for you. Top references. Box C-90, BROADCASTING.

Sales team. General manager and sales manager. Exceptional major market track records. Sales, programing, administration. \$35,000 gets you two outstanding professionals. Intelligent owners apply. Box C-146, BROADCASTING.

You're looking for radio management to add profit and market acceptance—Let us discuss my experience and ability in broadcasting, sales, sales management and station management, plus my ideas, enthusiasm, and dedication. Presently several years same station, major market. Box C-148, BROADCASTING.

Sales

Local sales pro—sales management Ideas—Leadership—Results. Box B-298, BROADCASTING.

Currently single-market sales manager, wants to relocate in Pacific Northwest, Box C-114, BROADCASTING.

Situations Wanted—Announcers

Female, announcer, DJ, newscaster desires position in Puerto Rico, West Indies or Mexico. 3rd endorsement. Box B-208, BROADCASTING.

4 years experience. Mature voice announcer, MOR DJ, production, news. 3rd endorsed. Military completed. Family. Prefer East, metro Midwest, California coast. Box C-14, BROADCASTING.

With appropriate guidance news commentator could Blossom out ideally. Box C-27, BROADCASTING.

Experienced station manager. P.D., announcer, traffic man seeking small station to grow with. Draft exempt, four years experience. Interested in a permanent position with the right station. Married, not a floater. Box C-31, BROADCASTING.

Vibrant news commentator seeks to be affiliated with upstanding Pacific Coast station. Box C-32, BROADCASTING.

Employed PD/Announcer seeking permanent position with growing organization. Degree-30-family. References and record prove my professional worth. Box C-33, BROADCASTING.

Will a Pacific Coast station lend its support to a choice bud announcer? Box C-37, BROADCASTING.

First phone—Experienced, mature voice, college, good music. No hunting, fishing. Can work only for money. Box C-42, BROADCASTING.

Versatile D.J. First phone, experienced. Program director or staff. Looking for opportunities with "rocker" or "MOR." Box C-76, BROADCASTING.

Top forty announcer, two years experience, now working in major East coast market. Desire to move up to better position, willing to work. Married and draft deferred. Box C-79, BROADCASTING.

Modern country DJ/personality, young, experienced, & top sportscaster & play-by-play—Will relocate. Box C-83, BROADCASTING.

Canadian, 41, citizen intent, seeks radio opportunity, minor experience. Box C-84, BROADCASTING.

Announcers—(Cont'd)

Summer's coming and I'm ready to challenge it! Presently in college and will move to new college town. Graduate of Career Academy. Twenty and draft free. All replies will be personally answered. Box C-87, BROADCASTING.

Versatile entertainer—Not just a time & temperature man. Presently morning man in top 10 market with characters, one-liners, etc. Can also do "straight" show, any time slot—any format. Stable, eager, seeking permanent position. Box C-88, BROADCASTING.

Beginner—3rd class, endorsed, draft exempt, single—will relocate anywhere. Looking for experience more than pay. Box C-93, BROADCASTING.

Creative, top 40 dj, newscaster, sports "color," production, experienced. Hard worker, with 3rd, draft exempt, age 20, teen appeal TV bandstand experience. Have tape, resume, photo. Box C-97, BROADCASTING.

1st phone beginner, family man, college graduate, Arkansas, 100 miles Dayton, Ohio. Box C-102, BROADCASTING

Top 40 personality . . . College degree . . . Two years experience . . . 3rd endorsed . . . Box C-108, BROADCASTING.

DJ, tight board, strong news, commercials, happy sound. Box C-109, BROADCASTING.

Sportscaster, 27, now "on the staff" wants responsible position, college sports. Aggressive approach. Five years play-by-play, two TV. Broadcasting degree, family. Box C-110, BROADCASTING.

Somebody please give me a break into broadcasting. 24, married, mature. Trained in all phases of broadcasting. News, commercials, board work. Starting salary not important, but experience and future is. Prefer C & W or Top 40. Some experience. Have first phone. Will relocate. Box C-111, BROADCASTING.

Dr. Jive Show: Ready to hit the town again. Contact: Box C-113, BROADCASTING.

Young pro announcer with military complete, seeks position with Eastern operation, Boardwork, production, basketball play-by-play, copy, write news and sports. Excellent references, married, Prefer East but will consider all replies. Box C-115, BROADCASTING.

One year's experience. Some college, third, draft deferred. Box C-121, BROADCASTING.

Available at once, mature experienced newsmen. Former Iowa State Network news and farm director. Also experienced in M.O.R. music show and sales. Experienced in all phases of broadcasting and dependable. Want to relocate in a permanent position. Box C-123, BROADCASTING.

Talent machine—used 10 years in all phases and formats. Equipped with first phone. Call "Brad," 214-TA-4-8720. Write Box C-127, BROADCASTING.

Hello 'dere—3 yrs experience top-40 radio—young, single, stable, top 50 market experience—first phone—614-363-5884—Box C-130, BROADCASTING.

Put big top forty sound in your small or medium market. First phone and looking. Box C-132, BROADCASTING.

Reliable good sounding MOR announcer. Two years experience. Desires friendly station in Northeast Illinois. Box C-133, BROADCASTING.

Top 40 only, first phone swinger, new in top 30 market, looking for move, prefer Northeast. Box C-140, BROADCASTING.

Young experienced first phone. Announcer desires new opportunity write Box C-145, BROADCASTING.

Combo, DJ Negro will relocate, first job, married. Box C-150, BROADCASTING.

Changing careers. Nationally known lecturer. Travelled extensively for twelve years. Unique background. Knowledgeable well read. Versatile, creative, talented. Can write, talk, discuss, sell, promote, announce. Permanent work. Western states preferred. Not essential, Phone 503-236-1323 Ken Arbuckle, 76 S.E. 57 Ave., Portland, Oregon.

Announcers—(cont'd)

Positively beautiful adult music or not interested! First phone. No maintenance. Nights. Experience. Married. 201-227-1103.

Negro DJ, some exp. 3rd phone—Ohio only—William Pierson 2128 Elmore Sq., Pittsburgh, Pa. 15219.

DJ Broadcast School graduate. 3rd ticket. Jay Jackson, HY 3-2876, 6620 South Drexel, Chicago, Illinois 60637.

Announcer-DJ, 20. 1st phone, some college-drama-music-exp. 507-532-5472.

NEWS

Leading Farm Man, now in major market, wants chance to do real job on the No. 1 story of our century, food and agriculture. Degree, experience, ability. Guaranteed top job for top salary. Box C-85, BROADCASTING.

Great Lakes majors—intelligent, energetic, award-winning pro. Box C-98, BROADCASTING.

Newsman. Experienced. College graduate. Good gathering and writing. Box C-106, BROADCASTING.

Want a CBS mistake in your news department? Box C-107, BROADCASTING.

Experienced newsman, sidetracked six years present job as announcer-newsman, desires opportunity to specialize news again. Box C-116, BROADCASTING.

Radio newscaster currently employed in top 15 market; desires job in all-news station. Box C-131, BROADCASTING.

News director, radio or TV. Administrator, not just title-holder. Top-market experience. Box C-142, BROADCASTING.

Production—Programing, Others

Male copywriter. Ten years solid sell experience, radio and TV. Box B-291, BROADCASTING.

Director with 9 years experience wants relocation with progressive organization. Producer-Director position desired. Capable, conscientious, versatile, with strong production background. Box C-36, BROADCASTING.

If you're a major operation looking for a creative writer/producer with twelve years experience, all phases including management, willing to pay for a hard worker and offer growth potential. . . . I have what you want and you have what I want. Box C-98, BROADCASTING.

Young—trustworthy professional. 7 years radio, production, TV news. Ready for P. D. Box C-119, BROADCASTING.

Medium Markets: young, versatile, assiduous with smooth, intelligent delivery, excellent spot production keen music programming sense, adept all formats, program director experience Best references. Bill Terse, 215-455-4625. Box C-147, BROADCASTING or 5257 Harwood Road, Phila. 19120.

TELEVISION—Help Wanted

Sales

TV salesman needed by upstate New York station on top 50 market list. An excellent opportunity for an experienced man. Protected account list and compensation plan. All replies to Box C-39, BROADCASTING.

Announcers

Major midwest station, one of group, wants you if you're a good on-camera television announcer or if you have a solid radio background and are ready to move into TV. Good station, good community, excellent benefits. Send complete details, audio or video tape to Box B-269, BROADCASTING.

Have \$125 per week for radio pro with good voice who wants to break into TV at midwest group owned VHF. Send photo, resume, and audio tape to Box C-125, BROADCASTING.

Technical

Immediate opening for engineer with 1st class license in mid-Michigan. Full power VHF station. Write Box B-313, BROADCASTING.

Immediate opening for engineer—first phone television station, operation—no announcing. Location, northern lower Michigan. Box C-91, BROADCASTING.

Man of chief caliber, qualified all phases television engineering, building first class, U.H.F. facility. Send complete resume, salary requirements, KAIL TV, P.O. Box 5160, Fresno, California 93755.

First class licensed engineer to work in good, clean, fully equipped VHF television station in clean university small town. Contact W. B. Cox, Chief Engineer, KBTX TV Bryan, Texas.

Immediate opening—TV broadcast engineer, 1st phone necessary. Capable of studio and transmitter maintenance; some experience helpful. Excellent area for the outdoorsman—hunting, fishing, summer and winter sports. Contact Vaun J. McArthur, KMMV, Twin Falls, Idaho 83301.

First phone, studio board operator will consider trainee. Contact Tom Jenkins, KXLF-TV, Butte, Montana.

Man with 1st class FCC license for studio switching and transmitter operation. Permanent position with unlimited opportunity for advancement. Contact chief engineer, WBJA-TV, Box 813, Binghamton, New York 13902.

Boston's educational TV with latest sophisticated equipment needs a good ear! If you can handle music productions, multi mike pickups, are technically qualified you're our man. All others need not apply. Send resume Francis Abramowicz, WGBH-TV, Boston, Mass.

Television technician, 1st phone, required. Permanent for qualified man. A-one health insurance and retirement program. Address Chief Engineer, WHIO-TV Dayton, Ohio.

Experienced maintenance technician with 1st Class license required for television studio operation. Write or phone Chief Engineer at 716-883-0770, WKBW-TV, 1420 Main St., Buffalo, New York 14209.

Immediate opening for first class operator at remote transmitter site. Will train beginner. Send resume to Chief Engineer, WSWA-TV, Harrisonburg, Va. 22801.

Television engineers for minimum 2 year assignment in South Pacific. Positions beginning July 1 for experienced transmitter, VTR maintenance and general studio maintenance engineers. First class license and relevant experience required. Pleasant living conditions; liberal benefits. Send comprehensive resume to NAEB, 1346 Connecticut Avenue, Washington, D. C. 20036.

California full-color VHF needs control room technician. First phone, experience maintenance and operations all control room equipment. Excellent conditions. New studio construction. Resume to Don Ferguson, Chief Engineer, P.O. Box 628, Sacramento, Calif. 95803.

TV Engineers—Video tape engineers with experience with RCA and Ampex VTR's wanted. Immediate openings. Starting salary up to \$11,000 if experienced. Send resume to John Blades, V.P. Eng., LOGOS, 3820 South 27th Street, Arlington, Virginia 22206.

Experienced receiver installation engineer for immediate assignment in South Pacific. Must be familiar with CATV systems and be able to supervise field crews. Send comprehensive resume to NAEB, 1346 Connecticut Avenue, Washington, D. C. 20036.

NEWS

Chief photographer wanted: NBC affiliate in the Southwest. Must be familiar with 16mm. silent and SOF full color operation including all film. Send complete resume, salary requirements, and picture 1st letter. Box C-28, BROADCASTING.

Immediate opening for newswriter with strong colorful style. Wanted for major eastern market TV station. On-camera and film experience helpful. Rush resume and sample of work to Box C-87, BROADCASTING.

NEWS—(Cont'd)

Newscaster with authoritative on-air presentation plus exceptional reporting and news writing ability. Wanted as anchor man to lead team of experienced news personnel by Northern California TV station. Send video tape and resume to Box C-69, BROADCASTING.

Need qualified news director for small market TV-AM operation. Good opportunity for aggressive newsman. Call Harry Peck, General Manager, KNOP-TV, North Platte, Nebraska.

Production—Programing, Others

Auditor, assistant treasurer. Growing TV-radio group operation in East wants man with broadcast accounting experience who is ready to be groomed as treasurer. Immediate assignment will entail traveling audit work, familiarization with operations and home office procedure. Salary commensurate with experience, no ceiling on growth. Include resume, salary requirement. All replies confidential. Reply to Box B-257, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box C-1, BROADCASTING.

Art Director excellent opportunity for experienced TV art director with group station in major New England market. Send resume of professional experience immediately. Box C-59, BROADCASTING.

WSB Television, Atlanta, seeking young promotion assistant, strong on filming, scripting and publicity. Salary open to discussion. Contact Dick Goss, 1601 West Peachtree St., N.E., Atlanta, 30309. 404-875-7221.

TELEVISION

Situations Wanted—Management

TV executive with 14 years experience in all phases of TV and film production seeks position as program manager or operations manager. Excellent professional references. 616-532-9329 or write Box C-19, BROADCASTING.

Experienced account executive, extensive program and production background. Desires sales executive or management opportunity. Medium market preferred. Box C-124, BROADCASTING.

Sales

Four years local; Five years local—regional manager; Five years national; Mature family man, thirty-nine. Know how to sell. Box B-308, BROADCASTING.

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

Ten years television national rep—6 years general sales manager top 50 group station seeks sales manager position with future as manager. Best references and reputation in national field with excellent foundation in station operation. Box C-122, BROADCASTING.

Situations Wanted

Technical

Engineer ready for better market experienced in TV, AM directional, XMTR, studio, remote van. Box C-112, BROADCASTING.

NEWS

TV-radio newsman, announcer, news and commercial writer, public service shows. Strong on news and commercials. Box B-254, BROADCASTING.

Top-rated newscaster, announcer. Seventeen years, fourteen in television. Two moves. Mature family man. Desire relocate. Resume, color VTR on request. Box C-92, BROADCASTING.

Newsman-announcer. Presently in metro market of 400,000. Seeks return to TV or comb. 28, married, 8 years experience. Box C-126, BROADCASTING.

On-camera professional newsman. Mature. Solid background. Box C-143, BROADCASTING.

Situations Wanted

Production—Programming, Others

Kids show personality: Are you interested in a children's performer with a refreshing and magnetic program? Are you interested in the highest ratings and more sponsors? My talent, experience, and personality can guarantee you this with proven results. For local and national sponsor testimonials, references, resume and video-tape. Box C-12, BROADCASTING.

Creative writer, quality voice. Want ad agency or television production post, medium or large market. Degree, four years experience. Box C-94, BROADCASTING.

TV sports director available for major market. Air, specials, writing, film editing. Box C-105, BROADCASTING.

WANTED TO BUY—Equipment

Late 250 Watt AM transmitter, 1340 frequency, modulation monitors. Box C-86, BROADCASTING.

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Used 5,000 watt AM transmitter—good cond. KHIL, Willcox, Arizona.

Wanted: 10 KW-AM transmitter for 1,130 Kc. 230 Ohms output. Air cooled, good price, fair condition. Please send information to us. Radiodifusora XEZL, P.O. Box 164, Xalapa, Ver. Mexico.

Ampex recorders, all models. Let us sell your surplus equipment through our national listing. M & M Tape Corporation, Box 6636, Birmingham, Alabama.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Hellax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

RCA BTF3B 3 kw broadcast transmitter with new exciter (BTE-10B) 99.5 MHz. Presently in regular operation. Available immediately for cash. Contact Dennis O'Rourke at 333-0406 or write % WLOL, 1021 LaSalle Avenue, Minneapolis, Minnesota 55403.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox. 4310 S.W. 75 Ave., Miami, Florida.

New—used towers, ground wire available. P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment. Write Box B-255, BROADCASTING.

For sale: Four-bay Jampro Antenna, available March 1st. Box C-43, BROADCASTING.

New Crouse Hinds Beacon FC-12 . . . Gates frequency monitor MO-2690, like new, on your frequency for \$400 Three Gates 101 spotters, now in use . . . thirty days delivery. KJBC, South Lamesa Road, Midland, Texas.

ITA 1000-B 1 kw FM transmitter, 4-bay Andrew antenna, and 200 feet jacketed 1-5/8" air-dieltric hellax. Now operating on 102.7 MHz. \$3,300. Lloyd A. Ridner, K-JEM Radio, 515 North Robinson, Oklahoma City, Oklahoma.

For sale—I used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

Two Ampex colortec units each in excellent working condition, \$5,000.00 each F.O.B. Logos Teleproductions, 3620 S. 27th Street, Arlington, Va.

Commercial crystals: New or repairs for Gates, RCA, Biley, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co. Box 86, Temple, Texas 76501. Phone 817-773-3901.

FOR SALE—Equipment—(Cont'd)

For Sale: Large assortment tube type television equipment, cameras, switchers, sync generators, stab amplifiers, power supplies, monitors, etc. Cox Broadcasting Corporation, 1601 West Peachtree Street, N. E., Atlanta, Georgia.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines. \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

Market brochures, coverage maps, rate cards, custom designed sales ads and presentations. Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

Send for 50 fresh, exciting radio sales plans, ideas, spec spots, gimmicks, to get you a flock of new sponsors. Pay \$10 if they are the best you have ever seen or return without obligation. Air Plans, Box 153, Coos Bay, Oregon. 97420.

Deejays! Comedy vignettes are sweeping the country, and the "Walt Johnson Mobile Report" is riding the crest! This syndicated satire on mobile reports is being used at stations large and small across the country! It's hilarious! May we tell you more about it? For all information and a free sample tape, write: Shoblom Productions, Box 5215, San Diego, California.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Elkins has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting May 10, July 12, Oct. 4. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

"Warning" accept no substitute, REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin—April 17—May 22—June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R.E.I. opens in Kansas City. The same famous (5) week course for the first class Radio-telephone license that is available in Sarasota, Florida will also be available in Kansas City, Missouri—3123 Gillham Road, Telephone WE-1-5444. Classes begin—Apr. 17—May 22—June 28—July 31—September 5—October 9—November 13. For details and reservations write to home office, R.E.I., 1336 Main Street, Sarasota, Fla.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

First phone in six to twelve weeks through recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Hollywood, or Memphis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Professional training in announcing and station management. Immediate enrollment. Financing plan, Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division Nashville, Tennessee 256-7622.

See our display ad under Instructions. Don Martin School of Radio & TV.

Help Wanted—Management

GENERAL MANAGER

Group station top twenty market. Salary plus profit sharing bonus. Applicants must have successful major market management and sales management experience.

Box C-61, Broadcasting.

Radio Management

Aggressive, Experienced, sales-oriented, progressive General Manager for major market. Send resume and salary required in strict confidence to:

Box C-99, Broadcasting.

Sales

Schafer Electronics

has an unusual and challenging opportunity for the right man to travel a territory in a Schafer "bus" to demonstrate and sell Schafer Automation. High income potential. Send complete resume and photo to:

Sales Department
Schafer Electronics
9119 De Soto Avenue
Chatsworth, Calif. 91311

CAREER OPPORTUNITY BROADCAST EQUIPMENT SALES

A challenging and rewarding career in Broadcasting Equipment Sales can be yours if you meet our high standards for territorial managers. Age 28 to 36. Degree or associate degree with equivalent experience. Experience as Chief Engineer or Engineering Supervisor of AM-FM-TV broadcast station. Enthusiastic. Intense desire to be successful in selling career. Convince us with your resume that you could be the man and you will have an immediate interview with the Sales Manager of this successful growth company.

Box B-246, Broadcasting

HEAVEN ON EARTH

(and a good living, too.—) Sailing, fishing, trail riding, the relaxed atmosphere of the "Oasis of the Pacific" in Golden Southern California—away from the smog and the rat race of the big cities along with an annual income that should exceed \$15,000! Position is Account Executive for highly rated (Pulse) station, well financed and administered, aggressive in promotion and creative in concepts. Substantial draw with liberal commission. Please forward resume, references and estimated time of availability.

Box C-47, Broadcasting.

Sales Manager Major Metro Market Group station. Good salary and incentive plans. Experienced applicants only.

Box C-62, Broadcasting.

Help Wanted—Announcers

WGY-WRGB-WGFM Schenectady, N. Y.

now accepting applications for summer relief announcers. Guaranteed 18-36 weeks. Starting date approximately May 1. Must be experienced in all phases of broadcast operations. Audition tape should include News and DJ work. No tapes returned.

Help Wanted—Announcers—(Cont'd)

Announcer-Director KQVR

Stockton, California

Booth announcer who combines as director. Minimum of two years identical experience required for consideration. Must be willing to work Evenings and weekends. Send audio tape or VTR, and resume:

**Personnel Department
McClatchy Broadcasting
21st & Q
Sacramento, California**

INTERVIEWING NOW! ! BRIGHT YOUNG PEOPLE NEEDED

New Radio Broadcaster expanding and growing—Northern and Southern California stations need:

1. Newsmen
2. Ad. Lib. Interviewers
3. Creative Copy-Salesmen
4. Producers
5. D.J.'s

Ambitious men and women with Big League abilities, only.

On-air personalities send tape and resume to: **Larry Grannis**
Sales and Executive personnel send resume to: **Don Estey**
Davis Broadcasting Company, 3101 W. 5th Street, Santa Ana, California

KIMN AND DENVER

gained a great air personality when Ross Jay, joined the staff. Ross will handle the highly rated 3.6 PM drive slot for Denver's long established, top rated powerhouse. Nationwide Broadcast Personnel Consultants of Chicago is happy to help Ross Jay, KIMN and Denver.

**Jerry Jackson
Vice President**

Nationwide

Production—Programing, Others

EXCEPTIONAL ABILITY

Promotion, Production & Continuity
Send resume, photo & samples of your work to:

**Greg M. Mason
WNOE
New Orleans**

**The South's leading
50kw contemporary**

Situations Wanted—Announcers

Well Trained Announcers

available immediately.
Call or write **Midwestern,**
228 S. Wabash, Chicago, Ill.
WA2-0712.

TELEVISION

Help Wanted—Management

General Manager New UHF

**Group Operation
Major Market—California**
Our need is "Versatility"

Well-rounded in Sales, Programing and Organizing staff for Fall air date.
(Ownership participation possible)

Box C-129, Broadcasting.

CATV—Help Wanted—Management

CATV PLACEMENT
 Immediate openings nationwide for Division Managers, Division Engineers, Branch Managers, and Technical for local systems. Also, all other positions in CATV and related fields. Send type-written resume today to
 Ron Curtis, Nationwide CATV Personnel Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611. Confidential. All Fees Employer Paid!

TELEVISION

Help Wanted—Technical

Chief Engineer
WIRL-TV
 Peoria, Illinois

has an immediate opening for experienced, highly qualified Chief Engineer-Dept. Mgr. Must be capable of executing installation of all studio & transmitter equipment including complete color facilities.

Contact Howard Frederick immediately with full qualifications.

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. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Sacramento Army Depot
 has openings for engineers with maintenance experience AM-FM-TV. Must be qualified design & supervise installation Armed Forces Radio & TV stations. Home Sacramento, California, with considerable world travel. Salary \$10,927 per year. Permanent civil service.

Contact Mrs. Lucy Phillips, Sacramento Army Depot, Sacramento, California, 95813. Phone 916-388-2940.

AN EQUAL OPPORTUNITY EMPLOYER

First Class Engineer
 for TV-Radio operation in medium size North Central Market. One year experience preferred, but will train new man with maintenance ability. Latest RCA equipment. Good salary and fringe benefits. Please send photograph and resume to:
 Box C-78, Broadcasting

Help Wanted News

NEWSCASTER
South Florida Station

Immediate opening. Strong professional delivery. Working newsman with newswriting and, production experience. Send VTR audition.

Box C-136, Broadcasting.

MISCELLANEOUS

BEST BUY IN BUDGET
\$ RADIO JINGLES \$
 Audible Advertising Productions, Inc
 663 Fifth Avenue
 New York, N. Y. 10022

Obtain
YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS (or Less)
 at the

DON MARTIN SCHOOL
OF RADIO & TV
 (America's Foremost School of Broadcasting est. 1937)

- Learn Basic Comm. Electronics
- Individualized Instruction
- Highly qualified Instructors
- Most comprehensive teaching methods
- One low cost
- Inexpensive accommodations nearby

Next Class Scheduled to Start
 April 17.

Register Now—Classes Limited
 For additional information call or write:

DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES
 1653 N. Cherokee HO 2-3281
 Hollywood, Calif. 90028

WANTED TO BUY—Equipment

WILL PAY CASH FOR OKLAHOMA RADIO STATION!

All replies confidential. We will contact you personally. Rush full details to:
 Box C-141, Broadcasting.

WANTED TO BUY

Equipment—(Cont'd)

AM SITUATION DESIRED
 Middle Aged executive with Radio background looking for opportunity in BROADCASTING . . . Would consider a partnership in purchasing or buying in a worthwhile existing facility. East Coast only New Jersey to Florida. Full particulars in first letter.
 Box C-89, Broadcasting.

EMPLOYMENT SERVICE

EAST! NO FEES.
 Prnshty MOR Anner \$15K Top 40 DJ (11) \$9K
 Top 40 DJ (5) \$20K Top 40 P D \$15K
 Top 40 DJ 1st (23) \$6-10K TV Wthr Girl \$10K
 Radio Sales (7) \$15K TV Ennr (7) \$12K
 TV Sales (6) \$20K Radio Mgr. \$16K

Balfey Agency
 42 N. Pearl, Albany, N.Y.
 518-434-9185

FOR SALE—Stations

Station Owners
 Well financed individuals currently active in Broadcasting will purchase for cash station doing volume of \$300,000 or over. Our credentials and financial statements available. All replies held in confidence—brokers protected. Principals available in Chicago during NAB April 2 thru 5.
 Box C-45, Broadcasting.

CAL. INDIE TV STATION
ALL OR PART
 Relatively small cash down needed. Will be at NAB conv. Chicago ready to do business. Write PO Box 4364, Fresno, Cal. Phone (209) 439-2955.

ORIGINAL OWNER-OPERATOR
 selling long established station in southwest. Single station market, good population growth. Economy diversified in cattle, oil, industry, recreation. Prefer buyer with radio experience to be active in management. Good profit, substantial cash flow. \$55,000.00 cash required, long term payout. State radio background, financial qualifications.
 Box C-118, Broadcasting.

For Sale Northeast
Full Time AM
 Growing top 50 market. Excellent leverage for solid purchaser.
 Box C-135, Broadcasting.

ILLINOIS
 Desirable downstate 1 kw daytimer. Single station market. Excellent operation showing profit.
 Box C-144, Broadcasting.

SOUTHERN CALIFORNIA
 1Kw daytimer grossing approximately \$100,000. Excellent growth and living area. Equipment like new—lots of it. 29 percent down. Qualified principals only.
 Box C-151, Broadcasting.

(Continued from page 84)

in this proceeding. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Loevinger abstained from voting. Action March 8.

■ By memorandum opinion and order, denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules, filed by Irvine Community Television Inc., operator of CATV system at Irvine, Ky. Commissioner Bartley dissented and issued statement. Action March 1.

■ By memorandum opinion and order, partially granted request for waiver of carriage requirements of Sec. 74.1103(a) of rules, filed by Al-Pines Cable TV Inc., operator of CATV system at Alexandria, La., and otherwise denied request. Commissioner Bartley concurred and issued statement; Commissioner Cox dissented; Commissioner Johnson dissented. Action March 8.

■ By memorandum opinion and order, commission granted, subject to conditions, application of Northern Microwave Service Inc. for consent to transfer of control from Sam A. R. Albair, et al., transferors, to Communications Capital Corp., et al., transferees and dismissed as moot petition for conditioning of grant filed by WAGM-TV Presque Isle, Me.; granted petition filed under Sec. 74.1109 by WAGM-TV for imposition of different conditions upon CATV operators within its grade B service area; denied petitions for waiver of Sec. 74.1103 filed jointly by Presque Isle TV Inc., Johnston TV Inc. and Caribou TV Inc., and

jointly by Houlton TV Inc., and Van Buren TV Cable Inc. Commissioner Bartley concurred in part and dissented in part and issued a statement. Action March 1.

■ By memorandum opinion and order, denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules, filed by New England Video, operator of CATV system in Keene, N. H. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 8.

■ By memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Tower Antennas Inc., owner and operator of CATV systems in Waverly and Caldwell, both Ohio. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 8.

■ By memorandum opinion and order, commission denied request for waiver of carriage and program exclusivity requirements of Sec. 74.1103(a) and (e) of rules, filed by Berks TV Cable Co., owner and operator of CATV system in Reading, Pa. Commissioner Bartley dissented and issued statement. Action March 1.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Titusville Cable TV Inc., operator of CATV systems at Hydetown, Oil Creek township, and Titusville, all Pennsylvania. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 8.

■ By memorandum opinion and order, denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Plainview Cable TV Co. owner and operator of CATV system in Plainview, Tex. Commissioner Bartley dissented and issued statement. Action March 1.

■ By memorandum opinion and order, denied request filed by Chippewa Cable Inc. for waiver of Sec. 74.1103(e) of rules to permit duplication of programming on its CATV system in Chippewa Falls, Wis. Commissioner Bartley dissented and issued statement; Commissioners Loevinger and Johnson concurred. Action March 1.

■ By memorandum opinion and order, denied request for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Ellensburg Television Cable Corp., operator of CATV system in Ellensburg, Wash. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 1.

■ By memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by La Crosse TV Signal Co., operator of a CATV system at La Crosse, Wis. Commissioner Bartley dissented and issued a statement; Commissioner Loevinger concurred. Action March 8.

■ By memorandum opinion and order, commission granted in part and otherwise set for consolidated hearing petitions for waiver of Sec. 74.1107 of commission's rules, for CATV systems in Rockford, Ill. market, Madison, Wis. market, and Milwaukee market. Commission granted waivers of hearing requirements of Sec. 74.1107 to permit Rockford Community Television Inc. in Loves Park, Ill., to import educational signals from Chicago, and TV Cable Co. of Stephenson County in Freeport, Ill., to import educational signals from Madison, Wis. and Chicago; Beloit Community Television Services Inc. in Beloit, Wis., Television Wisconsin Inc. and Whitewater Cable Corp. in Whitewater, Wis., Jefferson Cable Corp. in Jefferson, Wis., and Total TV Inc. in Janesville, Wis., to import signals from Milwaukee. Remainder of proposals of foregoing petitioners and request for waiver of Sec. 74.1107 by CATV of Rockford Inc. in Rockford, Ill., was denied and set for consolidated hearing. Request of Total TV Inc., Janesville, Wis., for waiver of the nonduplication and program exclusivity requirements of Sec. 74.1103 of commission's rules was denied. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Loevinger concurred. Action March 1.

■ By memorandum opinion and order, denied petition for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Wausau Cablevision, owner and operator of CATV system in Wausau, Wis. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 8.

■ By order, commission amended part O of rules and delegated additional authority to chief of CATV task force to act on number of housekeeping matters.

Ownership changes

APPLICATIONS

KWUN Concord, Calif.—Seeks assignment of license from KWUN Inc. to Kestner and Goldman Inc. for \$165,000. Principals: Mr. Kestner and Mr. Goodman will each have 50%. Mr. Kestner has not been engaged in any business recently. Mr. Goldman has 100% interest in insurance agency and is director and secretary of Beacon Savings & Loan. Ann. March 3.

WVCG-AM-FM Coral Gables, Fla.—Seeks assignment of license from Peninsular Broadcasting Corp. to Independent Music Broadcasters Inc. for \$800,000. Principals: Theodore and Elizabeth Niarhos, president and treasurer, vice president and assistant secretary, respectively, et al. Assignee is licensee of WVCG-FM. Mr. Niarhos is general manager and part owner of WDBN Medina, Ohio. Ann. March 7.

KFNF Shenandoah, Iowa—Seeks transfer of control from Nicholas and Victor J. Tedesco to Norseman Broadcasting Corp. Principals: Frank D. Marzittell, president (0.28%), and Gerald S. Palmer, vice president (1.28%), et al. Mr. Marzittell is executive vice president of Port Authority in St. Paul, Minn. Mr. Palmer is 40% stockholder and consultant in W. T. Grant Co., variety store. Consideration \$50,000. Ann. March 8.

WCBC Catonsville, Md.—Seeks voluntary acquisition of negative control from John C. Kopley, Christian Broadcasting Co., to J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. (each 33½% before, 50% after) through sale of stock. Consideration \$12,000. Ann. March 6.

WJML-FM Petoskey, Mich.—Seeks assignment of license from John Harrington to Harrington Broadcasting Co. Principal: Mr. Harrington is owner and president of assignee, and 60% owner of assignor company, Harrington Broadcasting Co. is permittee of WJML Petoskey. Consideration \$123,081.95. Ann. March 3.

KMBC and KMBR Kansas City, Mo.—Seeks assignment of license from Metro-media Inc. to Bonneville International Corp. for \$2,200,000. Principals: Assignee stations include KSL-AM-FM-TV Salt Lake City, KIRO-AM-FM-TV Seattle and WRFM (FM) New York. Stock of BIC is owned 100% by Corporation of the President of the Church of Jesus Christ of Latter-Day Saints. Transfer of stock was then approved (see below) to Deseret Management Corp., also owned 100% by Corp. of the President. David O. McKay is corporation president, plus board of directors. Corp. also has 100% ownership of all Deseret, which in turn owns 100% of issued and outstanding stock of Zions Securities Corp., which, in turn, owns 18.6% stock of Idaho Radio Corp., licensee of KID-AM-FM-TV Idaho Falls, an addition of which is owned by KSL Inc. (23.3%). Ann. March 2.

KOJM Havre, Mont.—Seeks assignment of license from North Montana Broadcasting Co. to North Montana Broadcasters Inc. Principals: Carlyle D. Leeds, chairman, Stanley G. Stephens, secretary, et al. Incorporation. Ann. March 2.

KNOP-AM-TV North Platte, Neb.—Seeks transfer of control from Fred E. Shraake, agent for North Platte Television Inc. to Fer-Rich Broadcasting Inc. Principals: Ferris E. Traylor, chairman of board and treasurer. Richard F. Shively, president, et al. Mr. Traylor and Mr. Shively own 100% of stock of Telesis Corp. and are officers and directors. Telesis is holding corporation which owns 80% or more of stock of various corporations which operate CATV systems. Mr. Traylor is majority stockholder in Property Developers Inc. and Two Rivers Inc. and director of bank. Mr. Shively owns 18.8% stock of Kentuckiana Television Inc., licensee of UHF station WLKY-TV Louisville, Ky. Consideration \$106,150. Ann. March 8.

WFEA Manchester, N. H.—Seeks assignment of license from WFEA Broadcasting Corp. to Century Broadcasting Group Inc. for \$278,500. Principals: Milton Herson, president (6%), Mitch Leigh, treasurer (22%), Herbert L. Golden, secretary (4%), et al. Mr. Golden is lender in WJRZ Newark, N. J. Stockholder Paul Levine is stockholder in WJRZ. Ann. March 3.

WAHT Annville-Cleona, Pa.—Seeks assignment of CP from E. Theodore Mallick and William E. Ailaun Jr. d/b as A-C Broadcasters to Valley Communications Corp. for \$8,000. Principals: One of assignor's two partners desires to withdraw and his place is being taken by Austin Harkins, who holds option for ½ of station, and William Sullivan, president, who will also be general manager. Mr. Sullivan owns 50%. Mr. Harkins and Mr. Mallick each own 24.5%. Mr. Sullivan is executive vice president, general manager and has 25% interest in WOFT Watertown, N. Y. Mr. Harkins is 100%

FOR SALE—Stations

continued

FOR IMMEDIATE SALE
WGYW, Knoxville, Tenn. 1430,
1kw daytimer. Only Negro pro-
gramed station in market. Ideal
for owner-operator. Must be sold
to highest bidder within 30 to 45
days. A chance to buy through
court receivership at real barg-
ain. First reasonable bid will be
submitted to court. Contact
H. T. Kern, Receiver, Hamil-
ton Bank Building, Knoxville,
Tennessee. Phone 615-525-
0238.

COLORADO CATV

Two small systems, total 30 miles of plant in heart of scenic Colorado Rockies, one in world's greatest ski and cultural resort. Just turned on. Principals only. \$200,000 cash required. KSN0 RADIO Aspen, Colo. 81611.

La Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
 NEW YORK, N. Y.
 265-3430

| | | | | |
|------|----------|----------|--------|-------|
| Col. | small | fulltime | \$100M | terms |
| Va. | medium | daytime | 150M | terms |
| Ga. | medium | daytime | 100M | 29% |
| M.W. | metro | fulltime | 1.3MM | cash |
| N.E. | suburban | daytime | 650M | terms |



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

owner of laundry and dry cleaning establishment. Mr. Mallyck is attorney. Mr. Allaun, together with two sons, owns 100% of WBCI-AM-FM Williamsburg, Va. Mr. Allaun, through LIN Broadcasting Corp., owns 2.85% of KAAV Little Rock, Ark., KEEL-AM-FM Shreveport, La., WMAK Nashville, WAKY Louisville, Ky., WAND (TV) Decatur, Ill. and WBBF Rochester, N. Y. LIN Broadcasting has pending an application for new FM in Little Rock, Ark. In addition, Gregg Cablevision, LIN subsidiary, is proposed assignee in pending application to assign CP of WXEL(FM) Louisville, Ky. Ann. March 8.

WGOO Georgetown, S. C.—Seeks assignment of license from F. K. Graham tr/as Coast Broadcasting Co. to Winyah Bay Broadcasting Inc. for \$57,500. Principals: A. I. Fogel, president and Jack I. Levkoff, vice president (each 40%) and Harry Fogel, secretary-treasurer (20%). Mr. A. I. Fogel is president and owns department store, motel and restaurant. Mr. Harry Fogel is newsman and producer of WKAT Miami, WKAT Inc. Mr. Levkoff is adjunct professor of finance at Florida Atlantic University and financial consultant for various corporations. Ann. March 3.

WLAJ La Follette, Tenn.—Seeks assignment of license from La Follette Broadcasting Inc. to Campbell County Broadcasting Corp. for \$170,000. Principals: J. P. Mills, Herman G. Dotson and Elmo Mills (each 23 1/3%), Don C. Edwards Jr. (10%) and Henry D. Stratton (20%). Mr. Edwards is president of bank. Mr. Mills is 1/2 owner and president of London Broadcasting Co., licensee of WFTG London, Ky., 25% owner and president of Cumberland City Broadcasting, licensee of WCPM Cumberland, Ky., 12.2% owner and vice president of Virginia-Kentucky Broadcasting, licensee of WNRG-AM-FM Grundy, Va. and has 18% stock in WWKD Ashland, Ky. J. P. Mills has interests in WCPM and WFTG. Mr. Dotson is attorney, has interests in WNRG-AM-FM, WCPM, WFTG, WWKO and WNMF Richmond, W. Va. and is also part owner in two coal companies, motels, Colley Block Co. and Pikeville Wonder Wash Inc. Mr. Stratton is attorney, director and stockholder of bank, president of Citizens Underwriter Co., director of insurance company, director of hospital, general council of bank, director of WPKE-AM-FM Pikeville, Ky. and owner and treasurer of Pikeville Wonder Wash Inc. Ann. March 8.

KCAD Abilene, Tex.—Seeks assignment of license from Westgate Broadcasting Co. to KCAD Inc. for \$200,000. Principals: Delwin W. Morton, president, treasurer and 100% owner. Mr. Morton owns 25 1/3% partnership in KEES Gladewater and KDOX Marshall,

both Tex.; president, director and 33 1/3% stockholder in KAWA Waco-Marlin, Tex., and president, director and 25% stockholder in KYAL McKinney, Tex., which has an application on file to increase power. Ann. March 2.

WEET Richmond, Va.—Seeks assignment of license from Jot Broadcasters Inc. to Raymond B. Bentley for \$31,000 plus \$143,750 in notes to be assumed. Principal: Mr. Bentley is 49% owner and manager of Salem Broadcasting Inc., operators of WBLU Salem, Va. If commission approves this application, Mr. Bentley will in period of one year dispose of his interest in Salem. Ann. March 8.

ACTIONS

KDMS and KRIL(FM), both El Dorado, Ark.—Broadcast Bureau granted assignment of license from James A. West Sr., deceased, to J. A. West Jr. and E. M. Risinger, co-executors of estate (each 50%) d/b as El Dorado Broadcasting Co. Action March 7.

KAFY Bakersfield, Calif.—Broadcast Bureau granted assignment of license from Tullis and Dearne Inc. to KAFY Inc., subsidiary of Robert E. Eastman Inc. for \$600,000 plus assets in excess of liabilities. Principals: Robert E. Eastman, president, et al. Mr. Eastman owns Eastman TV Inc., which sells national advertising for TV stations and through Eastman Broadcasting Inc., 100% ownership of WTRX Flint, Mich. Action March 7.

KZOO Honolulu—FCC granted voluntary transfer of control from Mary K. Wong (51%) and Robert H. Pearson (49%) db/as Polynesian Broadcasting Inc. to Noboru Furuya (80%) and Osaka Broadcasting Corp. (20%). Mr. Furuya is president and has interest in land-holding company, Nippon Theater Ltd., Shiseido of Hawaii Inc., Shiseido Beauty Salon Inc., minority stock in Cosmopolitan Broadcasting, KOHO Honolulu. Consideration \$225,000. Action March 1.

WJRC Joliet, Ill.—Broadcast Bureau granted transfer of control from Harold B. Rothrock, Ray F. Knochel, Dean George Hill and John W. Evans to Joliet Radio Corp. for \$150,000. Principals: John W. Evans, vice president and treasurer and Harold B. Rothrock, president. Principals have interests in WOKZ-AM-FM Alton, Ill. and KRAM Las Vegas. Action March 3.

KABI Abilene, Kan.—Broadcast Bureau granted assignment of license from Wyman N. and Willa M. Schnepf, joint tenants to KABI Inc. for \$95,000. Principals: Norton E. and Diana H. Warner (60% and 19%, respectively), Douglas K. and Patricia M. Lyon (11% and 10%, respectively). The Warners own KIMB Inc., which owns KIMB Kimball, Neb. and 87% of KKAN Inc., li-

censee of KKAN Phillipsburg, Kan. Mr. Warner is 50% owner of KRLLN Inc., licensee of KRLLN Canon City, Colo. Both are officers and directors of the three corporations. The Lyons are each 6.5% stockholders, officers and directors of KKAN Inc. Action March 3.

KULR-TV Billings, Mont.—FCC granted transfer of control of licensee corporation Crain-Snyder Television Inc., from Rex H. Baker (44% before, none after), Arthur Miller and Thor Myhre (each 28% before, none after), to Harriscope Broadcasting Corp., owned by Burt I. Harris (11.4%), Irving B. Harris (14.34%), Donald P. Nathanson (11.84%), Harriscope Inc. (15.57%) and others. Harriscope has numerous broadcast interests. Consideration \$350,000. Approval of transfer application involved exception to "three-year" rule, since transferors had held bulk of their stock in licensee less than three years. Commissioner Bartley dissented and issued following statement: "The showing is inadequate for me to make an affirmative determination that transfer of control of the station to an absentee and multiple owner would serve the public interest. Commissioner Cox abstained from voting; Commissioner Johnson not participating. Action March 8.

WBIC Islip, N. Y.—Broadcast Bureau granted transfer of control from RTV Sales Inc. (100%) to Malcolm E. Smith (100%). Permittee is Long Island Broadcasting Corp. Consideration \$100,000. Ann. March 3.

KLIQ Portland, Ore.—Broadcast Bureau granted assignment of license from Malloy-Breyer Inc. to Cascade Broadcasting Corp. for \$300,000. Principals: David M. Jack, president, Willis M. Coil, secretary-treasurer and Walter McNiff, vice president. Mr. Jack owns 50% of Cascade and is general manager of KLIQ. Mr. Coil is treasurer-director of insurance company. Mr. McNiff is manager of TV Sales, Broadcast Communications Inc., San Francisco. San Francisco-Pacific Fund Inc. owns other 50% of applicant. Principals: Forest W. Simmons, Raymond A. Brunkow, Arno H. Deneke, C. M. Armstrong and Lester C. Gunther Jr. Mr. Simmons is attorney, Mr. Brunkow is president and a director of International Health & Life Insurance Co. Mr. Deneke is associate justice of Oregon State Supreme Court and is a director of San Francisco-Pacific Fund Inc. and International Health & Life Insurance Co. Mr. Gunther is vice president and director of San Francisco-Pacific Fund Inc. and a director and minor stockholder in Pacific Insurance Investment Co. (holding company). Mr. Armstrong is secretary-treasurer of San Francisco-Pacific Fund Inc. and treasurer of Pacific Insurance Investment Co. Action March 7.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 8. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Duarte, Calif.—International Cable TV Corp. and International Telemeter have each applied for a franchise.

Laurel, Blades and Seaford, Del.—General Television Inc. began microwave service to its 750 subscribers in the above systems on March 3. The systems had been receiving TV signals from an antenna tower in Bethel, Del.: WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore, and WTTG(TV) Washington are now picked up in Talbot county, Md. An additional microwave path to the corporation's Milford system is under construction. Further, General Television has applied to the FCC for a microwave license to provide the systems in Lewes and Rehoboth, both Delaware, with the Philadelphia network channels. General Television's wholly owned subsidiary First Television Inc. operates the \$500,000 microwave system.

Marietta, Ga.—Marietta Cablevision, a firm headed by John W. Jacobs Jr., president of WDUN-AM-FM Gainesville, Ga., has been tentatively granted a franchise. Final approval will be given when the company works out pole rental fees and completes incorporation.

Anna Maria Island, Fla.—Robert Nelson, president of WBRD-AM-FM Bradenton, has applied for a franchise.

Arcadia, Fla.—Universal Cable Vision (Harry Bennett, president) has applied for a franchise.

Osawatomie, Kan.—Osawatomie Telecable Corp. has applied for a franchise. The firm offered a 12-channel system. Installation would be \$15 with a \$5.50 monthly service charge.

Bad Axe, Mich.—Thumb Broadcasting Co. (WHLS-AM-FM Port Huron, WLEW Bad Axe and WAOP Ostego, all Michigan) has been granted a 20-year nonexclusive franchise by the city council. The franchise will be sent to the voters April 3 for approval. The city will receive 5% of the annual gross receipts. Installation will be \$7.50 with monthly service at \$4.95.

Marysville, Mich.—Port Huron TV Cable Co., represented by John F. Wismer, has applied for a franchise.

Butler, Mo.—United Transmission Inc., multiple CATV owner, has been granted a 10-year franchise. Installation will be \$7.50 with a \$5.50 monthly service charge.

Catskill, N. Y.—Mid-Hudson Cablevision Inc. has been granted a franchise. Installation will be \$20 with a monthly charge of \$4.95. Company will pay 2% of gross receipts.

Goshen, N. Y.—Goodvue CATV has been granted a nonexclusive franchise. Company will pay 1-1 1/2% of gross receipts to the school system in the form of service, equipment of cash, and 3% of gross receipts to the city.

Jonesville, N. C.—Yadkin Valley Cablevision Corp. (represented by Earl Conrad) has applied for a franchise.

Ashland, Ore.—Ashland Cable TV has applied for a franchise. The company offers a 12-channel system.

Salem, Ore.—Farwest Communications Inc. (represented by Carl Fisher, president of KGUN-AM-FM Eugene, Ore.) has been granted a 20-year franchise. The city will receive, after a grace period of two years, 3% of the annual gross receipts for the

next seven years; at which point the financial percentage will be renegotiated.

Dallastown, Pa.—Garden Spot CATV Co., Lancaster, Pa. (Alvin L. Miller, president) has applied for a franchise. Installation will be \$15 with a \$5 monthly charge.

North Lebanon, Pa.—Lebanon Valley Cable Corp. has been granted a franchise. Installation will be \$11 with a \$5 monthly charge. Company will pay a minimum of \$210 or 4% of gross revenues to \$4,000.

Orangeburg, S. C.—The city has received four applications for a franchise: Orangeburg Cable TV Inc., a local group; Cosmos Cablevision Corp., a subsidiary of Cosmos Broadcasting Co.; Orangeburg TV Cable Co. and Fuqua National Inc.

Crystal City, Tex.—Winter Garden Translator System Inc. has been granted a new 15-year franchise. A previous franchise granted to Winter Garden expired in 1966. Monthly service was estimated at \$7. Other applicants were Comco Inc., Austin, and Cablevision Inc., Eagle Pass, both Texas.

Jacksboro, Tex.—Jacksboro TV Cable Service, jointly owned by James R. Dennis, publisher of the Jacksboro Gazette-News, and his brothers Rogers and Bill, has applied for a 20-year franchise. The city would receive 2% of the annual gross receipts. Installation would be \$12.50 with a monthly service charge of \$6.

West Orange, Tex.—Orange CATV Inc., holder of the franchise in Orange, has been granted a nonexclusive franchise.

Bothell, Wash.—Vista Cable TV has applied for a franchise.

Portage, Wis.—General Telephone and Electronics Communications Inc. (multiple CATV owner) has been granted a franchise. The city will receive a franchise fee of \$500 annually for a 10-year period. Complete TV Inc., a corporation formed by WISC-TV, WKOW-TV and WMTV(TV), all Madison, Wis., had also applied.

Douglas, Wyo.—Bebe Harris has applied for a franchise.

MUCH has been said in broadcasting circles about getting involved in local affairs if your station really is to do its best job of serving both the public and advertisers. Harry Hoth, president and chief owner of KRDO-AM-FM-TV Colorado Springs and mayor of that city, seems to have plunged into community affairs to a remarkable degree—a degree matched only by its success for his stations and the community. Not content to be merely a joiner, he has put every ounce of energy into being a doer as well.

His theory appears to be that if your market isn't as big as you think it could be, get into public life and do something about it. Too often broadcasters complain about the boys down at city hall when they should be one of them and do something specific about getting better government and civic improvement.

Togetherness ■ If the growth of Colorado Springs and the KRDO stations is any proof at all, then Mr. Hoth's theory may well be examined by others, one of his close associates remarks, "if they are prepared to stand the pace, that is."

Since the end of World War II the market has increased about six-fold by almost any measure used. That's when Mr. Hoth arrived and began helping the local folks as a whirlwind booster of every possible cause, both personally and as a broadcaster.

He first joined KRDO as a salesman in 1947, subsequently acquiring blocks of interest and, by 1961, majority control. He became president and general manager of KRDO-AM-TV in 1955 following a financial reorganization. KRDO-FM is expected to take the air this year.

All Work, No Pay ■ Mr. Hoth became a member of the city planning commission in 1951 and served until 1962, including three years as chairman. In 1959 he also was elected to the city council and in 1963 the council elected him mayor of Colorado Springs. He was re-elected mayor for a second term in 1965. He also serves as president of the city council and the city-owned public utilities. All of these posts are without salary and consume considerable portions of his time daily.

These jobs have been made particularly more complex in view of the concentrated development of military installations in the area. Among these are the Army's Fort Carson, the Fifth Army infantry training facility and the national headquarters of the Army Air Defense Command. Another is the U. S. Air Force Academy, while equally famous is the international headquarters of the North American Air Defense Command, popularly condensed to NORAD.

Since 1961 NORAD has been industriously undermining the KRDO-TV transmitter site, literally. The TV tower

Station chief knows his way around city hall

is atop Cheyenne Mountain. Inside the mountain is the vast electronic city of NORAD, the bomb-proof automated combat operations center.

Add to all of this a burgeoning scientific and industrial complex, the Broadmoor hotel and the other resort attractions which regularly draw the celebrities of the worlds of sports and business, and how could a radio or TV station fail to find something interesting and exciting to cover, Mr. Hoth asks.

WEEK'S PROFILE



Harry William Hoth—President-chief owner, KRDO-AM-TV Colorado Springs; b. Sept. 9, 1923, Overland, Mo.; graduated St. Paul's Junior College, Concordia, Mo., 1938, and later attended Colorado College, Colorado Springs; during World War II served in Pacific with U. S. Marine Corps; joined sales staff of KRDO in 1947, became sales manager in 1950; named sales manager of KRDO-TV also when it took air in 1953; elected president-general manager of KRDO-AM-TV in 1955 and through additional stock acquisitions became principal owner in 1961; elected mayor of Colorado Springs in 1963 and re-elected in 1965; past president (1958) Colorado Association of Broadcasters; director, Associated Press and United Press International; director, Redeemer Lutheran Church; m. Joan Galagin of Colorado Springs July 3, 1946; children—Janie 20, Joie 18, Susie 14 and Patti 12; hobbies—skiing, hunting and fishing.

The stations have considerable mobile gear to do just that, he adds.

The Roses . . . ■ Mr. Hoth feels most proud of the recognition that fellow broadcasters have given him for his efforts. The Colorado Broadcasters Association honored him last year for his work as mayor and "in recognition of your vital role in maintaining freedom of broadcasting in America." He served as president of the CBA in 1958 and has been active in many of the association's projects.

One of these was the association's effort to open Colorado courts to TV and radio coverage, an achievement that was obtained for a time. But Mr. Hoth hastens to point out that several pioneer Colorado broadcasters deserve the credit for this vital crusade. Similarly Mr. Hoth is quick to give full credit to his stations' staffs for maintaining their consistent quality of performance while he is busy elsewhere. He is well aware of his licensee responsibility to set policy and keep careful control.

As a broadcaster he also is proud of the honors his peers in municipal government have bestowed. In 1965 he was elected president of the Colorado Municipal League, comprised of 220 municipalities in that state.

. . . And the Thorns ■ But political life has its thorns as well as its roses. Mayor Hoth has been obliged to take stands on issues such as proposing a sales tax which may lose business for Broadcaster Hoth among merchants who otherwise might be more inclined to advertise on KRDO-AM-TV.

Take business-friend turned political-foe Charles E. Hughes, president and general manager of Halle's Inc., for example. Mr. Hughes began advertising his appliance store on KRDO-TV eight years ago and "absolutely" credits the broadcast media for contributing substantially to the growth of his firm. Radio is used too, supplementing newspapers.

Mayor Hoth named Mr. Hughes to head a city government study group two years ago and the sales tax fight evolved. To date Mr. Hughes seems to be winning and Colorado Springs has no sales tax. "We're friendly enemies now," he relates, admitting that issues like this can put something of a strain on business relationships even though mutual respect continues.

Clashes of philosophy roll off Mr. Hoth as readily as the clashes of competitors did in sports 20 years ago when Mr. Hoth was a student at Colorado College. His participation in sports enabled him to handle sports coverage play-by-play when he got a part-time selling job for KRDO. Both the radio and TV outlets still put heavy emphasis on sports programming and some of the original sponsors he sold for such shows are still regular accounts.

Henry Luce's legacy

"I am tempted to think that if I was starting out as a young man today, I might opt for TV rather than 'print journalism'—at any rate, at what is called 'the local level.'"

The author was the giant and genius of magazine journalism—Henry R. Luce, who died suddenly Feb. 28 at 68. The recipient was Clayton H. Brace, young vice president-general manager of one of Time-Life Broadcast Inc.'s properties, KOGO-TV-AM-FM San Diego. The time, 13 months ago (Feb. 10, 1966) after Mr. Luce had visited the San Diego properties and had read Clayt Brace's annual accounting of stewardship of the stations in his charge.

Mr. Luce said he found the accounting "truly exciting reading." Then came the wistful observation of the innovator who had revolutionized print journalism. We cannot conceive of a a better testimonial for broadcast journalism.

Promising change

IT may be a while before the joking about the appointment of Betty Furness as special assistant to the President on consumer affairs abates. Mr. Johnson turned full circle in naming a broadcast-oriented personality to succeed Esther Peterson at the White House.

On calm, objective appraisal the change was necessary. Mrs. Peterson had become an anti-advertising zealot. She had needled and goaded and had all but become the head of a consumers' lobby. She was no longer in a position to maintain rapport with the business sector.

Miss Furness admits she hasn't shopped for her own groceries, what with her business commitments. But she intends to learn.

It really doesn't matter about her not knowing the price of eggs. The big challenge will be whether she can steer clear of the fixations of the eggheads.

Not yet out of control

BROADCASTERS have been warned that they may some day lose their \$200 million a year in cigarette advertising. They were given that gloomy advice a fortnight ago by officials of the National Association of Broadcasters.

As things are going now, the NAB officials were making realistic readings of the political scene. As they said, the pressure is growing in federal circles to do something about cigarette smoking. As they said, cigarette advertising is more vulnerable to federal restraint than cigarette manufacture and distribution. We are not convinced, however, that broadcasters are as helpless to affect events as the NAB officials suggested.

For the foreseeable future, there will no disposition in the Congress to attack cigarettes at their source; the revenues from tobacco cultivation and cigarette manufacture are critical to the economies of several states represented by influential members of the House and Senate. Hence those who want to make a case against cigarette smoking will concentrate, as the NAB officials pointed out, on less direct assaults. They will suggest, as Senator Warren G. Magnuson (D-Wash.) has already suggested, that broadcasters who accept cigarette advertising ought to donate time for programs warning that cigarettes may be injurious to health. They will suggest modifications in cigarette advertising, as Senator Frank Moss (D-Utah) suggested that the act of smoking be prohibited in cigarette commercials. None of these restraints is apt to have any discernible effects

on the sale of cigarettes, but they could lead to a diminution in the effectiveness of the commercials and therefore in the money that cigarette makers were willing to spend on radio and television advertising.

It seems to us that the only answer that broadcasters can put forward with assurance is that as long as the distribution of cigarettes is legal, the advertising of cigarettes must be legal too. If there is to be a federal finding that cigarette smoking is a serious menace to public health, let the cure be the same as that applied to any other product that is prohibited from general marketing. It isn't the broadcasters who run the cigarette business.

Teenybopper on the FCC

ONCE again last week the FCC's youngest member, Nicholas Johnson, sounded off against his elders. This time Mr. Johnson found grievous fault with the FCC majority's assent to the routine approval of some 200 radio-station license renewals.

Mr. Johnson, in a statement that attracted wide attention, including page-one display in the influential *Washington Post*, demanded a wholesale revision of the commission's system of evaluating broadcast programming. He did so in language that can only inflame the antagonisms that he had created in earlier criticisms of FCC policies and actions.

He accused the majority of abdicating its responsibility. He described the majority's attitude toward program regulation as a "complacent and comfortable hear-no-evil, see-no-evil slouch in front of the radio and television sets of America." He sounded as if he might be warming up to conduct a teach-in at the FCC.

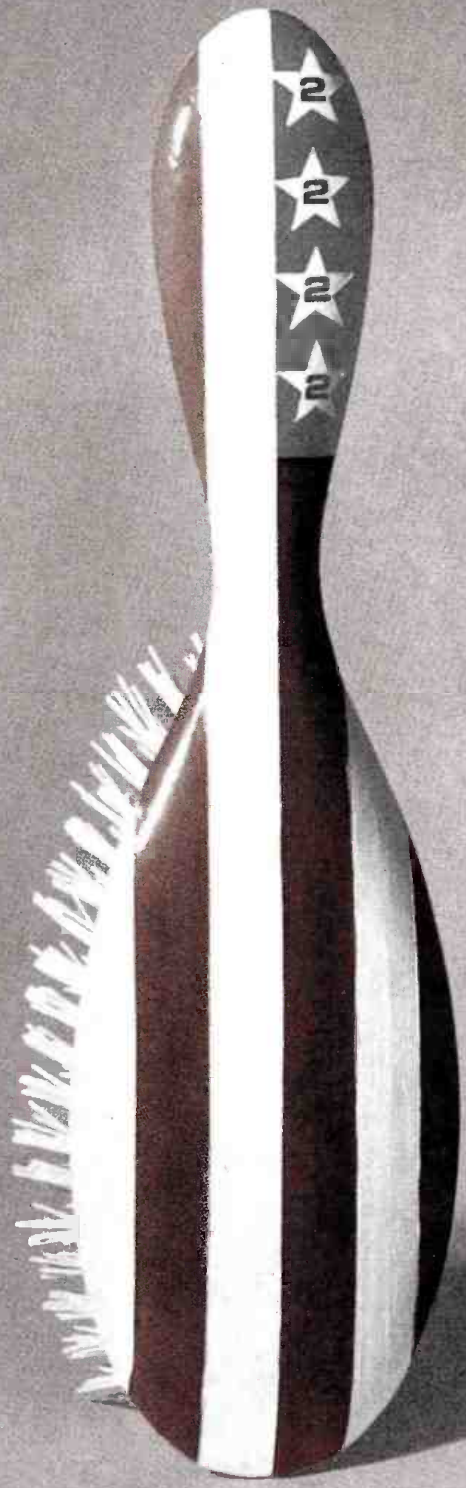
It is interesting to contrast Mr. Johnson's statement of last week with one issued coincidentally by Commissioner Kenneth A. Cox, who for years has been an unwavering advocate of federal supervision of broadcast programming. Mr. Johnson took issue with the FCC's fundamental approach to the whole matter of program surveillance. Mr. Cox confined his dissent to several specific cases that failed to meet his private standards of balanced programming. By comparison to Mr. Johnson, Mr. Cox was almost conservative, a label this publication had not previously thought to pin on him.

A detailed report of Mr. Johnson's latest outburst may be found elsewhere in this issue. A reading of it strengthens the conclusion that Mr. Johnson needs to grow up.



Drawn for BROADCASTING by Sid Hix
"It's an idea I picked up from television . . . They're called integrated commercials!"

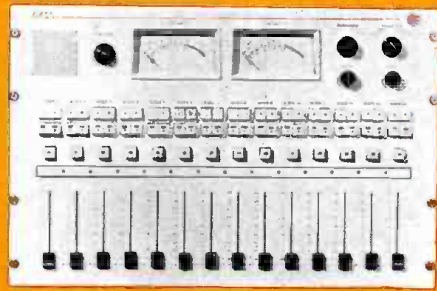
Everything looks like the 4th of July when you sell it on KPRC-TV, Houston



Courtesy S. D. Warren Company



IN HOUSTON, EDWARD PETRY & CO., NATIONAL REPRESENTATIVES



212T-1



212T-2

In 8 out of 10 cases
one of these STANDARD
consoles will meet
CUSTOM console
requirements



Rack
Assembly

Before ordering a custom installation for your control room, check your requirements against these features of Collins' standard 212T-1 and 212T-2 Audio Control Consoles:

REMOTE CAPABILITY. Rack-mounted assembly containing amplifier cards can be located in an equipment room and linked by cable to the audio control panel in the studio. Sensitive audio wiring is concentrated in a card cage away from interference. Noiseless switching and audio level control are accomplished by photoconductive cells which employ a light beam to isolate control voltages from the audio circuits.

COMPONENT ACCESSIBILITY. Plug-in etched circuit card construction ends time-wasting troubleshooting. Attenuator, input switches, amplifiers, and amplifier output switches are replaced by simply taking one card out of the rack-mounted assembly and plugging in another card.

The 212T Audio Control Consoles consist basically of three units:

CONTROL PANELS. The control panel constitutes the difference between the two systems.

The 212T-1 control panel provides 28 inputs to 14 faders, 2 program output channels, and 2 10-watt monitor speaker outputs. The overall dimensions are 15 $\frac{3}{4}$ " high by 24" wide.

The 212T-2 control panel has 32 inputs to 16 faders. The panel is divided into two sections: The fader operating controls are mounted on a panel 10 $\frac{1}{2}$ " high by 19" wide; the

VU meters and monitoring controls are mounted on a panel 5 $\frac{1}{4}$ " high by 19" wide.

RACK-MOUNTED ASSEMBLY. The assembly contains 16 pre-amplifier cards. Quantity and types of cards depend upon individual requirements. The assembly includes three program amplifier cards—one for cue and two for program channels. Two amplifiers are for speaker monitors; two switching cards select monitor inputs. The rack-mounted assemblies for the 212T-1 and 212T-2 are identical.

POWER SUPPLIES. Two power supplies are housed with the rack-mounted assembly. One power supply provides variable illumination for meters and push-button controls. Another provides powering for cards, attenuators, amplifiers, switches, and photoconductive cells.

Most studio audio requirements can be met by adapting the standard 212T-1 or 212T-2 Console through strapping options and minor wiring changes. Expansion and adaptation can be accomplished easily with additional space which the units provide for two extra preamplifier cards, two additional program amplifiers, and two unwired spare card receptacles.

For a copy of a new descriptive brochure on the 212T series, contact Broadcast Marketing, Collins Radio Company, Dallas, Texas 75207 Ph. (214) AD 5-9511.

Visit Collins' NAB Convention Booth (209). New products will include speech consoles, AM & FM transmitters, and measuring and monitoring equipment.

