

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Hot topics promise plenty to talk about in Chicago. p39
Advertisers have weapon in ANA's Backman report. p48
Latest Nielsen figures on color-set penetration. p66
Picket-line autographs: AFTRA hits the streets. p92

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What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®.** Get the response you want with Storz radio.

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STORZ



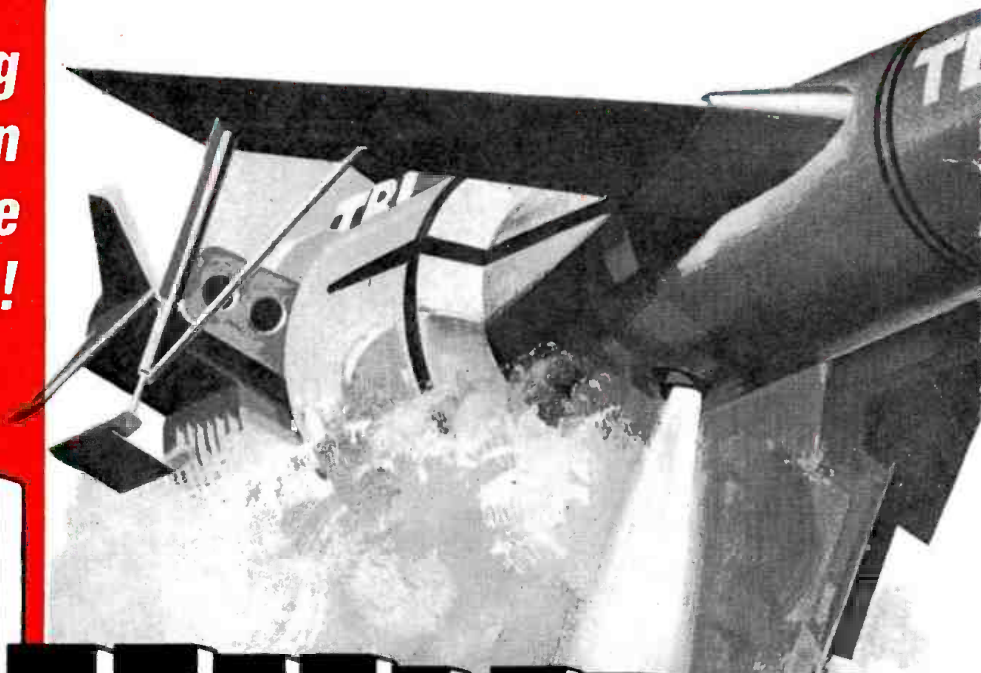
WOGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(RAR, Inc.)

WHB Kansas City
(Blair)
WTIX New Orleans
(Blair)

KOMC Oklahoma City
(Blair)
WQAM Miami
(Blair)

FULL COLOR! FIRST RUN!

**The Most Exciting
Television
Experience
Of Your Life!**



THUNDERBIRD

- Spectacularly filmed in dazzling color! super Supermarionatic
- A network-proven format first time offered in syndication!
- 64 Cliffhanger half-hours and/or 32 Full one-hours!

Blast off into the science fiction world of 21st Century outer space with International rescue, hush hush world organization with secret headquarters somewhere in the Pacific.

Its mission: be on the alert for trouble anywhere, answer a call for help from anyone.

With International Rescue's fleet of fantastic Thunderbirds, rocketing through the air at incredible supersonic speeds, plunging beneath the seas, zooming into outer space.

YOU HAVE TO SEE IT TO BELIEVE IT!



**INDEPENDENT
TELEVISION
CORPORATION**

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10 University Ave., Toronto 1, Ontario, Empire 2-1166
Mexico City, Paris, Rome, Buenos Aires, Sydney, and
offices in principal cities in 45 countries around the world

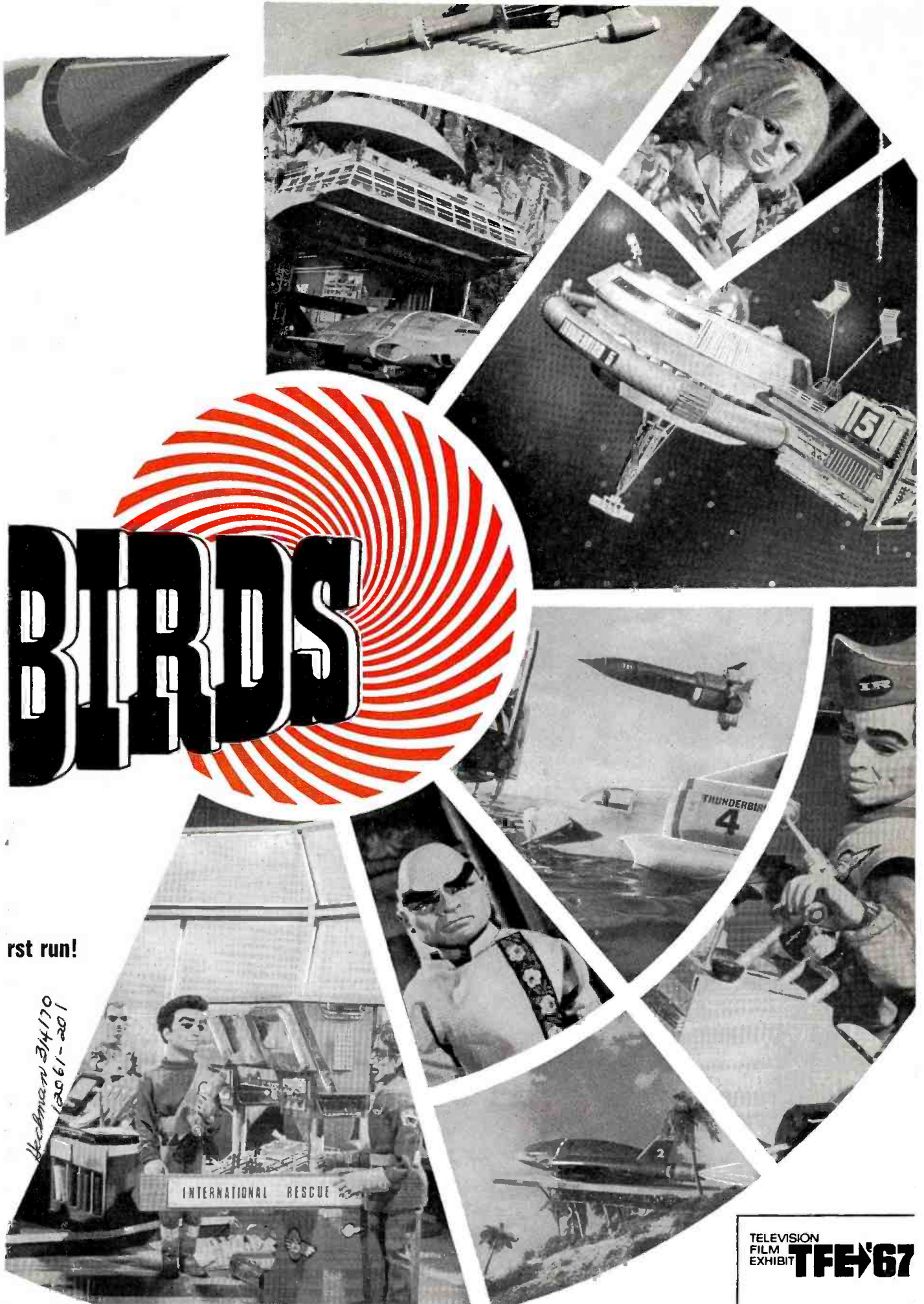
BIRDS

rst run!

*Heckman 3/4/70
12061-201*

INTERNATIONAL RESCUE

TELEVISION
FILM
EXHIBIT **TFE '67**





Rosel Herschel Hyde
1946- CHAIRMAN



Robert Taylor Bartley
1952-



Robert Emmett Lee
1953-



Kenneth A. Cox
1963-



Lee Loevinger
1963-



James J. Wadsworth
1965-



Nicholas Johnson
1966-



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



T. A. M. Craven
1937-1944, 1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



Richard A. Mack
1955-1958 **



*George C. McConaughy
1954-1957 **



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955 **



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953 **



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952



*Albert Wayne Coy
1947-1952 **



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947 **



*Ewell K. Jett
1944-1947 **



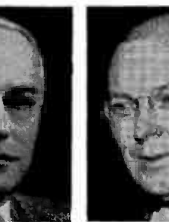
*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946 **



*James Lawrence Fly
1939-1944 **



Norman S. Case
1934-1945



George H. Payne
1934-1943 **



Frederick I. Thompson
1939-1941 **



Thad H. Brown
1934-1940 **



*Eugene O. Sykes
1934-1939 **



*Frank R. McNinch
1937-1939 **



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937 **



Hampson Gary
1934 **

Federal Communications Commissioners July 10, 1934 to March 20, 1967

*Served as Chairman **Deceased

WGAL-TV, Lancaster, Pa. □ WTEV, New Bedford, Mass. □ KOAT-TV, Albuquerque, N.M. □ KVOA-TV, Tucson, Ariz

Proposals for federal support of noncommercial television will be subject of two principal addresses at National Association of Broadcasters convention this week. NAB President Vincent T. Wasilewski will avoid attacking "public television" head-on, according to policy laid down by NAB Future of Broadcasting Committee, but he will argue against suggestions that commercial broadcasters pick up tab for noncommercial TV.

FCC Chairman Rosel Hyde, in his luncheon address next day, will—not unexpectedly—support President Johnson's bill to establish Corp. for Public Television. FCC is also prepared to argue, in presentation to Senate Communications Subcommittee next week, for authority to require common carriers to give noncommercial stations preferential rates for interconnection.

Movie deal

Paramount Pictures has all but completed deal with ABC-TV for sale of new package of feature films. In final negotiation stage, it appeared network would get 21 first-run pictures, with 16 repeats. It's believed price would be about \$400,000 per picture per showing. Presumably movies would not be shown on network until 1969-70 season.

Dr. Wasilewski

NAB President Vincent T. Wasilewski will receive degree of Doctor of Humane Letters from Detroit College of Law next Saturday (April 8). Among others receiving degrees at same time are Chief Justice Earl Warren and Governor George Romney of Michigan.

Mr. Wasilewski, who was formerly NAB's general counsel, will participate in panel on fair trial and free press as part of two-day 75th anniversary ceremony at college whose law dean is Charles H. King, member of FCC from July 1960 to March 1961 (recess appointee). Others on panel include Circuit Judge George Edwards (who presided over Sheppard trial) and Wade McCree (representing American Bar Association), F. Lee Bailey, Sheppard defense counsel, and Martin Hayden, editor of Detroit News.

CATV and copyright

FCC holds to its views enunciated before House Copyright subcommittee that CATV systems should not be exempted from copyright liability if they originate programs competing with local TV stations (other than news-weather-time service). That's substance of as yet unreleased letter sent to House Commerce Committee last week. It wasn't made public because of congressional Easter recess. It's this aspect of copyright legislation, now in hearing before Senate subcommittee, the National Community Television Association vehemently opposes.

NCTA, it's evident, hopes to make its stand for copyright exemption when it appears before Senate committee this month. National Association of Broadcasters, scheduled to testify April 12, will make its main thrust station ownership of program originations which should not be used without prior permission of originating station.

Bulging portfolio

Gordon McLendon is going all-out FM. Last Friday he closed on acquisition of WFI(FM) Philadelphia for \$450,000 and simultaneously disclosed he's setting up McLendon FM Representatives Inc., headquartered in New York, to represent FM stations in major markets including seven of his own. Homer Odum, former national sales manager of McLendon, becomes president of new firm.

Since McLendon interests already hold seven FM permits—maximum permitted under multiple ownership regulations—one of existing properties will have to be sold to accommodate WFI, acquired from High Fidelity Broadcasters Corp., of which Melvin Gollub is president. It's expected that KNUS(FM), operating in conjunction with KLIF(AM) in Dallas, will be placed on block.

Crack in Australia

Significant "breakthrough" in boycott by Australian broadcasters of U.S. TV program series for past year is reported under way. Four Star International and Metro-Goldwyn-Mayer are understood to have signed agreements based on new compromise price formula. Price is said to be \$3,800

for each hour episode for telecast in four principal cities of Australia and 50% of that figure for half-hour series. For past year, Australian market representing about \$13 million annually had bought no new programming, with Aussies insisting they would pay only \$3,000 for one-hour episode, while Americans were insisting on \$4,000. Other syndicators are dickering with Australian interest and other deals are expected to be made.

Threat to UHF

FCC will turn its attention soon to possibility of allocating some spectrum space now assigned to UHF television to land-mobile radio. Land-mobile radio users, backed by supporters in Congress, have been putting increasing pressure on commission in effort to satisfy demand for more spectrum space. FCC has been attempting stop-gap solutions, such as channel sharing. But that approach, officials seem to believe, can't go on much longer.

Commission may not even wait final report of government-industry Advisory Committee for Land-Mobile Services, scheduled to be held by June, before undertaking new inquiry. Special committee had been restricted in its research to ways land-mobile radio users could make more efficient use of space already allocated to them. It's understood notice of inquiry proposing look at UHF portion of spectrum is already in works at FCC.

Never say die

FCC Commissioner Kenneth A. Cox is believed to be cranking up for new blast at colleagues in connection with what he feels is their indifference to program standards. Issue involves authorization given staff last week to renew, without inquiry, licenses of some Georgia and Alabama stations whose program proposals in areas of news and public affairs are relatively light.

Speaking of Cox dissents, one he wrote last week in Harrisburg, Pa., CATV case (see page 78) is understood to have contained language in original draft that would have expressed his feelings about commission's new CATV task force. Sources say draft reflected view that task force harbors pro-CATV bias and contained suggestion that it coordinate views more closely with Broadcast Bureau.

It's new and it's now!

ABC RADIO'S WORLD OF SPORTS

June 3rd is gametime for the biggest innovation in sports coverage. From the network that knows just how the game is played.

ABC Radio announces the first regularly scheduled *hourly* sports programming of its kind in broadcasting today—scheduled 24 times *each weekend*.

No rehash of old news, no wire service readings, no tired tapes from yesterday. But a live mike with late-breaking scores, from-the-scene highlights of the minute, star personalities of the moment.

“ABC Radio’s World of Sports” will use every advantage of modern radio’s immediacy and mobility to exploit the inordinate enthusiasm Americans now have for sports. Who doesn’t have a favorite? Who doesn’t have a radio?

And more!

“ABC Radio’s World of Sports” will *make* news. Its staff is a network unto

itself, with first-hand knowledge of the field and on first-name terms with those who make sports headlines.

Access is the key. Locker room, front office, a number to call and the ability to get through. The team behind our new programming is uniquely qualified.

Total direction and overall supervision are in the hands of Executive Producer Howard Cosell. Personalities in the sports world would be the first to state that there are no more capable hands in the business.

“ABC Radio’s World of Sports” will be programmed at 25 minutes after the hour from 9:25 a.m. through 8:25 p.m. Saturdays, 10:25 a.m. through 9:25 p.m. Sundays.

For modern network radio, for our affiliates, for our advertisers, “ABC Radio’s World of Sports” will in every sense be a hot-line to the action . . . the only one in town.



WEEK IN BRIEF

NAB meets with host of industry problems facing gathering. Most big issues not on agenda, but softness in TV spots, new commercial time limit plan, threat of UHF break sure to be weighed at Chicago parley. See . . .

COLLISION IN CHICAGO . . . 39

UHF operators gather in Chicago to consider prospects of creating their own trade association. Organizers of move critical of alleged lack of NAB interest in their problems. Kaiser's Block hopes to halt split. See . . .

DISSENT FACES U'S . . . 74

Accord settling three-year-old music license law suit between radio stations and ASCAP to be submitted in New York court. Agreement would provide for 6.5% cut in stations' ASCAP fees. See . . .

ASCAP-RADIO ACCORD . . . 116

Affiliates at ABC-TV meeting in Chicago over weekend get a look at new affiliation contract plus a rundown on fall programing. Also on agenda: stand against expansion of commercial time. See . . .

ABC-TV OFFERING . . . 60

TV-radio networks hit by first strike in 30-year history of AFTRA. Operations continue with supervisory personnel, substitute shows. Impasse over commercial fees for O&O newsmen. Some cross picket lines. See . . .

STRIKE HITS NETWORKS . . . 92

Study defending advertising against attacks of government officials released by Association of National Advertisers. Report, commissioned by ANA, denies charges ads foster high prices, profits, monopoly. See . . .

NEW TOOL IN AD DEBATE . . . 48

Commissioner Cox, in dissent from FCC waiver of 100-market rule allowing CATV's to import distant signal, hits at broadcast ownership of CATV's. Cites fears of conflicting interests in mixing. See . . .

MIXING REGRETTEED . . . 78

U.S. households with color TV continue to show dramatic gains in numbers, according to latest A. C. Nielsen statistics. Of 224 markets covered in study, 76 have color penetration of at least 20%. See . . .

COLOR ACCELERATING . . . 66

Independent producer of 'Rat Patrol' program foresees demise of most firms like his. Lee Rich of Mirisch-Rich predicts expansion of networks in programing, says trend toward longer shows also hurts indies. See . . .

WATERLOO FOR FILM MAKERS? . . . 110

Pulse Inc. announces 50% slash in costs of surveys to independent FM stations. Official informs NAFMB of cut from \$1,500-\$1,000 to \$750-\$500. Group also told of FM's growing share of audience. See . . .

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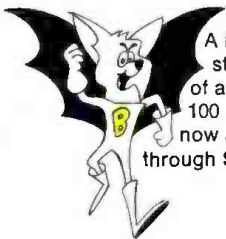
Broadcasting


THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A name that
strikes terror in the hearts
of all evildoers: **BATFINK!**
100 color cartoons
now available
through **Screen Gems** 

Already sold in these markets: Ada, Okla. • Albuquerque • Amarillo • Ardmore, Okla.-Sherman, Texas • Atlanta • Altoona-Johnstown
Mont-Port Arthur, Texas • Binghamton • Chicago • Cleveland • Dallas-Ft. Worth • Dayton • Denver • Detroit • El Paso • Fresno, Calif. • Houston-Galveston
Kansas City • Las Vegas • Lebanon, Pa. • Los Angeles • Louisville • Miami • Minneapolis-St. Paul • Nashville • New Haven-Hartford • New York
Odessa-Midland-Monahans, Texas • Oklahoma City-Enid • Philadelphia • Phoenix
Providence • Rochester • Sacramento-Stockton • San Antonio • Seattle-Tacoma • St. Louis • Syracuse • Tucson • Tulsa • Washington, D.C.

Join us in the Screen Gems Hospitality Suite at the NAB Convention, Sheraton-Blackstone Hotel (across
the Conrad Hilton Hotel), Regency Room (first floor). Eye-opener Breakfast, Luncheon, Cocktails, Buffet. Live music, door prizes, free gifts. 10:00 AM-11:00 PM.

Huntley pressing for certification vote

PARTIES CALLED TO MEETING BY MEDIATORS

News correspondent Chet Huntley pressed campaign among his colleagues to petition National Labor Relations Board for union certification election as negotiators prepared to meet Saturday (April 1) in mediation session on strike called by American Federation of Television and Radio Artists against TV-radio networks (see page 92).

Mr. Huntley told BROADCASTING he was not attempting to persuade newsmen to leave AFTRA but felt they should have opportunity to decide which union should represent them. He said he had support of 37 of 40 newsmen with whom he had discussed his proposal, including partner David Brinkley who observed AFTRA's strike call. Mr. Huntley, who continued on air after strike began last Wednesday, said he had not discussed his petition proposal with newsmen at other networks. He said he had, however, approached top newsmen at other networks for support of his anti-strike position (reportedly Walter Cronkite of CBS and Howard K. Smith of ABC) but they would not go along with his view.

Mr. Cronkite's position, as told to interviewers, was that he supports strike because he is member of union and time to protest was before walk-out began.

TV-radio networks continued operations with supervisory and other non-union personnel substituting for strikers. Networks claimed that other unions were crossing picket lines on Friday (March 31) though they conceded that on first two days of strike, spare tech-

nicians and cameramen at NBC and ABC had absented themselves.

There were varied reports as to how many network and owned-station executives would pass up this week's NAB convention for strike duty. One network executive estimated toll might reach 25% if strike continued.

Both AFTRA and network sources said talent who were scheduled to attend or to provide entertainment at various network meetings in Chicago would appear. AFTRA spokesman said, "we are not striking the NAB." NBC and Mr. Huntley affirmed that Huntley-Brinkley news team would be together in Chicago to receive NAB's Distinguished Service Award today (April 3).

NBC-TV said Friday that former Undersecretary of State George Ball would replace Secretary of State Dean Rusk on network's expanded *Meet the Press* yesterday (April 2). State Department had said Mr. Rusk would not appear if strike continued because he would have had to cross picket line. Program (6:30-7:30 p.m.) was to feature Mr. Rusk in Washington being questioned by several European newsmen in London with transmissions via Early Bird satellite.

Reiner for Thomas

Carl Reiner, TV producer-actor-writer, is slated to appear on this afternoon's (April 3) "film conference" panel in Chicago at National Association of Broadcasters' convention. It was reported Friday (March 31) that Mr. Reiner will replace Danny Thomas of Danny Thomas Enterprises who is unable to attend because of business reasons. Session starts at 2:45 p.m. at Conrad Hilton hotel.

Also cancelling is Leonard H. Marks, director of U. S. Information Agency. Mr. Marks was scheduled to participate in panel on worldwide broadcasting Wednesday afternoon. He's busy on President's forthcoming Punta del Este, Uruguay, conference next week.

More ABC color

ABC-TV affiliates were to be told over weekend in Chicago that network will switch three weekday daytime shows to color by next September,

bringing total daytime schedule closer to full color.

Shows to go color: *One in a Million* (11:30-noon), *General Hospital* and *Dark Shadows* 3-3:30 and 3:30-4 respectively.

Two others, *Dateline Hollywood* (10:30-10:55) and *Everybody's Talking* (noon-12:30), will follow by January 1968. Five weekday programs are now in color.

Weekend schedule will be full color by fall when *American Bandstand* (Sat., 1:30-2:30 p.m.) converts.

Who's who of ITT-ABC on Justice Dept. list

Top officials of ABC and International Telephone & Telegraph Corp. are among witnesses Justice Department plans to examine in FCC hearing on merger of two companies, which begins April 10.

Department notified parties Friday (March 31) it wants to question Harold S. Geneen, chairman and president of ITT, and Leonard Goldenson, president of ABC.

Commission's Broadcast Bureau in addition gave first indication of interest in investigating question of merger's possible impact on objectivity of ABC's news operation—one of the most controversial issues in hearing. Bureau told ABC of plans to call Elmer Lower, president of ABC News, as well as Thomas Moore, president of ABC-TV, and Robert Pauley, president of ABC Radio. Bureau also plans to question Messrs. Goldenson and Geneen.

Other ABC officials on Justice Department's list are Simon B. Siegel, executive vice president, Jules Barnathan, network vice president in charge of broadcast operations and engineering; Martin Brown, treasurer of ABC Inc. and VP and treasurer of ABC; George Sebastian, engineer engaged in network's color operations. Other ITT officials requested by Justice are Hart Perry, executive vice president-finance and treasurer; Stanley Luke, Robert H. Kenmore, Jack H. Volbrecht, John W. Guilfoyle, and Albert E. Cookson, vice presidents.

Raymond Saulnier, economist who testified in behalf of parties will be called by department, as will Dr. Hyman Goldin, former FCC chief economist now associate professor at Boston University, and Dr. Harvey Levin, professor of economics at Hofstra University.

Second CATV for NBC

NBC has acquired second CATV system, with purchase of controlling interest in Pacific Master CATV system serving Saugus-Newhall area above Burbank, Calif. Price was not disclosed.

System serves about 1,500 subscribers, with potential 7,000 homes along cable trunk line. Philip Antoine, former owner, remains as manager and retains minority interest. Broker was Blackburn & Co.

NBC already owns CATV system in Kingston, N. Y.

WEEK'S HEADLINERS



Mr. Walters



Mr. Ryan

John J. Walters Jr., VP, midwestern sales manager for Harrington, Righter & Parsons, Chicago, named VP in charge of sales for agency in New York. Mr. Walters has been midwestern sales manager since October 1964. Before joining HR&P, he was with Dancer-Fitzgerald-Sample. **Peter F. Ryan**, account executive in New York office for four years and previously with WTOP-TV Washington, and Metro-Goldwyn-Mayer, moves to Chicago office as VP and midwestern sales manager.

Elliot M. Sanger, board chairman of WQXR-AM-FM New York, retires May 1. Mr. Sanger, who is 70, helped found WQXR 31 years ago. In 1944, Mr. Sanger and co-founder John V. L. Hogan sold operation to *New York Times*, Mr.

Sanger remaining as executive VP and general manager, becoming board chairman in 1965. He's acting chairman of All-Industry Radio Station Music License Committee negotiating performance licenses with ASCAP and other organizations (see page 116).

Warren Kratky, executive VP, elected president of Gardner Advertising, succeeding **Champ C. Humphrey**, who becomes board chairman. **Noel Digby**, former corporate creative director, named executive VP. Mr. Kratky joined Gardner in 1948, was named director 10 years later, and at 42 is youngest president in Gardner's 64-year history. Mr. Digby joined agency in 1958, was named VP-creative group supervisor in 1963, and creative director in 1965. Mr. Humphrey, who joined agency in 1938, rose through ranks in media and research, was named to board in 1952 and elected executive VP in 1961. He has served as president since 1964.

Thomas J. Carnese, 70, senior VP and general manager, Ted Bates & Co., New York, one of first executives hired by Ted Bates when he formed agency in December 1940, retired from advertising business on March 31. He had been with Benton & Bowles for eight years and before that with J. Walter

Thompson Co. before joining Bates. Mr. Carnese is credited with dominant role in 26-year growth of agency from \$4.5 million to nearly \$300 million in annual billing.

Marianne Campbell, general manager of WJEH-AM-FM Gallipolis, Ohio, joins Avco Broadcasting Corp., Cincinnati, as director of community affairs. She will work with group owner's five TV and six radio stations to determine additional ways in which they can serve their communities. Mrs. Campbell was first and only woman director on National Association of Broadcasters board; past president and board member of Ohio Association of Broadcasters; director of Association for Professional Broadcasting Education, and secretary-treasurer of Daytime Broadcasters Association (BROADCASTING, June 20, 1966). WJEH-AM-FM is being sold by James E. Halliday to Paul E. Wagner, subject to FCC approval (BROADCASTING, March 27).



Mrs. Campbell

Association of Broadcasters board; past president and board member of Ohio Association of Broadcasters; director of Association for Professional Broadcasting Education, and secretary-treasurer of Daytime Broadcasters Association (BROADCASTING, June 20, 1966). WJEH-AM-FM is being sold by James E. Halliday to Paul E. Wagner, subject to FCC approval (BROADCASTING, March 27).

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

Friends and neighbors

Harley Stagers (D-W. Va.), chairman of House Commerce Committee, has chosen home state as site of his first speech to broadcasters since becoming head of House unit. Representative Stagers will address West Virginia Broadcasters Association at dinner meeting in Holiday Inn, Huntington, W. Va., on April 21. Mr. Stagers's latest comments on broadcasting—bitter tirade against broadcast operation and regulation—shocked audience at Commerce Committee hearing last month (BROADCASTING, March 20).

Improved TK 42 is shown at opening of convention

RCA demonstrated for first time yesterday (April 2) advanced version of its four-tube TK-42 live color studio camera at convention of National Association of Broadcasters in Chicago.

Improved signal-to-noise ratio in camera is due, A. F. Inglis, vice president of Broadcast and Communications Products Division, said, to incorporation of newly-developed 4½-inch image

orthicon for separate luminance channel, and to use of new field-effect transistors in preamplifiers.

Also aiding in upgrading of camera is application of new target material which helps, RCA said, to maintain good sensitivity in tube throughout its life. Corollary advantage is use of electronically-conducting target glass overcoming "sticking" problem.

Camera contains new adjustable gamma circuits which aid in improving color tracking and color matching between two or more TK-42's.

HEW, FCC lead off for ETV

Senate Communications Subcommittee hearing into educational television will open April 11 with testimony from Secretary of Health, Education and Welfare John W. Gardner and FCC Chairman Rosel Hyde.

Inquiry will also hear from host of educators, broadcasters, former FCC officials and members of Carnegie Commission on Educational Television, as well as representatives of television networks, Communications Satellite Corp., National Association of Broadcasters, and office of Director of Telecommunications.

All-stereo is future of FM, NAFMB is told

Robert V. Cahill, legal assistant to FCC Chairman Rosel H. Hyde, told National Association of FM Broadcasters in Chicago, Friday (March 31), that commission is hopeful more stations than present 512 will go to stereo and looks to FM's future as being total stereo with programing being fed by satellites.

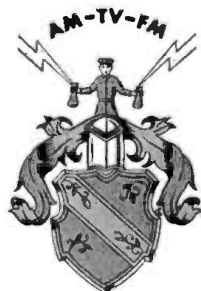
He said commission has received "much less than anticipated" mail concerning nonduplication rule.

At NAFMB board meeting Elmo Ellis, WSB-FM Atlanta; Abe Voron, WQAL(FM) Philadelphia, and Edward F. Kenehan, Washington attorney, were re-elected chairman, president and secretary, respectively. David H. Polinger, WTFM(FM) Lake Success, N. Y., was elected vice president and director.

Other directors elected: Ted Arnold, WBBF-FM Rock Island, Ill.; Charles Balthrope, KEEZ-FM San Antonio, Tex.; William D. Greene, WCBS-FM New York; David Morris, KQUE(FM) Houston, and William Shaw, WPTH-FM Fort Wayne, Ind.

We try hard.

Napoleon said, "The truest wisdom, in general, is a resolute DETERMINATION." We sincerely hope he was right, for while we do not lay claim to wisdom, we readily admit to more than a third of a century of determined effort.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

“Let’s try it one more time, Lou.
RKO - Jomar spent a lot of time
and money on us.

Hanna-Barbera, the best in
the business, produced us in
full color.

And all the big TV buyers are
going to be looking us over.

Now, when I say ...

‘Who’s the biggest grossing comedy
team in motion picture history?’,
you say ...”



"Crosby and Hope?"



**ABBOTT AND COSTELLO
NOW AVAILABLE IN FULL COLOR CARTOONS**

Their movies broke all box office records and ran away with TV ratings.
This fall they'll win for you with 156 color cartoons, five and one half minutes each.
For complete information, contact:

RKO PICTURES COMPANY, 1440 BROADWAY, NEW YORK, N.Y. 10018, TELEPHONE 212-564-8000

In Milwaukee...

WEMP DELIVERS ADULTS!

with
Great POPULAR MUSIC
PERSONALITIES

Sell "the people with the money when they're in a good mood." This means adults 18 and over are listening to great music/personalities, at any hour, on WEMP! It's as simple as that.

Check your agency research department for the latest audience figures or contact H-R Representatives today.



* Station Managers, Ad Agency Executives Sales And Promotion Execs

DISCOSCENE Magazine, an exciting publication directed toward the very dynamic teen and young adult market is seeking regional franchisee-publishers for this national magazine. Published by AAA1 publicly owned corporation, with six plants and twelve sales offices across the country. No printing facilities required by regional franchisee-publisher.

DISCOSCENE Magazine is a full color/slick publication approved by the American Child Guidance Foundation.

Virtually no overhead expenses need, with an opportunity to make \$30,000-36,000 per year net income for regional editions.

Magazine now in production over one year with franchised editions already sold in several major markets.

Representatives will be at N.A.B. Convention. For personal interview in Chicago, or for further details, call collect to... Publisher Ron Solovitz, or General Sales Manager Doug Shull, 215—EV 2-5570.

If at NAB,
call us at
Sherman House
FR 2-2100



discoscene

DATEBOOK

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

■Indicates first or revised listing.

APRIL

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 3—Twelfth annual membership breakfast meeting of TV Stations Inc. Sheraton-Blackstone hotel, Chicago.

April 3-7 International convention of the International Christian Broadcasters. London.

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—Deadline for comments on 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 6—Meeting of Washington chapter of the Armed Forces Communications and Electronics Association. FCC Commissioner Robert E. Lee will speak on "radio smog." Willard hotel, Washington.

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—American Bar Association national institute on federal agency law practice. Meeting is to be addressed by Associate Justice Byron R. White of the U. S. Supreme Court. Among those participating on panels will be FCC Commissioner Lee Loevinger, Federal Trade Commissioner Philip Elman, Securities & Exchange Commission Chairman Manuel F. Cohen, and Washington attorneys J. Roger Wollenberg and William C. Burt. Mayflower hotel, Washington.

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

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

April 18—Downtowner 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

45th Street, New York 10036, Telephone PLaza 7-0695.

■April 8-9—News seminar for Avco news directors, sports directors, meteorologists, newsmen, editorialists and directors of photography sponsored by Avco Broadcasting Corp. WLWD(TV) Dayton, Ohio.

■April 9-12—Fourth annual Hollywood Festival of World Television. Theme is: "The Changing World of Television." Speakers: Marshall McLuhan, Louis Nizer, John Pinto, Paul Roth, Henry Brenner, E. Carleton Hunt, Sid Solow, Dr. Norwood Simmons, Don Harris, Bruce Gordon, Jack Dales, Lee Rich, Mel Stuart, Bernard Weitzman, Rex Sparger, Roy Huggins, Dr. Harold Rosen, Howard Ketcham, Herb Eller and Ed Digiulio. Award-winning TV programs from 22 foreign countries will be screened. La Costa Country Club, Carlsbad, Calif.

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

April 11—Annual meeting of stockholders of John Blair & Co. Blair Building, Chicago.

■April 12—Board of directors meeting, New York State CATV Association Country House hotel, Syracuse, N. Y.

April 13—Annual meeting of stockholders of Avco Corp. to elect directors and to transact other business. Hotel Dupont, Wilmington, Del.

■April 13-14—College Conference sponsored by International Radio and Television Society, featuring panel sessions, informal talks and luncheon and dinner speeches spotlighting leaders in broadcasting and broadcast advertising. Roosevelt hotel, New York.

April 14—New 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).

April 14—Annual meeting of the Michigan AP Broadcast Association. Capitol Park Inn, Lansing.

April 14—Spring meeting of the Indiana AP Broadcasters. Essex House, Indianapolis.

April 14-15—Meeting of the Alabama AP Broadcasters. Huntsville.

April 14-15—Two-day forum on defamation and privacy sponsored by the Practising Law Institute. Statler-Hilton hotel, New York.

April 14-16—Region 8 conference of Sigma Delta Chi, professional journalistic society. Statler-Hilton hotel, Dallas.

April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Luncheon speaker will be R. Peter Straus, president of the Straus Broadcasting Group. University Heights campus of New York University, New York.

April 15-16—Annual national convention of

■Indicates first or revised listing.

however. From January 23 to February 26 of this year, for example, “The Huntley-Brinkley Report” was seen in more than 10,000,000 homes a minute.* That’s the first time an early evening news program has topped the 10,000,000 mark over so long a period.

Ever since “The Huntley-Brinkley Report” went on the air more than ten years ago, NBC has been extremely proud of Chet and David’s record of achievement.

This year’s NAB tribute makes us prouder than ever.

NATIONAL BROADCASTING COMPANY

* Source: Nielsen: Feb. I, II, March I, 1967. Subject to qualifications available on request.

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6 A.M. to 6 P.M. • Mon. - Friday
SEATTLE, TACOMA, EVERETT

In fact, even including all the rock-and-roll children and teens, Kountry KAYO'S tremendous adult population still places No. 1 mornings and No. 2 afternoons!

So please, repeat before each buy:

"Kountry KAYO reaches more adults in Seattle, Tacoma and Everett than any other station."

Someone at Avery Knodel is bound to hear you.

* PULSE 3-county metropolitan report Seattle-Tacoma-Everett, Oct. - Nov. - Dec., 1966.

EFFECTIVE
APRIL 1,
1967



Kountry KAYO proudly announces it is now
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NEW YORK — CHICAGO — ST. LOUIS — DETROIT — ATLANTA
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the western section of the Intercollegiate Broadcasting System. Speakers include Varner Paulsen, program director of KNEW Oakland, Calif., and Ney Landry, supervising engineer of the FCC's San Francisco office. University of California, Berkeley.

April 15-17—Annual spring meeting of Texas Association of Broadcasters. Sheraton Motor Inn, El Paso.

April 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.

April 16-18—Meeting of National Educational Television. Statler Hilton hotel, New York.

April 16-21 — 101st semiannual technical conference of the Society of Motion Picture and Television Engineers. New York Hilton hotel, New York.

April 16-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED). Milan, Italy. Information may be obtained from MIFED Largo Domodossola 1 Milano, Italy.

■April 17-18—41st annual meeting of the Canadian Association of Broadcasters. Speakers include Right Honorable Lester A. Pearson, Prime Minister of Canada; Jean A. Pouliot, president of CAB, and Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. Royal Oak hotel, Toronto.

April 17-18—Spring meeting, Mid-America CATV Association. Broadmoor hotel, Colorado Springs.

April 17-18—Special dinner-reception and briefing session for staff and elected heads of advertising agency associations throughout the free world sponsored by the American Association of Advertising Agencies. Speakers include William W. Weilbacher, partner, Jack Tinker and Partners, and Thomas Wright, vice president of Leo Burnett Co. Sky Club and New York Hilton, New York.

■April 18—Annual shareholders meeting of Plough Inc. to elect directors and to transact other business. 3022 Jackson Avenue, Memphis.

April 18-20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council. Biltmore hotel, New York.

April 19—Deadline for reply comments on 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 specified in its license."

April 19—Annual stockholders meeting of CBS Inc. CBS Broadcast Center, New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Penn Garden hotel, New York.

April 19—Annual meeting of the stockholders of General Telephone & Electronics Corp. to elect directors and to transact other business. California Masonic Memorial Temple, San Francisco.

April 20—Deadline for reply 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 20—Peabody Awards Luncheon. Hotel Pierre, New York.

April 20—Annual meeting of stockholders

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MAJOR TV FILM PROGRAMMING FOR ALL AUDIENCE GROUPS
QUALITY DRAMA—SUSPENSE—SCIENCE FICTION—WESTERNS—
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weird, way out,
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best. Sixty-six
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**6 REAL LIFE
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high adventure
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twenty
distinguished
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one-half hour rousing
episodes in black
and white.*

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*130 brand new five-minute
swashbuckling action-packed,
seafaring cartoons in glorious
color with full animation.*

26 STRONGMEN OF THE WORLD



*depicting invincible
feats of the strongest
and mightiest heroes
of the past.*

34 ALL COLOR ADVENTURES



*tales of adventure,
spellbinding excitement,
barbaric tortures, fights to the death.*

OUTSTANDING ADVENTURES



*from tales of suspense
to the jungles of
lost worlds—forty
rip roaring adventure films.*

American  *International*

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165 West 46th Street ■ New York, N.Y. 10036 ■ Circle 5-3035

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

of Time Inc, Time & Life Building, New York.

■April 20-21—Meeting of the Pennsylvania AP Broadcasters Association. Host Farm Resort hotel, Lancaster.

■April 20-22—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Vincent Wasilewski, president, National Association of Broadcasters; Maurie Webster, vice president and general manager, CBS Spot Sales, New York, and Bill Lawrence, ABC, Washington. Maverick hotel, Bend.

April 20-22—Seventh annual convention, Texas CATV Association, Marriott motor hotel, Dallas.

April 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 20-23—50th anniversary annual meeting of the American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

April 21-29—Seventh annual "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU) and organized by the City of Montreux in collaboration with the Swiss Broadcasting Corp. Montreux, Switzerland.

■April 22—Meeting of the Georgia AP Broadcasting Association. Parliament House, Atlanta.

April 22—Final deadline for film entries in the 14th International Advertising Film Festival, to be held in Cannes, France, sponsored by the Screen Advertising World Association. Information may be obtained from Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

■April 22—Northwest regional conference of Sigma Delta Chi, professional journalistic society. Washington State University, Pullman, and University of Idaho, Moscow.

April 22-23—Spring convention of the Louisiana Association of Broadcasters. Shreveport.

April 24-27—32d national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

April 21-28—Seventh annual television newsfilm workshop sponsored by the National Press Photographers Association. University of Oklahoma, Norman.

April 26—Annual convention luncheon of the American Newspaper Publishers Association. Speaker will be James McCormack, chairman and chief executive officer of the Communications Satellite Corp. Waldorf-Astoria hotel, New York.

April 27-29—Spring meeting, Kentucky CATV Association. Continental Inn, Lexington.

April 29—Region 9 conference of Sigma Delta Chi, professional journalistic society. Laramie, Wyo.

April 29—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Speaker will be Elmer Lower, president of news, special events and public affairs for ABC. Washington State U., Pullman.

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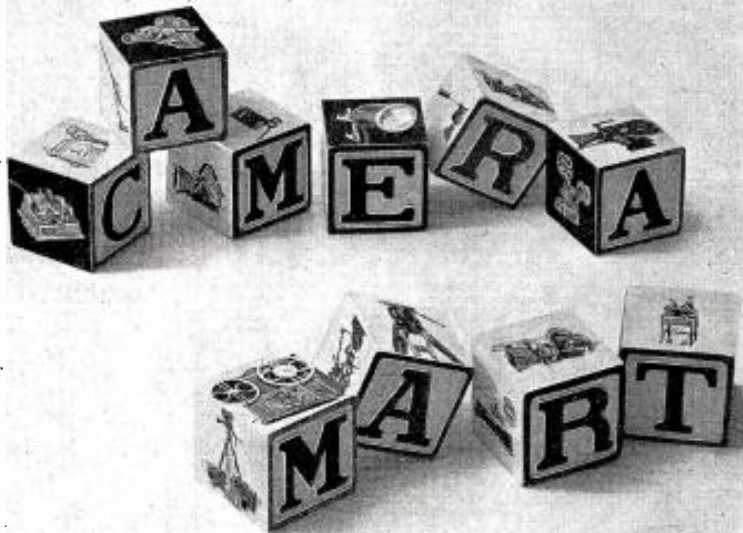
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April: a shower of specials on CBS

"It never rains, but it pours" is more than folklore. It aptly describes the abundance of special broadcasts on the CBS Television Network. More this season than ever before. More this coming April than in any month in the network's history.

April on CBS will bring eight entertainment specials and a remarkably diverse array of talents: from Leonard Bernstein to Charlie Brown, and including Herb Alpert, Sid Caesar, Lee J. Cobb, Imogene Coca, Mildred Dunnock, Dick Van Dyke, Howard Morris, Carl Reiner, and Frank Sinatra.

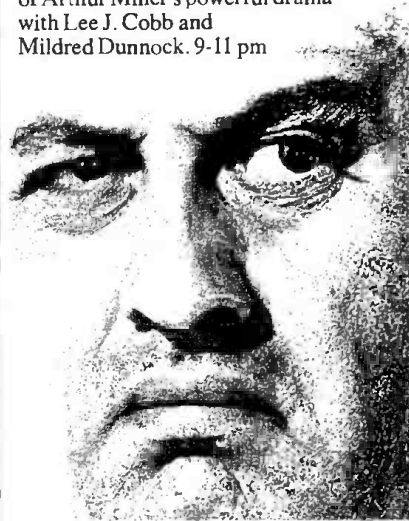
For living-room athletes the network presents four major sports events in nine separate broadcasts—climactic occasions in golf and hockey and the premiere broadcast of the new National Professional Soccer League.

CBS News, to date, has scheduled several special broadcasts for April—in science, politics, and music—and will stand by to report more history-in-the-making.

Whatever the weather, you can be certain that April will offer you more than 20 occasions of special enjoyment and information in color on the CBS Television Network.

Sunday, April 2
Death of a Salesman

Encore performance of Arthur Miller's powerful drama with Lee J. Cobb and Mildred Dunnock. 9-11 pm

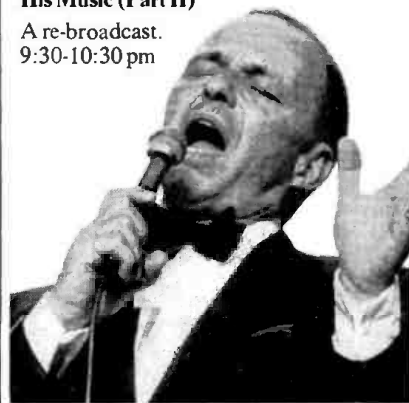


Wednesday, April 5
The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special

Starring the four famous troupers. 8:30-9:30 pm

Monday, April 3
Frank Sinatra: A Man and His Music (Part II)

A re-broadcast. 9:30-10:30 pm



Saturday-Sunday, April 8, 9
The Masters Golf Tournament

Live from Augusta, Georgia. Saturday 5-6 pm; Sunday 4-5:30 pm

Tuesday, April 4
National Science Test

Questions about the principles behind such everyday things as a child's swing. 10-11 pm



Saturdays, April 8, 15, 22, 29
The NHL Stanley Cup Playoffs

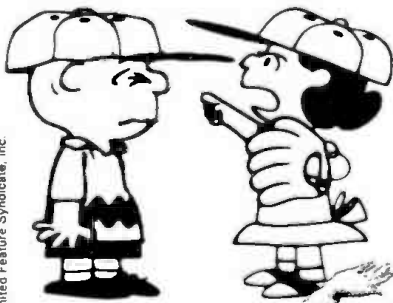
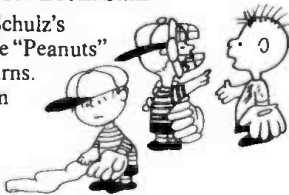
The professional hockey championship. 1:30-4 pm (2-4:30 pm on April 29)



Saturday, April 8
Yankee Sails Across Europe
 A National Geographic Society Special.
 8:30-9:30 pm



Monday, April 10
Charlie Brown's All-Stars
 Charles Schulz's inimitable "Peanuts" gang returns.
 8:30-9 pm



© United Feature Syndicate, Inc.

Tuesday, April 11
Dick Van Dyke
 His first comedy-variety special.
 8:30-9:30 pm



Tuesday, April 11
Morley Safer's Vietnam
 Impressions of the war-torn country by an award-winning CBS News correspondent
 10-11 pm



Wednesday-Friday, April 12-14
The President's Visit to Punta del Este
 CBS News presents comprehensive coverage of President Johnson's scheduled trip to South America.

Sunday, April 16
National Professional Soccer League
 Premiere broadcast of the new league: Atlanta Chiefs vs. Baltimore Bays.
 2:30-4:30 pm



Wednesday, April 19
Young People's Concert: Alumni Reunion

Leonard Bernstein and three distinguished soloists.
 7:30-8:30 pm



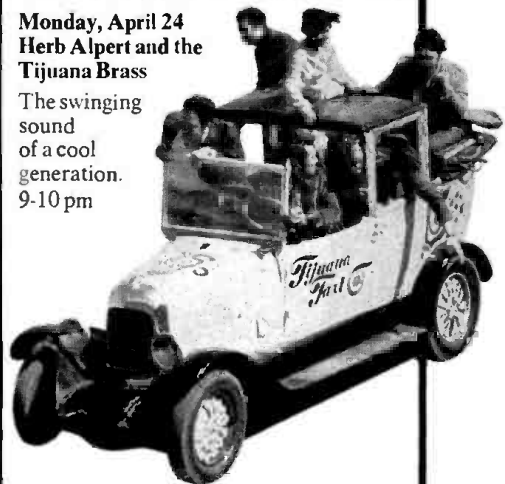
Saturday-Sunday, April 22, 23
Finals of The CBS Golf Classic

Two pairs of swingers compete for a \$50,000 stake.
 4-5:30 pm



Monday, April 24
Herb Alpert and the Tijuana Brass

The swinging sound of a cool generation.
 9-10 pm



Tuesday, April 25
The Rock Revolution

Leonard Bernstein appraises popular contemporary music. 10-11 pm





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AM FM

NUMBER 1*

GREEN BAY'S ONLY 24 HOUR STATION

*PULSE, Inc.
Green Bay, Wisc.
Metro Area
May-June, 1965

IN GREEN BAY

32% MORE RADIO HOMES...
43.3% MORE MEN...
19% MORE WOMEN...
26.6% MORE ADULTS than other 2 stations combined

STONE REPRESENTATIVES, INC.

MAY

May 1—New 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).

May 2—Annual stockholders meeting of RCA. Waldorf-Astoria hotel, New York.

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

May 3-7—16th annual national convention of the American Women in Radio and Television. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Marriott hotel, Atlanta.

May 4-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, general counsel of National Association of Broadcasters, and Kansas Governor Robert Docking. Ramada Inn, Topeka.

May 5—Annual breakfast of the UPI Broadcasters of Kansas. Ramada Inn, Topeka.

May 5-6—Distinguished awards banquet and region 11 conference of Sigma Delta Chi, professional journalistic society. San Francisco.

May 8-9—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer's Inn, Louisville.

May 8-11—Special exhibition titled "Successful American Advertising II" co-sponsored by ABC Annonsbyra AB, Swedish ad agency, and the U.S. Trade Center. U.S. Trade Center for Scandinavia, Stockholm. Agencies wishing additional information on the exhibit can contact Mr. Grunberger, ABC Annonsbyra AB, Vasagatan 11, Stockholm C, Sweden.

May 9—Annual meeting of shareholders of the Communications Satellite Corp. Shoreham hotel, Washington.

May 10—47th annual stockholders meeting of International Telephone and Telegraph Corp. Atlanta Biltmore hotel, Atlanta.

May 11—Annual meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J.

May 11-13—State convention of the Iowa Broadcasters Association. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Holiday Inn, Waterloo.

May 12-13—Meeting of the Virginia AP Broadcasters. Roanoke.

May 12-13—Region I conference of Sigma Delta Chi, professional journalistic society. Boston.

May 13—Annual meeting of the Chesapeake AP Broadcasters Association. Baltimore.

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

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

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

May 17-20—Annual spring convention of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

May 17-20—Annual spring convention of Montana Broadcasters Association. Finlen hotel, Butte.

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

May 18-21—Western States Advertising Agencies Association 17th annual confer-

ence. Theme is "The other side of the locking glass"; businessmen outside advertising review the business. Palm Springs Spa hotel, Palm Springs, Calif.

May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

May 22-26 — 5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 22-29—Executive council meeting of the Inter-American Association of Broadcasters. Buenos Aires.

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

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

May 26-28—Annual spring meeting of the Pennsylvania News Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee. Marriott motor hotel, Philadelphia.

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

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

JUNE

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

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

June 8-10—Annual spring meeting of South Dakota Broadcasters Association. Madison.

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

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

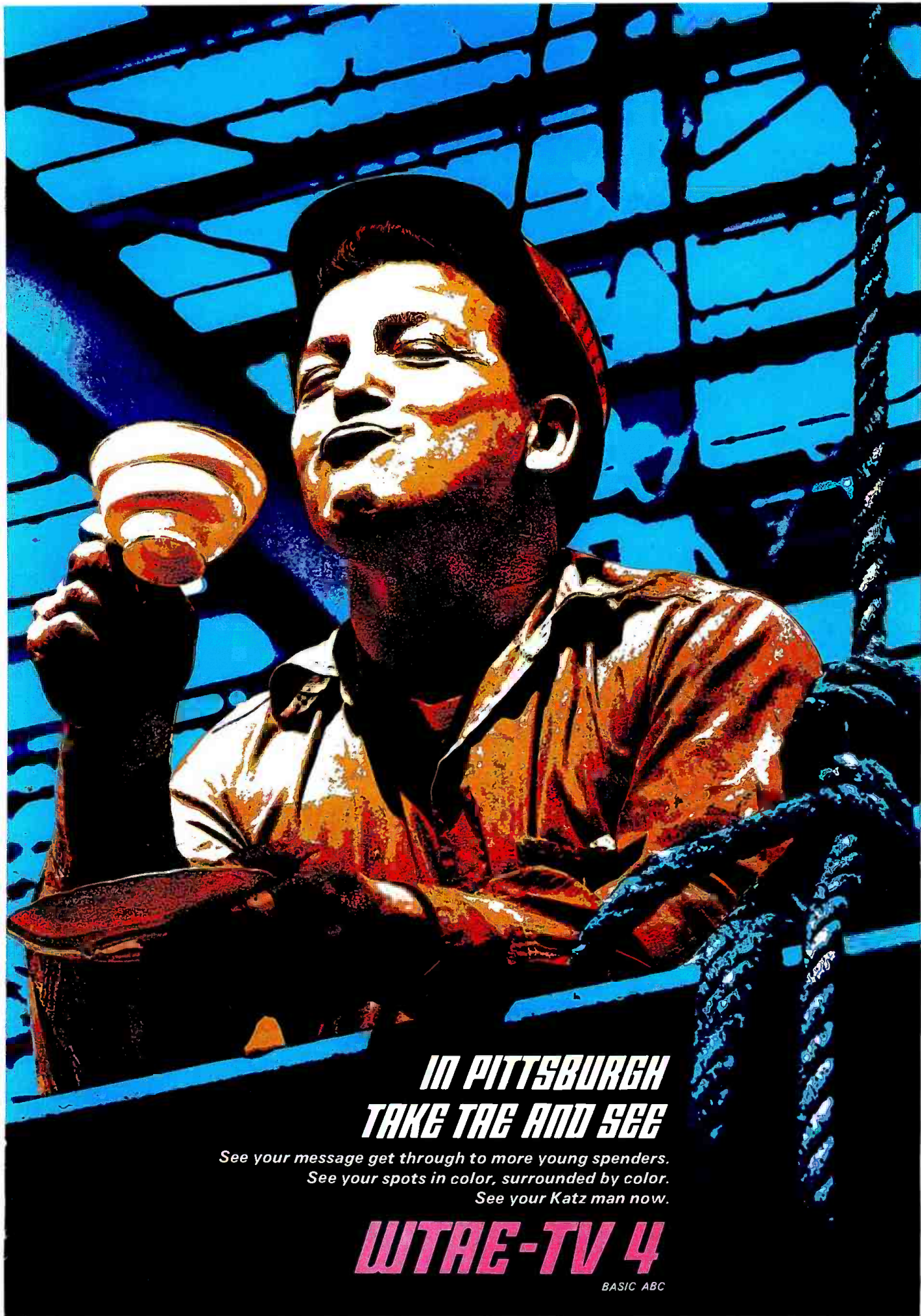
June 9-10—Annual spring meeting of North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes.

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

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

June 11-14—Annual summer meeting of Florida Association of Broadcasters. Americana hotel, Miami Beach.

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TAKE THE AND SEE***

*See your message get through to more young spenders.
See your spots in color, surrounded by color.
See your Katz man now.*

WTAE-TV 4

BASIC ABC

IN CINCINNATI . . .

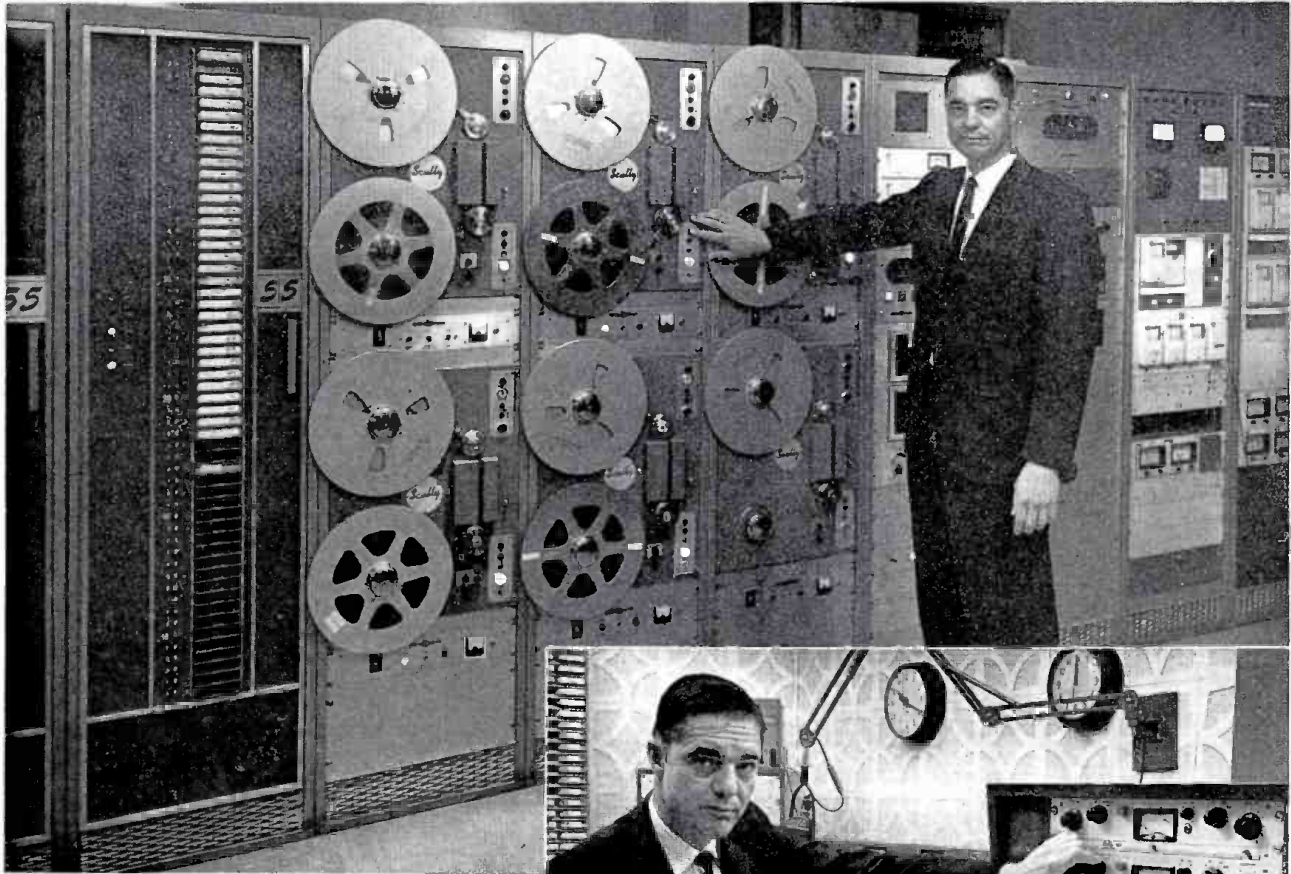
"Accent on Appreciation"

Six Scully 270's keep WKRC-FM on full-time stereo operation, programming quality music for a discriminating audience.

"Accent on Appreciation" not only defines the program appeal of Cincinnati's first independently-programmed FM station, but typifies the growing list of broadcasters now depending on the advanced features of the Scully 270.

- Full one year guarantee
- Disc brakes
- Fully transistorized, plug-in amplifiers
- One-piece solid frame construction
- Plug-in reel hubs
- Direct drive heavy duty motors
- Instant access for maintenance
- Complete one-panel construction
- Automatic start torque tension control

For further information on the 270, the 280-SP/14 and other advanced Scully equipment write or call collect.



It's "start up" time as chief engineer Ray Owen begins another day's run with the Scully 270 long-play tape reproducers.

Mr. Owen checks WKRC-FM's Model 280-SP/14, Scully's 2-channel Solid State tape recorder for 14 inch reels.



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Names deleted

EDITOR: Re your editorial: "Entrapment." BROADCASTING, March 20. I sincerely applaud your statements.

Recently I received from the FCC a letter advising me that some complaints had been filed against my station, WJHG-TV Panama City, Fla. It is, of course, not unusual for this to happen from time to time. However, in this instance the names and addresses of all the complainants were deleted from the copies of the letters which were sent to me by the FCC. This is a new, and in my opinion, dangerous turn.

At one time the FCC advocated that stations contact complainants. This would now obviously be impossible. . . . It would be interesting to know whether the matter of deletion has become a common practice.—*Raymond E. Carow, vice president, The Herald Publishing Co., Albany, Ga.*

Advertising response

EDITOR: The number of people who have called me up to comment on my Monday Memo (BROADCASTING, March 20) . . . certainly is a compliment to BROADCASTING by its readers in the advertising community.—*Steve Tart, vice president, Tatham-Laird & Kudner Inc., New York.*

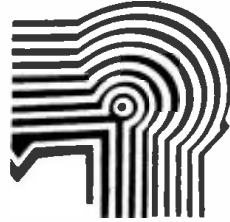
Salute from Vietnam

EDITOR: I salute WTIC-TV Hartford, Conn., and Program Manager Kendall Smith for refusing to clear for a news feature on Saigon that was judged to present a distorted viewpoint (BROADCASTING, March 20).

I know nothing about the program in question but I do know that much of the material that reaches stateside consumers from Vietnam is badly butchered. Those . . . among us who pass it along without question do a great disservice to America. . . .

One of the big faults with radio and television news today is brevity. This means a state of incompleteness which in turn breeds confusion and distortion. Of course not every broadcaster can have a correspondent to provide a basis for judgment.

But perhaps it is time for the broadcasting industry to consider sending two or three qualified representatives to Vietnam to evaluate the news product that it buys and disseminates blindly, and to make such additional recommendations as are necessary regarding length, depth and frequency of news in order adequately to cover this water-



Tired of Sing-ly Jing-ly ID's? HEAR THE NEW SOUND Identitones

There's nothing else like it, and only **ONE** station may have it in each market.

MEET CHUCK BARCLAY AND ERIC SIDAY AT THE EXECUTIVE HOUSE IN CHICAGO DURING NAB.

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*Source: Pulse, Nov-Dec 1966. Estimates subject to qualifications available on request.

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WVON/1450

Bernard Howard & Co., Inc.
National Representative





Even in no-man's land, you have a man.



He doesn't work for us. He works with us. He's a full-time newsman for one of our 2,924 member stations. And he's the unsung hero who helps us provide you with the fastest, most comprehensive news service in the world.

For every AP staff reporter—and we've got thousands—there are two more like Fred Savok, a reporter at KICY in Nome, Alaska, who constantly feed us additional information.

Last year this 'additional' news amounted to almost 90,000 stories. Even in news-hungry America, that's a lot of news.

This co-operation between staffs means coverage, without blind spots, in every corner of this country.

As far as we're concerned, there's no such thing as no-man's land when it comes to news.

THE ASSOCIATED PRESS
Your Indispensable Service



... our fans love us for it!

Ask anyone in Tulsa, "What station has the most color?" and they'll tell you "KVOO TV." With the finest color facilities available anywhere, KVOO TV is Tulsa's undisputed leader in color television. Call your Petry man.

KVOO 2 TV

TULSA, OKLAHOMA

Represented by Edward Petry & Co., Inc.

The Original Station Representative

front over here; it's big and wild and mysterious, and does not lend itself to casual treatment.—*Edward C. Obrist, project manager, NBC International, Ltd., Saigon.*

Friendly defended

ERROR: "There is notion that erstwhile CBS News president's indictment of his former bosses collapses because of lack of objectivity."—CLOSED CIRCUIT, March 20.

To the contrary, I think Fred Friendly's reverence for objectivity is second only to his passion for truth, both of which have guided his thoughts and actions throughout his career and which to a large extent explain not only his exile but his once-applauded accomplishments in broadcast journalism.—*Dave Walstrom, KOA-AM-FM-TV Denver.*

BOOK NOTE

"*The Executive Breakthrough: Twenty-one Roads to the Top,*" by Auren Uris. Doubleday & Co., Garden City, N. Y. 421 pp. \$5.95.

Tracing the development of 17 men and four women to the top in their fields, Mr. Uris abstracts the key elements that may well be the "secret to success."

A chapter is devoted to J. Leonard Reinsch, president of Cox Broadcasting Corp., who, with a college thesis on radio advertising, rose from manager of WHIO Dayton, Ohio, to the head of the Atlanta-based group.

Myra Janco, president of the Chicago firm, Draper Daniels Inc., broke through the taboo against businesswomen by a toughness of mind that stuck to the facts and the end-results of the advertising business.

Mrs. Uris analyzes the major options that face the potential executive and he details the key elements in the success pattern generated through motivation and involvement.

"*Corporate Management in a World of Politics,*" by Harold Brayman. McGraw-Hill Book Co., New York. 272 pp. \$7.95.

Before the era of instantaneous mass communications the relationship of business and government was simple and clear-cut. But today, it is Mr. Brayman's thesis, public opinion dominates the political atmosphere that directs a government sitting in a commanding position over business. Political awareness and sensitivity to public opinion are demanded of corporate enterprise if business hopes to prosper in a complex environment. Mr. Brayman, for 23 years the public-relations director of the du Pont Co., provides pragmatic guides to the businessman.

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*Reg. U. S. Patent Office

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bunch



KANSAS CITY

SERVED BY MEREDITH BROADCASTING COMPANY

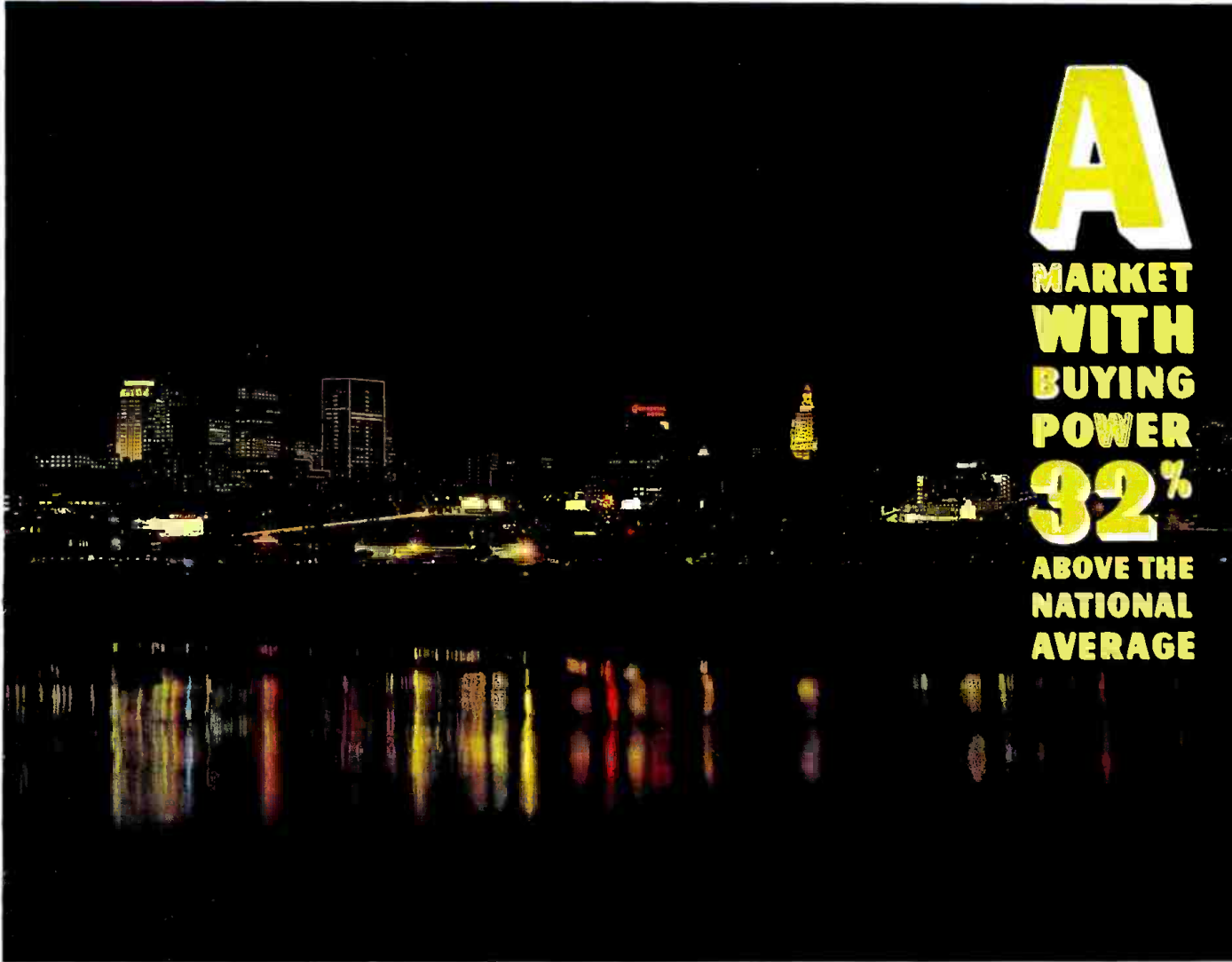


A

MARKET
WITH
BUYING
POWER

32%

ABOVE THE
NATIONAL
AVERAGE



(1) Kansas City's industry is widely diversified. One of the major employers is Hallmark, America's leading producer of greeting cards and related items. (2) Kansas City's Federal Building is the largest west of the Mississippi. This two-block-long structure represents a federal investment of more than 32 million dollars. (3) Freeways trace the 42 miles that stretch from one city limit to another in busy, booming Kansas City.



Kansas Citizens have money to spend. And they spend it. Enough to rank the market as number one in retail per capita sales for metro areas over one-million population.

With a buying power 32 percent above the national average, Kansas City is a prosperous market. In fact, 1965 was one of the greatest years of industrial growth in the area's history.

Industrial growth doubled in 1965... 6,000 new jobs

Last year, 91 industries either completed or began construction on 6,850,000 square feet of floor space. (Twice the growth registered in 1964, three times the 1963 figure.) This growth is expected to result in 6,000 new jobs. More than 1400 plants represent 19 of the 20 standard industrial classifications.

Agri-marketing is big business

Kansas City, with its central location, vast transportation facilities, and Board of Trade to livestock and grain traders... is one of America's prime markets for agricultural products and by-products... in addition to ranking No. 1 as a distribution point of agricultural equipment.

Diversification is the key word in describing employment, too. The Kansas City economy is not dependent on a few large employers. Only 12.5 percent of the total work force is employed by the city's principal employers listed below:

20,200 are employed by the U. S. Government
10,500 are employed by General Motors Corp.
7,800 are employed by TWA
6,250 are employed by Bendix
5,802 are employed by Western Electric Co.
5,200 are employed by Board of Education
4,600 are employed by Ford Motor Company
3,500 are employed by Hallmark Cards
3,312 are employed by Montgomery Ward & Co.

This is a healthy economy with a good, solid balance. It has brought buying power to 32 percent above the national average. And per capita retail sales to number one for its class. For an over-all look, this is how Kansas City ranks nationally:

1st—Per capital retail sales for metro areas over one-million
1st—Hard wheat market
1st—Livestock Stocker and Feeder market
2nd—Feed Manufacturing
2nd—Wheat Flour production
2nd—Car and truck assembly
3rd—In number of railroads
3rd—Meat packing
6th—Production of wearing apparel
13th—Drug sales
14th—General merchandise store sales
16th—Total retail sales
22nd—Consumer spendable income

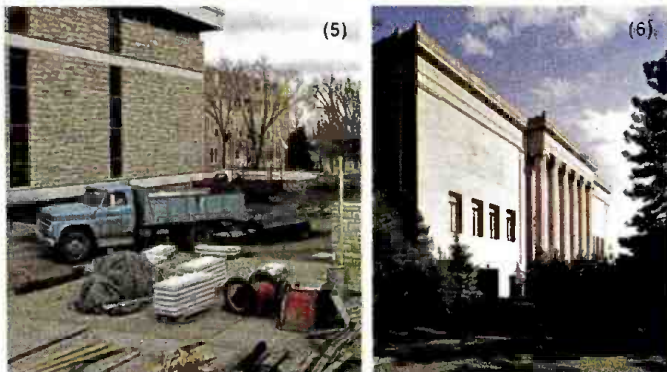
A market on the move

Things are happening in the 2,760-square-mile area that makes up metropolitan Kansas City. The 1,217,800 people who live in this six-county market are moving to meet the problems facing every American city. Moving so vigorously that they're creating an explosion.

Convention Center

With an ideal mid-continent location, Kansas City has always drawn conventions, but it decided it needed expanded facilities for larger organizations. Now it has them: a new convention and dining center for groups up to 1,500 and a number of new motor hotels. Plans for new major hotels and motels under construction will add over 1,044 rooms to the Kansas City total.

(4) Kansas City's Municipal Auditorium is one of its convention attractions. It covers an entire city block, has a main arena seating 4,000, a Music Hall seating 2,700, and a Little Theater for 700, plus an immense Exposition Hall and meeting rooms. (5) Facilities for higher education add to the ranks of young people with money to spend, with college and university enrollment expected to hit 47,000 in the next three years. (6) The Nelson Gallery of Art is a world famous Kansas City cultural attraction. (7) A sweeping view of a portion of Hallmark's Crown Center, encompassing a hotel at left center, office buildings at extreme left and apartments at right center cross from the Liberty Memorial. (8) Kansas City's center spot on the map makes it an important transportation hub.



85-million-dollar building program for education

The current enrollment of 25,000 in the area's 17 public and private colleges and universities is expected to grow to 47,000 in three years. And Kansas City intends to be ready. A 50-million-dollar building program for higher education is under way, in addition to 35 million dollars for public grade and high schools. Kansas City is served by 28 modern hospitals and plans are developing for a great medical complex that will take its place among the finest in the country.

54-million-dollar sports complex planned

Kansas City is the home of a major league baseball team, the Kansas City Athletics, and a pro football team, the Kansas City Chiefs...1966 AFL Champions. A 1966 season ticket drive proved the city is "big league" with Athletics' attendance up 46.5 percent...and now the Sports Complex is in the offing.

Major transportation center

Kansas City is a major transportation center, with heavy traffic by air, rail, bus, truck and barge. Air traffic will get special impetus when Kansas City's 150-million-dollar Mid-Continent International Airport (3rd largest in area in the country) is completed. With this new facility, Kansas City's mid-continent position becomes increasingly important—as air freight begins to outstrip passenger carrying as an air industry. Estimates are that Kansas City air cargo tonnage will increase from the present 1,000 tons a year to 30,000 tons in 1970, to 50,000 in 1980.

The city's cultural endowment keeps pace with its commercial accomplishments. It has a number of long-time major attractions: The Nelson Gallery, the Kansas City School of Design and Art, the Kansas City Philharmonic, and the Starlight Theater (which played to 434,910 people this past season). Plus the internationally famous American Royal Livestock and Horse Show which drew an attendance of 213,800 last Fall. Contributions to cultural undertakings reached the highest figure in recent history during 1966.

500-million-dollar construction planned for downtown alone

Nowhere is the Kansas City explosion so evident as in the heart of the city. Kansas City will undergo a nearly total transformation by 1976. Dozens of projects are under way including the 100-million-dollar 85-acre Hallmark Crown Center, and the Downtown Redevelopment Corporation's 26-acre 100-million-dollar plan, representing expenditures topping 500-million dollars. This puts Kansas City near the top nationally in number of projects planned and dollars earmarked for investment.

1966 marked the beginning of one of the greatest construction programs ever undertaken by the city. Capital spending of 19 million dollars will affect virtually every field of city activity: construction of roads and bridges, fire stations, urban redevelopments, hospital improvements and expansion of the park system.

It all adds up to a market on the move. A rich market. A market whose citizens have a buying power of three billion dollars plus, 32 percent above the national average and an effective buying income per household of \$8,743.

It's a good test market, too. The population composition of Kansas City is almost identical to that of the country as a whole; you have a "Typical City—U.S.A." to test in. This plus the buying power and the dominance of Kansas City media over the entire market area have made Kansas City the 10th most frequently used market for tests and new product introductions.

(Due to the number of statistics contained in this report and the variety of sources used it is not practical to list all sources. Source information will be furnished on request.)

(9) Obvious evidence of the Kansas City boom: over 20 major building projects are underway.



KCMO RADIO FM TV: SELLING POWER FOR A RICH MARKET

KCMO Radio 81, greater Kansas City's only 50,000-watt station blankets a 213-county area in Missouri, Kansas, Iowa, Nebraska and Oklahoma, reaching nearly 6½ million people. Its programming is geared to the tastes and demands of these Mid-America listeners; listeners with both rural and urban interests. KCMO Radio's powerful voice with responsible news coverage, well-programmed music presented by believable personalities, diversified sports programming and agricultural news, is complemented by the CBS Radio Network's entertainment and service features.

KCMO-FM 94.9 mc full power 100,000-watts has been broadcasting longer than

any FM station in the market. Today the 211,575 FM households are offered well-balanced music that's alive and livable.

KCMO-TV Channel 5's in-city tower, one of the highest self-supporting towers in the world, carries its quality programs to 756,600 television households in a 64-county area. In addition to the CBS-TV network, it features 19 hours of live locally-produced programming each week to round out its news, entertainment and public affairs schedule.

KCMO-TV was first with color in Kansas City, having broadcast live color since 1957. And it has kept pace with new developments with new live color cameras, new

color-film/slide camera chains and new color video tape recorders.

Throughout its 30 years, KCMO Broadcasting has grown both in acceptance and prestige. The KCMO staff is represented in more than 100 civic and cultural local and area organizations.

The KCMO stations' national advertising representatives are H-R Television, Inc. for KCMO-TV, CBS Radio Spot Sales for KCMO Radio and Quality Media, Inc. for KCMO-FM.

**one
of the
Meredith
bunch**



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

(10) **KCMO-TV's 1042-foot tower** (one of the tallest self-supporting towers in the world) dominates the Kansas City skyline and gives KCMO-TV a great range of coverage across Mid-America.



(11) **KCMO Broadcasting House** is home for the combined Radio, FM, and TV facilities.



(12) **Through the years**, the KCMO stations have earned a reputation for leadership and for service to the rich Kansas City market and surrounding area.



MONDAY MEMO

from KENNETH M. PETERS, TV-radio director, Lando Inc., Pittsburgh

Proposing an off-camera toast to the NAB

As we all know, the National Association of Broadcasters maintains a firm stand, and an admirable one, against false or misleading commercial claims, against violence, crime and dope addiction when shown on the air as wholesome fun and games.

This is all well and good.

Unfortunately, not all of the NAB's firm stands are quite as easy to support. Take the one about not allowing beer to be consumed during a beer commercial. Now there's a rule for you!

The NAB code (11th edition, August 1966) states:

"Advertising of beer and wine is acceptable only when presented in the best of good taste and discretion. . . . This requires that commercials involving beer and wine avoid any representation of drinking on camera."

The second sentence of the foregoing paragraph is listed under "Interpretations of the television code." My questions are simple.

Whose interpretations? And why?

Drinking to excess may understandably be considered to be in bad taste—especially in a commercial. But since when is it a breach of taste to down a cold one? If this is true, then Amy Vanderbilt had better throw out her whole chapter on "The Ritual of Drinking."

Whoops ■ Twice recently, we've been questioned by code signatories merely because a glass got within an inch of a model's lips. Land o'goshen . . . someone's liable to get the idea you're supposed to *drink* the stuff! Come off it, NAB.

Is it any wonder one large brewer has to call his beer "beautiful"! Could be we'll wind up with a whole new generation of consumers who think beer is something you keep in the refrigerator only to look at "when friends drop in."

No Smoking? ■ Fact is, while it's about it, why doesn't the NAB require that cigarettes be just handled, fondled, sliced, offered, proffered and purchased but never smoked?

After all, the alleged fact that a pack of cigarettes a day can be injurious to one's health seems to be well enough accepted that a warning must be printed on each pack.

Neither government nor medical society has suggested the same warning be applied to the label of a beer bottle. Make sense? While a product accused of being dangerous can be smoked, inhaled, lighted and, yea, glamorized, a

beer, alas, cannot even be sipped.

The message in a beer commercial has got to be, "the stuff is for drinking." Just as Sara Lee cakes are for eating.

The Question ■ But what happens to us poor advertisers? We're reduced to showing grinning, white-toothed models who happily brandish mugs of foam, clink their toasts and leave the viewer wondering, "does he or doesn't he?"

Recently that question was answered on a network show [CBS special] by Frank Sinatra. He does. Or at least he did that night—and during the commercial, too. His giant-sized quaff of the sponsor's product left me with one deduction. An infraction of the code is perfectly OK if your talent happens to be F. S.

There is a fine line of distinction between the implication of beer-in-use and the actual sipping of the brew on camera. So what's the big deal? We're not fooling anybody; we're just hampered in our production techniques by an immature ruling.

If beer is immoral, let's get it off the air. (Same goes for all those alcohol-laced patent medicines guzzled on the tube by the spoonful.)

And, Hard Stuff ■ Which brings to mind an even more ridiculous situation. In its section on programing, the code stipulates that:

" . . . the consumption of liquors in American life, when not required by the plot for proper characterization, shall not be shown."

Now there's a ruling so honored in the breach they should have saved their ink. I can hardly recall a situation comedy or drama that hasn't played host to booze from time to time, if not regularly. We are to assume, I suppose, that every time an elbow is bent in

program time, it is an indication of plot and character development.

Look hard, NAB. Maybe it's time to wipe the screen clean of everything except *Romper Room*.

But maybe the unkindest cut of all is this: You have a beer account. You produce a smiling, happy, toothy, bubbling beer commercial in which no one gets within six inches of a foaming head. You buy a beautiful minute in the first act of a prime-time movie.

And what do they run? "I'll Cry Tomorrow"—two and a half hours of Susan Hayward on the rocks. And you gotta pretend you're selling jelly beans! Or maybe it's "On The Waterfront" in which, lo and behold, a Roman Catholic priest orders up a beer and downs it before our very eyes.

In 1789, the Massachusetts legislature stated, "the wholesome qualities of malt liquors recommend them to general use, as an important means of preserving the health of the citizens of this Commonwealth."

During the 1800's, Sir Alan Patrick Herbert said, "Teetot'lers seem to die the same as others, so what's the use of knocking off the beer?" In 1967, I say: "Let the same discretionary laws that govern the use of beer in program content be made to cover commercial content as well."

Call for Action ■ Let's face it, NAB, we're selling beer. A product for drinking. You let us *say* it. Why won't you let us grow up and *show* it?

I'd raise my stein to the officials of NAB if they'd answer my question. I know what the ruling is, but I can't for the life of me figure why. Come on, NAB—give us at least one mature, reasonable answer.

In the meantime: I'll drink to thee only with mine eyes.



Kenneth Peters has been TV-radio director at Lando Inc., Pittsburgh, since 1962. He previously spent five years as assistant producer and copywriter at Ketchum, MacLeod & Grove, Pittsburgh, and has worked on beer accounts throughout his advertising career. Lando's current brewery client and biggest broadcast biller is Duquesne Brewing Co. (Duke is major brand, with two lower-priced beers, P. O. C. and Silver Top). Duquesne allocates the major share of its budget to TV and radio.

Livelier and truer colors...



Livelier, truer colors: Colors appear brighter, clearer, lifelike. Up to 5db better signal-to-noise ratio for multiple generation copies. New oxide, new binder, new coating technique make this possible.

Perfect copies: Create up to 4th generation duplicates that only the most experienced eye can distinguish from the master tape.

Stronger black and whites: Compatible high fidelity resolution with startling presence. Minimal background interference or blur. It's a picture that's truly alive!

Improved sound: Tape background noise is significantly reduced. New No. 399 gives you living sound to match the picture!

Total versatility: Can be used for both high-band and low-band recording. Recorders need no special adjustments or set-ups.

Cleaner running: Will not shed, block or rub-off. Leaves no oxide deposit on heads or guides. Assures better results—averages less than 15 dropouts per minute.

Longer life: Capable of three times the life of previous video tapes.

No visible indication of head to tape contact. Almost impossible to wear out. Virtually unlimited shelf life.

Field proven: Thoroughly tested and proven in actual broadcasting use by networks, local television stations and production studios.

Find out how Color Tape Plus can add an exciting new dimension to your programming. Write: Magnetic Products Division, 3M Co., St. Paul, Minnesota 55119.

Magnetic Products Division **3M**
CORPORATION
THE TERM "SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M COMPANY

plus copies you can't tell from the original



and
how!



color
tape
plus!

“Scotch” Brand Video Tape No.399

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \begin{matrix} \text{MOBILE} \\ \text{ALABAMA} \end{matrix}}$$

*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



pulse
 metro-miami / oct. - nov. - dec. 1966
 says
1
 number **1** adult-
 programmed station
 in miami is



WIOD

THE SOUND OF THE MAJORITY
 Miami, Florida **610**

THE SOUND OF THE MAJORITY
 Miami, Florida **610**

WIOD

*any way
 you look
 at it!*



number adult-
 programmed station
 in miami is



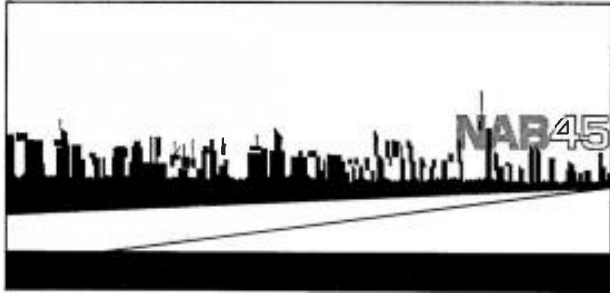
says
 october-november 1966
 miami mediastat

Represented by Edward Petry & Co., Inc.

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, ATLANTA; WHIO AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE; WIOD AM-FM, MIAMI; WICP-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND



ON TAP AT THE CONVENTION

Official agenda for the 45th annual National Association of Broadcasters convention, April 2-5, at the Conrad Hilton hotel, Chicago, follows. Also listed are unofficial and related meetings and activities. All events take place in the Conrad Hilton unless otherwise noted.

REGISTRATION ■ Sunday, April 2—8 a.m.-6 p.m. Monday, April 3—8 a.m.-6 p.m. Tuesday, April 4—9 a.m.-5 p.m. Wednesday, April 5—9 a.m.-5 p.m. Lower Lobby.

Exhibit Hours ■ Sunday, April 2—10 a.m.-7 p.m. Monday, April 3—9 a.m.-9 p.m. Tuesday, April 4—9 a.m.-7 p.m. Wednesday, April 5—9 a.m.-5 p.m. Continental Room, and North, East and West Exhibit Halls. executive committee dinner meeting. Room 413.

SUNDAY, April 2

8 a.m.—**Association of Maximum Service Telecasters** registration. Beverly Room.

8:30-9:30 a.m.—**Association of Maximum Service Telecasters** continental breakfast. Bel Air Room.

9 a.m.-noon—**Association for Professional Broadcasting Education** meeting. Plaza Room, Pick-Congress.

9 a.m.-noon—**Broadcast Music Inc.** board meeting. Room 414.

9:30 a.m.-1 p.m.—**National Association of FM Broadcasters** sales promotion, automation, engineering seminar. Waldorf Room.

9:30 a.m.-12:30 p.m.—**Association of Maximum Service Telecasters** membership meeting. Beverly Room.

10:45 a.m.—**Second annual National Association of Broadcasters** convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Upper Church, St. Mary's Church, Wabash and Ninth Street.

11 a.m.—**ABC Radio Affiliates** business meeting. Grand Ballroom, Drake hotel.

11:30 a.m. and 1 p.m.—**MGM-TV** presentation-brunch. Tower Suites.

12-2 p.m.—**Association for Professional Broadcasting Education** reception and luncheon. Avenue West Room, Pick-Congress.

Noon—**Daytime Broadcasters Association** membership meeting. Williford C.

Noon-2:30 p.m.—**Broadcast Music Inc.** board of directors luncheon. Room 414.

12:30-1 p.m.—**Association of Maximum Service Telecasters** board of directors reception. Bel Air Assembly.

1-2:30 p.m.—**Association of Maximum Service Telecasters** board of directors luncheon. Bel Air Room.

NAB FM Day Program ■ 2:30-5 p.m. Great Hall, Pick-Congress.

Presiding, Harold R. Krelstein, WMPS-FM Memphis. Report of FM Committee Chairman, Harold I. Tanner, WJDM(FM) Detroit. Report from Sherril Taylor, NAB vice president for radio.

How to Pick a National FM Representative: Moderator, David Polinger, WTFM(FM) Lake Success, N. Y. Panelists: James Schulke, Quality Media Inc., New York; Gary Gielow, KPEN(FM) San Francisco, and David Morris, KNUZ, KQUE(FM) Houston.

Report from the FCC: Commissioner Kenneth A. Cox. FM Can Attract a Wider Audience—Higher Sets in Use: Moderator, N. L. Bentson, WLWL-FM Minneapolis. Panelists: Joseph A. Kjar, KSL-FM Salt Lake City; Everett L. Dillard, WASH(FM) Washington, and Kenneth Cowan, WOR-FM New York.

[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Waldorf Room beginning at 9:30 a.m. Sunday, April 2.]

2:30 p.m. Meeting of **Independent UHF Stations**. Marina City.

2:30-4 p.m.—**Association for Professional Broadcasting Education** research seminar. Plaza Room, Pick-Congress.

2:30-5 p.m.—**Society of Broadcast Engineers** membership meeting. Williford C.

3-4 p.m.—**Association on Broadcasting Standards** board of directors meeting. Room 413.

Television Assembly ■ 3:15-5 p.m. Waldorf Room.

Secondary Market Television Session: Moderator, William Carlisle, NAB vice president for station services. Panelists: William Grove, KFBC-TV Cheyenne, Wyo.; William Patton, KATC(TV) Lafayette, La.; Marshall Pengra, KLTV(TV) Tyler, Tex.; Robert Schmidt, KAYS-TV Hays, Kan., and Thomas Young, KMMT(TV) Austin, Minn.

4 p.m.—**Association on Broadcasting Standards** membership meeting. Beverly Room.

4-4:30 p.m.—**Association for Professional Broadcasting Education** business meeting.

4-6 p.m.—**Clear Channel Broadcasting Service** meeting. Lower Tower.

4 p.m.—**Television Film Exhibit** annual reception. International Ballroom.

5 p.m.—**ABC Radio Affiliates** reception. Grand Ballroom, Drake hotel.

6 p.m.—**NBC Radio and TV Affiliates** reception. Guild Hall, Ambassador West hotel.

6:30 p.m.—**CBS-TV Affiliates** reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

7:30 p.m.—**ABC Radio Affiliates** buffet supper. Gold Coast Room, Drake hotel.

MONDAY, April 3

8-10 a.m.—**TV Stations Inc.** annual membership breakfast meeting. Crystal Room, Sheraton-Blackstone.

8 a.m.—**Mark Century Corp.** breakfast and programing seminar. Waldorf Room.

General Assembly (Management and Engineering Conferences) ■ 10:30 a.m.-noon. Grand Ballroom.

Presiding, John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. *Music*, WGN Orchestra under Robert Trendler. *Invocation*, The Reverend Hugh Michael Beahan, director of radio-television for the Diocese of Grand Rapids.

Presentation of NAB's Distinguished Service Award to Chet Huntley and David Brinkley, NBC newsmen, by Vincent Wasilewski, NAB president. *Remarks*, Mr. Huntley and Mr. Brinkley.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom and Boulevard Room.

Presiding, G. W. Armstrong, Storz Broadcasting Co., Omaha, convention co-chairman. *Invocation*, Rabbi Ben-zion C. Kaganoff, president of the National Board of Rabbis.

Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. *Address*, Vincent Wasilewski, NAB president.

Radio Assembly ■ 2:15-5 p.m., Grand Ballroom. *Presiding*, Grover C. Cobb, KVGW Great Bend, Kan., chairman of NAB radio board. *Report of Radio Board Chairman*, Mr. Cobb.

Reflections of a Communicator, Maurice Mitchell, President, Encyclopaedia Britannica.

Code Issues and Answers, Richard Brown, KPOJ Portland, Ore., chairman NAB radio code board; Howard Bell, NAB Code Authority director, and Charles M. Stone, radio code manager.

How to Describe Your Programing: Moderator, Sherril Taylor, NAB vice president for radio. Panelists: Al Waack, Association of National Advertisers; William Oberholtzer, American Association of Advertising Agencies; Lloyd Dennis, WTOP Washington, and Maurice Kellner, Station Representatives Association.

Records and Radio: Introduction, Henry Brief, executive secretary, Record Industry Association of America. Performers: Eddy Arnold (RCA), Pat Cooper (United Artists), Donna Lee (Columbia) and Jean Vignor (MGM).

Television Assembly ■ 2:45-5:15 p.m., International Ballroom.

Presiding, John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman, vice chairman of NAB TV board.

You Can't Have It Both Ways, Norman E. (Pete) Cash, president of Television Bureau of Advertising.

Film Conference '67 (a TFE-67 presentation): Moderator and executive producer, David L. Wolper, Wolper Productions Inc., New York. Panelists: Joseph Barbera, Hanna-Barbera Productions, Hollywood; Michael Dann, CBS-TV New York; Bill Michaels, Storer Broadcasting Co., Miami Beach; Otto Preminger, motion picture producer-director, New York, and Danny Thomas, Danny Thomas Enterprises Inc., Hollywood.

5 p.m.—**Harvard Business Seminar** smoker. Bel Air Room.

TUESDAY, April 4

8 a.m.—**Society of Television Pioneers** annual breakfast. Lower Tower.

Radio Assembly ■ 10 a.m.-noon, Grand Ballroom.

Presiding, G. W. Armstrong, Storz Broadcasting Co., Omaha, convention co-chairman, vice chairman of NAB radio board.

The Many Worlds of Inner Space: Introduction, John Couric, NAB vice president for public relations. Presentation, Frank Gaither, wsb Atlanta.

New Developments in Local Radio Audience Research: Moderator, Howard Mandel, NAB vice president for research. Panelists: Peter Langhoff, American Research Bureau, Beltsville, Md.; Frank Stisser, C. E. Hooper Inc., New York; James Seiler, Media Statistics Inc., Silver Spring, Md., and George Sternberg, The Pulse Inc., New York.

Radio 1967: An Advertising Profile (annual presentation of the Radio Advertising Bureau): Miles David, president, and Robert Alter, executive vice president.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom and Boulevard Room.

Presiding, John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. *Invocation*, Dr. Edgar Chandler, executive director of The Church Federation of Greater Chicago.

Introduction of the Speaker, Vincent Wasilewski, NAB president. *Address*, The Honorable Rosel H. Hyde, FCC chairman.

No Afternoon Sessions (There is no program in this period so delegates may visit the exhibits and hospitality suites.)

Broadcast Pioneers Banquet ■ 7:30 p.m., International Ballroom.

WEDNESDAY, April 5

NAB Labor Clinic ■ 8:45-9:45 a.m., Williford Room.

[Closed Session. Admission to this session will be by special tickets. Tickets may be picked up by management personnel of member stations and networks at the credentials desk in the Lower Lobby.]

Moderator, William L. Walker, NAB director of broadcast management. Panelists: Lawrence Berger, KHVH-AM-TV Honolulu; Milton D. Friedland, WICS(TV) Springfield, Ill.; William Rust, WHAM Rochester, N. Y.; Arthur H. Simmers, WTRY Troy, N. Y., and Mark E. Georgeou, NAB labor counsel.

Television Assembly = 10 a.m.-noon, Grand Ballroom. *Presiding*, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of NAB TV board.

TV Board Elections.

The Roper Story—or Who's Afraid of Lou Harris? Introduction, Willard Walbridge, KTRK-TV Houston, chairman of Television Information Office Committee. Report, Roy Danish, director of TIO.

Code Issues and Answers: Introduction, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman of NAB TV code board. Remarks, Howard Bell, NAB Code Authority director.

TV Board Election Results.

Management Conference Luncheon = 12:30-2 p.m., International Ballroom and Boulevard Room.

Presiding, G. W. Armstrong, Storz Broadcasting Co., Omaha, convention co-chairman. *Invocation*, Reverend

Kenneth Hildebrand, pastor of the Central Church of Chicago.

Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. *Address*, Sargent Shriver, director of Office of Economic Opportunity.

General Assembly (Management and Engineering Conferences) = 2:30-4:30 p.m., Grand Ballroom.

Presiding, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors.

Broadcasting's Future World Wide: Satellites and Tomorrow's Broadcasting System, Major General James McCormack, chairman and chief executive officer, Communications Satellite Corp., Global Radio and Television, Leonard H. Marks, director, U. S. Information Agency; Carnegie Report, Congress and Commercial Broadcasting, William G. Harley, president, National Association of Educational Broadcasters, and Major Issues Facing Radio and TV, Dwight W. Martin, WDSU-TV New Orleans.

THURSDAY, April 6

9 a.m.-5 p.m.—Visual Electronics Corp. post-NAB technical seminar. Tower Suite.

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies and Continental Room of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 29 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

EXHIBITORS

- Addressograph-Multigraph Corp.Space 238-W
- Advance IndustriesSpace 319-C
- Albion Optical Co.Space 251-W
- Alford Manufacturing Co.Space 208-W
- Altec Lansing Corp.Space 206-W
- Ameco Inc.Space 310-C
- American Electronic Laboratories Inc.Space 313-C
- American Pamcor Inc.Space 308-C
- Ampex Corp.Space 108-E
- Andrew Corp.Space 255-W
- Arriflex Corp. of AmericaSpace 311-C
- Audio Devices Inc.Space 232-W
- Ball Brothers Research Corp.Space 214-W
- Bauer Electronics Corp.Space 222-W
- Beckman & Whitley Inc.Space 401-N
- Borg-Warner/Ingersoll ProductsSpace 217-W
- Boston Insulated Wire & CableSpace 244-W
- Broadcast Electronics Inc.Space 303-C
- Broadcast Skills BankSpace 424-N
- CBS LaboratoriesSpace 236-W
- CCA Electronics Corp.Space 237-W
- Central Dynamics Corp.Space 409-N
- Century Lighting Inc.Space 116-E
- Chrono-Log Corp.Space 246A-W
- Cleveland Electronics Inc.Space 115-E
- Cohu Electronics Inc.Space 326-C
- Collins Radio Co.Space 209-W
- Colortran IndustriesSpace 117-E
- Conrac Division, GianinniSpace 107-E

- Continental Electronics Manufacturing Co.Space 200-W
- Cooke Engineering Co.Space 408-N
- Cummins Engine Co.Space 227-W
- Davis & Sanford Co.Space 421-N
- Delta Electronics Inc.Space 422-N
- Dresser Crane, Hoist & Tower.....Space 205-W
- Dynair Electronics Inc.Space 211-W
- Eastman Kodak Co.Space 231-W
- Effective Communication SystemsSpace 324-C
- Electronics, Missiles & Communications Inc.Space 323-C
- EmcorSpace 217-W
- Entron Inc.Space 320-C
- Fairchild Recording EquipmentSpace 314-C
- Filmline Corp.Space 118-E
- Fort Worth Tower Co.Space 315-C
- Gates Radio Co.Space 221-W
- General ElectricSpace 102-E
- Gotham Audio Corp.Space 253-W
- Granger AssociatesSpace 222-W
- Grass Valley Group Inc.Space 111-E
- Harwald Co.Space 225-W
- Hewlett-Packard Co.Space 416-N
- Houston Fearless Corp.Space 110-E
- International Good Music Inc.Space 224-W
- International Nuclear Corp.Space 228-W
- Jampro Antenna Co.Space 305-C
- Jerrold Corp.Space 322-C
- Johnson Electronics Inc.Space 242-W
- Kaiser-Cox Corp.Space 321-C
- Kliegl Bros.Space 100-E
- Lenkurt Electric Co.Space 402-N
- MaCarta Inc.Space 212-W
- Marti ElectronicsSpace 252-W
- McCurdy Radio Industries Inc.Space 328-C
- McMartin Industries Inc.Space 235-W
- Memorex Corp.Space 312-C
- Microwave Associates Inc.....Space 111A-E
- D. B. Milliken Co.Space 405-N
- 3M CompanySpace 248-W
- Miratel Electronics Inc.Space 219-W
- Mole-Richardson Co.Space 415-N
- Moseley Associates Inc.Space 223-W

- North American Philips Co. Studio Equipment Div.Space 304-C
- North American Philips Co.Space 325-C
- Nortronics Co.Space 233-W
- Optical Imports Inc.Space 254-W
- Perfection Music Inc.Space 413-N
- Power-Optics Inc.Space 417-N
- Q-TV Inc.Space 112-E
- Quick-Set Inc.Space 240-41-W
- RCASpace 101-E
- RCA Electronic Components & DevicesSpace 113-E
- Raytheon Co.Space 106-E
- Reeves SoundcraftSpace 204-W
- Riker Video Industries Inc.Space 246A-W
- Rohde & Schwarz Sales Co.Space 239-W
- Rohn Systems Inc.Space 229-W
- Rust Corp. of AmericaSpace 245-W
- Schafer ElectronicsSpace 210-W
- Seeburg Music Library Inc.Space 215-W
- Shibaden Corp. of AmericaSpace 226-W
- Shure Brothers Inc.Space 213-W
- Sony Corp. of AmericaSpace 114-E
- Sparta Electronic Corp.Space 306-C
- Standard Electronics Corp.Space 307-C
- Studio Television ProductsSpace 318-C
- Summit EngineeringSpace 324-C
- Sylvania Electric Products Inc.Space 205-W
- Tape-Athon Corp.Space 237A-W
- Tapecaster ElectronicsSpace 230-W
- Sarkes Tarzian Inc.Space 104-E
- Tektronix Inc.Space 109-E
- Tele-Beam Div. Kalart Co.Space 418-N
- Telecontrol Corp.Space 403-N
- Telemet Co.Space 249-W
- Telequip Corp.Space 246-W
- Telesync Corp.Space 218-W
- Television Zoomar Co.Space 105-E
- Telex Corp.Space 317-C
- Tiffin Scenic Studios Inc.Space 327-C
- Toshiba America Inc.Space 411-N
- Townsend Associates Inc.Space 243-W
- Tracor Inc.Space 407-N
- Trompeter Electronics Inc.Space 404-N
- United Press InternationalSpace 247-W
- U. S. Air ForceSpace 412-N
- U. S. ArmySpace 410-N
- U. S. NavySpace 256-W

KCRG-AM

and

KCRG-TV

Channel 9

CEDAR RAPIDS, IOWA

ABC RADIO and TELEVISION NETWORK

are now represented

nationally

by

EDWARD PETRY & CO., INC.

BPI is fielding a team of 19

BROADCASTING and *Television* magazines have 19 representatives in Chicago to cover the National Association of Broadcasters 45th annual convention, engineering conference and related events. The editorial and advertising representatives of Broadcasting Publications Inc. will hold open house during the convention in Suite 706A of the Conrad Hilton. A separate newsroom will cover convention activities.

Representing BROADCASTING are Sol Taishoff, Maury Long, Edwin H. James, Lawrence B. Taishoff, Art King, Rufus Crater, Lawrence Chris-

topher, Ed Sellers, Warren Middleton, Bill Merritt, Leonard Zeidenberg, Morris Gelman, John Gardner, Sherm Brodey, Dave Bailey, Greg Masefield and Rose Adragna.

Representing *Television* are Dick Donnelly and Frank Chizzini.

BROADCASTING's April 10 post-convention issue will report in full on events during the convention and on the many additional sessions that are not on the formal NAB agenda.

BROADCASTING's April 17 post-convention issue will offer in-depth text and photo coverage of the new equipment introduced at the convention.

Tracor Inc.	Pick-Congress
Utility Tower Co.	2440
Visual Electronics Corp.	1200
Ward Electronic Industries Inc.	1340
Westel Co.	1634A
Wilkinson Electronics Inc.	1140

PROGRAM SERVICES

ABC Films	2319
All Canada Radio & TV	Unassigned
Allied Artists TV Corp.	521A-523A
American International Television 532A-533A-534A	
Broadcast Sales Inc.	1539A
Buena Vista Distribution Co. (Walt Disney)	1139A-40A
CBS Films	2325
Commercial Recording Corp.	Drake
Desilu Sales Inc.	557-560
Embassy Pictures Corp.	600
Field Communications Corp.	553A-561
Firestone Film Syndication	Unassigned
Four Star International	512-513-563
Sandy Frank Program Sales Inc.	509
General Media Associates	230 N. Michigan
Hartwest Productions Inc.	1122-23-24
Hollywood TV Service	515A-517A
Independent TV Corp.	501-502-549
International Good Music Inc.	Essex Inn
Anita Kerr Productions	Ascot House
King Features Syndicate	512A-513A
Krantz Films Inc.	519-520
Kristom Productions Inc.	Executive House
Lewron Ltd.	Pick-Congress
M & A Alexander Productions	500A-515A-517A
Marcus Associates	Lake Tower Inn
Mark Century Corp.	1722-23-24
MCA-TV	2400
Medallion TV Enterprises Inc.	550A-551A
MGM-TV	1905A
National Telefilm Associates	515A-517A-519A
NBC Films Inc.	Executive House
Nightingale-Conant Corp.	Essex Inn
North American TV Associates	546
Official Films Inc.	528A-530A
Off-Network Productions Inc.	Ascot House
Olas Inc.	Executive House
Olympus Television Inc.	Pick-Congress
Pams Inc.	918A
Paramount TV Pictures	521-522-523
Pepper Sound Studios Inc.	700
Walter Reade Organization	535A-536A-537A
RKO General Productions	516-529
Peter M. Robeck & Co.	509A-520A
Walter Schwimmer Inc.	Unassigned
Screen Gems Inc.	Sh-B
SESAC	900
Seven Arts Associated Corp.	539A-542A-544A-545A-546A-548A
Show Corp.	539-553
Spanish International Network	533-534-536
Spot Productions Inc.	1319
Storer Programs Inc.	1005A
Teledynamics Corp.	560A
Telescreen Inc.	819A
Telesynd, Division of Wrather Corp.	556
Trans-Lux TV Corp.	556A-557A
Triangle Program Sales	2300
20th Century-Fox Television	1500
United Artists Television	504-505-507
Warner Bros. TV	524A-526A
WBC Program Sales	2500
WGN Continental Productions	Continental Plaza
Wolper Productions Inc.	504A-505A-507A
World Broadcasting System Inc.	Drake

STATION REPRESENTATIVES

ABC-TV Spot Sales	Continental Plaza
Avery-Knodel	Sh-B 407-408-410
Mort Bassett & Co.	Essex Inn
Charles Bernard Co. (Country Music Network)	Unassigned
John Blair & Co., Blair TV, Blair Radio	Sh-B
Broadcast Communications Group	Continental Plaza
Burn-Smith Co.	360 N. Michigan
CBS Radio Spot Sales	1406

WHERE TO FIND IT continued

U. S. Savings Bonds	Space 423-N
Utility Tower Co.	Space 234-W
Varian Associates	Space 406-N
Viking Industries Inc.	Space 316-C
Visual Electronics Corp.	Space 301-03-C
Vital Industries	Space 203-W
Vitro Electronics	Space 207-W
Ward Electronic Industries	Space 201-01-W
Westbury CATV Corp.	Space 323A-C
Wilkinson Electronics Inc.	Space 200A-W

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated.)

Convention Manager.....	Room 1
Everett E. Revercomb, secretary-treasurer	
Convention Program.....	Room 4
Harold Niven, assistant to the president	
Engineering Conference.....	Room 1
George W. Bartlett, vice president	
Convention Exhibits—	

Exhibit Office—Lower Level

Edward L. Gayou, exhibit director	
George E. Gayou, exhibit consultant	
Registration Desk.....	Lower Lobby
Donald Pearce, assistant treasurer	
Convention News and Public Relations.....	Room 3
John M. Couric, vice president for public relations. Milton Magruder, director of publications	
Newsroom.....	Astoria Room

NAB STAFF OFFICERS

Radio.....	Room 2
Sherril Taylor, vice president	
Station services.....	Room 2
William Carlisle, vice president	
Station relations	Lower Lobby
James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Daniel M. Valentine, field representatives	
Broadcast management.....	Room 4
William L. Walker, director	
Government affairs.....	Room 2
Paul Comstock, vice president	
Legal.....	Room 2
Research.....	Room 2
Howard Mandel, vice president	
Code Authority.....	Room 4
Howard H. Bell, director	
Charles M. Stone, manager radio code	
Jerome G. Lansner, manager TV code,	

Washington	
Jonah Gitlitz, assistant to director	
State association liaison.....	Room 4
Alvin King, director	

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Albion Optical Co.	723A
Ameco Inc.	1240
American Electronic Laboratories Inc.	1734A
American Pamcor Inc.	1240A
AT&T	2106A-04A
Ampex Corp.	605A
Central Dynamics Corp.	Pick-Congress
Cohu Electronics	734A
Collins Radio Co.	1023A
Continental Electronics Manufacturing Co.	719A
Cooke Engineering Co.	Pick-Congress
Dresser Crane, Hoist & Tower	1440
Dynair Electronics Inc.	1540
Electronics, Missiles & Communications	1136A
Filmline Corp.	1434A
Gates Radio Co.	1406A-1404A
General Electric	North Imperial Suite
Grass Valley Group Inc.	723
Hewlett Packard Co.	Essex Inn
International Nuclear Corp.	1423A
Jerrold Electronics Corp.	2024
Kaiser-Cox Corp.	Executive House
Kline Iron & Steel Co.	719
Lenkurt Electric Co.	940
MaCarta Inc.	940A
McMartin Industries Inc.	1119A
Memorex Corp.	1823A
Microwave Associates	1223A
3M Co.	1524
Moseley Associates	1534A
North American Philips Co.	1123A
Nortronics Co.	Essex Inn
Optical Imports	Ascot House
Power-Optics Inc.	Pick-Congress
RCA	South Imperial Suite
Reeves Soundcraft	1018-19
Rohn Systems Inc.	919
Rust Corp. of America	1900
Schafer Electronics	1906
Seeburg Music Library Inc.	Pick-Congress, 215
Stainless Inc.	1506
Standard Electronics Corp.	1636A
Tape-Athon Corp.	834A
Sarkes Tarzian Inc.	1822-24
Teledynamics Corp.	560A
Townsend Associates	1339A



Who?

Lucy...who else!

And who else gladdens the hearts of audiences and advertisers the way Lucy does? Now, "I Love Lucy," 179 of television's greatest half-hours, can be yours for local sales. Know a better way to get rich?

CBS Films

Offices in New York, Chicago, San Francisco, Dallas, Atlanta

CBS-TV National Sales	Unassigned
Henry I. Christal Co.	1306
Roger Coleman Inc.	Palmer House
Devény Organization	Executive House
Robert E. Eastman & Co.	Continental Plaza
Gill-Perna Inc.	1800
Herbert E. Groskin & Co.	Unassigned
Harrington, Righter & Parsons	Sh-B 808-09-10
George P. Hollingbery Co.	1600
Hal Holman Co.	Executive House
Bernard Howard & Co.	Unassigned
H-R Representatives	Holiday Inn
The Katz Agency	Executive House 3803
Major Market Radio	Sh-Chicago 2646-48-49
Jack Masla & Co.	Executive House
Andy McDermott Sales Ltd.	Pick-Congress
McGavren-Guild Co.	Executive House
The Meeker Co.	1700
Metro Radio Sales	Astor Tower
Metro TV Sales	Executive House
National TV Sales Inc.	Executive House
NBC Spot Sales	Sh-B Presidential Suite
Peters, Griffin, Woodward	Sh-B 705
Edward Petry & Co.	1400
Vic Piano Associates	Executive House
PRO Time Sales	Executive House
Radio Advertising Representatives	Continental Plaza
RKO General National Sales....	Continental Plaza
Savalli/Gates	Unassigned
Stone Representatives Inc.	1300
Storer Television Sales	Executive House
Television Advertising Representatives	Water Tower Inn
Venard, Torbet & McConnell	2100
Grant Webb & Co.	2000
Weed Radio & TV Corp.	435 N. Michigan
Adam Young Co.	800

STATION BROKERS

Blackburn & Co.	Pick-Congress 701A
Chapman & Co.	Pick-Congress
R. C. Crisler & Co.	Ascot House
Charles Cowling & Associates	Conrad Hilton
Wilt Gunzendorfer & Associates	Conrad Hilton

Hamilton-Landis & Associates	711; Sh-Chicago 1542
Hogan-Feldman	2516-2530
Larue & Associates Inc.	Continental Plaza
G. Bennet Larson Inc.	Ambassador East
Malarkey, Taylor & Associates	Pick-Congress
Howard Stark	Pick-Congress
J. D. Stebbins Co.	Essex Inn
Jack L. Stoll & Associates	Ascot House
William T. Stubblefield	Executive House
Edwin Tornberg & Co.	Pick-Congress

NETWORKS

ABC Radio	1806A-04A
ABC Radio Stations	1806A-04A
ABC-TV	Continental Plaza
ABC-TV Stations	Continental Plaza
CBS Radio	1806
CBS Radio Stations	1806
CBS-TV	2305A-06A-11A
CBS-TV Stations	Conrad Hilton
Keystone Broadcasting System	805-806
Market 1 Network	Essex Inn 1201
Mutual Broadcasting System	1606A-04A
NBC Radio	Sh-B, President Suite
NBC-TV	Sh-B, Presidential Suite
Sports Network Inc.	Sh-Chicago
United Network	Pick-Congress

RESEARCH ORGANIZATIONS

American Research Bureau	605
Broadcast Advertisers Reports	Ascot House
Media Statistics Inc.	2139A-2140A
Media Survey Inc.	Essex Inn
A. C. Nielsen Co.	1000
The Pulse Inc.	1100-1101
Sindlinger & Co.	Executive House

MISCELLANEOUS

Advertising Age	906A
Associated Press	Sh-B Sheraton Room
Billboard	1018A-19A
Broadcast Engineering	1305A
Broadcast Management/Engineering	1106A
Broadcasting Magazine	706A

Media/Scope	1233A-34A
NAFMB	839
Printer's Ink	307 N. Michigan Ave.
Promotional Services Inc.	Essex Inn 1201
Radio Advertising Bureau	1704A-06A
Softness Group	Executive House
Sponsor	2405-06
Standard Rate & Data Service	2105-06
Supermarket Broadcasting Network Inc.	1236A
Telefilm Magazine	Unassigned
Television Age	1105-06
Television Bureau of Advertising	1605-06
Television Information Office	704-05-06
Television Digest	1706
Television Magazine	706A
TV Stations Inc.	1622
Timebuyer Magazine	2340
Variety	806A

Also in Chicago . . .

Other firms at the NAB convention that were not included in last week's listing of exhibitors and hospitality suites are:

BROADCAST MEDIA ASSOCIATES

Conrad Hilton, Suite 1035
Headquarters: 1717 North Highland, Hollywood.
Personnel: Harry Patterson, Dawkins Espy and Geneva Sawtelle.

TELESCREEN INC. div. of Atwood-Richards Inc.

Conrad Hilton, Suite 819A-820A

Personnel: Richard D. Rosenblatt, Stanley Grayson and William P. Laffey.

BROADCAST ADVERTISING

A useful tool in the ad debate

ANA's Backman report provides ammunition to counter arguments that advertising contributes to price inflation and monopoly

Advertising as a monopolistic tool is exposed as a bugbear and those who call it "anticompetitive" are unfrocked as misguided crusaders in a lengthy research project being released today (April 3) by the Association of National Advertisers.

Eight months of research carried on at New York University under the direction of Jules Backman emerges as a resounding denial that advertising contributes to high profit rates, price inflation or monopoly.

The study, whose preliminary findings were released by the ANA last October (BROADCASTING, Oct. 31, 1966), has been warmly received by the advertising community as one of the most thorough

and useful arguments to come along in its behalf in the growing government-industry debate over the effects of concentrated advertising power.



Mr. Backman

The project is believed to have cost close to \$100,000. The funds were provided by a special ANA grant.

Perhaps the chief targets of the ANA-supported report are the Justice Department and the reader the ANA would most

like to reach, Donald F. Turner, assistant attorney general in charge of the antitrust division. Mr. Turner has stated that "advertising probably accounts for monopoly profits in a significant number of cases."

Copies of the report, which will be published by the New York University Press in mid-April under the title "Advertising and Competition" (239 pp), have been delivered to Alexander Trowbridge, acting U.S. secretary of commerce.

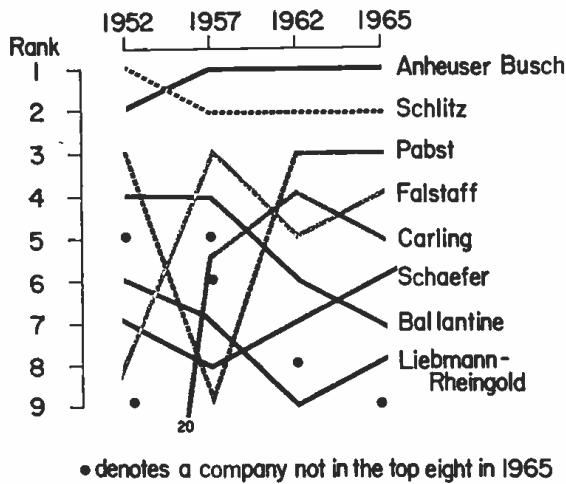
The Commerce Department is expected to make sure that other government officials are supplied with the study, including Mr. Turner and Chairman Philip Hart (D-Mich.) and mem-



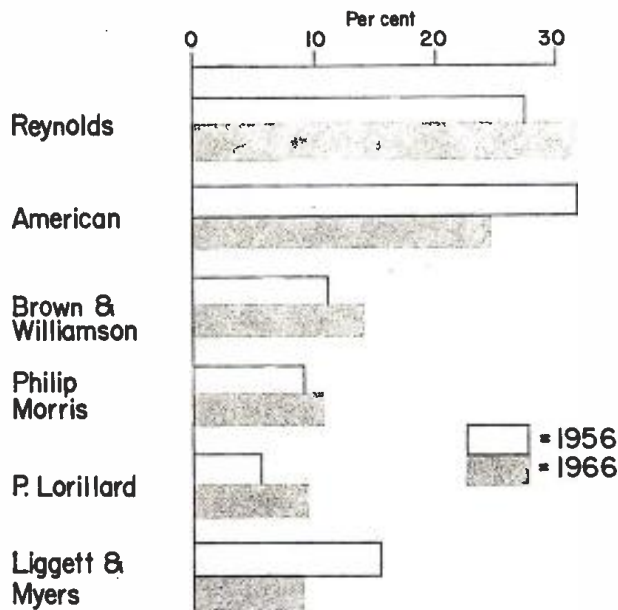
Nobody stronger than *Mighty Mouse*, now zooming into syndication for the first time. *Mighty Mouse* is the longest running, most successful cartoon series in network television history: *number one in its Saturday morning CBS time period eleven seasons out of twelve* (with an 11.5 rating average). *Mighty Mouse* packed a powerful sales punch for heavyweights such as General Foods (10 years!), Colgate-Palmolive (8 years!), Nestle (6 years!) and many more. There are 150 units—in color—in the series...for use as individual half-hours, stripping or as a cartoon library. How *mighty* can you get? Call us and see.

OFFICES IN NEW YORK, CHICAGO, SAN FRANCISCO, DALLAS, ATLANTA **CBS FILMS**

CHANGES IN THE RANK OF BEER COMPANIES, SELECTED DATES, 1952 TO 1965



MARKET SHARES FOR CIGARETTES, 1956 and 1966 (Per cent of Total Sales)



Ferment is evident in the heavily advertised beer industry, according to this chart from the Backman report. The scramble for rank is frenetic as shown in five-year intervals between 1952 and 1965. Beer makers poured 6.8% of their sales totals into advertising efforts in a recent year. Although the four largest beer companies increased their share of total shipments from 28% to 34% between 1958 and 1963, the report finds the

total concentration of shipments in these four still relatively low. The cigarette industry, with an advertising-to-sales ratio of 5.28% in 1962, demonstrates a shifting sales dominance picture over the last 10 years as shown above. Large ad outlays in this industry have been attended by changing market shares through the concentration of 81.8% of total volume for the four biggest companies—described as among the highest in the country.

ber of the Senate Antitrust and Monopoly Subcommittee.

Commerce had already been given a preview of the Backman report.

The Defense ■ The research counters a chain of argument that starts with the premise that rich companies are able to spend more on advertising, enabling them to preempt a major share of the market. Given that advantage, a barrier is formed to new firms desiring market entry and concentration results, according to this reasoning, and the companies, thus protected, can charge monopolistic prices and earn monopoly profits.

Mr. Backman notes: "It has been almost an article of faith for economists to be highly critical of advertising and to decry it as wasteful of economic sources. . . ." And he said the results of his research might be called "an essay in dissent."

His study suggests there is no assurance of a brand's continued dominance—or even modest success—merely by dint of heavy advertising outlays. "The top," he says, "has proven slippery in all but a few markets."

That a large company's resources help it to steadily increase its market share is not supported by experience. And to prove it he analyses the records of such giants as Coca-Cola, Schlitz, American Tobacco, U. S. Steel and Alcoa, all of which experienced falling market shares or lost their number-one positions.

The report notes that four cigarette brands that held 56% of the market 10 years ago had less than a third of the market in 1966 and that two of these, Lucky Strike and Chesterfield, had been bumped from the "big four."

Size of ad budget is only one of many factors that determine a new product's success, says Dr. Backman, adding that few companies can start at a national level in our three-quarters-of-a-trillion-dollar economy with or without money to finance national advertising campaigns.

The ANA-sponsored study takes issue with the Blair report prepared for the Senate Subcommittee on Antitrust and Monopoly, which indicated that concentration increased in 25 out of 36 industries or product classes between 1947 and 1963 where network TV outlays had been a minimum of \$250,000 in 1963. Dr. Backman asserts that for 16 commodity categories more recent data was available that would have shown a smaller trend toward concentration.

He goes on to say that network-TV expenditures amounted to only 7.8% of total advertising volume in 1963, that the subcommittee's study (conducted by Dr. John M. Blair) was therefore showing a small part of advertising to have had enormous influence on concentration.

"Dr. Blair's analysis of these indus-

1. I Love Lucy 2. Make Room for Daddy 3. The Twilight Zone
4. Perry Mason 5. The Twentieth Century 6. Mighty Mouse
7. The Honeymooners 8. Have Gun, Will Travel 9. Marshal
Dillon 10. Rawhide 11. The Defenders

Where do you go for laughter, suspense, action...
the best film programs in all television?



**WHERE ELSE BUT...
SUITE 2325
THE CONRAD HILTON.***

*NAB CONVENTION HEADQUARTERS FOR

CBS FILMS

Offices in New York, Chicago,
San Francisco, Dallas and Atlanta

tries overstates TV advertising and often ignores more significant factors," says Dr. Backman.

Asserting that cause and effect often become confused in discussions of advertising's impact, Dr. Backman states that concentration of companies in an industry has little or no relation to the degree of competition. "Some industries with high concentration are among the most competitive in our economy."

In the beer industry, which spent 6.9% of its sales on advertising in 1962—a relatively large proportion—the four biggest companies accounted for 21% of the total market in 1947; in 1958 their market shares had gained about 5%. Between 1952 and 1957 three members of the top four had changed positions and one was replaced.

Other samples offered:

Wide fluctuations in soft-drink market shares with Pepsi-Cola and Royal Crown making strong gains on front-running Coca-Cola.

A drop from 69% to 56% of the razor-blade market for Gillette in spite of the fact that Gillette is one of the biggest advertisers in the country (19th according to the report) and spends an enormous 15.3% of its sales in advertising.

Campbell Soup's introduction of its Red Kettle line of dry soups which captured a 16% share of the market, then fell to 8% and was finally discontinued although \$10 million had been spent in its promotion.

Dr. Backman cites evidence from a Federal Trade Commission study that suggests smaller companies are able to meet advertising expenses in local or regional media and in fact may play an important role in such areas. The 20 largest food manufacturers contributed 71% of food advertising on network television in 1964 and 60% of the total in magazines. The same 20, it

said, "were somewhat less important in the regional media such as spot television and newspapers, where they accounted for about 38% of all food advertising. . . ."

Inflationary? The report relates the consumer price index of 16 product categories and the portion of sales spent in advertising for those categories between 1947 and 1965. There was little statistical correlation between the two figures.

According to the report, the three industries that put the highest portion of their volume into advertising had less than average price increases. The general conclusion was that the most intensive advertisers had somewhat smaller increases in retail prices. Similar findings resulted from a comparison of advertising-to-sales ratios and wholesale prices.

Starting with a list of the 125 largest advertisers, the Backman research team compared a weighted-profit average for 114 of them for which data was available with the profits of *Fortune's* list of 500 largest industrial firms. The 114 showed a 12.6% profit compared to 12.1% for the *Fortune* list. The conclusion "is hardly one that bears out a three-way relationship among advertising, monopoly and profits," Dr. Backman asserts.

While larger advertisers do appear to earn a slightly greater return on invested capital, this analysis finds that the difference appears to be fully accounted for by the factor of higher risk.

Business briefly . . .

E. I. duPont de Nemours & Co., Wilmington, Del., has purchased Triangle Stations' production *Auto Racing Highlights of 1966* to be shown in as many as 116 markets. The syndicated, first-run, color one-hour film will be pro-

grammed until April 30.

The Switzerland Cheese Association, through Chalek and Dreyer Inc., both New York, starts this month a \$180,000, 26-week radio campaign, in New York, Chicago, Philadelphia, Washington, Baltimore, Los Angeles and San Francisco. Campaign includes 50 spots per week in each market. Added will be shorter campaigns in Minneapolis (three weeks) and Miami (one week). SCA expects to follow up 26-week drive with additional funds for 13 more weeks and a spot TV push this fall.

3M Co., St. Paul, through BBDO, New York, has signed as one-half sponsor of four-hour, prime-time telecast of *Africa* on ABC-TV set for Sept. 10 (7-11 p.m. EDT) and for four following daytime telecasts aimed at national school audiences.

Toro Manufacturing Co., through Campbell-Mithun, both Minneapolis, will concentrate a large part of its powered lawn mowers and yard-care equipment advertising in spot TV and radio. A six-week spot-TV campaign will be used during the spring sales season. Distributors will be supplied with taped 50-second spots for radio.

Colgate-Palmolive Co., through Ted Bates & Co., both New York, has purchased sponsorship in eight NBC-TV series: *Captain Nice*, *The Girl from U.N.C.L.E.*, *Tuesday Night at the Movies*, *The Virginian*, *Daniel Boone*, *Star Trek*, *Tarzan*, and *Run for Your Life*. C-P has also bought in NBC News' *The Frank McGee Report*.

Timex Corp., through Warwick & Legler, both New York, will sponsor *The Best on Record*, presentation of this year's Grammy awards for outstanding recorded performances, on NBC-TV May 3 (9-10 p.m. NYT).

Latest BAR on network advertising revenue

Broadcast Advertisers Reports' network TV dollar revenue estimates—week ended March 26 (net time and talent charges in thousands of dollars.)

Day parts	Networks	Week ended		Cume	
		Mar. 26	Mar. 1-26	Jan. 1-Mar. 26	Jan. 1-Mar. 26
Monday-Friday	ABC-TV	—	—	—	—
Sign on 10 a.m.	CBS-TV	125.5	534.7	1,662.1	5,176.8
	NBC-TV	306.6	1,189.2	3,514.7	10,745.9
	Total	432.1	1,723.9	5,176.8	15,922.7
Monday-Friday	ABC-TV	1,599.2	5,654.8	18,673.9	57,020.6
10 a.m.-6 p.m.	CBS-TV	3,586.5	12,769.9	43,144.5	132,124.9
	NBC-TV	1,832.0	6,553.0	22,124.9	68,900.0
	Total	7,017.7	24,977.7	83,943.3	259,045.5
Saturday-Sunday	ABC-TV	1,215.6	4,233.5	11,416.7	30,928.5
Sign-on 6 p.m.	CBS-TV	744.3	3,335.4	13,122.1	39,949.9
	NBC-TV	267.1	1,299.8	6,389.7	18,979.7
	Total	1,117.0	8,868.7	30,928.5	89,949.1
Monday-Sunday	ABC-TV	1,040.5	2,175.3	5,794.9	15,922.7

Day parts
6-7:30 p.m.

Monday-Sunday
7:30-11 p.m.

Monday-Sunday
11 p.m.-sign-off

Network totals

Grand totals
All networks

Networks

CBS-TV

NBC-TV

Total

ABC-TV

CBS-TV

NBC-TV

Total

ABC-TV

CBS-TV

NBC-TV

Total

Week ended

Mar. 26

Mar. 1-26

Jan. 1-Mar. 26

Cume

Mar. 1-26

Jan. 1-Mar. 26

Cume

Mar. 1-26

Jan. 1-Mar. 26

Cume

Mar. 1-26

Jan. 1-Mar. 26

Cume

Mar. 1-26

Jan. 1-Mar. 26

Cume

Mar. 1-26

Jan. 1-Mar. 26

Cume

Mar. 1-26

Jan. 1-Mar. 26

Cume

Mar. 1-26

Jan. 1-Mar. 26

Cume

Mar. 1-26

Jan. 1-Mar. 26



Each year, Television Advertising Representatives, Inc. awards its Crystal Owl, a symbol of creative management accomplishment, to the chief operating executive of a company which has made exceptional progress under his direction. This year's Owl award was presented to Leo Cherne, Executive Director of the Research Institute of America.

Previous recipients of the TVAR Owl include: Floyd D. Hall, President, Eastern Airlines. Frédéric Papert, Chairman of the Board, Papert, Koenig, Lois. James T. Quirk, Publisher, TV GUIDE. Leonard Lavin, President, Alberto Culver Company.

Midterm exams set for 12 more

Radio stations in Alabama and Georgia run afoul of commercialization policy

Twelve Alabama and Georgia radio stations received something extra last week along with their notification from the FCC that their licenses had been renewed for another three years. It was a letter asking for a report in 18 months on their commercial practices.

The stations had failed to provide what the commission staff considered a reasonable explanation for proposing to carry more than 18 minutes of commercial time per hour. So, in accordance with recently adopted commission policy, they are being asked to report half-way through their license periods on such matters as the number of hours in which they exceed 18 minutes of commercial time and to provide a statement on the steps taken to determine whether their commercial policies are consistent with the community's needs and interests.

In all, 57 AM and FM renewal applicants in the April 1 renewal group pro-

posed to carry more than 18 minutes of commercials, the limit contained in the National Association of Broadcasters code on commercial practices.

No TV on List ■ Under the policy, television stations must state their reasons for proposing to exceed 16 minutes of commercial time per hour. However, no TV stations in the April 1 group proposed to exceed that figure, which is also contained in the NAB code.

Two weeks ago, in the first major batch of renewal applicants to be subject to the new policy, six radio stations in North Carolina and South Carolina were asked to file mid-license-period reports. More than 70 stations in that group are understood to have proposed more than 18 minutes of commercial time.

The stations in last week's group proposed to carry from 20 minutes to 24 minutes of commercial time in "normal" hours. And all but one proposed to exceed their normal limits under special circumstances. Commission officials said that in many cases the proposals were inconsistent with what other stations in the markets proposed to carry.

The stations and their proposals are: WALG Albany, Ga., 20 minutes normal, 22 minutes special; WAGF Dothan, Ala., 22 minutes normal, 26 minutes special; WBYG Savannah, Ga., 22 minutes normal, no special; WTOG-AM-FM Savannah, 20 minutes normal, 22 minutes special; WCTA Andalusia, Ala., 20 minutes nor-

mal, 24 minutes special; WHIE Griffin, Ga., 23 minutes normal, 30 minutes special; WHYD Columbus, Ga., 22 minutes normal, 25 minutes special; WLBB Carrollton, Ga., 22 minutes normal, 24 minutes special; WMGY Montgomery, Ala., 22 minutes normal, 25 minutes special; WOOF Dothan, Ala., 24 minutes normal, 28 minutes special; WROS Scottsboro, Ala., 20 minutes normal, 25 minutes special; WEYY Talladega, Ala., 24 minutes normal, 30 minutes special.

Farm marketers cite TV-radio commercials

Ralston Purina Co., St. Louis, won top honors for the best television campaign last week at the National Agricultural Advertising and Marketing Association convention in Chicago. Ralston produced the farm TV drive itself.

Elanco Products division of Eli Lilly won the top award for the best single TV spot at the NAAMA meeting. It was produced by Clinton E. Frank Inc., Chicago, Elanco's agency.

Chas. Pfizer & Co. took first place in the radio campaign category. Its agency is Leo Burnett Co., Chicago. Hess & Clark won the best single commercial award. The agency is Cooper, Strock & Scannell, Milwaukee.

Rep appointments . . .

- KOOO Omaha; WKIZ Key West, Fla., and WOLF Syracuse, N. Y.: Vic Piano Associates, New York.
- KTAC Tacoma, Wash., and WPBC Minneapolis: George P. Hollingbery, New York.
- KAWA Waco-Marlin, Tex.: Venard, Torbet and McConnell, New York.
- KORN-TV Mitchell, S. D.: Devney Organization Inc., New York.
- WBME Belfast, Me.: Holman Co. Inc., Chicago.

3M Co. in ABC's 'Africa'

3M Co., St. Paul, has signed as one-half sponsor of the four-hour, prime-time telecast of *Africa* on ABC-TV, Sept. 10 (7-11 p.m. EDT) and on four consecutive one-hour daytime telecasts to be directed at the nation's school systems. Agency is BBDO, New York.

The program was produced on location throughout the continent in a 250-day shooting schedule by ABC News. Gregory Peck will be the narrator.

Costs, computers altering advertising's profile

The rising costs of advertising and the growing ability of the computer to target prospects rather than merely people or households will bring about important changes in media strategy in the decade ahead, Arthur A. Porter, senior vice president and director of media, Campbell-



Mr. Porter

Ewald Co., Detroit, said Thursday in a talk to the Advertising Club of Denver.

In the next five years alone, the automobile advertisers will make more progress than they have in 20 years in more efficiently pinpointing prospects, he said. The tool that will help achieve it is the computer, he said.

Mr. Porter noted that because of the increase in education, prosperity and other factors "there may be more intense use of the broader forms of national media and possibly a decreased use of those that are most highly selective." He explained that the top network TV shows like *Bonanza* and the supercirculation magazines now give both "mass" and "class" to the advertiser as the total audience becomes more and more homogeneous.

He also predicted a healthy increase in those forms of media which provide the advertiser with the greatest repetition values at the most efficient cost. He particularly cited network and spot radio, spot TV and outdoor.

Mr. Porter predicted too a "far greater use" of local media by automotive advertisers on a market-by-market basis "to support car merchandising activities at home base."

Go with the GILMORE GROUP!

...now providing sharpened penetration in four important growth markets totaling \$3 billion EBI

TUCSON, ARIZONA

 **KGUN-TV**

Market *deeper* with colorful KGUN, the pioneer in creative, audience-building programming. Over 25% of Arizona's EBI falls within the KGUN area!

EVANSVILLE, INDIANA

 **WEHT-TV**

Now reaching 70,000 more homes with higher tower, channel change, advanced color, expanded local coverage. Total ¾-million viewers.

An
ideal market testing
package

JOPLIN, MISSOURI

 **KODE-TV**

New antenna and power capture more of rich four-state corner — 190,600 TV homes in 31 counties. Sharp local and two-network programming.

HARRISONBURG, VA.

 **WSVA-TV**

Grow with the dynamic Shenandoah Valley, where population and payrolls are zooming. Only WSVA serves this vast market, now \$625 million EBI!

FARSH OITAWA



JAMES S. GILMORE, JR.
President

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 490

KODE-TV Joplin WEHT-TV Evansville KGUN-TV Tucson WSVA-TV Harrisonburg
KODE-AM Joplin WSVA-AM Harrisonburg WSVA-FM Harrisonburg

Spot TV's heaviest spenders in 1966

TVB ALSO REPORTS 20 NEWCOMERS TOTALED OVER \$11.8 MILLION

The Television Bureau of Advertising is releasing today (April 3) its list of the top 100 national and regional spot TV advertisers for 1966 and the compilation is again headed by Procter & Gamble, which spent almost \$78 million in the spot medium last year.

The bureau also announced estimated spot expenditures for 31 different product classifications and reported 20 advertisers new to spot TV in 1966 invested an aggregate of more than \$11.8 million in the medium.

1966 NATIONAL AND REGIONAL SPOT TV EXPENDITURES TOP 100 ADVERTISERS (Source: TVB/Rorabaugh)

1. Procter & Gamble	\$77,905,760
2. General Foods	43,600,330
3. Coca-Cola Co./bottlers	34,120,410
4. Colgate Palmolive	30,236,270
5. Bristol-Myers	25,531,770
6. Lever Brothers	25,296,400
7. William Wrigley Jr. Co.	22,654,630
8. Warner-Lambert Pharma.	20,381,430
9. General Mills	17,103,020
10. Kellogg Co.	16,442,350
11. Miles Laboratories	15,959,500
12. PepsiCo Inc./bottlers	15,922,540
13. Continental Baking	13,117,220
14. Ford Motor Co., dealers	12,448,260
15. American Home Products	11,887,890
16. Liggett & Myers Tobacco	11,538,150
17. Ralston Purina	11,316,310
18. Corn Products	10,540,570
19. General Motors Corp., dealers	10,173,360
20. Johnson & Johnson	9,919,870
21. American Tobacco	9,356,490
22. Philip Morris	9,246,520
23. Mars	9,136,640
24. American Can	9,125,000
25. Quaker Oats	8,722,660
26. Standard Brands	8,622,500
27. Gillette	8,366,900
28. Alberto-Culver	8,310,550
29. Shell Oil	7,904,420
30. Brown & Williamson Tobacco	7,810,810
31. P. Lorillard	7,714,540
32. Campbell Soup	7,418,020
33. Jos. Schlitz Brewing	7,340,650
34. R. J. Reynolds Tobacco	7,311,730
35. Seven-Up Co./bottlers	7,104,330
36. Royal Crown Cola Co./bottlers	7,077,600
37. Chrysler Corp., dealers	6,947,090
38. Sterling Drug	6,797,200

39. H. J. Heinz	6,361,230
40. Avon Products	6,181,060
41. Pet Inc.	6,110,170
42. Carling Brewing	6,030,620
43. Pabst Brewing	5,791,090
44. Heublein Inc.	5,532,620
45. National Dairy Products	5,361,490
46. E. & J. Gallo Winery	5,320,130
47. Carter-Wallace	5,249,210
48. S. C. Johnson & Son	5,178,560
49. Mead Johnson & Co.	5,051,900
50. Swift & Co.	4,962,150
51. Hill Bros. Coffee	4,855,730
52. Borden Co.	4,824,870
53. Ford Motor	4,643,080
54. Gulf Oil	4,641,410
55. National Biscuit	4,533,350
56. Anheuser-Busch	4,470,390
57. Richardson-Merrell	4,447,680
58. Chesebrough-Pond's	4,381,290
59. American Oil	4,216,770
60. General Motors Corp.	4,138,430
61. Scoville Mfg.	4,036,790
62. United Air Lines	3,781,400
63. Canada Dry Corp./bottlers	3,650,510
64. American Airlines	3,634,490
65. Noxell Corp.	3,631,150
66. Sunbeam Corp.	3,531,660
67. Phillips Petroleum	3,526,790
68. Sears, Roebuck	3,499,280
69. Trans-World Airlines	3,476,160
70. Associated Products	3,453,870
71. Purex Corp.	3,430,410
72. Falstaff Brewing	3,406,380
73. P. Ballantine & Sons	3,242,650
74. Carnation	3,222,900
75. Mobil Oil	3,183,600
76. Texize Chemicals	3,108,990
77. Nestle Co.	3,104,680
78. Beatrice Foods	3,052,000
79. United Vintners	2,990,620
80. Rheingold Breweries	2,990,460
81. World Coffee Promotion Comm.	2,914,100
82. American Motors/dealers	2,860,740
83. U. S. Borax & Chemical	2,838,240
84. Menley & James Labs.	2,801,410
85. DeLuxe Topper Corp.	2,792,580
86. Pillsbury	2,789,600
87. Stroh Brewery	2,767,610
88. Peter Paul	2,763,080
89. Sun Oil	2,728,640
90. Schick Electric	2,726,170
91. Hunt Foods & Industries	2,713,320
92. California Packing	2,707,750
93. Mattel	2,658,810
94. Scott Paper	2,567,300
95. Anderson Clayton & Co.	2,506,640
96. National Airlines	2,470,240
97. Charles Pfizer & Co.	2,465,680
98. Greyhound	2,448,550
99. Libby, McNeill & Libby	2,434,700
100. Olympia Brewing	2,413,020

	1966 ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATION (Source: TVB/Rorabaugh)
AGRICULTURE	\$ 1,050,000
Feeds, meals	339,000
Miscellaneous	711,000
ALE, BEER & WINE	80,878,000
Beer & ale	70,794,000
Wine	10,084,000
AMUSEMENTS, ENTERTAINMENT	3,947,000
AUTOMOTIVE	54,099,000
Anti-freeze	181,000
Batteries	14,000
Cars	47,349,000
Tires & tubes	5,097,000
Trucks & trailers	241,000
Misc. accessories & supplies	1,217,000
BUILDING MATERIALS, EQUIPMENT, FIXTURES, PAINTS	4,143,000
Fixtures, plumbing supplies	5,000
Materials	901,000
Paints	1,710,000
Power tools	1,084,000
Miscellaneous	443,000
CLOTHING, FURNISHINGS, ACCESSORIES	15,601,000
Clothing	6,401,000
Footwear	5,764,000
Hosiery	1,968,000
Miscellaneous	1,468,000
CONFECTIONS & SOFT DRINKS	127,996,000
Confections	57,539,000
Soft drinks	70,457,000
CONSUMER SERVICES	35,790,000
Dry cleaner & laundries
Financial	8,266,000
Insurance	7,507,000
Medical & dental	635,000
Moving, hauling & storage	119,000
Public utilities	12,455,000
Religious, political, unions	3,672,000
Schools & colleges	975,000
Miscellaneous services	2,161,000
COSMETICS & TOILETRIES	100,974,000
Cosmetics	10,498,000
Deodorants	10,611,000
Depilatories	200,000
Hair tonics & shampoos	12,638,000
Hand & face creams, lotions	6,238,000
Home permanents & coloring	17,823,000
Perfumes, toilet waters, etc.	3,732,000
Razors, blades	9,367,000
Shaving creams, lotions, etc.	4,863,000
Toilet soaps	10,667,000
Miscellaneous	14,337,000
DENTAL PRODUCTS	37,833,000
Dentifrices	16,418,000
Mouthwashes	20,060,000
Miscellaneous	1,355,000
DRUG PRODUCTS	80,604,000
Cold remedies	14,894,000

Spot TV activity by day parts and length of commercials in '66

Time of Day	Amount	Percent	Length		
Day	\$ 276,294,000	23.2	60's (40 "s or more)	\$ 828,882,000	69.7
Early evening	285,169,000	24.0	20's (20-30 "s)	221,022,000	18.6
Night	401,617,000	33.8	10's (8 to 10 "s)	63,951,000	5.4
Late night	226,266,000	19.0	Programs	75,491,000	6.3
	\$1,189,346,000	100.0		\$1,189,346,000	100.0

Headache remedies	16,264,000
Indigestion remedies	16,641,000
Laxatives	4,077,000
Vitamins	6,425,000
Weight aids	9,997,000
Miscellaneous drug products	11,391,000
Drug stores	915,000
FOOD & GROCERY PRODUCTS	286,210,000
Baked goods	33,141,000
Cereals	49,608,000
Coffee, tea & food drinks	41,117,000
Condiments, sauces, appetizers	18,947,000
Dairy products	16,869,000
Desserts	7,635,000
Dry foods (flour, mixes, rice, etc.)	10,473,000
Fruits & vegetable juices	21,970,000
Macaroni, noodles, chili, etc.	8,444,000
Margarine, shortenings	14,589,000
Meat, poultry & fish	24,940,000
Soups	6,097,000
Miscellaneous foods	17,382,000
Miscellaneous frozen foods	5,157,000
Food stores	9,841,000
GARDEN SUPPLIES & EQUIPMENT	4,222,000
GASOLINE & LUBRICANTS	48,328,000
Gasoline & oils	48,043,000
Oil additives	189,000
Miscellaneous	96,000
HOTELS, RESORTS, RESTAURANTS	3,744,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	33,074,000
Cleaners, cleansers	19,944,000
Floor & furniture polishes, waxes	8,680,000
Glass cleaners	562,000
Home dry cleaners	490,000
Shoe polish	349,000
Miscellaneous cleaners	3,049,000
HOUSEHOLD EQUIPMENT—	16,261,000
APPLIANCES	2,731,000
HOUSEHOLD FURNISHINGS	1,454,000
Beds, mattresses, springs	1,277,000
Furniture & other furnishings	1,454,000
HOUSEHOLD LAUNDRY PRODUCTS	70,184,000
Bleaches, straches	12,520,000
Packaged soaps, detergents	50,507,000
Miscellaneous	7,157,000
HOUSEHOLD PAPER PRODUCTS	26,200,000
Cleansing tissues	2,169,000
Food wraps	4,328,000
Napkins	98,000
Toilet tissue	4,389,000
Miscellaneous	15,216,000
HOUSEHOLD, GENERAL	8,818,000
Brooms, brushes, mops	155,000
Containers	286,000
Disinfectants, deodorizers	1,943,000
Fuels (heating, etc.)	1,174,000
Insecticides, rodenticides	2,995,000
Kitchen utensils	1,799,000
Miscellaneous	466,000
NOTIONS	631,000
PET PRODUCTS	18,422,000
PUBLICATIONS	2,163,000
SPORTING GOODS, BICYCLES, TOYS	19,248,000
Bicycles & supplies	282,000
Toys & games	18,642,000
Miscellaneous	324,000
STATIONERY, OFFICE EQUIPMENT	373,000
TELEVISION, RADIO PHONOGRAPH, MUSICAL INSTRUMENTS	3,948,000
Radio & television sets	1,238,000
Records	1,880,000
Miscellaneous	830,000
TOBACCO PRODUCTS & SUPPLIES	51,029,000
Cigarettes	47,334,000
Cigars, pipe tobacco	3,205,000
Miscellaneous	490,000
TRANSPORTATION & TRAVEL	30,461,000
Air	22,144,000
Bus	3,102,000
Rail	890,000
Miscellaneous	4,325,000
WATCHES, JEWELRY, CAMERAS	4,774,000
Cameras, accessories, supplies	658,000

BROADCASTING, April 3, 1967

Clocks & watches	83,000
Jewelry	156,000
Pens & pencils	3,766,000
Miscellaneous	111,000
MISCELLANEOUS	15,610,000
Trading stamps	453,000
Miscellaneous products	6,722,000
Miscellaneous stores	8,435,000
TOTAL	\$1,189,346,000

A wedge for longer breaks?

Petry plan gets varied reception from reps; networks opposed

Station representatives last week were rallying, but in varying degrees, behind the Edward Petry & Co. plan designed to reduce TV commercial time without reducing the revenues of either stations or networks (BROADCASTING, March 27).

Network reaction, as expected, was universally adverse.

Some reps appeared to feel that as a practical matter the plan's chief usefulness would be as a tool to help get prime-time station-break positions expanded from the current 42 seconds to 62, not the 92 proposed by Petry, but that even so it would serve a magnificent purpose.

Others took a broader view, endorsing not only its proposal for better break-time for spot sales but also its over-all aim of reducing total commercial time and making television look less cluttered.

Several declined to comment on the plan pending further study and a chance to discuss it with their stations.

NAB Corridor Talk ■ The plan promises to be a conversation piece at the National Association of Broadcasters convention this week in Chicago.

Virtually all reps queried last week said they intended to discuss it in detail with broadcasters during the Chicago sessions, and the television trade practices committee of the Station Representatives Association also planned an extensive canvas in Chicago.

The committee, headed by James F. O'Grady Jr. of Adam Young Inc., is slated to meet shortly after the convention to consider SRA's response to the NAB Code Authority's request for views on proposed changes in time standards. It is in that context that the committee will consider the Petry plan, according to SRA officials.

The nub of the proposal is to limit commercial time to six minutes a half-hour, day and night, but to compensate

networks for loss of daytime commercial positions by giving them an extra 30 seconds to sell in each half-hour program between 7:30 and 11 p.m., while compensating stations for their daytime losses by expanding all stations breaks to 92 seconds, day and night.

Present Limits ■ The code's current limits are 10 minutes 20 seconds an hour in prime time, 16 minutes 20 seconds in all other periods. The Petry plan thus would cut four minutes 20 seconds of commercial time out of each nonprime hour and add one minute 40 seconds to prime-time hourly limits.

Station breaks between network programs currently run, for the most part, 70 seconds in daytime and 42 seconds at night plus shorter, usually 30-second, breaks within hour programs. All these would become 92 seconds under the Petry plan.

The proposal also would limit product impressions to eight half-hour, prohibit scheduling of more than three products back to back, limit commercial interruptions to three per half-hour, and permit billboards only on sponsored programs. Stations not affiliated with networks would be allowed somewhat higher limits of commercial time, product impressions and program interruptions.

The networks had no formal comment on the proposal but network officials privately confirmed speculation that they would strongly oppose any move toward 92-second—and probably even 62-second—breaks between network shows.

One network executive said he thought the proposal's real purpose was either to head off any increase in the number of commercials in network movies (from 14 to 16) or to establish "an exorbitant starting point" for negotiations really aimed at getting 62-second breaks.

Swing to shorter spots seen in last 4 years

A four-year trend analysis prepared by LNA/Leading National Advertisers shows that network television advertisers have been increasing the number of exposures at a faster rate than they have been increasing their dollar spending. LNA pointed out that its compilation suggests the increased use of short, integrated and piggyback commercials between 1963 and 1966.

In 1966, for example, network TV expenditures rose to more than \$1.4 billion as compared to \$1.05 billion in 1963, while the number of on-the-air minutes increased to 98,336 from 81,577 in 1963 and the number of product exposures jumped sharply to 139,877 from 95,065 in 1963.

Cruise-ship ad rules criticized by NAB

While recognizing the need for "high standards of safety" at sea, the National Association of Broadcasters has asked the Coast Guard to lift from broadcasters "unjust and unreasonable burdens" on ads for cruise ships. The NAB testified at a hearing before the Coast Guard's Maritime Council on the 1966 safety-at-sea law, which will go into effect May 6.

NAB was protesting the section of Public Law 69-77 that requires disclosure of certain safety standards in cruise-ship advertising (BROADCASTING, Feb. 13), which it charges discriminates against broadcasting. As it now stands, each radio or TV spot—regardless of length—would require insertion of 10 to 30 seconds of Coast Guard-prepared copy telling the name of the ship, country of registry and whether it meets fire safety standards.

Failure to comply with the proposed standards provides for \$10,000 fine for each violation and \$500 for each ticket already sold on the vessel.

Paul Comstock, NAB vice president for government affairs, asked the Coast

Guard to amend the language so that broadcasters would not be liable for penalties when they work from information supplied by the ship owner or operator. This would put broadcasters in the same boat with other "innocent third parties, such as travel agents," he said.

Mr. Comstock also asked that the regulations be amended "at the very least" to cover advertising only if a specific ship is named and thus make it clear that general advertising for a passenger carrier is not affected.

In their present form, he added, the proposed regulations would "effectively prevent" radio and TV advertising of passenger vessel travel, a "drastic and discriminatory result" not intended by Congress when it passed the bill.

Admen start L.A. agency

A new agency, Scholts, Gradle and Daly, has opened its office in Los Angeles. The firm was formed by Tom Scholts, former head of Wade Advertising's West Coast office; Michael Gradle, previously western manager and VP with Needham, Louis and Brorby, and John Daly, who was Southern California manager for Cunningham &

Walsh. The agency's initial accounts include Doumak Inc., marshmallow manufacturer, Abba-Zaba candy bars and North American TV Sales, Hollywood. Offices are located at 1800 North Highland Avenue, Los Angeles. Phone: HO 9-8347.

Most people get new auto facts from TV

Television is by far the most effective medium for communicating information about new cars, according to a survey conducted last November for the Television Bureau of Advertising, released last week.

A majority of new-car buyers (53.9%) cited television as their main source of information. This was more than the combined total of those citing radio, newspapers and magazines (41.5%), more than twice as many as those citing showrooms (23.1%).

Nearly two-thirds (64.2%) of respondents describing themselves as "likely to purchase new cars in the next 12 months" cited television as their main information source, more than cited radio, newspapers, magazines and showrooms combined (58.1%).

More college-educated respondents

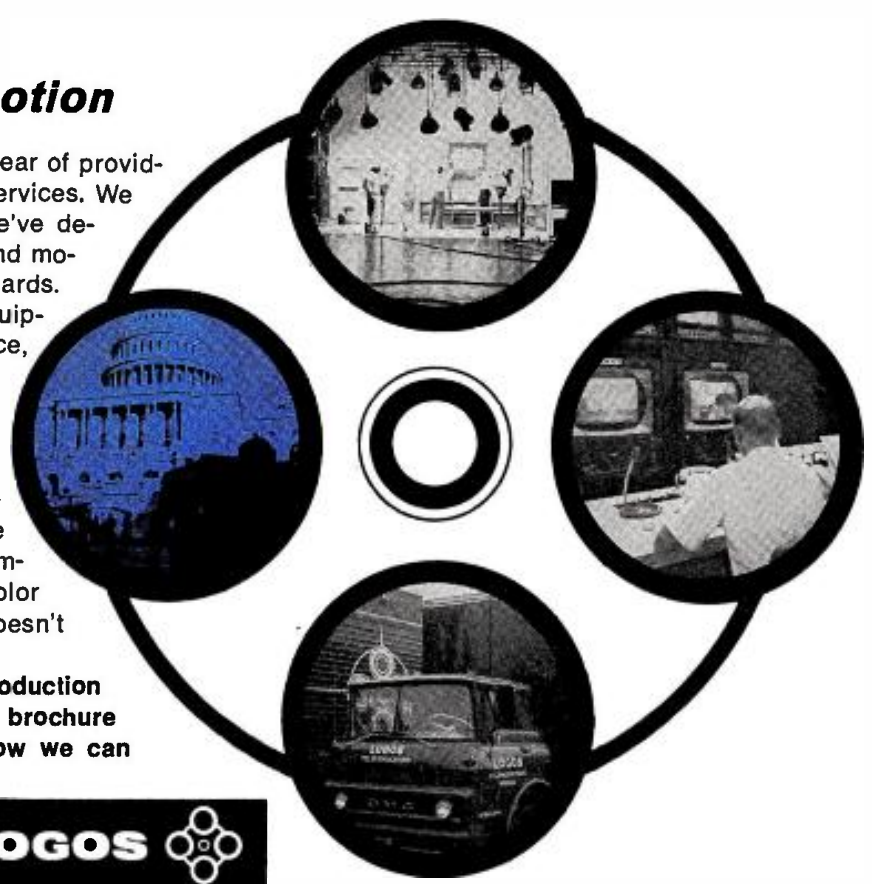
LOGOS . . . quality color in motion

 LOGOS is now in its fifth year of providing TOTAL TELEVISION services. We pioneered color kinescopes. We've developed our "in-house" studio and mobile services to the highest standards. Logos can provide the men, equipment and knowledge to produce, tape and develop anything from a closed circuit television program to a space launching—and we do. Just ask NBC, ABC, CBS or any one of hundreds of broadcasting companies and producers. We use only the best equipment—Ampex Hi-Band Color, RCA TK-41C Color Cameras, and so on. Logos doesn't short-cut quality.

LOGOS . . . First "all color" production house in the country. For a free brochure telling the LOGOS story and how we can help you, write . . .

LOGOS TELEPRODUCTION CENTER
3620 SOUTH 27th STREET
ARLINGTON, VIRGINIA (703) 671-1300

LOGOS 





CHICAGO DEPENDS on **WBBM** THE TALK OF CHICAGO **RADIO 780**

■ It was January 16, 1967. The massive walls of McCormick Place had collapsed. Fire had destroyed it . . . and the National Housewares show which was to open that morning. Some 30,000 exhibitors and buyers awoke, wondering where to go and what to do! Calls into our studio pointed up the desperate need for a central source of emergency information. Reacting swiftly, we preempted all regularly scheduled programming to set up an information clearing house. The word spread quickly! Hotels set up radios in their lobbies, tuned to WBBM! Offers for free exhibit space poured in! Air freight companies and printers offered emergency service! By noon, the exodus from hotels and motels had dwindled to a trickle! Airline departures had slowed down! WBBM had helped save the day for the show . . . and for Chicago's 300 million dollar convention business. We were the only station cited by Chicago's mayor Daley for the part we had played.

■ On January 26, Chicago experienced the worst snowstorm in its history! 23 paralyzing inches of snow in 30 hours! Once again, WBBM acted as a clearing house for

total emergency information. Our lines were thrown open to calls covering school and industrial plant closings . . . cancellations of social and civic functions. More important . . . to aid those seeking emergency assistance, ranging from requests for insulin and blood plasma . . . to information on missing relatives . . . to a request for help from an expectant mother who was flown to the hospital in our traffic helicopter. By the time the emergency had subsided, we had again been commended by the governor, the mayor and transportation executives for our latest efforts in time of emergency. With our massive telephone equipment and the "Know-how" of trained personnel . . . WBBM Radio leads in meeting emergencies head-on . . . at a moment's notice.

The January '67 ARB Report for Chicago says so, too . . . according to a special tabulation of listening during the blizzard on January 26 and 27. See your nearest CBS Radio Spot Sales office or call Jack Bivans, General Sales Manager at (312) 944-6000 . . . today!

(62.9%), and more from households with incomes of \$10,000-a-year or more (63.9%), cited television than cited radio, newspapers and magazines.

More than two-thirds of all respondents, and those owning cars, cited television as their main source of information.

The survey was conducted for the TVB by R. H. Bruskin Associates, New Brunswick, N. J. It was based on a national probability sample of 2,540 homes at 200 points throughout the U. S. In-home interviews were conducted with 1,350 females and 1,190 males.

Tatham-Laird & Kudner losing GT&E account

General Telephone & Electronics on June 30 will move its \$14-million-a-year account from Tatham-Laird & Kudner to place or places unknown.

GT&E spent \$3,876,000 in network TV last year, according to the Television Bureau of Advertising. The Radio Advertising Bureau reports GT&E's radio investment at \$295,000 in spot, \$109,000 in network, a sharp reduction of its \$600,000 radio budget in 1965.

Radio advertising was exclusively for Sylvania products.

In its announcement, GT&E called Tatham-Laird's advertising "effective," but said it was seeking an agency whose services "are more closely aligned with GT&E operations," particularly, "the expanding scope of Sylvania."

The account represents nearly a quarter of T-L&K's over-all billing. Last week, President Charles R. Standen seemed still a bit stunned, noting he would like to give some insight into the move—"if I had any myself," he said.

THE MEDIA

ABC-TV offering new programs, contracts

Firm stand against expansion of commercial time and plan to cut down on clutter tossed into pot

ABC-TV officials were slated to go before their affiliates last Saturday and Sunday (April 1-2) with a presentation generously mixing programing and business.

In addition to their new 1967-68 program schedule and a pair of big-name-talent contracts for specials (see page 114), the network executives were ready with a new affiliation contract (BROADCASTING, March 27), a strong stand against the expansion of commercial time and a program for reducing clutter.

Advance soundings among affiliates and network officials last week failed to turn up signs of a controversy to match last year's confrontation over the so-called "Batman commercial," when the affiliates blocked ABC's efforts to add a fourth commercial minute to other programs besides *Batman*. But it seemed virtually certain that there would be some conflict over station-break time.

Many stations want nighttime breaks between network programs expanded from the present 43 seconds to 63, and informed affiliate sources indicated they would make a play for this expansion during the Chicago sessions, perhaps in connection with the new affiliation contract ABC-TV is offering them.

If last-minute strategy sessions dictated deferment of the issue, according to these sources, it certainly will be

raised separately in the near future.

NBC-TV Plan ■ NBC-TV already has disclosed that it is considering lengthening nighttime breaks to 52 seconds (BROADCASTING, March 20), and ABC-TV affiliates who advocate longer breaks consider this adequate precedent. But they feel that the new length should be 63 seconds in order to accommodate two 30-second announcements or one full minute, rather than the 30-20 combination that would be possible under the NBC plan or the 20-20 available now.

ABC-TV officials, however, maintain that this is no time to be increasing the commercial look of television in any way—and some affiliates agree with them.

ABC's position opposes not only the lengthening of station breaks but also the idea, advanced by NBC-TV, that commercials in network movies may be increased to 16 from the present 14.

Network officials did plan to give affiliates a 63-second break in one special circumstance, although the net effect would be less rather than more commercial time. The exception would be one-hour programs pre-empted for sponsored specials: in these cases the affiliates lose the 33-second mid-program break, and to compensate for the loss—as when *Voyage to the Bottom of the Sea* is pre-empted next month for a special by Pepsico—the stations will get

a 63-second rather than 43-second break at the end.

Under Study ■ The ABC-TV network delegation, led by President Thomas W. Moore, was prepared to take the position that current questions about changing commercial time limits and restricting the number of program interruptions are "an industry matter" and under study by the National Association of Broadcasters code board, and that ABC-TV cannot act unilaterally on such issues without creating serious competitive disadvantages for itself.

ABC-TV officials outlined a program for reducing clutter that included, in addition to steps already taken to eliminate most color logos and daytime billboards, the following:

- An effort to restrict opening credits, which currently run 15-20 seconds or longer, to 10 seconds.

- Elimination of promotional copy now carried in five-second cut-aways or switching cues in one-hour shows.

- An effort to reduce end-of-show credits to a maximum of 30 seconds. In many cases these credits—often required by union and/or other contracts—now run twice that long.

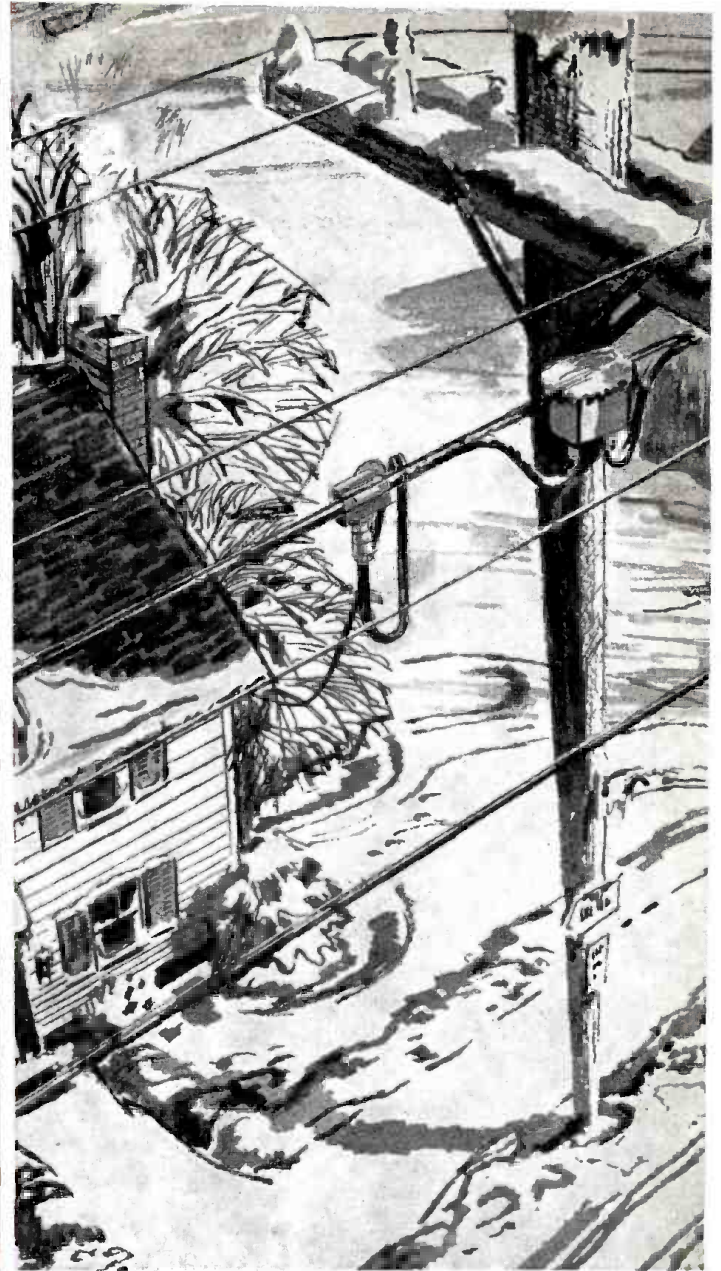
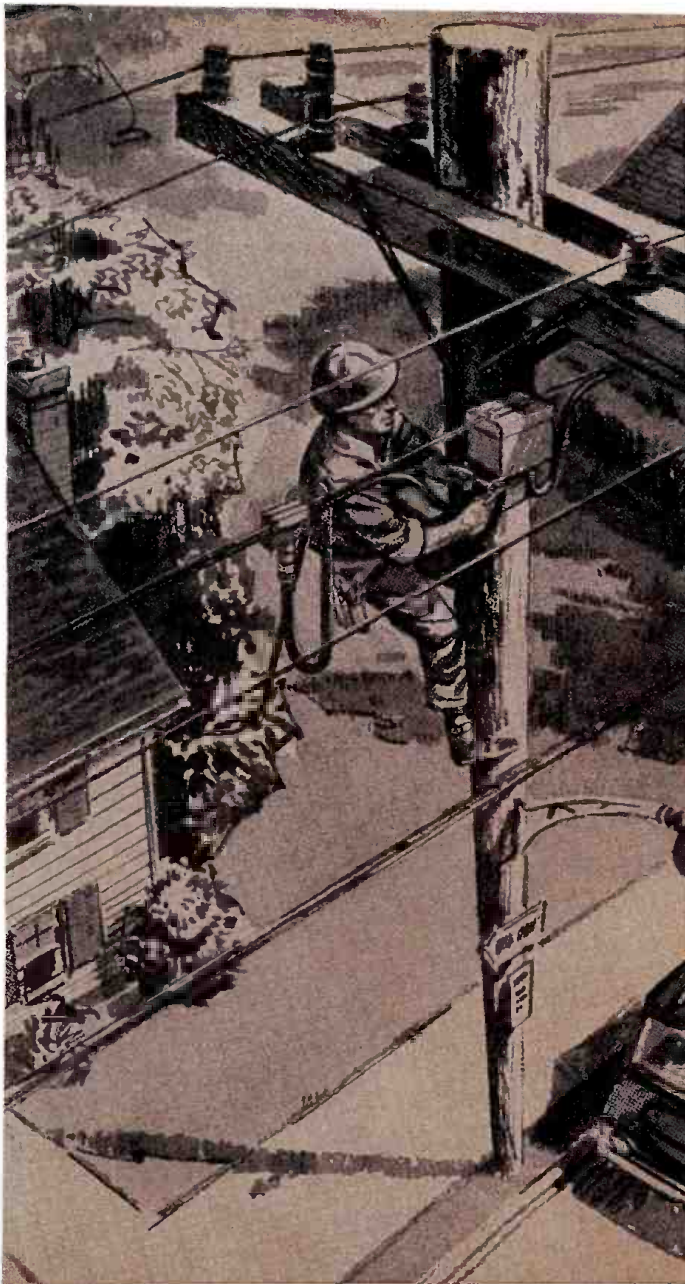
- Reduction of voice-over promotional copy at the end of the program period to 20 seconds.

- Billboards, already being gradually eliminated from daytime programs, will be dropped at night except on sponsored programs.

Officials said not all elements of this clutter-reduction program could be put into effect immediately but indicated that they would be implemented as quickly as possible. The elimination of billboards from nighttime participation shows, for instance, is expected to be fully in effect by the fall of 1968.

ABC-TV also planned to ask affiliates to join the clean-up campaign by more careful scheduling of commercials, promos, public-service announcements and other material within the breaks between network programs.

The affiliates also had something to



**With Times' CATV cable
send him up once ...**

then forget it



Timatch[®] perfect match connectors

his trip won't be necessary again for at least five years when
the cable you install is Times JT1000 seamless aluminum
sheath coaxial cable.
You can forget about the cable later if you remember this now:
Times JT1000 lasts longer up on the poles — without costly
repairs or continuing maintenance. Instead of degrading from
the day you install it, your cable will have the same high-

TIMES WIRE AND CABLE/A Div. of The International Silver Co./Wallingford, Conn. /Transmission System Design & Engineering/Standard & Special Purpose Coaxial Cable/Multiconductor Cable/Complete Cable Assembly

TIMES
CATV CABLE & CONNECTOR

Cable: Available in seamless lengths up to 1/2 mile

performance quality five years or more from now. Because it
is seamless, it's water and vapor proof. Self-sealing when tapped.
Gives a 30db return loss guarantee, and radiation protection
when high power level amplifiers are used.
So before you install a so-called "economy" cable that will send
your men back up the poles for costly replacement, look in
Times JT1000 cable. The payout makes the big difference.

ask ABC officials: questions about the new affiliation contract form that the network distributed two weeks ago. It was to be the subject of a special meeting Sunday afternoon.

Other Questions ■ Dominant questions in the minds of affiliates contacted last week related to the volume of network commercials time that might be possible—and how they would be paid for it: Would ABC be able, under the new form, to add another *Batman* commercial to other programs against their wishes?

If ABC should increase the number of movie commercial to 16 might the affiliates conceivably receive less compensation than they do now—if, for instance, the network sold only 15 of the 16, would they get only 15/16's of their network rate, where now they get full rate when only 14 are sold?

The answer to the first question appeared to be that there's nothing in the new contract that says the network cannot increase commercial time—but neither is there such a ban in the current contract. "And," one official added wryly, "that didn't let us push through an extra minute against their wishes a year ago."

As to whether affiliates might get less compensation if the commercial time were increased but not fully sold, the consensus appeared to be that "it's a matter of ethics."

Irrelevant? ■ ABC-TV officials took the position that both questions were irrelevant in view of their stand against any increase in the amount of commercial time, including movies and station breaks.

They also pointed out that the new contracts, designed to bring station-compensation formulas into line with contemporary selling practices, provide for higher payments to affiliates than they've been getting. This claim was substantiated by a number of affiliates, although the extent to which they would gain seemed to vary.

One affiliate, for instance, estimated that on equivalent levels of business the new contract would pay him about \$85 a week more than the current contract does. Another estimated that in the course of a year the new formula would increase his network compensation by "enough to hire a new man that I very badly need."

The new contract is slated to go into effect July 2, but ABC-TV officials have indicated that stations will have the option of switching to the new one or staying with the old one until the end of its term.

A number of station reps, who had been analyzing the new contract for their client stations, said it was virtually identical to the new one that CBS put into effect a year ago, except that CBS's compensation rates average 3% to 4% higher.

Unfriendly is the word for it

Loevinger's book report
knocks government-control
theories of programing

FCC Commissioner Lee Loevinger mixed sarcasm with some blunt talk Sunday (April 2) in a critical appraisal of Fred Friendly and the views he expressed in his book, "Due to Circumstances Beyond Our Control. . . ." In the process, he made it clear he feels government tinkering is more likely to hurt than improve the quality of television programing.

"The major discovery or disclosure that deserves to be associated with the name of Fred Friendly," Commissioner Loevinger said, "is the theory . . . that a principal purpose of commercial television is to make a profit," a reference to what Mr. Friendly said was the overpowering pressure under which top CBS executives labored.

And, in a reference to the incident that precipitated the former CBS News president's decision to resign—the network's refusal to preempt regularly scheduled daytime programing for live coverage of the Senate hearings on Vietnam—Commissioner Loevinger said Mr. Friendly "shared the firm faith of a staunch little band of fellow gamemen that it would be much better for people to watch what he wanted them to see rather than what they wanted to see.

"Since others in the network failed



Lee Loevinger
Blunt talk

to share his vision of virtue in this moment of revelation," Commissioner Loevinger added, "he negotiated a \$400,000 disengagement from his materialistic-minded associates and left the organization. This neatly put him in the position of virtuous one-upmanship, which, of course, is the purpose of the game, 'They're All Sinners But Me Mama.'"

Fun and Games ■ The title of the speech, delivered before the Association for Professional Broadcasting Education at the National Association of Broadcasters convention in Chicago, was "Reality in the Dream World or Fun and Games in Business and Government."

Commissioner Loevinger also took issue with Mr. Friendly's suggestion that government should play a larger role in the regulation of broadcasting. "There may be some things which are better off if they are not regulated," he said, adding: "I urge that the empirical evidence is not sufficiently conclusive to warrant adopting the basic postulate of the current cult of cultural protest: If it works then it must need fixing."

Noting, at another point, that there is bureaucracy in business as there is in government, he said, "The cure for the ills or evils of bureaucracy is not more bureaucracy. If a private business organization cannot control the programing of a network to the satisfaction of Mr. Friendly, and like-minded critics, there is no chance that a government agency can do any better."

He said that, while CBS refused to carry the Vietnam hearing live, another network did. "If a government agency had been in control, and if a government bureaucrat had made the decision which outraged Mr. Friendly, then the program would not have been broadcast anywhere in the country."

Furthermore, Commissioner Loevinger observed that Mr. Friendly "hints, in a very subtle whisper," that "there is just the slightest trace of a suspicion" that government pressure or influence played a part in CBS's decision not to carry the hearing live. But in the next chapter, Commissioner Loevinger said, Mr. Friendly suggests that more government regulation might be a good thing.

New Math ■ "Unfortunately the mathematics of this transition from Chapter nine to Chapter 10 are too advanced for me to follow," Commissioner Loevinger said. "To protect the public against a bureaucratic pandering to majority taste and against the suspicion of government pressure by imposing regulation by a government bureaucracy involves a leap of logic too broad for my mind and an act of faith too deep for my spirit."

He said Mr. Friendly's book provides no evidence that government control of broadcast programing would improve

How would you like to have this guy's success with women?

In the past year, The Merv Griffin Show has nearly tripled its number of stations. Merv is now seen and loved in more than 80 major markets.

How does he rate with females? In Chicago for instance (with four VHF stations) Merv gets a 55% share of total women. And nearly that number of their jealous husbands. He has an impressive track record in markets large and

small throughout the country.

With his witty companion Arthur Treacher, Merv packs 60 to 90 minutes with fun and games and exciting guests. And because he's such a good sport and a great host, everybody wants to get into the act. (Somebody once said that the only people not watching The Merv Griffin Show are the celebrities *on* the Merv Griffin Show.)

If you'd like to increase your success with women, or you'd just like to have a track record like Merv's working for you, call the man from WBC. He'll arrange everything.

WBC PROGRAM SALES, INC.

240 West 44 Street, N.Y., N.Y. (212) 736-6300.
During the NAB, visit Suite 2500, Conrad Hilton Hotel.



Nielsen-November 1966 share of women viewers 4-5 pm. The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.



Congratulations

New York City...

on your plans to erect the world's tallest buildings—two magnificent 110-story towers—in the World Trade Center. This is a breathtaking feat of design, engineering and construction. We congratulate you on your vision and proficiency. We also congratulate you on your choice of one of the world's most creative architects, Minoru Yamasaki — Pacific Car and Foundry, one of the nation's most advanced fabricators of structural steel—and the consulting engineering firm of Worthington, Skilling, Helle and Jackson—all of Seattle—to contribute skills to this exciting structure.

“Made In Seattle” labels such as these are symbolic of the tremendous pace, growth and development in the Pacific Northwest.

and thanks for the business!

KOMO TELEVISION • SEATTLE

CHANNEL 4 • ALL COLOR • 

REPRESENTED NATIONALLY BY KATZ

BROADCASTING, April 3, 1967

it. Indeed, he said, the most popular programming in Europe is that produced by American networks; and in the area of news and public affairs, "no one has contended that European television is as free or serves the public as well as American television."

Educational Value ■ He also suggested the possibility that "the real educational effect of television has not been the result of programs labeled educational but of television commercials. They may not move products, he said, but commercials "may have had as much to do with the civil rights revolution that the United States has experienced as court decisions.

"Literally millions of people have seen the material accoutrements of prosperous middle class living in circumstances in which these things were shown to them in the contrasting poverty of their own surroundings, and yet held out as things which they should desire which were available, and which everyone might reasonably expect to get."

Mr. Friendly and "like-minded critics" weren't the only targets of Commissioner Loevinger's barbs. Although

he didn't refer to him by name, fellow Commissioner Nicholas Johnson apparently was one, too.

"Since the longer you stay on a job the more you learn about the problems," it's much easier to think of questions and answers while you're still new in a position, he said. (Commissioner Johnson, who joined the commission in July, has been filling pages of dissenting and concurring statements with questions about the commission's regulatory processes and the regulated communications industries.)

Many of the questions and answers a new government official thinks of in his first year in office "are the same as others have thought of during their first year in similar positions, but that doesn't make them less interesting" to the new official, Commissioner Loevinger said.

"Those who have become old fogies by being in government at least six months longer . . . sometimes selfishly refuse to acknowledge the superiority which has guided [the new official's] untutored inspiration to discover these fascinating questions and answers," he concluded.

Clash on WIFE-AM-FM renewals

INDIANA OUTLETS DISPUTE BROADCAST BUREAU MOVE

The Broadcast Bureau and Star Stations of Indiana have bumped heads over the FCC's staff investigation into alleged malpractices conducted by Star-owned WIFE-AM-FM Indianapolis.

The probe into the stations' conduct of two contests and billing practices was prompted by the Indianapolis outlets' license-renewal applications. (Previously the stations had been granted probationary one-year renewals because, the commission alleged, they had used, in an "irresponsible" manner, "fragmentary" results of an audience survey conducted during a station giveaway contest in their sales solicitations among retailers and advertising agencies.) The commission designated the applications for full evidentiary hearing to determine whether the stations "misled or defrauded the public, advertisers or their agencies."

Last week the bureau issued its findings and recommended denial of the applications.

Relying primarily on the testimony of Ronald M. Mercer, former WIFE general manager, the bureau alleged that the results of a water filter contest were rigged. Because the contest had not attracted entries, Mr. Mercer testified that Don W. Burden, president of Star, had told him to "go get some winners" in

order to satisfy the contest's sponsor. Mr. Mercer selected three station employes to receive the awards.

Regarding a "mystery Santa Claus" contest, the bureau noted it did not have sufficient evidence that would reflect "adversely" on the renewal applications.

Affidavits Questioned ■ In its inquiry into WIFE billing practices, the bureau alleged that "numerous" affidavits of performance sent to advertisers or advertising agencies contained false or misleading information about times and dates of ads broadcast on the stations. Furthermore, the bureau noted, Mr. Burden had knowledge of the practice and directed it should be done.

"The necessity to broadcast spots outside times contracted for," the bureau said, "was the result of having more orders for spots than could be broadcast during a specified period of time." The bureau found that times on the monthly affidavits were "faked" to reflect times consistent with the orders.

Rescheduling of spots appeared to be on a priority basis: national trade-out accounts would be moved first followed by those spots not requiring affidavits, and then by those spots requiring statements. All personnel at the station, the bureau alleged, had actual knowledge of the practice and implemented the

policy to "fraudulently" bill vouchers.

The bureau said Mr. Burden, "as principal officer and stockholder," had the "responsibility of knowing of all of the methods and practices followed by the officers and employees and of his station and parent company."

Star's Reply ■ Star Stations impugned the bureau's findings on several grounds: Mr. Mercer's testimony was "uncorroborated assertions"; Mr. Mercer alone bore the responsibility of station operations and conduct of the contests; Mr. Burden had no knowledge of the contests or stations' billing practices; the "lack of sanctification attached to the affidavits of performance in the broadcast industry today" negates a major portion of the bureau's argument, and the FCC has never held "licensees absolutely liable for the transgression of their employes."

Star further attacked the "sanctity" of affidavits of performance by citing "at least one large advertising agency" that pays all bills submitted as long as the inaccuracies in the billing are no more than approximately 10% from the agency's advance estimate of what they expect to receive from a particular station at a particular time segment ordered." Furthermore, the company noted, Star had requested in 1966 that the commission initiate a rulemaking prohibiting broadcast stations from submitting knowingly false affidavits of performance to advertisers or their agencies. Barring such a rule, the company said: "It would be grossly inequitable to impose sanctions because of these billing practices when the commission has no rule prohibiting the practices and there is clear indication . . . that it is not an uncommon or isolated occurrence in the broadcast industry."

In reply to the contest charges, the company said: "We know of no case where the commission has imposed the most drastic sanction available to it for so minor an incident as the [water filter] contest."

In addition to its Indianapolis stations, Star Stations Inc., principally owned by Mr. Burden, is the parent corporation of Central States Broadcasting (KOIL-AM-FM Omaha) and Star Broadcasting (KISN Vancouver, Wash.)

New home for WMFD

A historic landmark in Wilmington, N. C., has been purchased for \$30,000 to house WMFD Wilmington. Manager Robert J. Hurley announced that the house, once the residence of the Episcopal Diocese of East Carolina, is being remodeled and repaired to fit the radio station for storage and office space. Presently WMFD is broadcasting daily using the first floor front room as its control room and the kitchen as a recording studio.

Color penetration accelerating

Lubbock's 35% leads latest Nielsen listings;

Los Angeles on top in major markets with 29%;

tint sets top 20% in 76 of 224 markets covered

Fast rise in color-TV set penetration is reflected in A. C. Nielsen Co.'s latest market-by-market figures, for February-March 1967, which are being released today (April 3).

Of the 224 markets covered in the report, 76 have color penetration of 20% or more. A year ago, in February 1966, 11 markets hit the 20% level.

In the new report, Lubbock, Tex., has the highest percentage of color-TV homes, 35%, as compared with 24% last October-November and 22% in February 1966. Akron, Ohio, and Las Vegas, Nev., are tied for second place with 33%, Sacramento-Stockton, Calif.

is next with 32% and Muncie-Marion, Ind. follows with 30%.

Los Angeles, with 29%, leads all other major markets in color penetration.

The new figures were compiled in telephone interviews conducted between Feb. 16 and March 15 as the initial step in placing Nielsen Station Index diaries. They are shown below with comparable figures from the February and October-November 1966 reports.

In a few instances the new figures show a decline, usually of one percent-point, from the October-November

report. Nielsen officials said these could be attributed to sampling variations inherent in this form of telephone sampling.

They emphasized that the figures in all cases are estimates and are subject to sampling error as shown in the individual NSI market reports. Since the figures were compiled by telephone it was also noted that "color ownership within the telephone universe tends to be somewhat higher than among all TV households." Because of overlap between markets in some cases, the figures are not projectible to national or regional totals.

NSI REPORT MARKET (OCT.-NOV. '66)	TOTAL TV HOUSEHOLDS NSI AREA*	COLOR % FEB. '66	COLOR % OCT.-NOV. '66	COLOR % FEB.-MAR. '67	NSI REPORT MARKET (OCT.-NOV. '66)	TOTAL TV HOUSEHOLDS NSI AREA*	COLOR % FEB. '66	COLOR % OCT.-NOV. '66	COLOR % FEB.-MAR. '67
Aberdeen-Florence, S. D.	73,830	5%	11%	12%	Charleston-Huntington, W. Va.	433,180	10	14	17
Abilene-Sweetwater- San Angelo, Tex.	111,360	14	16	26	Charlotte, N. C.	592,440	9	12	14
Ada, Okla.	128,680	8	10	10	Chattanooga	227,070	11	14	19
Akron, Ohio	296,440	16	23	33	Cheyenne, Wyo.- Scottsbluff, Neb.-Sterling, Colo.	129,750	10	14	18
Albany, Ga.	156,910	13	14	15	Chicago	2,422,660	12	15	17
Albany-Schenectady- Troy, N. Y.	551,240	10	13	18	Chico-Redding, Calif.	126,170	17	19	26
Albuquerque, N. M.	194,460	12	14	17	Cincinnati	826,760	15	21	26
Alexandria, La.	112,290	8	18	15	Clarksburg-Weston, W. Va.	146,220	7	15	16
Alexandria, Minn.	145,320	4	10	11	Cleveland	1,343,910	16	19	26
Amarillo, Tex.	135,130	19	24	25	Colorado Springs-Pueblo	125,120	15	17	22
Anderson, S. C.	27,210	13	15	19	Columbia, S. C.	218,200	13	13	17
Ardmore,	74,540	6	9	13	Columbia-Jefferson City, Mo.	143,210	8	11	13
Sherman-Denison, Tex.					Columbus, Ga.	283,800	7	13	16
Atlanta	589,230	11	15	18	Columbus, Miss.	90,600	ND	8	9
Augusta, Ga.	243,730	12	14	18	Columbus, Ohio	530,940	19	24	27
Austin, Tex.	157,920	12	13	14	Corpus Christi, Tex.	120,340	10	16	18
Bakersfield, Calif.	149,810	20	22	28	Dallas-Ft. Worth	799,320	10	14	21
Baltimore	961,730	11	15	16	Davenport, Iowa- Rock Island-Moline, Ill.	338,310	12	15	19
Bangor, Me.	132,240	6	11	15	Dayton, Ohio	526,950	19	22	28
Baton Rouge	352,150	13	18	20	Denver	438,940	12	18	23
Beaumont-Port Arthur, Tex.	170,290	15	19	20	Des Moines-Ames, Iowa	304,390	10	14	17
Beckley-Bluefield, W. Va.	287,920	11	14	15	Detroit	1,578,510	13	18	21
Bellingham, Wash.	116,110	11	15	23	Dickinson, N. D.	24,210	2	5	6
Billings, Mont.	67,790	9	10	16	Dothan, Ala.	118,720	8	12	16
Biloxi, Miss.	125,140	14	15	20	Duluth, Minn.-Superior, Wis.	148,560	8	10	14
Binghamton, N. Y.	261,840	10	12	17	Eau Claire, Wis.	106,960	10	10	12
Birmingham, Ala.	497,870	7	14	17	El Paso	122,030	9	15	18
Bismarck, N. D.	51,720	6	10	12	Ensign-Garden City, Kan.	46,870	13	16	18
Boise, Idaho	97,380	10	13	20	Erie, Pa.	185,270	10	13	18
Boston	1,827,680	10	15	17	Eugene, Ore.	132,680	12	19	22
Bowling Green, Ky.	134,790	7	14	14	Eureka, Calif.	51,260	10	16	20
Buffalo, N. Y.	604,240	9	13	20	Evansville, Ind.-Henderson, Ky.	216,930	9	17	16
Burlington, Vt.-Plattsburgh, N. Y.	210,180	6	11	11	Fargo-Valley City, N. D.	160,350	6	12	13
Butte, Mont.	71,280	9	12	15	Flint-Saginaw-Bay City, Mich.	458,860	14	20	23
Cadillac-Traverse City, Mich.	207,220	10	16	15	Florence, Ala.	33,420	ND	11	13
Casper, Wyo.	46,820	ND	11	17	Florence, S. C.	209,111	12	14	17
Cedar Rapids-Waterloo, Iowa	309,610	11	14	19	Ft. Dodge, Iowa	64,040	5	9	15
Champaign- Springfield-Decatur, Ill.	310,700	13	20	24	Ft. Myers, Fla.	38,050	15	22	22
Charleston, S. C.	180,540	9	14	17					

*As of Sept. 1966
ND=No Data for Feb. '66—Area Changed

After 40 years of radio and 20 years of television



...WTMJ has never been in better shape!

That's because we've spent those years working to provide true service to our community. One of the first radio stations in Wisconsin, WTMJ has been a consistent leader in news and information programs . . . in religious and other public service programs (in fact, our Sunday Lutheran service is the nation's oldest) . . . in sports (we've carried Packer games since the late '20s) . . . and a leader in every other significant aspect of radio broadcasting. In television, we were first in Wisconsin and we've contributed an important list of firsts to our audiences: first with network TV . . . first with color . . . first with prime-time local programming . . . first with other major innovations in facilities and programs. Try us and see for yourself. You'll find you're in first-rate shape with WTMJ-AM-TV-FM . . . the television and radio stations *Designed for Milwaukee by Milwaukeans.*



NSI REPORT MARKET (OCT.-NOV. '66)	TOTAL TV HOUSEHOLDS NSI AREA*	COLOR % FEB. '66	COLOR % OCT.-NOV. '66	COLOR % FEB.-MAR. '67
Ft. Smith, Ark.	93,740	10%	11%	12%
Ft. Wayne, Ind.	237,000	15	19	25
Fresno, Calif.	225,770	21	23	29
Glendive, Mont.	4,240	2	2	6
Grand Junction-Montrose, Colo.	51,180	6	8	13
Grand Rapids-Kalamazoo, Mich.	598,210	14	17	21
Great Falls, Mont.	55,990	8	15	17
Green Bay, Wis.	371,180	11	18	19
Greensboro-High Point- Winston-Salem, N. C.	490,960	9	12	15
Greenville-New Bern- Washington, N. C.	226,820	12	13	15
Greenville-Spartanburg, S. C.- Asheville, N. C.	645,320	10	15	16
Greenwood, Miss.	74,560	11	13	17
Harlingen-Weslaco, Tex.	78,960	8	10	12
Harrisburg, Pa.	422,730	16	22	25
Harrisonburg, Va.	102,750	4	7	12
Hartford-New Haven, Conn.	1,025,440	11	15	20
Hattiesburg, Miss.	121,720	13	15	19
Hays-Goodland, Kan.	67,810	13	14	15
Honolulu	166,070	4	8	14
Houston	601,250	13	16	21
Huntsville-Decatur, Ala.	110,240	ND	12	17
Idaho Falls	64,590	14	14	25
Indianapolis	771,270	16	19	25
Jackson, Miss.	271,480	11	14	18
Jackson, Tenn.	97,360	6	11	9
Jacksonville, Fla.	263,030	9	13	19
Johnstown-Altoona, Pa.	1,075,250	10	13	17
Jonesboro, Ark.	128,670	7	13	15
Joplin, Mo.-Pittsburg, Kan.	173,280	10	12	15
Kansas City, Mo.	629,300	8	11	14
Klamath Falls, Ore.	25,890	14	16	21
Knoxville, Tenn.	279,460	10	11	17
La Crosse, Wis.	156,430	8	10	13
Lafayette, Ind.	57,400	16	18	26
Lafayette, La.	209,680	13	18	17
Lake Charles, La.	85,640	15	15	18
Lancaster-Harrisburg- Lebanon-York, Pa.	573,960	18	23	26
Lansing, Mich.	544,120	17	20	25
Laredo, Tex.	14,400	3	4	8
Las Vegas	75,500	22	31	33
Lexington, Ky.	140,990	9	12	14
Lima, Ohio	94,090	16	17	24
Lincoln- Hastings-Kearney, Neb.	232,830	10	13	16
Little Rock-Pine Bluff, Ark.	299,910	10	14	17
Los Angeles	3,468,410	22	24	29
Louisville, Ky.	428,630	12	12	15
Lubbock, Tex.	124,390	22	24	35
Lufkin, Tex.	48,720	8	8	12
Macon, Ga.	118,340	8	12	14
Madison, Wis.	276,620	11	15	22
Manchester, N. H.	1,117,620	10	15	17
Mankato, Minn.	132,320	3	8	13
Marquette, Mich.	66,610	8	12	11
Mason City, Iowa- Austin-Rochester, Minn.	258,690	6	11	15
Medford, Ore.	61,670	15	16	23
Memphis	506,320	8	12	14
Meridian, Miss.	114,100	8	12	16
Miami-Ft. Lauderdale	607,820	13	19	23
Milwaukee	618,850	13	18	23
Minneapolis-St. Paul	724,780	6	11	13
Minot, N. D.	41,400	3	4	7
Missoula, Mont.	59,500	10	13	16
Mitchell-Reliance, S. D.	61,040	3	8	11
Mobile, Ala.-Pensacola, Fla.	283,790	12	17	18
Monroe, La.-El Dorado, Ark.	209,590	10	18	18
Monterey-Salinas, Calif.	918,730	20	19	24
Montgomery, Ala.	172,390	9	12	17
Muncie-Marion, Ind.	128,440	21	27	30
Nashville	449,130	7	13	14
New Orleans	438,060	12	17	22
New York	5,535,310	11	13	17
Norfolk-Portsmouth- Newport News, Va.	337,200	7	12	16
North Platte, Neb.- Hayes, Kan.-McCook, Neb.	58,500	11	13	16

NSI REPORT MARKET (OCT.-NOV. '66)	TOTAL TV HOUSEHOLDS NSI AREA*	COLOR % FEB. '66	COLOR % OCT.-NOV. '66	COLOR % FEB.-MAR. '67
Odessa-Midland- Monahans, Tex.	111,570	19%	21%	29%
Oklahoma City	385,030	11	15	15
Omaha	334,990	8	13	15
Orlando-Daytona Beach, Fla.	377,330	15	17	20
Ottumwa, Iowa	99,030	11	10	14
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill.	306,060	9	13	14
Panama City, Fla.	136,480	9	15	17
Parkersburg, W. Va.	43,420	9	14	17
Pembina, N. D.	24,300	1	5	7
Peoria, Ill.	243,330	13	19	21
Philadelphia	2,199,940	14	18	22
Phoenix	333,970	12	13	18
Pittsburgh	1,298,420	12	15	18
Portland-Poland Spring, Me.	410,440	11	12	13
Portland, Ore.	535,750	15	22	21
Presque Isle, Me.	24,130	6	8	10
Providence, R. I.	1,508,340	9	14	17
Quincy, Ill.-Hannibal, Mo.- Keokuk, Iowa	140,060	12	16	21
Raleigh-Durham, N. C.	365,030	8	11	14
Rapid City, S. D.	64,320	5	8	11
Reno	75,510	17	26	27
Richmond-Petersburg, Va.	320,940	7	10	12
Riverton, Wyo.	14,480	—	8	14
Roanoke-Lynchburg, Va.	304,790	9	12	15
Rochester, N. Y.	365,590	11	16	20
Rockford, Ill.	224,760	13	18	24
Roswell-Carlsbad, N. M.	74,130	14	16	24
Sacramento-Stockton, Calif.	601,620	22	23	32
St. Joseph, Mo.	188,760	7	11	12
St. Louis	829,590	10	12	16
Salisbury, Md.	56,080	8	12	14
Salt Lake City	281,700	15	16	20
San Antonio, Tex.	377,320	10	13	15
San Diego	348,190	21	22	28
San Francisco-Oakland	1,406,140	18	18	23
Santa Barbara, Calif.	188,030	22	22	27
Savannah, Ga.	117,880	11	14	14
Seattle-Tacoma	626,570	11	17	22
Seima, Ala.	14,790	8	11	16
Shreveport, La.	303,330	10	13	17
Sioux City, Iowa	147,300	11	12	15
Sioux Falls, S. D.	174,810	6	9	12
South Bend-Elkhart, Ind.	262,050	16	25	25
Spokane, Wash.	287,260	15	20	22
Springfield, Mo.	176,700	8	11	13
Springfield-Holyoke, Mass.	398,220	11	15	18
Syracuse, N. Y.	563,480	11	14	19
Tallahassee, Fla.	173,200	12	14	15
Tampa-St. Petersburg, Fla.	490,650	14	16	22
Terre Haute, Ind.	220,070	9	13	20
Toledo, Ohio.	422,850	13	17	22
Topeka, Kan.	141,350	9	12	13
(Tri-Cities), Bristol, Tenn.-Va.- Johnson City-Kingsport, Tenn.	196,620	9	13	14
Tucson, Ariz.	153,230	13	15	19
Tulsa, Okla.	386,900	9	12	15
Tupelo, Miss.	66,600	ND	7	8
Twin Falls, Idaho	33,430	9	14	20
Tyler, Tex.	123,830	7	11	14
Utica-Rome, N. Y.	232,440	10	15	18
Waco-Temple, Tex.	154,500	9	13	15
Washington	1,524,940	9	12	16
Watertown, N. Y.	74,820	8	13	17
Wausau-Rhineland, Wis.	144,000	9	12	11
West Palm Beach, Fla.	266,320	14	20	24
Wheeling, W. Va.-Stubenville, Ohio	995,620	11	15	18
Wichita Falls, Tex.-Lawton, Okla.	165,670	12	18	20
Wichita-Hutchinson, Kan.	268,280	10	16	18
Wilkes-Barre-Scranton, Pa.	384,820	16	20	24
Williston, N. D.	31,260	5	7	9
Wilmington, N. C.	180,420	11	13	18
Worcester, Mass.	180,130	15	24	22
Yakima, Wash.	150,640	14	22	25
Youngstown, Ohio	277,050	20	25	25
Yuma, Ariz.	32,180	14	16	19
Zanesville, Ohio	50,810	15	19	22

*As of Sept. 1966

*As of Sept. 1966

ND—No Data for Feb. '66—Area Changed



Gentlemen:

In response to your request for an All-American family, with big dog, we are now available for local station programming. 58 half-hours, in color (among the top-rated in color homes) with great appeal for those 35 and under.

Interested? You can reach us through MGM-TV.

Yours very truly,

Patricia Crowley

Mark Miller

Patricia Crowley
Mark Miller

PLEASE DON'T EAT THE DAISIES



Survey costs down, audience up

Pulse informs independent FM's of 50% price cut
and ARB study shows FM listener shares expanding;
Atkinson blames nonduplication rule for repetitive formats

Independent FM operators who have been paying \$1,000 to \$1,500 for Pulse surveys will get a break under a new rate structure announced by Allen Klein of The Pulse Inc.

In a speech prepared for delivery at a panel session on FM research Saturday (April 1) at the National Association of FM Broadcasters annual convention in Chicago, Mr. Klein said Pulse is cutting its rates to independent FM's by 50%, bringing the cost down to a range of \$500 to \$750. The cut is based on the fact, he said, that about "50% of homes on the average are FM equipped."

Beyond the cheery words of lower prices for research, Mr. Klein noted that FM is showing signs of movement

in both big and small markets. He said it is unusual in audience studies "not to find at least one, two or three independently programed FM stations with respectable audience levels." Most of these stations, he added, "are showing a high degree of consistency from survey to survey."

Mr. Klein said "the designations AM and FM" are becoming less meaningful and he recommended stations stop using FM in the call letters, even if that requires different calls for commonly owned AM and FM outlets in the same market. "The more unduplicated you get," he pointed out, "the more important this will be. Call your station anything, as long as it doesn't have FM appended to it."

He pointed to one statistical change showing combined AM-FM listening levels increasing 10% to 30% over AM levels of a year ago as being "evident" in reports but apparently not too clear to agencies and advertisers.

ARB Reports ■ Along the same lines, research into FM listening by the American Research Bureau shows a pattern of gradually expanding shares of the total radio audience by FM, according to Roger Hoeck of ARB.

Mr. Hoeck told the NAFMB meeting that the latest ARB study covering the January-February period in the eight top markets of the country shows that the FM share of the total radio audience rose by an average 11.4% over the October-November 1966 period when a similar ARB study was made (BROADCASTING, March 27).

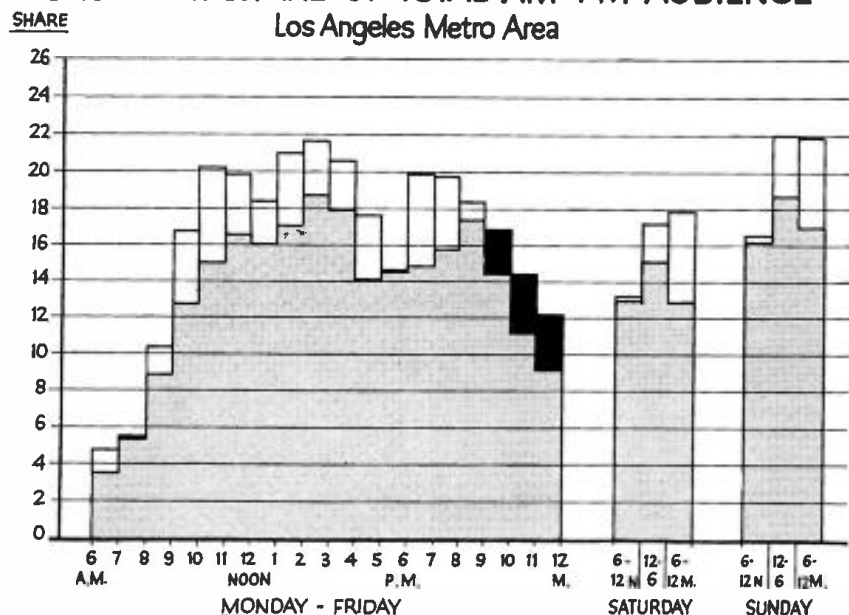
The FM shares, he said, increased in New York (13.5%), Boston (2.7%), Philadelphia (13.9%), San Francisco (10.0%), Los Angeles (24.2%) and Washington (17.5%). In two markets, there was a decline in the FM share, with Chicago down 4.5% and Detroit 7.5%, even though total listening rose considerably in these two markets with AM stations registering more substantial increases than FM during the period surveyed.

Mr. Hoeck utilized in his talk an analysis of the eight markets compiled by CBS/FM, which drew upon ARB findings for the breakout. He attributed the steady rise in FM listening to the wide range of program classifications; improvements in FM station facilities and increased purchases of low-cost FM receivers.

Programming Similarity ■ The FCC's 50% nonduplication rule was blamed by Robert Atkinson, C. E. Hooper, for bringing about a growing "repetition of present format." Since the rule has gone into effect, he said, "the imagination of man in the realm of radio broadcasting has been given a new mandate to provide service to his community."

The innovations in programming—all jazz, all want-ads—has also produced formats that are very similar to AM's and other FM's. "Where we have had two contemporary AM's in a market," he noted, "we now have one

GROSS FM SHARE OF TOTAL AM-FM AUDIENCE*



*American Research Bureau, Inc. Surveys, Oct./Nov., 1966 AS OF JAN./FEB., 1967

This American Research Bureau graph of FM's share of the total Los Angeles radio audience comparing the October-November 1966 study with a January-February 1967 report shows FM gained in shares in 19 of 24 time periods. High points for FM stations are on Sunday from noon to mid-

night, when they account for about 22% of the total radio audience in the metro area. The chart shows FM gained in virtually all day parts on Monday-Friday basis, but showed large losses from 9 p.m. to midnight. FM gained in share throughout the weekend periods.

MEET HALF OF THE TOP TEN



In Chicago, each of the five weeknight editions of WMAQ-TV's NBC News-Night Report (10pm) ranks among the city's ten most-watched programs.*

The remarkable popularity of this local program—even when measured against network programs—is a natural result of the professionalism of anchorman Floyd Kalber, weatherman Harry Volkman and news analyst Len O'Connor.

It's also a natural outgrowth of the scope and enterprise of NBC News. Just one example, among many, is its Northwest Indiana News Bureau under veteran reporter Bill Warrick—the only unit of its kind to provide Chicagoans first-hand coverage of the important Calumet area.

In short, it's no surprise that Kalber, Volkman and O'Connor, backed by the vast NBC News organization, are such favorites in Chicago.

The only complaints come from compilers of top ten lists. Night Report takes half their fun away.

WMAQ-TV 5 
OWNED

*NSI January, 1967, Mon.-Fri., 6:30-10:30 PM. Audience and related data are based on estimates provided by NSI and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

or two separately programed FM's with a similar sound. Where we had three country and westerns, we may have five. This pattern tends to be repeated in every market."

Mr. Atkinson said the changes in programming will effect measurement in two ways:

- Differences in stations will be difficult for the listener to determine, thus increasing the degree of measurement difficulty.

- Specialization of stations in one area will necessitate documentation of the audience for specific advertisers.

A recommendation that FM sell itself as part of an AM-FM package was made by Jack L. Gross, Media Statistics. FM, he said, "should be sold as a complimentary or supplementary station with an AM station that has a strong drive-time appeal." This would couple an AM with high cume and low frequency with an FM of low cume and high frequency.

These qualities, when recognized by the many FM's that possess them, he continued, will materially improve the station's selling schedules since "low-duplication schedules give the advertiser maximum impact."

Tax fund for campaigns faces Senate fight

The five-month old law that established a tax checkoff creating a fund of millions of dollars for presidential candidates to use for campaign expenses such as television appearances is expected to face a stiff counterattack in the U.S. Senate.

The law was attached to an unrelated finance measure which ultimately became known as the "Christmas Tree" bill for the many items attached to it late in the last session of Congress. It was introduced by Senator Russell Long (D-La.), the majority whip and chairman of the Finance Committee.

Although it passed Congress and was signed into law by President Johnson, it has aroused a great deal of opposition. The measure would allow each taxpayer to check a box on his income tax return indicating that a dollar would be donated toward a presidential campaign fund. Senator Albert Gore (D-Tenn.) was one of the leading opponents and this year has announced his intention to move to repeal the law.

Senator Gore will try to tie the repealer to the administration's House-approved reinstatement of the 7% investment tax credit, scheduled to come up today (April 3) on the Senate's first day back from its Easter recess.

Senator Long has admitted that the measure may need some refinement but Senator Gore feels it would be impossible to amend it successfully.

ETV's audience keeps growing

15 million watch each week, according to survey by NET

The audience for noncommercial television doubled in the five years to 1966, according to a report compiled by Dr. Wilbur Schramm, director of the Stanford Communications Institute, for National Educational Television.

In March 1966 Dr. Schramm coordinated a coincidental telephone survey by 46 stations. It revealed that ETV community-service programming is seen by nearly 15 million people a week. That audience is considered separately from the estimated 10-million students who receive some ETV instruction.

Dr. Schramm reports that the average ETV station operating on a VHF channel reaches 22% of the television homes in its market each week, as compared with 11% for UHF stations.

Translating penetration into viewers, Dr. Schramm estimated the audience of noncommercial V's in New York at more than two million viewers; in Boston, Pittsburgh and San Francisco at between 720,000 and 800,000 viewers per week.

The weekly audience for the educational UHF station in Los Angeles is estimated at 400,000 viewers.

Breakdown ■ The median program rating on the night of the coincidental survey was 1.3 for VHF stations, 0.5 for UHF. The average program share in Boston and Pittsburgh was between 2.5% and 3.0% of sets in use. Dr. Schramm estimates the national ETV audience during an average weekday evening hour at between 700,000 and one million viewers.

The ETV audience is reported as overwhelmingly adult and predominantly female. It is weighted in favor of households with higher educational levels and higher-income occupations. But approximately one-half have no college education, approximately one-third work at a blue-collar job.

Depth interviewing of 301 "ETV families" in Los Angeles; San Francisco; Madison, Wis., and Athens, Ga., revealed a tendency to prefer news and public affairs to entertainment and sports programming on commercial television, and to cultural programming on ETV. Members of these families also tended to prefer print to electronic media. But women and rural viewers

in general moderate these exceptional tendencies.

Watch Both ■ Dr. Schramm concludes: There is little evidence that ETV viewers are 'refugees' from commercial television, although one-fifth of them mention absence of commercials as one of the things they like best about ETV.

"Rather, they view a considerable amount of commercial television—both informational and recreational. . . . They come to ETV for more of the kinds of programs they don't find enough of elsewhere, for a different kind of programming (e.g. intensive analysis of public affairs, programs on local problems) than they readily find elsewhere. . . ."

Wichita CATV grant goes to H&B American

H&B American Corp., Beverly Hills Calif., group community antenna television operator that already claims to serve some 90,000 subscribers, last week picked up a franchise with a potential of 40,000 more customers. Through a subsidiary, Wichita Cable TV, H&B American was awarded the franchise to construct and operate a CATV system in Wichita, Kan. It's projected that the new system will involve construction of 800 miles of new CATV cable. Preliminary estimates call for an investment of more than \$5 million to put the system in operation.

It's also figured that Wichita, with population of 280,000 people, will provide H&B American with about 40,000 CATV subscribers within five years.

H&B is 23.3% owned by RKO General Inc., which in turn owns Vumore Co., also a multiple CATV owner.

Las Vegas channel 13 open for applications

The FCC has announced that applications for a new TV station to operate on channel 13 in Las Vegas will be accepted for filing. The commission will also consider requests for interim operating authority. Deadline for applications will be May 1.

KSHO-TV Las Vegas, channel 13, currently operating in receivership, lost its bid in February before the U. S. Supreme Court to negate a 1965 FCC decision denying the station a license renewal (BROADCASTING, Feb. 27). The station is scheduled to cease operation April 14.

An application for the new station has been filed by Desert Broadcasting Co., Las Vegas.

STATION MANAGERS: *Reserve Your Seat Now!*

HAWAII CALLS

Flies HIGH with UNITED!



**UNITED AIRLINES HAS
TAKEN THIS HIGH-FLYING
COLOR TV WINNER IN
MANY MARKETS...GET YOUR
SPONSORSHIP AND
TOP RATING NOW!**

HERE'S HOW IT WORKS...

United Airlines takes a minute spot—
they've done it in 24 markets—for a full 26
weeks on this great syndication! It's a
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AND TOP RATINGS, TOO!

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Dissent faces U's at meeting

Kaiser stations' Block announces intention to argue against the need for an organization to serve the needs of independent UHF outlets

In an atmosphere clearly marked by disagreement, UHF broadcasters were preparing last week to meet in Chicago to canvass the prospects for setting up their own trade association (BROADCASTING, March 27).

Some leaders of the movement said they expected at least 200 UHF operators and permittees to attend the session, which was scheduled yesterday afternoon (April 2) at Marina City.

While several UHF operators stressed the need for such an organization, at least one, Richard C. Block of the Kaiser stations, one of the biggest UHF groups, said he planned to attend and register "a strong dissent." He thought the approach was not "constructive" and that it would be a mistake to differentiate between UHF and VHF.

Generally acknowledged to be the leaders in arranging the meeting were Robert Adams, a UHF consultant, of New York; Leonard B. Stevens, execu-

tive vice president of WPHL-TV Philadelphia, and Sterling C. (Red) Quinlan of Field Communications Corp.'s WFLD (TV) Chicago, although Mr. Quinlan said he intended to stay in the background.

Mr. Adams sent out invitations to the meeting, saying he was acting in behalf of "Messrs. Quinlan, Stevens and others."

Not Satisfied ■ Dissatisfaction with the National Association of Broadcasters' representation—or, according to some critics, lack of representation—of independent UHF operators was clearly one of the reasons for the movement.

"We've asked NAB before to set up some sort of unaffiliated stations subdivision," Mr. Stevens said last week, "but they just won't do it. Some of us independent UHF operators feel that some formal organization that worries about us would help. We need some

lobbying, somebody to speak up for us."

Mr. Adams told BROADCASTING that "the big-station establishment" on the NAB board had dismissed the special interests of UHF stations as being outside of, if not contrary to, its own. But he said that formation of a UHF association would not preclude members from belonging to NAB as well.

In advancing the view that independent operators seem to need their own Washington liaison people, both Mr. Adams and Mr. Stevens raised the point of the FCC's reconsideration of definition of UHF contours, noting the problem this might present to UHF vis-a-vis community antenna television systems. NAB, they said, presented nothing in UHF's behalf on the question.

Mr. Quinlan said that "we have found that the NAB really doesn't care about us. So we'll have to care for ourselves. I'm not anti-NAB, but I am pro-UHF. The timing for such a group may be too early, I don't know. I certainly don't want to organize just for the sake of another group."

'Free-Form' ■ It was generally agreed that the meeting would be wholly "exploratory." Mr. Quinlan said "there is no agenda—it will be a free-form meeting."

Advance indications were that it would be a lively one, too, in view of Mr. Block's stated plan to attend and disagree.

In response to questions, he said he objected to the treatment of UHF as a separate category of television, felt the motivations for the meeting were negative and doubted that any "self-appointed spokesmen" could speak for the entire UHF band.

He said he thought the point of view of independent stations should be represented on NAB bodies but that it should be represented by operators who have demonstrated that independents can be operated viably. UHF, he contended, is television, and like all television needs "hard work and professionalism."

Mr. Adams, president of Adams Broadcast Service, said in his letter of invitation to the meeting that "there is virtually no association designed to serve the special needs of the UHF television station. There is no reposi-

Do overnight ratings favor independents?

Expansion of the fast overnight electronic ratings of TV programs to at least the top-five markets is essential if advertisers want a true picture of the audience changes going on in television today, Sterling C. (Red) Quinlan, president of Field Communications Corp. and general manager of WFLD (TV) Chicago, told midwest agency executives last week.

The changes are being brought about by the growth of UHF, CATV, educational TV and other programing factors, he said, charging that the network interests are clouding the rating picture by failing to support expansion of overnight ratings. Mr. Quinlan explained that the continuous electronic ratings like those now available in New York tend to favor the independent outlets while the older rating techniques, which involve time-period averages and day-part minimums, tend to favor the networks.

Speaking before the annual meeting of the Chicago council of the American Association of Advertising Agencies,

Mr. Quinlan said that the rating services themselves are willing to supply the new electronic overnight services but will not do so until economic support is provided. He claimed the networks are not interested.

"The ratings companies should take matters into their own hands and force it," Mr. Quinlan said. He warned that in view of the continuing delays "it's time to ask if there is some sort of conspiracy afoot."

Mr. Quinlan contended that "the network stations don't want electronic overnights. They put the word out. I know they did because I was one of them." (He headed ABC's WBKB-TV Chicago before joining Field.)

Mr. Quinlan believes that if ratings are improved they will show that UHF stations add audiences in many instances and do not necessarily fragment them. He had spoken on this theme the week previous before the Association of National Advertisers in New York (BROADCASTING, March 27).

It's Official

FCC TYPE APPROVAL Announced for Collins' New 900C-2 FM Modulation Monitor

Collins' new 900C-2 FM Modulation Monitor is TYPE APPROVED for stereo multiplex and SCA programming. Its TYPE APPROVAL number, 3-131, assures you that the 900C-2 will accurately measure and monitor FM stereo and mono signals in accordance with FCC Rules and Regulations.

The new monitor provides demodulating circuitry required to measure total modulation of the carrier. It also individually measures modulation percentage of main channel, stereo subchannel, pilot carrier, and SCA subcarrier. Total peak modulation is monitored continuously and indicated on the peak light.

A self-contained voltmeter is used for direct measurement of channel separation, crosstalk, signal-to-noise and stereo subcarrier suppression. Plug-in wired circuit cards speed up maintenance.

The monitor operates in the standard broadcast frequency range of 88 to 108 MHz.

For more information on this new FCC TYPE APPROVED monitor, contact Broadcast Marketing Department, Collins Radio Company, Dallas, Texas. Phone (214) AD 5-9511.



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Here are some of the ways ABC Films is meeting the challenge.

Virginia Graham's Girl Talk: In color.

Producer, Monty Morgan—Beginning its

6th season—the longest running half-hour strip show in syndication. As much a part of the broadcasting spectrum as NAB Conventions. In market after market she has won the women over. They simply will not do without her.



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Carlton Fredericks Program: In color.

Producer, Herbert Swope, Jr. in conjunction with Triangle Television. A well-balanced, provocative, daily half-hour aimed squarely at television's most important and biggest spending audience, the young housewife—advising her how the entire family can live better and longer.



A collision of forces in Chicago

As NAB convenes for 45th time, broadcasters face internal conflicts, upheavals in ad practices—and effects of an AFTRA strike against networks

The quasi-peace that usually prevails in the broadcasting industry has a habit of falling apart just about the time a National Association of Broadcasters' convention rolls around. This year is no exception.

As more than 5,000 broadcasters gather in Chicago this week for the NAB's 45th annual meeting, they find themselves beset with problem pockets—most of them in television.

Many of the more pressing problems will not be found on the formal NAB agenda. But they will be discussed, dissected and deliberated on at the more specialized trade-group meetings, among the station representatives, at the network affiliate meetings and in the corridors and hospitality suites of a dozen midtown hotels.

Among the big issues this year are:

- The continuing softness in spot-TV business.
- The concern of TV affiliates about extra network commercial time in prime-time movies.
- The Petry proposal for new TV commercial time limits.
- The NAB Code Authority's propos-

al to simplify and streamline TV time standards.

▪ The move by independent UHF's toward setting up their own association.

And, as if those problems weren't sticky enough, the American Federation of Television and Radio Artists pulled live talent off the television and radio networks four days before the NAB convention was to begin (see page 92).

Soft Spot ▪ Spot-TV billing, off in many markets since the start of the year, is at the crux of many of the industry's problems. The reps are maintaining, virtually to a man, that increased competition from the networks for tightened advertiser allocations has made the affiliates and the networks direct competitors for the same spot dollar.

In part, the reps are tossing a big portion of the blame on the Television Bureau of Advertising and they feel that TVB hasn't changed its role as fast as the industry has changed.

Own Trade Group ▪ Several reps are looking at ways to improve TVB's service, to make it an impartial salesman for the whole medium. But there appears to be an undercurrent of growing dis-

content among some major reps with TVB's role. These reps are of the opinion that either they should have a larger voice in TVB activities or that they should create a spokesman of their own.

Indicative of this concern by reps and stations is the announcement of NBC-TV last month that it is considering increasing the commercials in the Tuesday and Saturday night movies from 14 to 16 minutes per hour. Also under consideration by the network is an expansion of regular station breaks and a rewriting of affiliation contracts to bring station-payment formulas into line with today's network practice of selling participations rather than whole shows.

The reason for the increase in movie commercial minutes: NBC says its cost of acquiring prime-time films is going up.

To appease the affiliates, who took on a lean and hungry look after the announcement of more movie commercials, NBC said it would not change the existing two 62-second breaks in the films. It would also add a third 62-second break for Saturday night films



Mr. Armstrong



Mr. Murphy



Mr. Revercomb



Mr. Cobb



Mr. Ferguson

The largest National Association of Broadcasters convention in history takes place in Chicago this week and more than 5,000 broadcasters are expected to take part in this 45th annual meeting. Above are five men who played important roles in getting

this year's convention off the drawing board and into reality: George W. Armstrong, Storz Stations, Omaha, and John T. Murphy, Avco Broadcasting Corp., Cincinnati, vice chairmen of the NAB radio and television boards, respectively, and convention co-chair-

men; Grover Cobb, KVGB Great Bend, Kan., and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairmen of the radio and TV boards respectively, and Everett Revercomb, NAB secretary-treasurer and convention manager for the association.

COLLISION OF FORCES IN CHICAGO *continued*

that go past 11 p.m.

Follow the Leader ■ On the heels of the announcement—and strictly to be competitive they claimed—ABC and CBS said if NBC did make the move to 16 commercial minutes in movies, they would follow suit on their movie nights.

NBC officials said general revision of the affiliation contracts and compensation formulas was needed and would be submitted by midsummer. The affiliates, however, decided they wanted to take their own look in this area and are backing their own study group that will draw up proposals for a new contract. That special committee is due to meet in Chicago this week.

Meanwhile ABC-TV got on the affiliation contract bandwagon and sent out its new contracts two weeks ago. These are also aimed at updating formulas for station compensation and aligning them with current selling procedures by the network. The ABC affiliates were to grill the network officials about the proposals at meeting set for Sunday (April 2) in Chicago.

Among the possible trouble spots in the proposed contracts, as the affiliates

the viewer's standpoint. Included would be elimination of the distinction between prime and nonprime time, since Petry maintains, the viewer doesn't distinguish between them.

The rep would have a commercial limit of 12 minutes per hour or six minutes per half hour. The number of interruptions would be limited to three each half hour; two in the program and one on the break. During the interruptions a maximum of three product impressions would be allowed. Billboards would be permitted only on sponsored programs, not for participating sponsors.

To make up the revenue loss this plan would cause, the networks would be given an extra 30-second spot in each half-hour show between 7:30 p.m. and 11 p.m. To offset the loss to affiliates, extended breaks would be created. The breaks would go to a uniform 92 seconds between network shows from the present 42-second nighttime break and 70-second daytime break.

Under the Petry proposal, the independents would live under somewhat different standards than their affiliated

ards of the NAB's TV code. The code authority wants to eliminate the difference between prime and nonprime time, develop a cluster system for non-program material, eliminate clutter and limit the number of viewer appeals—whether for commercials, public-service announcements or other spots.

Aside from the revenue-producing end of the business, NAB may be confronted with still another splinter trade association geared to the special interests of its members. Independent UHF operators were invited to a meeting in Chicago's Marina City Sunday, a meeting that would play opposite NAB's opening TV session on secondary-market problems.

There appears to be some feeling among these UHF operators that they are getting the short end of the stick from NAB—that they are not represented on the board, that there is not even a committee to deal with UHF problems and that NAB, in general, couldn't care less about what happens to them.

NAB now has 80 UHF members, some of them—particularly the older stations in all-UHF markets—network affiliates. The independents will be expected to make a drive to elect one of their own to one of the six NAB TV board seats up for grabs on Wednesday. Fred Weber of Rust Craft Broadcasting, both a VHF and UHF operator, and William Putnam of Springfield Broadcasting, strictly UHF, are expected to be nominated.

Depending on the outcome of the Sunday session, there could be other UHF nominees and a real battle for the available board seats.

Radio Prospects Bright ■ On the radio side of the ledger things couldn't look rosier for business. Billings are up and are predicted to rise steadily through the year. FM's are gaining wider acceptance by listeners and advertisers, and are offering increasingly varied programming.

The one apparent ripple on the otherwise smooth surface is the move by recording artists and record companies to get a fee each time a record is played on the air.

That pitch was made two weeks ago to a Senate subcommittee studying copyright revision. A similar, although less insistent appeal, was made at last year's House copyright hearings, but the House subcommittee didn't buy it.

This time out the record companies are being bolstered in their drive by an organization of recording artists and the Record Industry Association of America. In this light, some radio men are looking with jaundiced eye at the Monday afternoon NAB radio session, a portion of which is programed by RIAA and featuring some top record artists.



Vincent T. Wasilewski (l), NAB president, will make his annual report to the membership at the luncheon today (April 3); Sargent Shriver (c) director of the Office of Economic

Opportunity, will be the Wednesday (April 5) luncheon speaker, and FCC Chairman Rosel H. Hyde (r) will address the convention at the Tuesday (April 4) luncheon.

see them, are failure of the network to spell out how many availabilities it will establish per program and failure to mention the length or frequency of station breaks.

Cutting through to the gut issue was the proposal made last month by Edward Petry & Co. that both networks and stations cut back on commercial time while increasing their revenues through establishment of new and better-priced commercial opportunities. The proposal is aimed at cutting back the networks' inroads into spot business.

New Idea ■ Petry's plan would be a form of cluster but without clutter, and it would create an assertedly less commercial look to the medium from

brethern. The independents would be allowed to carry a maximum of 16 commercial minutes per hour in a maximum of eight interruptions and offer a maximum of 22 product impressions.

A major part of the Petry theory is that under such a plan the networks and stations could compete for the 30-second commercials which will be dominant in the industry within a few years. As it stands now, the rep feels, stations are stuck with 20-second positions that exceed the demand while the networks have the 30's that everyone wants.

Code Changes ■ Along with the Petry proposal, the networks and stations are being asked to consider the conceptual change proposed in the TV time stand-

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Combat!—152 World War II battles. Perhaps the most important hour series ever released in syndication!



Guy Lombardo: Television's first live entertainment syndication success. A solid smash in 86 markets last New Year's Eve.



Hayride: In color. AVCO Broadcasting had 18 years of success with "Midwestern

Hayride" in its markets. ABC Films placed their current series in syndication. A good move? You bet—52 hours or 104 half-hours in color tape purchased by 44 stations in 3 months. The "Hayride" cast has the honor of being selected as the entertainment at



this year's Broadcast Pioneers Dinner.

And around the world—ABC Films International Catalogue of shows this year is second to none—including "The Invaders," "Garrison's Gorillas," "Fantastic Four" and "N.Y.P.D." A big hit, "The Fugitive" is currently running in 70 countries, and "The Invaders" was purchased by 25 countries in its first two months of distribution. ABC Films International Sales Division also has entered into agreements with overseas companies such as Telepool and Intertel for the world-wide distribution of their product.

That's only the beginning. Things will be happening in a very big way at ABC Films during the coming year. We'll let you in on them happening by happening. We'd like to make them happen for you too.

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tory for collective information covering such vital areas as programing, research, sales, engineering or operations. The UHF station, whether to be affiliated with a network or not, has unique problems that perhaps can best be handled by a new and special organization."

The letter went to UHF stations, permit holders and applicants. The meeting was generally regarded as one for independent UHF operators, but leaders said independent VHF stations would not be excluded and that some network-affiliated U's had expressed interest in participating and would be welcome.

UHF partisans build up steam

All-channel group's agenda feeds speculation that U's are in rebellious mood

The newly reconstituted government-industry Committee for the Full Development of All Channel Television indicated last week that the UHF operators who have dominated the committee intend to make their weight felt in government and broadcast-industry counsels.

It circulated a proposed agenda for its first meeting, scheduled for April 13 in New York, which served to feed speculation that UHF interests may be considering establishing an organization of their own and, in addition, to stress their determination to push for commission regulation that would likely be opposed by major broadcasting interests.

However, the committee, in response to an open invitation from the FCC, is constantly being enlarged by the addition of new members representing a variety of interests—networks, major VHF's, program producers and the National Association of Broadcasters among them. As of last week the committee numbered 53.

Accordingly, the meeting, which was expected to attract most of the committee's more than 50 members, was regarded as likely to spark considerable debate.

One proposed agenda item calls for a general discussion of how well the interests of UHF and VHF independent stations are represented by such organizations as the National Association of Broadcasters, the Television Bureau of Advertisers, Television Information Of-

fice and the Broadcast Ratings Counsel.

Another Indication ■ This item takes on added significance in view of the meeting scheduled for Chicago yesterday of UHF operators who had been reported interested in forming an organization outside of NAB (BROADCASTING, March 27). Furthermore, the chairman of the all-channel group is Lawrence Turet, of Field Communications. And Sterling C. (Red) Quinlan, president of Field, was one of the moving forces behind organizing the Chicago meeting and is an active member of the industry-government group.

Other items include proposed resolutions which had been approved by subcommittees in the past but which had been blocked from transmittal to the FCC by the group's executive committee—a unit that did not survive the commission's reorganization of the Committee for All-Channel Broadcasting last month (BROADCASTING, March 13).

One endorses the principal of a nationwide system of pay television. Another calls for a commission inquiry into the question of whether exclusivity arrangements between program suppliers and stations hinder small-market stations in their effort to acquire programming.

Other suggested items involve a review of AT&T tariffs covering minimum-use charges for interconnection, and discussions of ratings' effects on independent stations, by Adam Young of Adam Young Inc. and Albert B. Petgen of Med-Mark Inc., and of whether CATV hurts or helps all-channel television, by Mr. Quinlan.

FCC sets cut-off plan if hearings grouped

In a CATV action the FCC has outlined a 60-day cut-off procedure for top-100 market cases that may be invoked in consolidated hearings but said it would continue to act mainly on a case-by-case basis. The action in effect rejected an earlier Westinghouse Broadcasting Co. petition that would have all proposals within a given market be considered in a consolidated proceeding.

The Westinghouse proposal, filed in October 1966, called for a cut-off procedure for dealing with all such requests filed within a given market, consolidation of all such requests into a single hearing and refusal to consider later requests filed for a "cut-off" market until conclusion of a hearing on the earlier requests. Westinghouse had offered the consolidation proposal and offered the argument that since the CATV proposals were likely to be

similar, the commission must consider the cumulative effects of all requests.

In rebuttal the commission said it was sometimes convenient to consolidate the proposals, but, in affirmation of past policy, it will continue to try on a "case-by-case" basis most top-100 market requests. Furthermore, the commission noted, top-100 requests are "not necessarily" so similar as to justify adoption of the Westinghouse plan.

The commission concluded: "Where it is found appropriate to take up simultaneously all pending requests in the same market, we establish the following [rule] to avoid the necessity for last-minute consideration of late filings—all proposals for a given market must be on file within 60 days of our issuance of public notice . . ."; requests filed later will be accepted, but will be acted upon separately and in chronological order of filing.

CATV-broadcast mixing regrets

Cox ties 'emasculatation' of FCC rules to cross-ownership of systems

FCC Commissioner Kenneth A. Cox expressed concern last week over what he termed the "further emasculatation" of the commission's CATV rules—a process he feels has been advanced in part by the commission policy of permitting broadcasters to own CATV systems.

The commissioner was reacting—in a 10-page dissent—to the commission's decision to grant eight petitions for waiver of the top-100 market rule that will permit CATV systems to import immediately from six to 10 distant signals into 25 communities in the Harrisburg - Lancaster - Lebanon - York, Pa., market (CLOSED CIRCUIT, March 27).

Commissioner Cox said he thinks "this is the first case of this magnitude" in which the commission granted all requests for waiver of the requirement that hearing be held on the possible impact of distant signals on local television. The distant signals in the Harrisburg case are from Baltimore, Philadelphia and Washington.

Lonely Voice ■ Commissioner Cox was the lone dissenter. Chairman Rosel H. Hyde, and Commissioners Robert E. Lee and James J. Wadsworth voted for the commission order, with Commissioner Lee Loevinger concurring and

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A daily highlight on KNX-CBS Los Angeles. Mike is now in his seventeenth year, doing the show that only Mike Roy could do. Where else could you find a big name network personality who is also a gourmet chef and an encyclopedia of cooking hints? Local audience participation via long-distance phone calls. Thirty minutes daily.



JUKE-BOX JURY ... PETER POTTER'S MUSICAL PANEL SHOW

Highlights celebrities, music and local audience participation. Sixteen years of continuous success on both radio and TV network, now tailored to individual markets. One hour weekly — PLUS six promos.



VIEWPOINT ...with BILL LEYDEN

The well known radio and TV personality matching wits with prominent guests on varied subjects of topical public interest. Controversial, provocative, fresh and imaginative. Thirty minutes or one hour daily.



THE FINAL HOURS ...with DEL MOORE

The dramatic moments leading up to the passing of famous people, their final words and deeds. Again merchandising power through local audience participation. Five minutes daily.



THE STORY & THE SONG ...with FELIX DE COLA AND ROCHELLE ROBIN

The stars of "Comedy in Concert" in a new showcase. Felix tells the amusing and informative story of the song—the sponsor tells his story—then Rochelle sings the lyrics. Five minutes daily.



ONE FOR THE BOOK ...with SAM BALTER

A favorite of sports fans, coast-to-coast for more than twenty-five years. Little-known vignettes in the lives of sports personalities dramatically presented by the west's favorite sportscaster. Five minutes daily.

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Commissioner Robert T. Bartley concurring in part and dissenting in part. Commissioner Nicholas Johnson was absent.

Commissioner Cox said that, "as in the whole series of decisions in which it has weakened our rules, the majority has sought to accommodate the interests of CATV operators and to insure the profitability of their systems rather than to fit them into our television system in an orderly fashion as a useful but supplementary service."

The commissioner noted that the majority pointed out that none of the four commercial UHF stations in the market had opposed the CATV petitions—then went on to detail each one's involvement in CATV:

Susquehanna Broadcasting Co., licensee of WSBA-TV York, is the CATV applicant in that community and is seeking a waiver of the rules; Triangle Publications Inc., licensee of WLYH-TV Lebanon, and Newhouse Broadcasting Corp., licensee of WTPA(TV) Harrisburg, are "heavily involved in CATV elsewhere and are perhaps reluctant to urge the enforcement of the rules here when they are urging their waiver elsewhere"; and the licensee of both WTPA and WHP-TV Harrisburg are represented by the law firm which represents a "large CATV system whose presence there is urged as grounds for letting in a flood of distant signals."

VHF Protest ■ Commissioner Cox said only WGAL-TV (ch. 8) Lancaster protested the waiver requests. But "that is the big, prosperous VHF station which dominates the market, so it is easy to disregard its protests."

"I have come to regret exceedingly that I ever countenanced to any degree the owning of CATV systems by broadcasters," the commissioner said. "The creation of conflicting interests within the broadcast industry—and within the bar which represents the industry—has led to a weakening, I am afraid, of the vigor with which broadcasters urge the enforcement of CATV rules."

In discussing what he considers the commission majority's erosion of the rules, he noted that the case involved the application of a policy under which the commission said it would consider hearings in situations where two major markets each fall within the other's grade B contour (for example, Washington and Baltimore).

He said the commission had ordered hearings in previous cases where grade B overlap was involved but that in the Harrisburg case it has taken a different tack "without reasonable explanation." The grade B contours of some Baltimore stations overlap part of the Harrisburg market.

The commission said it is permitting carriage of all the Philadelphia, Baltimore and Washington commercial sig-

nals requested by the CATV operators because some are already present, either off the air or on existing cable systems. However, Commissioner Cox said the signals are currently "a minor factor" in the areas involved.

He also found no justification for one of the principal commission arguments in support of the decision to grant the waivers—that "in some of the central cities of the market, a plethora of signals is already available." Commissioner Cox said this rationale "says that where CATV activity is at all extensive, we will simply give up and not try to apply our policies."

Overmyer selling control of outlets

Control of five of the six D. H. Overmyer stations has been passed over to an investment firm, subject to FCC approval, it was reported last week.

AVC Corp., the former American Viscose Corp., is purchasing 80% ownership of Mr. Overmyer's five UHF stations, all in various stages of construction. Purchase price is reported to be about \$1 million. Mr. Overmyer's investment in the properties is believed to be substantially in excess of the \$1 million. Not included in the transaction is Mr. Overmyer's WDHO-TV Toledo, Ohio (ch. 24), which began operating almost a year ago.

Construction permits in which AVC Corp. is buying controlling interest: WDMO-TV Atlanta (ch. 36), WSCO-TV Newport, Ky. (Cincinnati) (ch. 19), WECO(TV) Pittsburgh (ch. 53), WJDO-TV Rosenberg, Tex. (Houston) (ch. 58), KEMO-TV San Francisco (ch. 20).

Mr. Overmyer, a leading warehouse businessman, received the grants during the last two years. He also initiated the planned Overmyer Network that last month became the United Network with a group of western businessmen owning 80% and with Mr. Overmyer retaining 20% interest (BROADCASTING, March 13).

AVC Corp., a public, nondiversified closed-end management investment company, is listed on the American Stock Exchange. Until 1963, the company was the American Viscose Corp. (textile yarns and fibers, synthetics). In that year it was sold to FMC Corp., and its name changed to AVC Corp.

President of AVC is Frank H. Reichel, Philadelphia, whose father founded American Viscose. George S. Hills is chairman of the board.

In its annual report for 1966, AVC Corp. reported total net assets of \$20,132,785, with almost \$10 million in an investment portfolio that is widely

diversified. AVC's net income for 1966 was \$644,285.

AVC closed at 8½ last Thursday.

Mid-Florida gets interim grant

The FCC has given WFTV(TV) Orlando, Fla. (ch. 9), a new lease on life by denying the requests of two applicants for interim operation on the channel. In rejecting the requests of Consolidated Nine Inc. and Comint Corp., the commission held that the public interest lies in continuing the existing service of Mid-Florida Television Corp. during a court-ordered comparative hearing on applications for permanent operating authority.

At the same time the commission issued the order for the hearing, which will involve eight applicants. Though some of the applicants had specified operating the present facilities of WFTV (TV) rather than a proposed new station, the FCC held that the hearing was "too important a matter" to dismiss the applicants on that technical ground.

The commission also said that a communication by private citizens in the restricted proceeding "was not a prohibited ex parte presentation" because it was not by an "interested person." The ex parte statement resulted from a 1966 complaint lodged by several applicants against WFTV(TV) that alleged the station had instigated a letter sent to the commission by local residents on its behalf and thus was guilty of ex parte influence.

The original 1957 grant to WFTV (TV), formerly WLOF-TV, has been clouded with ex parte charges arising from several alleged representations made by former Mid-Florida attorney, William Dial, to the late FCC Commissioner Richard A. Mack. The ex parte allegations brought the original grant into question and into U.S. courts twice before the FCC cleared Mid-Florida of the charges and affirmed its seven-year-old decision in 1964.

A 1965 U.S. Court of Appeals decision vacated the commission's order because it was based on a "stale" record and, in 1966, the commission opened the door to a new hearing with new applicants.

Several applicants for the new channel had complained that continued operation of WFTV(TV) would prejudice the outcome of the comparative hearing and asked the commission to provide interim authority in which all applicants would be eligible to share in the operation, and profits of the station pending conclusion of the hearing.

The eight applicants for channel 9



OLE, AMIGOS!

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(in English)

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FCC's Johnson wants research clearing house

FCC Commissioner Nicholas Johnson has suggested the establishment of a national clearing house of communications research as a means of focusing efforts on the solution of communications problems.

The commissioner made the comment in a speech Saturday (April 1) in which he also suggested a thorough examination of the government's present many-faceted approach to communications matters.

Commissioner Johnson, who spoke at the Carnegie Conference on Communications at the Carnegie Institute of Technology in Pittsburgh, stressed as he has in the past his view that communications problems must be viewed as parts of an integrated whole if rational solutions are to be found.

He noted as an example that although

CATV and communications satellites involve policy problems of their own they bear on the critical problem of spectrum shortage. And in that connection he said that although the basic allocation pattern was established 20 years ago, "we are only beginning to develop mechanisms to evaluate the present allocations system" and to provide the needed changes.

In expressing his view that problems should be approached in the context of a total communications system and that the problems "cry out" for informed research and analysis, he pointed out that almost all academic disciplines could contribute to the needed solutions.

"A single, national clearing house of communications research should be established promptly to keep interested parties informed," he said. Such a clearing house, he added, would help in coordinating efforts and preventing wasteful duplication.

He also noted that many government agencies are involved in communications matters of one kind or another—the FCC, the Director of Telecommunications Management, the Department of Commerce and the Federal Aviation Agency.

The present structure may be best suited to meet present and future de-

mands, he said. But he thought it more likely that the structure should be thoroughly examined "to devise means for encouraging more rational analysis in the formulation of public policy in communications."

Changing hands . . .

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

■ WOL-AM-FM Washington, WOPA-AM-FM Oak Park, Mich.; WDIA and WNTL (FM) Memphis; KDIA Oakland, Calif., WWRL New York and KFOX-AM-FM Long Beach-Los Angeles: 40% interest being sold to public by Richard Goodman and Mason A. Loundy for potential maximum of \$4.48 million. Egmont Sonderling retains present 24.6% (see page 84).

■ KLIV San Jose, Calif.: Sold by Riley R. Gibson and associates to Robert S. Kieve, Maurice Forman and Fred A. German for \$1.1 million plus adjustments. Principals are group of Rochester, N. Y., investors headed by Mr. Kieve, former general manager of WBBF Rochester. Mr. Forman is former owner of WBBF, and Mr. German is Eastman Kodak Co. executive and owner of WWOK Charlotte, N. C. KLIV operates fulltime on 1590 kc with 5 kw days and 500 w nights. Broker: Edwin Tornberg & Co.

■ WDMO-TV Atlanta, WSCO-TV Newport, Ky. (Cincinnati), WECO(TV) Pittsburgh, WJDO-TV Rosenberg, Tex. (Houston), KEMO-TV San Francisco—80% interest being sold by D. H. Overmyer in these stations, all permittees, to AVC Corp. for reported approximately \$1 million (see page 80).

■ WIOK Normal, Ill.: Sold by Robert W. (Woody) Sudbrink and others to John R. Livingston of Rockford, Ill. for \$276,100. Mr. Livingston last December sold his stock with others in WJRL (now WYFE) Rockford, Ill. Mr. Sudbrink still owns WRMS Beardstown and WRTH Wood River-St. Louis, both Illinois, and KYED Burlington, Iowa. WIOK operates fulltime on 1440 kc with 1 kw days and 500 w nights. Broker: J. D. Stebbins Co.

■ WBRY Waterbury, Conn.: Sold by Kenneth A. Wood Jr. and others to Danny Stiles for \$225,000. Mr. Stiles is a radio personality, with WNJR Newark, N. J. Mr. Wood will continue as general manager of WBRY. WBRY operates fulltime on 1590 kc with 5 kw. Broker: Edwin Tornberg & Co. (corrected item).

■ WIST Charlotte, N. C. and WQXL Columbia, S. C.: Sold by Henderson Belk to Statesville Broadcasting Co. WIST sold for \$200,000. WQXL sold

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for \$175,000. Mr. Belk will retain WIST-FM Charlotte, N. C. He also owns WKIX-AM-FM Raleigh, N. C. and WPDQ Jacksonville, Fla. Statesville Broadcasting, licensee of WSIC and WFMX(FM) Statesville, N. C., is headed by G. M. Allen. It has interlocking ownership with WCBT Roanoke Rapids and WFRC Reidsville, both North Carolina. WIST operates fulltime on 1240 kc with 1 kw days, 250 w nights. WQXL is 5 kw daytimer on 1470 kc. Broker: Blackburn & Co.

■ KLTR Blackwell, Okla.: Sold by Wallace B. Waters and associates to Jerry L. Mash and others for \$130,000 plus \$25,000 consultant fee. Mr. Mash is principal stockholder of KLOR-FM Ponca City, Okla. KLTR is daytimer on 1580 kc with 1 kw. Broker: Hamilton-Landis & Associates Inc.

■ KSJO-FM San Jose, Calif.: Sold by Patrick H. Peabody to Scott M. Elrod, Richard S. Garvin and Donald M. Bekins for \$125,000. Mr. Elrod is Chicago advertising executive. Mr. Garvin is a radio and film company executive. Mr. Bekins is broker with E. F. Hutton & Co., San Francisco. KSJO-FM operates on 92.3 mc with 20 kw. Broker: Hamilton-Landis & Associates Inc.

■ WPKM(FM) Tampa, Fla.: Sold by Frank Knorr Jr. to Frederick T. C. Brewer, Dr. J. William Douglas and Don E. Hofmann of Pensacola, Fla. for \$125,000. Mr. Brewer owns WPEX-FM and background music service in Pensacola. WPKM operates on 104.7 mc with 10.5 kw. Broker: Chapman Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 158).*

■ Koy Phoenix: Sold by Glenn Snyder, Jack Williams and others to Earl F. Slick, James W. Coan, John G. Johnson, Albert L. Butler Jr. and others, for \$1,900,000. Southern Broadcasting Co., headed by Mr. Johnson, owns WTOB Winston-Salem and WGHP-TV High Point, both North Carolina; WSGN and 33⅓% of WBMG-TV, both Birmingham, Ala., and KTHT Houston. It is also applicant for TV's in Cincinnati (ch. 64) and Sacramento-Stockton, Calif. (ch. 31). Koy operates fulltime on 550 kc with 5 kw days and 1 kw nights.

■ WxBR(FM) Cocoa Beach, Fla.: Sold by Mrs. Richard C. Lang to group owner Norman Knight for \$65,500. Mr. Knight owns WEIM Fitchburg, WSRs(FM) Worcester, WSAR Fall River, all Massachusetts; WHEB-AM-FM Portsmouth, WGIR-AM-FM Manchester, WTSL Hanover and WTSV-AM-FM Claremont, all New Hampshire. He also has 100% stock of Knight Sales, Knight Management Corp. and Ohio Outdoor Adver-

tising Corp.; 80% of Pike Productions Inc., and 95% of Caribbean Communications Corp., formed to own and operate CATV systems in U. S. and Virgin Islands. WxBR operates on 101.1 mc with 100 kw.

TV-radio warned of Carnegie 'tax'

The possibility that Congress may choose to underwrite the Corp. for Public Television, recommended by the Carnegie Commission on Educational Television and proposed by President Johnson in his ETV message, with a "franchise" tax on broadcasters was raised last week by Terry Sanford, former governor of North Carolina and a member of the Carnegie commission.

Mr. Sanford, speaking to the Federal Communications Bar Association, stressed that the Carnegie group's best hope for a "protected" trust fund for ETV was a tax on TV sets. This would provide a steady source of income for the CPTV, he said. Acknowledging that the commission had discussed a franchise tax on broadcasters, and had discarded it because it did not seem to provide a steady source of funds, and that

it was impossible to predict the amounts to be raised, Mr. Sanford observed:

"Perhaps, as a fallback position, Congress may choose the franchise route."

Answering critics of the CPTV plan who fear too much presidential influence through the appointment of directors, Mr. Sanford stated that he expects that the Senate would look at the nominees as different from ordinary presidential appointees. President Johnson has suggested that the CPTV board consist of 15 directors, nominated by the President and confirmed by the Senate.

Media reports . . .

Move ■ WBIS Bristol, Conn., has moved to new studios at 1021 Farmington Avenue. Since its founding in 1948, the station has been located at 183 Main Street. WBIS is a 500 w daytimer on 1440 kc.

Nonprofit gift ■ KTTV(TV) Los Angeles, a Metromedia-owned station, has made a gift of 26 hours of taped performances of the Boston Symphony Orchestra to KCET(TV) Los Angeles, a noncommercial station. The programs were produced by Seven Arts Associated Corp.

Names agency ■ WCFL Chicago names Stern, Walters & Simmons Inc. there to handle its advertising.

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Sonderling Broadcasting goes public

REGISTERS OFFERING OF 40% OF STOCK WITH SEC

Sonderling Broadcasting Corp., multiple owner of six radio properties, is planning an offering to the public of 40% of its stock.

The stock is to be sold by Richard Goodman, 30%, and Mason L. A. Loundy, 10%. If sold at a maximum price of \$14 per share, it should bring \$4.48 million to the sellers, according to a registration statement filed with the Securities and Exchange Commission last week.

Control of the corporation will remain vested in the present management, with Egmont Sonderling, president of the corporation, retaining his 24.6%, Mr. Goodman dropping from his present 54.2% to 24.2% and Mr. Loundy from his present 19.7% to 9.7%. The only other stockholder, who will also retain his holdings, is A. Harry Becker, Washington attorney, who owns 1.5% of the company.

Sonderling stations are WOPA-AM-FM Oak Park, Ill. (Chicago); WOL-AM-FM Washington; WDIA and WNTL(FM) Memphis; KDIA Oakland-San Francisco; KFOX-AM-FM Long Beach-Los Angeles, and WWRL New York. The Washington, Memphis and Oakland-San-Francisco stations emphasize Negro-oriented programs; those in the Chicago area are foreign language, ethnic-oriented, and the Long Beach-Los Angeles stations specialize in country-and-western music.

Three Leaders ■ For the year ended Dec. 31, 1966, approximately 65% of the revenues came from three stations—WWRL, WOL-AM-FM and WDIA. WWRL, the report said, accounted for 31% of such revenues. In 1966, the Sonderling group had gross revenues of \$5,965,164 and net income of \$815,187. The company showed consolidated total assets of \$6,116,969, with total current liabilities of \$1,129,957 and a long-term liability of \$2,627,435—with the largest portion a \$2.5 million loan from the State Mutual Life Assurance Co. of America (at 6% due in 1977). There are 800,000 shares of no-par stock outstanding (2 million authorized).

Mr. Sonderling has a five-year employment contract with the company ending in 1972, providing for \$36,000 a year in salary plus 10% of consolidated net profits between \$70,000 and \$200,000, 7.5% between \$200,000 and \$250,000 and 5% above \$200,000 before deductions for income taxes and other adjustments. His contract provides, however, that his total annual

compensation may not exceed \$125,000.

Mr. Goodman is indebted to the company for about \$200,000. This will be repaid from the proceeds of the sale of his stock.

The underwriter is Bear, Stearns & Co. A listing on the American Stock Exchange is planned when possible.

ITT income tops

\$2 billion

International Telephone & Telegraph Corp., whose merger with ABC is hung up in an FCC hearing, reported record sales and earnings for 1966. Sales exceeded \$2 billion for the first time; earnings reached an all time high of \$89.9 million, an increase of 14.5% over 1965.

On the ITT-ABC merger, Harold S. Geneen, ITT chairman and president, expressed the belief that additional hearings scheduled to begin April 10, will support the FCC's earlier determination that the merger is in the public interest. The FCC approved the merger on Dec. 21, 1966. On Jan. 18, the Department of Justice asked the FCC to reconsider, urging a hearing. This the commission did on March 16. Following the delay, ITT agreed to lend ABC \$25 million to permit the network to convert daytime programs to color.

Twelve months ended Dec. 31:

	1966	1965
Earnings per share	\$4.07	\$3.59
Sales and revenues	2,121,272,000	1,856,330,000
Net income	89,910,000	77,515,000
Average common shares outstanding during year	20,924,000	20,559,000

Broadcast holdings help

Plough to new records

Plough Inc., Memphis, set company records in sales, net income and earnings per share in 1966 for the 15th consecutive year. Net sales increased 13% and consolidated net earnings rose 36%.

Plough Broadcasting Co., with five AM-FM stations, also had record highs in revenue and earnings during 1966, according to the company's annual report. The report said one of the company's stations, WJJD Chicago, had begun to broadcast from a new transmitter facility following the sale of real estate

upon which the station had been located. The report also said two stations, WCAO-FM Baltimore, and WCOP-FM Boston, had received construction permits for increased power, and that the firm plans to seek more power for its FM stations in Chicago, Memphis, and Atlanta.

Abe Plough, president, said each major area of the firm's operations had contributed record sales. On the manufacturing side, the company makes St. Joseph aspirin, Di-Gel, Coppertone, Solarcaine and other brand name proprietary drugs, ethical pharmaceuticals and Dap household products.

For the year ended Dec. 31:

	1966	1965
Earnings per share	\$2.90	\$2.15
Net sales	72,504,652	64,107,033
Net operating income	8,141,390	6,001,078
Special item*	1,188,789	
Net income and special item	9,330,179	6,001,078
Shares outstanding	2,810,144	2,785,096

*From sale of real estate (transmitter site of WJJD Chicago), after applicable income tax reduction of \$396,263.

Nielsen's rating is up

13% in 6-month report

The A. C. Nielsen Co. marked a 13.2% increase in net earnings for the six-month period ended Feb. 28 compared to last year, the ratings firm reported last week. Gross sales also showed a considerable increase.

For six months ended Feb. 28:

	1967	1966
Earnings per share	\$0.58	\$0.51
Sales of services	36,300,382	31,759,648
Profit before taxes	6,458,089	5,445,970
Federal, foreign income taxes	3,474,700	2,811,063
Net income	2,983,389	2,634,907

Time's 5 TV outlets

have record year, too

Time Inc. has reported that its five TV stations all exceeded their previous record revenues in 1966. Earlier the company had revealed that the average revenue increase of its four radio stations was 22% (BROADCASTING, Feb. 20).

The company is actively seeking CATV investments and already holds interests in CATV systems in Indiana, New York, Michigan and California. Time Inc. also has a minority interest in a television station in Hong Kong, which it expects to go on the air late this year. In the program production area, DuMont-Time of Cologne merged in 1966 with a German film producer, Windrose Productions of Hamburg, to form a TV and industrial film production company. Time Inc. also partici-

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pates in program production and technical services in South America.

Time-Life Broadcast stations are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis.

Record gross and net marks Teleprompter year

Teleprompter Corp., New York, has reported all-time highs in revenues and net earnings for the year ended Dec. 31, 1966. Revenues went up 16% and earnings were up 45% over 1965.

The company said 1966 earnings included net income of \$371,572, which resulted primarily from the sale during the second quarter of a 10% interest in the firm's Manhattan CATV Corp. subsidiary to Hughes Aircraft Co. Irving B. Kahn, chairman and president, said that no results from the CATV franchises Teleprompter owns jointly with Hughes Aircraft are reflected in the 1966 report.

Mr. Kahn said the company's cable television division, serving over 100,000 homes in the continental U.S. and in Hawaii, continued to grow during the

year with a subscriber gain of over 11%.

Teleprompter, a major CATV operator, is also engaged in closed-circuit television, master-antenna and other communications services for apartment houses, office buildings and industry.

For the 12 months ended Dec. 31:

	1966	1965
Earnings per share	\$0.96	\$0.66
Gross revenues	6,595,293	5,686,325
Net earnings	794,190	504,321

\$40 million more gross set records for Grey

Grey Advertising Inc. last week reported earnings, income and billing in 1966 achieved record levels.

Gross billing in the U.S. and Canada rose by more than \$40 million over 1965, attributed to new account assignments, including additional products from Bristol-Myers Co., Catalina Inc., P. Lorillard Co. and the Mennen Co., and new appointments of Ford Motor, General Motors, the Seven Up Co., United Fruit & Food Corp. and Celanese Fibers Marketing Co.

The report does not include billing and earnings from eight other partner

agencies in which Grey holds an interest. Billing from the agencies was estimated at \$32 million in 1966.

For the year ended Dec. 31:

	1966	1965
Income per share*	\$1.50	\$1.36
Net income	1,800,436	1,667,567
Gross billing	160,963,811†	119,436,234

* Based on 1,201,237 shares of common stock outstanding in 1966 and 1,230,632 shares in 1965.

† Includes billing of \$8,164,833 for Charles Hobson & Grey Ltd., London.

Bell & Howell buys Chicago film-TV studio

Bell & Howell, Chicago-based camera-equipment manufacturer, announced last week it plans to acquire Wilding Inc., major film and TV studio there, through an exchange of stock. Wilding shareholders would receive about \$7.9 million worth of B&H stock.

Wilding was founded in 1911. It is a major supplier of audio-visual communications services as well as business films and TV commercials. The studio's sales last year were over \$15.2 million with net profit of about \$750,000. The boards of both Wilding and B&H have approved the exchange and it now goes to the stockholders for their vote.

EQUIPMENT & ENGINEERING

Comsat offers domestic plan

Would provide multipurpose satellite for TV, voice circuits NAB wants all-TV system

The FCC was offered a chance last week to have its domestic satellite cake and to eat it too. The Communications Satellite Corp. suggested that it be authorized to put up a "demonstration" multipurpose satellite system, commencing in 1969.

This would permit the commission to continue its deliberations over what kind of a domestic-satellite system should be authorized and who should own and operate it, Comsat said. At the conclusion of the FCC's study, the interim system could be integrated into the officially chosen system, Comsat said.

Comsat's proposal was made in its filing last Friday (March 31) with the commission, the third round in the FCC's study of the domestic-satellite question. Also filing last week was the National Association of Broadcasters, which asked for the creation of a domestic-satellite system for the exclusive distribution of radio and TV programs, with broadcasters authorized

to own the system's ground stations.

The interim pilot system recommended by Comsat would consist of a single synchronous satellite capable of carrying 12 to 20 TV channels or 10,000 voice circuits. The demonstration area would be the Pacific and Rocky Mountain time zones, with about 30 ground stations in those areas for receiving signals. Two originating earth stations for network programs would be established, one in New York and the other in Los Angeles. These would use 85-foot antennas.

Free ETV ■ The pilot system would be available commercially for TV networks and other communications purposes. Educational television, however, would be provided without charge a single channel in each of the two time zones.

Comsat iterated its belief that the FCC should authorize a multipurpose system, available for both TV, radio and other telecommunications users to be owned and operated by Comsat,

which would also own the ground stations. Such a system, Comsat said, offers greater flexibility, greater economics and would serve all communications needs, including those of broadcasters. It repeated again its belief that after 1973, the non-TV use of the domestic-satellite system would grow faster than the TV service. It also stressed that the domestic system must be compatible with Comsat's trans-oceanic satellite systems.

The NAB filing said a special-purpose satellite system designed to handle television and radio program distribution exclusively is to be preferred over a multipurpose system at the present time. "It could be established much more quickly; its economics could be realized much more directly, and it could be geared to the technical requirements of broadcasting much more quickly," the NAB said.

Ground Stations ■ Regardless of the type of system or the ownership finally adopted, NAB said, "it is of extreme importance that individual stations or groups of stations be permitted to own the necessary ground facilities." Failure to permit broadcasters to participate in such ownership "would reduce the incentive to make full use of the benefits of satellite technology," NAB said.

(Some commission officials, however,

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raised a question as the legal basis for the proposal. They said the law appears to limit ownership of ground stations to Comsat, to common carriers or to some combination of both.)

NAB said the specialized system it proposes could be owned and operated by a specialized carrier, by a common carrier or by Comsat, with costs shared among all users at commission-approved rates. The association also said that the establishment of a special-purpose system would not prevent its possible inclusion in a multipurpose system at some future date.

NAB said the Ford Foundation's plan, providing for a system whose profits would be used to finance educational television, was not a proper subject for commission consideration. The commission has "no responsibility for determining how any particular system of broadcasting is to be financed," NAB said, adding that such a question should be left to Congress.

Satellite bands may interfere

FCC study says microwave service could be impaired by domestic space traffic

Government communications experts working in the field of domestic communications satellites apparently face a more difficult task than they had anticipated in devising an allocations plan that will accommodate a multistation system.

This is one of the key conclusions of an FCC study into interference problems likely to result from a sharing of frequencies by satellite and radio microwave frequencies.

The study developed evidence that a variety of atmospheric conditions could cause interference with microwave service being operated on the same frequency band as a satellite system. As a result, the amount of interference would probably be far greater than had been expected—or that could be tolerated.

A microwave radio relay system must operate with a reliability of 99.5%. But the FCC study indicates that the atmospheric conditions might cause interference 10% to 15% of the time.

Accordingly, while there may be no serious allocations problems initially, preliminary findings indicate that the job of avoiding interference could become serious as additional ground sta-

tions are built to carry communications traffic and begin to "point" in the same direction as microwave receiving stations.

Same Band ■ Frequencies allocated for satellite use are in the same band as those used for microwave relay, in the 4 to 6 gc range. However, there is no problem now in selecting frequencies far enough apart to avoid interference difficulties. Furthermore, the three earth stations currently in use are pointed out over the oceans; in a domestic system, they would be pointing over the continent, very likely over cities heavily served by microwave relay.

The commission's six-month study was conducted by the chief engineer's office under the direction of Roger B. Carey, who was honored for his work with a \$500 incentive award.

Mr. Carey is said to have carried out the study in "a fraction of the time" such projects normally require, and at a saving of "several million dollars."

Cooperating Agencies ■ He used a phased-out radar unit as a test transmitter and negotiated agreements with the Air Force, Coast Guard, Federal Aviation Agency, National Aeronautics and Space Administration, and the Weather Bureau for use of existing facilities and manpower.

Engineers have known that heavy rains could disrupt service and create communications problems in frequencies shared by communications satellite earth stations and microwave stations.

But the study found that problems were caused also by relatively light cloud cover, by presence of a layer of damp air over or under a layer of dry air or by a layer of cold air over or under one of warm air, by air turbulence, and by strong cross-currents of air, among other causes.

"Sometimes the interference was caused when we didn't know what the mechanism was," Mr. Carey said.

Mr. Carey and Ralph Renton, chief FCC engineer, say the study, which was conducted on the East Coast, points up the need for similar studies in other areas to gain additional information on which satellite frequency assignments might be based.

WSIV gets \$4,000 notice

The FCC has issued a notice of apparent liability to Wsiv Inc., owner of wsrp Pekin, Ill., for improper station operation. The notice, which carries a possible forfeiture of \$4,000, cites wsrp for operation during critical hours with excessive power, operation by an improperly licensed operator, false entries in the operating log and failure to maintain a complete operating log.

Dropouts peril channel-share test

Prospects for a test of mobile services sharing TV channel 6 in Washington, bright as a newly painted taxicab earlier this year, faded to a dim hope last week when three major mobile-equipment manufacturers decided to drop out.

Representatives of Motorola, General Electric and RCA, which had agreed to undertake a major burden of equipment and manpower for the test, informally notified the FCC two weeks ago that they were withdrawing from participation.

The reason, FCC officials were told, was that since it was impossible to conduct the study in Los Angeles, it was not worthwhile to conduct it anywhere else. It was pointed out, it has been learned, that spokesmen for the three companies stated that Los Angeles had 70% of the mobile channels that could be made available by sharing.

The study had originally been proposed for Los Angeles, but U. S. officials were unable to gain the cooperation of Mexico, whose channel 6 is assigned to XETV(TV) Tijuana in the San Diego market area.

The decision of the manufacturers was relayed to the FCC in a meeting with Ralph J. Renton, chief engineer; James E. Barr, chief of the Safety and Special Services Bureau, and Jules Deitz, chief of the special projects branch in the chief engineer's office.

The word was given by Leonard Kolsky, Motorola; Richard Buising, GE, and Norman Colby, RCA.

Exactly what the prognosis is for the widely-heralded sharing test is uncertain. A meeting of the steering committee of the FCC-industry group is tentatively scheduled for April 13. At that time a decision will be made whether to go ahead or whether to close the books on the projected test. It is possible, it's understood, that the three manufacturers may change their minds.

The three companies, all of which are also engaged in the manufacture of TV receivers as well as mobile equipment, were scheduled to provide equipment and manpower for the tests. RCA was to provide the antennas, GE, the transmitters, and Motorola the other equipment. Each also was to provide one engineer for the program, with the FCC providing three, and broadcasters, also three.

The test program started several years ago when mobile service users asked the FCC for more spectrum space because of their need for more channels.

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Ampex to show backpack camera-VTR

50-POUND BATTERY UNIT HAS COLOR RECORDER

Ampex Corp., the then little company that stole the National Association of Radio and Television Broadcasters convention in Chicago in 1956 with introduction of a spinning cylinder and a spool of tape, will unveil its latest variation of the video-tape theme in the same city at this year's National As-

sociation of Broadcasters convention. The newest Ampex tape device is portable, battery-powered and combines the recorder and camera in a pack said to weigh less than 50 pounds. It's geared specifically for coverage of news events by a lone man operating in the field.



Ampex's new, battery-powered tape recorder and camera combination (VR-

3000) weighs less than 50 pounds and permits single operator to tape news.

The Redwood City, Calif., electronics company claims its model VR-3000 recorder "is the smallest standard broadcast recorder ever built." Its capabilities are said to include taping of high band color from studio color cameras without modification and production of either high-band or low-band monochrome tapes for instant replay on the air on any standard four-head studio recorder.

The equipment, priced at \$65,000 for a complete system, is being readied for an early 1968 delivery date.

Last year at the NAB convention another Redwood City firm made news; this was Westel Co., and it too showed a lightweight, portable TV camera and backpacked recorder for monochrome that was one of the hits of the technical side of the convention.

The Westel Co. portable TV-tape camera was battery powered, was scheduled to record 30 minutes plus, weighed 23 pounds for the recorder and batteries plus seven pounds for the camera. It was priced at \$10,500 less lens. Westel reported then that over 100 units were ordered.

Unfortunately, Westel has never delivered any equipment. A company official reported last week that problems cropped up making delivery impossible; now, he said, a new approach has been taken. Engineering models are in the laboratory stages and product design is anticipated to permit production before the end of the year.

Better gear needed for remote control

Broadcasters who want the FCC to permit remote control of VHF television stations will have to convince the commission first that the necessary equipment is available.

That was the thrust of the statement issued by the commission last week as it announced the denial of the National Association of Broadcasters petition for a rule change that would permit the remote-control operation (CLOSED CIRCUIT, March 27).

The commission said it based its decision on two concerns—degradation of technical quality of service to the public, and hazard of harmful interference to other users of the spectrum, particularly nonbroadcast communications services devoted to safety.

The commission notice indicated the agency felt that NAB had not made a strong enough case for the proposed rule change in terms of the equipment that would be needed.

It said that technological advances

"will make possible the development of remote control equipment which is more sophisticated than that proposed by NAB and which will provide a degree of supervision and control superior to that of human operators."

The commission said the availability of such equipment "would provide a basis for further consideration of remote control in the future."

EIA figures show boom in FM set manufacture

At the manufacturing level 1966 was a magnificent year for FM growth and the outlook for 1967 and 1968 is even better. That opinion was to be offered by Lynn A. Christian, WPIX-FM New York in a session Saturday (April 1) at the National Association of FM Broadcasters convention in Chicago. The figures were supplied by the Electronic Industries Association.

Mr. Christian, chairman of the "drive with FM" campaign, reported that 36% of all radios manufactured last year were FM equipped, an increase of 15% from 1965. The prog-

nosis for this year is that 45% of all radios will have FM and that by next year FM will be in more than half all radios manufactured.

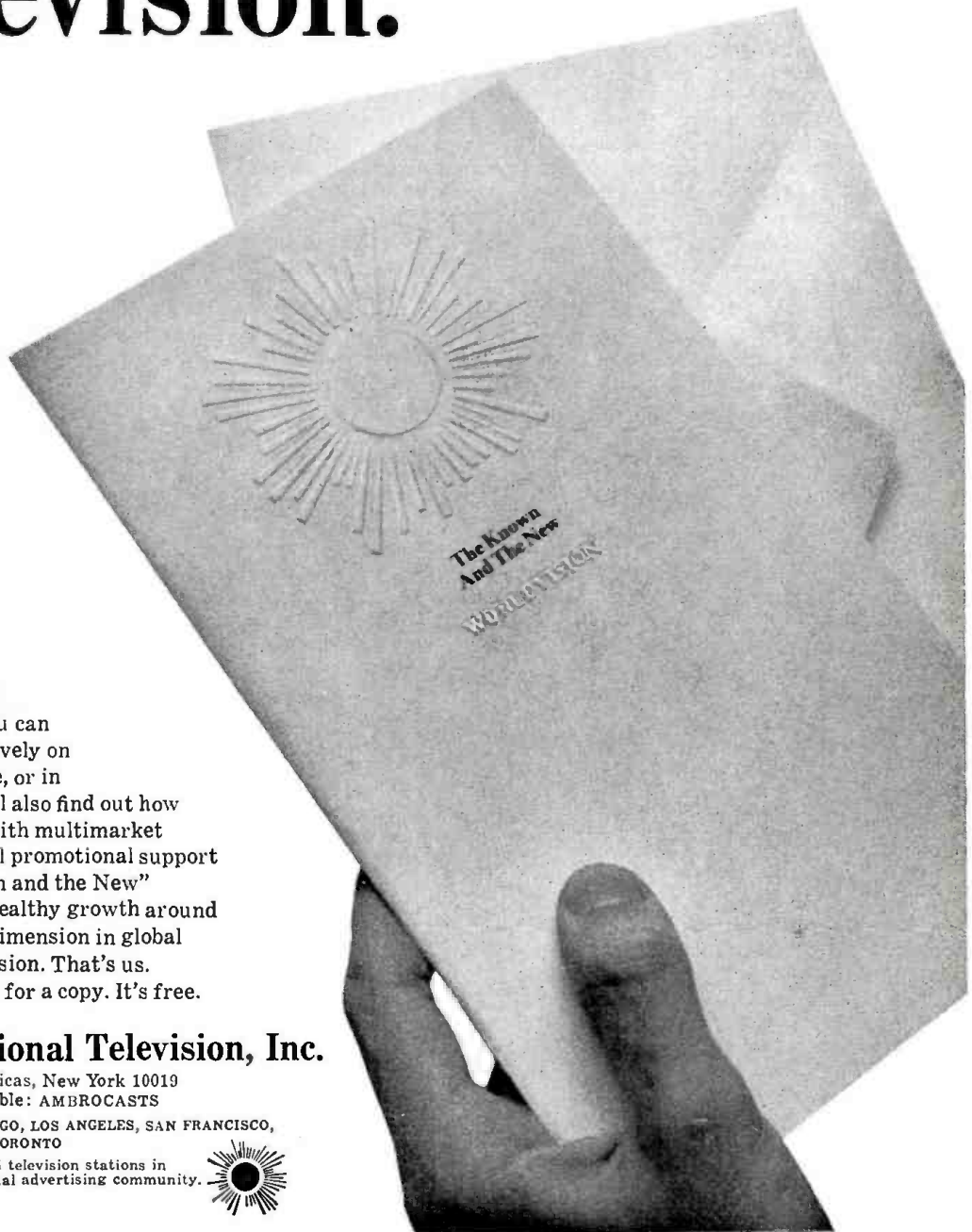
Comparing the total radio market—excluding car radios—of 1961 with 1966, the growth was from 25 million to 38 million (52%). AM-only radios grew 9% in the period from 22.5 million to 24.4 million, while FM-equipped radios showed a growth of 422% going from 2.6 million in 1961 to 13.6 million in 1966.

The greatest FM manufacturing growth last year was in portable radios as the 7.3 million manufactured was 463% of the 1.3 million in 1965.

He said 1966 was a "disappointing car-radio year" with AM's down 9% to 8.9 million from 9.4 million in 1965. FM-equipped car radios on the other hand showed an increase of 3% from 635,000 in 1965 to 653,000 in 1966.

However, the growth was below NAFMB's projection for the year. Mr. Christian said part of the slow growth could be attributed to the late start of the "drive with FM" campaign, which did not get going until the last quarter of the year.

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Networks take an AFTRA strike

All live talent hits the streets in dispute over O&O contracts, but non-union employees and rerun shows fill the gaps in schedules

The first national strike against the TV-radio networks in the 30-year history of the American Federation of Television and Radio Artists began last Wednesday (March 29), but on-the-air operations continued with the use of supervisory and other non-union personnel and some substitute programing.

Though both sides late last week maintained rigid positions, the U. S. Mediation and Conciliation Service scheduled a meeting of negotiators in Washington on Saturday (April 1).

The dispute centers around 250 announcers and 100 newsmen at the network-owned TV and radio stations in New York, Los Angeles and Chicago. AFTRA negotiates 26 different codes under its master contract. Since last Nov. 15 (when the old contract expired), it has reached tentative agreement on all other significant codes, including the key network code. AFTRA, however, does not sign any code until agreement is reached on all 26.

No negotiation sessions were held or scheduled by the parties after talks before a mediator in New York were halted on Tuesday evening (March 28), except with Mutual. Officials apparently were pointing toward the mediation session on Saturday for a first break in the impasse.

Mutual continued negotiations with AFTRA until early Wednesday morning, claiming its situation was different from the other networks. An official

noted that MBS owns no stations. He added that early Wednesday Mutual officials had the impression they had worked out an agreement with AFTRA and were "surprised" when they were struck along with the other networks. The executive said that on Thursday negotiations were resumed.

Extent of It ■ The strike affected all network news, announcing and performing personnel in the cities where the networks maintain offices; owned-and-operated station personnel in New York, Chicago and Los Angeles (in other O&O cities AFTRA contracts were not in negotiation); transcription companies that produce radio commercials and jingles and video-tape organization under AFTRA's jurisdiction.

AFTRA could not provide an estimate of the total number of its members on strike, pointing out it would include thousands of performers in commercials and on live and taped programs on a freelance basis.

The networks issued statements exploring the strike but stressing that operations are continuing through the use of replacement programs and non-union personnel (see page 94).

The principal point of contention was the insistence by AFTRA of a fee structure for O&O newsmen similar to that gained by their network counterparts under a tentative agreement reached last January.

Asked and Offered ■ AFTRA is de-

manding that station newsmen receive a minimum salary of \$325 per week, with commercial fees divided 50-50 by the station and the staffer until the minimum is reached, after which the newsmen would retain the entire fee. The networks have offered a \$300 minimum and have proposed that newsmen retain 13% of their commercial fees for the first 18 months of a three-year contract and 25% of the fees for the second 18 months.

Under AFTRA's demands, a newsman whose commercial fees totaled \$800 in a week would be paid \$800 on the following formula: \$325 (base pay) plus 50% of \$650 (the point where the station would cease taking its 50% cut) plus \$150 (balance of fees collected). A newsman whose fees totaled \$400 would be paid \$525—his base of \$325 plus 50% of \$400. If fees totaled \$600, the pay would be \$625—\$325 base plus 50% of \$600.

The dispute over staff announcers revolves primarily around the union's demands that these employees be permitted to work beyond 65 years of age if they so desire and that no forced lay-offs be implemented because of automation of owned-and-operated FM outlets. The staff announcers issue was considered particularly crucial by NBC.

Picket lines were established at offices throughout the country of ABC, CBS, NBC, and Mutual. No disorders were reported.

Some Dissents ■ NBC newsmen Chet Huntley and Frank McGee were the first nationally known personalities to disregard AFTRA's injunction not to appear on the air. Mr. McGee delivered a news broadcast on NBC Radio on Wednesday and later that day Mr. Huntley appeared on his regular NBC-TV evening newscast, but without his Washington partner, David Brinkley, who decided to adhere to the strike policy—as did their rivals, Walter Cronkite on CBS-TV and Peter Jennings on ABC-TV. On Thursday two other NBC correspondents, Morgan Beatty and Ray Scherer, elected to return to work and appeared on radio broadcasts that evening.

Mr. Huntley explained his action is

Guess who'll get more applause

Subsidiary complications of the AFTRA strike could affect this week's annual convention of the National Association of Broadcasters.

If the strike is still on, an unusual labor-management confrontation may take place Monday morning when the NAB is scheduled to present its annual Distinguished Service award to the NBC news team of Chet Huntley and David Brinkley. Mr. Huntley crossed picket lines last week. Mr. Brinkley stayed home.

Some delegations of network officials at the NAB convention were certain to be curtailed by a continuation of the strike.

ABC said about half of the 30 executives originally scheduled to go to Chicago had cancelled their plans. CBS scrubbed a Chicago meeting of executives from its owned stations and said some of its network officials would also stay home. NBC said its NAB plans would not be seriously affected.

part of a "30-year colloquy" he has had with AFTRA, during which he has questioned the qualifications of the union to serve as a bargaining agent for radio and television news broadcasters. He claimed that AFTRA is "overwhelmingly comprised of entertainers whose problems have no relationship" to newscasters, and he would prefer to have a separate union for news personnel.

He asserted that during AFTRA meetings he attended some years ago, newsmen rarely had the opportunity to participate in discussions, which, he said, were dominated by announcers, entertainers and singers. Mr. Huntley said that about 40 newsmen at NBC feel as he does about AFTRA, and that it was his impression that some of his colleagues at other networks share his view.

Mr. McGee also questioned AFTRA's qualifications to bargain for newsmen.

Expansion Plan ■ AFTRA only now is moving into a new area covering newsmen on a staff basis. Under the old contract, network and station O&O newsmen were covered by the union only with regard to commercial fees or if they appeared on documentary programs, but not for staff contracts. These pacts had been worked out by the individual news reporter and his network. For the first time last January, under the proposed pact covering network on-the-air newsmen, they were put under the union's jurisdiction for minimum staff salaries as well as commercial fees, but this agreement has not gone into effect.

The strike affected live and tape programs and commercials but not filmed shows and commercials, whose performers are under the jurisdiction of the Screen Actors Guild.

Major prime-time programs affected included the *Today* and *The Johnny Carson Show* on NBC-TV and *The Jackie Gleason Show* and *The Ed Sullivan Show*, set for CBS-TV Saturday and Sunday respectively. In each in-

stance, the networks scheduled reruns

On daytime TV, networks substituted reruns of former network series and filmed anthologies for soap operas and game shows.

It was understood that networks would make rebates to advertisers, paying them the difference between the production cost of a program relinquished and the rerun show that was substituted. It was said these arrangements will be worked out at the termination of the strike.

First Pinch ■ The organizations most immediately hurt by the strike financially were the tape-production companies. In New York, John Lanigan, president of the Videotape Center, estimated that his company was losing \$25,000 to \$35,000 for each day of the strike and called the union's action "irresponsible."

He pointed out that in the commercials area, AFTRA negotiated jointly with SAG and an agreement was reached late last year. He claimed that until the walkout, the Videotape Center in New York was producing commercials and paying performers under the new scale. He added his company was being penalized even though AFTRA's quarrel is with the networks.

Mr. Lanigan said Videotape planned to produce a taped commercial on Friday (March 31) for Welch's grape juice, using the hand of a model and voice-over by one of the company's executives. He said if the strike continued, he intended to extend this approach.

Donald Conaway, AFTRA president, served notice on the networks that they were bound under an agreement made last fall not to substitute tapes produced after Nov. 18, 1966. The networks challenged this statement, claiming there was no agreement, and said they intended to repeat taped shows at their discretion.

Welcome Back ■ As an apparent aftermath to Mr. Huntley's appearance on his regular newscast, NBC News

sent telegrams to all its network correspondents last Thursday advising them that AFTRA cannot force the network to take any action against them as a result of their returning to work. The wire, signed by William R. McAndrew, president, NBC News, said it was being sent in reply to inquiries received from network correspondents. Mr. McAndrew outlined NBC's position as follows:

"We welcome the return to work of any network correspondent. Your return would be pursuant to the terms of your individual contract with us. As you know, there is not, and never has been, a collective-bargaining agreement in effect covering your work as a network correspondent and commentator. Furthermore, it is our belief that the network correspondent would be honoring his obligation to his profession and to the company by returning to work under the circumstances."

Mr. McAndrew's point was that the tentative agreement reached with AFTRA last January has not been put into effect and the union does not represent news correspondents in their job assignments. AFTRA's position is that network correspondents, though not covered on staff, are under its jurisdiction through coverage on commercial fees.

Other Unions ■ The networks reported some absences of technicians, cameramen, writers, messengers, film processors and others but claimed these were not sufficient to hamper operations. Officials of other unions in New York said they had not directed their members to remain off their jobs and those who declined to cross picket lines did so on their own volition.

In Los Angeles Local 47 of the American Federation of Musicians advised its members to respect the AFTRA picket lines. This apparently meant that live music would be stopped at sessions scheduled at network facilities. Also at a special meeting of cameramen of the International Alliance of Theatrical and



The picket line at ABC-TV featured various headliners but at one point marching together were (l to r) Murphy Martin, ABC Radio news network; Peter Jennings, ABC TV news commentator; Howard Cosell, ABC sports commentator, and John Parsons, WABC-TV New York.



William R. McAndrew, president of NBC News, talks to a fellow executive in front of a sign in the NBC News room which instructed fellow NBC supervisors on copy deadlines as a result of the AFTRA strike. All of the networks stayed on the air.

A case for separate tables

THERE is and ought to be a clear distinction between the corps of broadcast journalists and all other broadcast performers. In purpose and function the broadcast journalist has little in common with the announcer, the actor, the comedian, the singer, the disk jockey, the MC—however important the contribution of each to the output of radio and television.

This desirable distinction was lost last week on the picket lines outside the networks. Whether it can be restored after the AFTRA strike is over is a matter of larger consequence than the issues that sent AFTRA members into the streets.

There is much to be said for the position taken by Chet Huntley and a few of his fellow correspondents on NBC, even though they received little support from their colleagues. AFTRA, as a union dominated by members in the entertainment world, is not equipped to represent

the worker in the world of journalism.

Broadcast newsmen have joined AFTRA for the same reason that the American Newspaper Guild, originally formed by editorial professionals, expanded its membership to include clerks, salesmen and everyone else outside the printers' crafts. The assumption in both cases is that larger membership of broader representation enhances bargaining power.

Maybe that is true, but it is also true that in a melding of disparate employe interests for purposes of collective bargaining, the individuality of the interests tends to disappear. If the practice of broadcast journalism is to continue to progress, its practitioners must work to their own set of standards, their own craft, their own goals.

An antiseptic separation between journalists and entertainers ought to be maintained, during and between labor-management negotiations.

Stage Employees Local 659, Hollywood, a decision on whether to support the AFTRA walkout was deferred pending a meeting of the national union scheduled to be held in New York on the weekend.

Comedic Productions Inc., producer of CBS-TV's *The Smothers Brothers Show* sought last week to restrain AFTRA from striking, picketing or demonstrating but was rebuffed in court. Los Angeles Superior Judge Ralph H. Nutter denied the production company's request for a temporary order to halt the strike. *The Smothers Brothers Show* is one of the network taped productions that have been affected by the walkout.

Who's who on radio-TV

You can't tell the players
without a program? Here's
a handy talent guide

There was something old and something new on TV and radio last week. There were some new faces and voices. And there were some old programs.

It was a marriage of necessity as the American Federation of Television and Radio Artists struck the TV-radio networks, leading to a substitution of live and taped programs with reruns of older shows and of announcers and newsmen with management and other nonunion personnel.

ABC-TV reported its prime-time

programming was not affected except for one series and its daytime schedule was filled with regular filmed shows and repeats of its taped series. It postponed the premiere of *One in a Million* set for today (April 3) and will insert reruns of *Trailmaster* until the strike ends. The daily 2:55-3 p.m. *Marlene Sanders and the News with the Women's Touch* will feature Melba Tolliver in Miss Sanders' spot. The nighttime exception is *The Newlywed Game*, which will carry a repeat on April 8 (8-8:30 p.m.) if the strike continues. Replacing Peter Jennings on the network's prime daily newscast (5:30-6 p.m.) is Daryl Griffin, ABC News producer.

CBS-TV's prime substitution included scheduled repeats of *Gleason* and *Sullivan* shows for last Saturday and Sunday and replacements for its daytime soap opera series. CBS-TV scheduled repeats of *I Love Lucy*, *Jack Benny*, *Candid Camera* and various dramatic anthology series. Substituting for Walter Cronkite on the top CBS-TV news strip (7-7:30 p.m.) was Arnold Zenker, manager of program administration, CBS News.

Hard Hit ■ NBC-TV was probably hardest hit in the live-tape programming area, with its daily *Today* and *Tonight* shows affected. Reruns of these shows were carried with George Skinner, station manager of WNBC-AM-FM New York, replacing Frank Blair on live inserts in *Today* with news and chatter. In its daytime schedule, the network presented repeats of *The Doctors* daytime strip and in place of *Another World* inserted reruns of the *Loretta Young Show*. To substitute for two half-hour shows, *Reach for the Stars* and *Snap Judgment*, which was to premiere today (April 3), the network will

present repeats of the one-hour *Loretta Young Theater*, in which Miss Young does not appear.

On news, weather, sports and service programs, some well-known network and station officials went before the microphone and/or camera and the majority performed creditably.

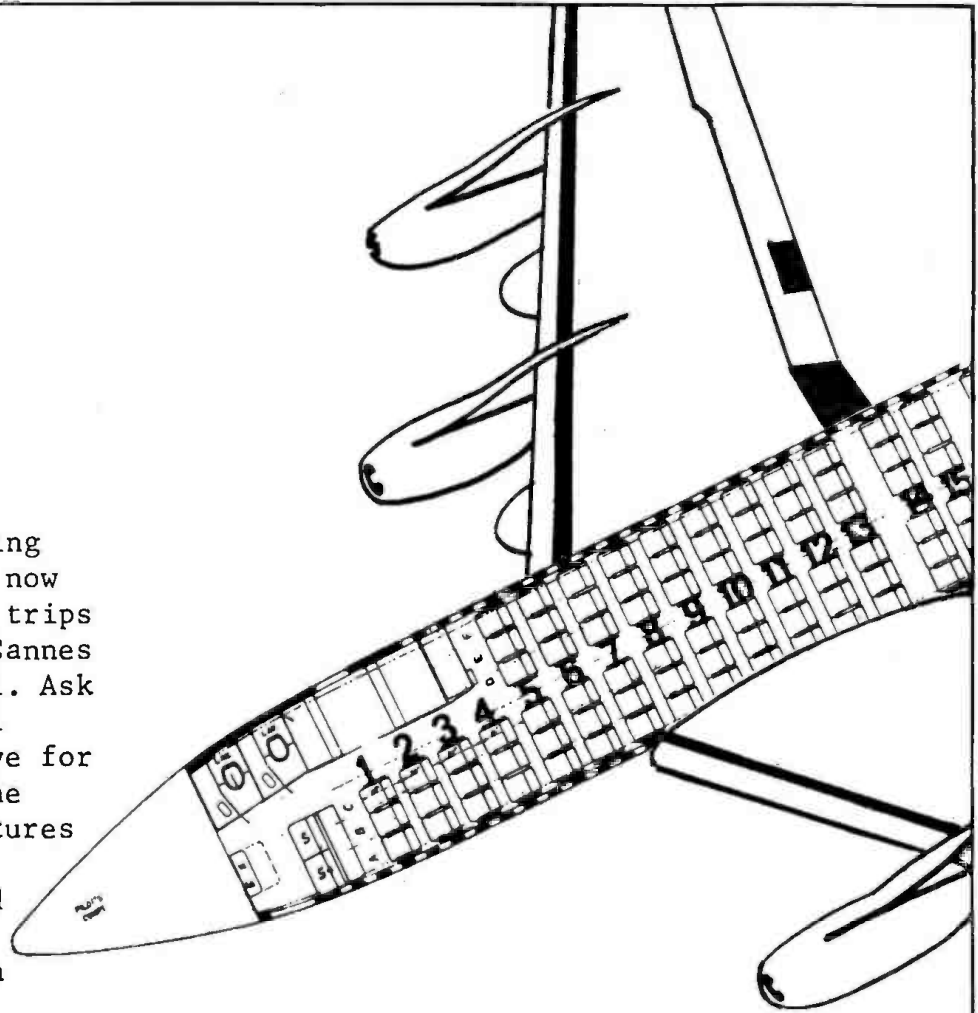
On NBC, Stephen Labunski, president of the radio division, performed double duty, reporting stock-exchange news on the network and returning for late-night assignment, replacing Brad Crandall on a talk show during which he fielded listeners' telephone calls. Ernest Lee Jahncke Jr., NBC vice president for standards and practices, pinch-hit for Dr. Joyce Brothers on the radio and answered questions phoned in. George Heinemann, manager of public affairs programming for TV, acted as the weatherman on several local telecasts.

Appearing on various news programs were Bob Wogan, NBC Radio vice president-programs; Keith Donaldson, supervisor, network radio operations; Vic Junger, press information staffer; Russ Tornabene, director of owned and operated station news; and Dave Kennedy, sports coordinator.

Double Duty ■ At CBS-TV, Mr. Zenker, who substituted for Walter Cronkite, also served as newscaster on several other network programs during the day. Tom Swafford, vice president and general manager of WCBS New York, served as news broadcaster on various news programs on the station. Jeff Gralnik, CBS News producer, filled in for Douglas Edwards on an afternoon telecast. Gene Hebert, assistant editorial director of WCBS-TV New York, provided the news on various programs during the day. Murray Benson, director of merchandising, CBS Films, served as weatherman on WCBS-

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TV's late evening newscast.

WABC New York, which has a number of disk-jockey shows, pressed a number of its executives into unfamiliar roles. Spinning platters and chatter were Fred Laffey of the WABC-TV program department; John Rook, program manager of KQV(TV) Pittsburgh, the ABC-owned station there, who was visiting New York, and Martin Grove, trade press editor of ABC.

Among those who substituted for regular ABC newscasters were Walter A. Schwartz, vice president in charge of WABC; George Hoover, director of public relations, ABC; Tom O'Brien, vice president and director of ABC Radio news; Ed Silverman, director of news for WABC-TV; Rick Sklar, program manager, WABC, and Harold Neal, president of the ABC-owned radio stations division.

West Coast Scene ■ In Los Angeles AFTRA strike headquarters were set up near CBS-TV in West Hollywood, near ABC-TV in East Hollywood and near NBC-TV in Burbank. Strike activities were under the direction of Claude McCue, secretary of AFTRA on the West Coast. Such local news personalities as Baxter Ward, Ralph Story, Jerry Dunphy, Jack Latham, Dean Brellis, Rafer Johnson, Jim Healey and Robert Abernethy joined fellow union members on picket lines.

A total of 16 taped network series that originate in Hollywood were affected by the AFTRA strike. The list includes six daytime shows at NBC-TV: *You Don't Say*, *Days of Our Lives*, *Pat Boone*, *Let's Make a Deal*, and *P.D.Q.* All halted production, but reportedly enough tapes have been stockpiled for about a week of plays. But the *Dean Martin* and *Andy Williams* shows were taped through the rest of the season at NBC.

At ABC-TV production also was halted on the *Lawrence Welk Show*, *Dating Game*, *Dream Girl*, *The Newlywed Game*, *Dateline Hollywood*, *Everybody's Talking* and *General Hospital*. Another ABC West Coast-originated program, *Hollywood Palace*, has completed production for the season.

Among CBS-TV programs shut down in Hollywood were the *Smothers Brothers Show*, a *CBS Playhouse* special, *Do Not Go Gentle into the Good Night*, to star Fredric March and Florence Eldridge and *Art Linkletter's House Party*.

Independent Hit ■ Norman Rosemont, an independent producer, seemed to have a special problem in connection with the strike. He was to tape last week a two-hour musical special, *Carousel*, starring Robert Goulet, for ABC-TV. It was scheduled to be prerecorded at the NBC studios in Burbank, Calif., but the producer claimed that members of the American Federation of Mu-

sicians local would not cross the AFTRA picket lines. Mr. Rosemont said that because taping of the show was prevented, he's liable for the \$500,000 invested in the program.

On the local scene, Station Manager James Parks headed up the parade of management and supervisory personnel who filled in for striking AFTRA members at KNBC(TV) Los Angeles. Mr. Parks worked as host of the daily afternoon half-hour show, *Tom Frandsen/F.Y.I.* NBC-TV West Coast News Manager Robert Shafer anchored the owned station's *Sixth Hour News* and *Eleven O'Clock Report*. Handling sports on these news programs was Doug Duitsman, network press supervisor of photo operations. Weatherman was Phil Brown of broadcast operations control. Broadcast Standards Manager Harry Howe served as financial editor. Morning news reports were handled by Tom Moody, on-the-air promotion writer. Dick Ridgeway of spot sales was scheduled to anchor the weekend news programs, with Spot Sales Manager Bill Loudon taking over as weekend weatherman. KNBC's public affairs manager, Howard Sturm, was to act as host of a weekend public affairs program.

At CBS-owned KNXT(TV) Los Angeles, Ray Beindorf, station vice president and general manager, appeared on evening and late night newscasts to explain about the strike and reassure viewers that news reports would continue. Director of Programs Leon Drew, Executive Producer Joe Sands, Produc-

tion Manager Ray de Tournay and General Sales Manager Ralph Daniels handled the two newscasts. The station's other locally produced taped programs had either been recorded well in advance of the strike or will be substituted for by reruns.

Other Voices ■ At KNX, the CBS-owned radio outlet in Los Angeles, Robert Sutton, vice president and general manager, was busy broadcasting news and handling some of the on-air talk programs. Program Director Frank Goerg, National Sales Manager Don Allen, Director of Sports Programming Pat McGuirk, Producer Mike Greywitt and Director of News Barney Miller, as well as various members of the sales staff, took turns delivering the news.

At KABC-TV, Steve Mills, program director, acted as anchorman of evening newscasts. Jim Osborn, general sales manager, delivered on-air sports reports, while Account Executive Mark Mandala and Producer Jack Kiner worked as field reporters under the supervision of Harrison Mitchel, editorial director for the station. Local Sales Manager Paul Masterson handled the morning news programs. At the same time, personnel from the executive side and supervisors took over news and talk programs at KABC radio.

As an added fillip to the frenzied strike activities in Hollywood last week, the CBS-owned radio and TV stations came up with the best sign of the times. They set up a table laden with coffee and sandwiches for pickets and a sign reading "Eat, drink, and hurry back."

Windy City Action ■ In Chicago, network station executives and supervisory help also jumped before mike and camera to keep operations running as well as possible. None reported any commercial disruption or loss of business.

At ABC-owned WLS Chicago four of the station's secretaries took the air to help replace the personalities who were on the picket lines where they spent much of their time signing autographs as did talent of the other stations. General Manager Gene Taylor admitted the girls were a bit nervous at first but they soon caught on.

John J. McMahon, general sales manager of ABC's WKBK-TV there, filled in as morning host on the *Jim Conway Show*, for example, setting the pace for other executives in subsequent news and entertainment features.

Over at CBS-owned WBBM-TV, Ed Kenefick, vice president-general manager, tackled the news while Roy Portous, CBS-TV vice president, central sales, moved into the moderator spot for the station's weekly *At Random* and *Target* discussion shows. The pattern was the same at WBBM radio.

Out-of-Town Help ■ NBC's WMAQ-TV got an assist from Neal Van Els,



NBC'S Chet Huntley
One familiar face that stayed on




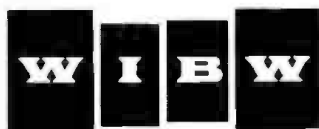
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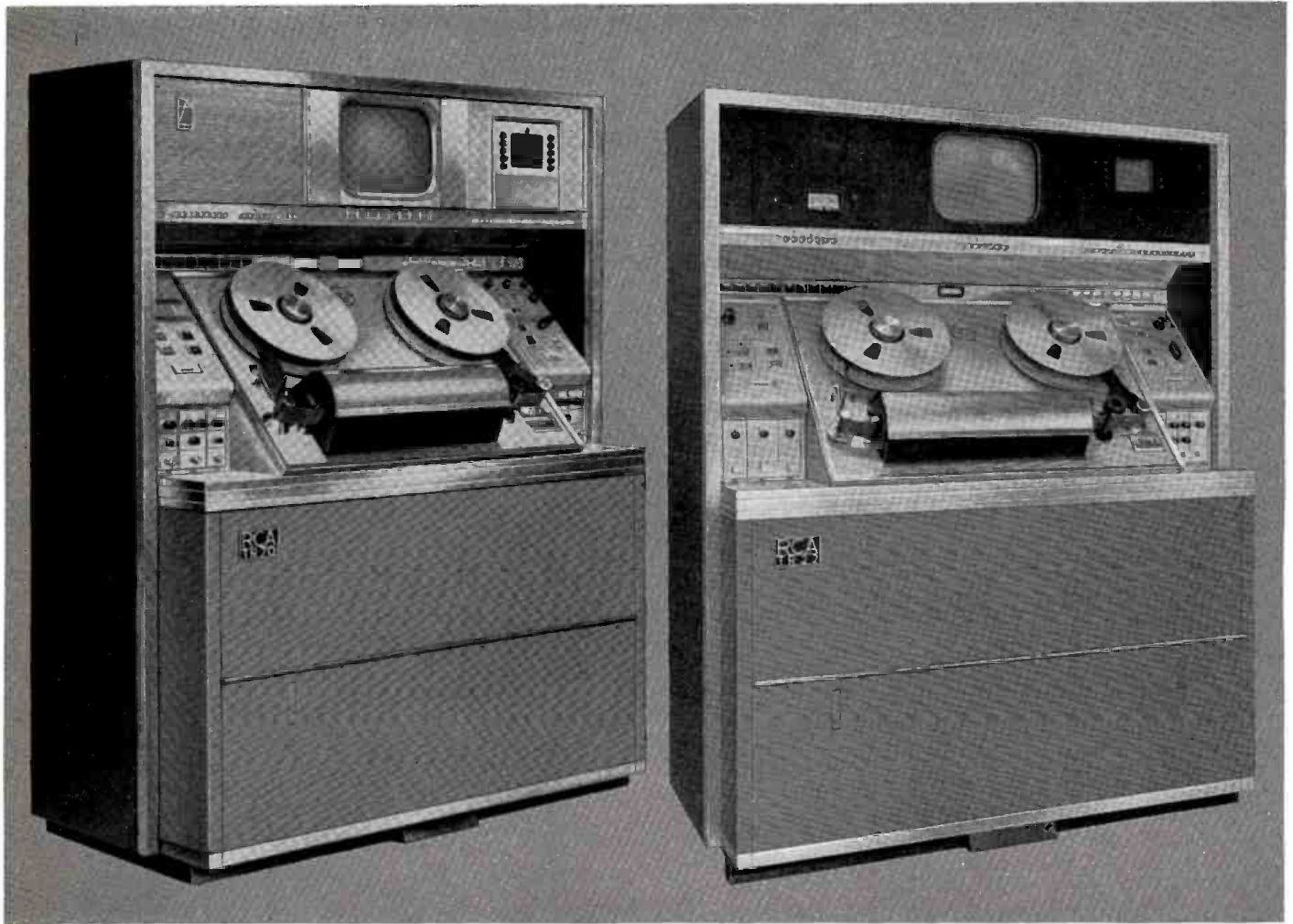
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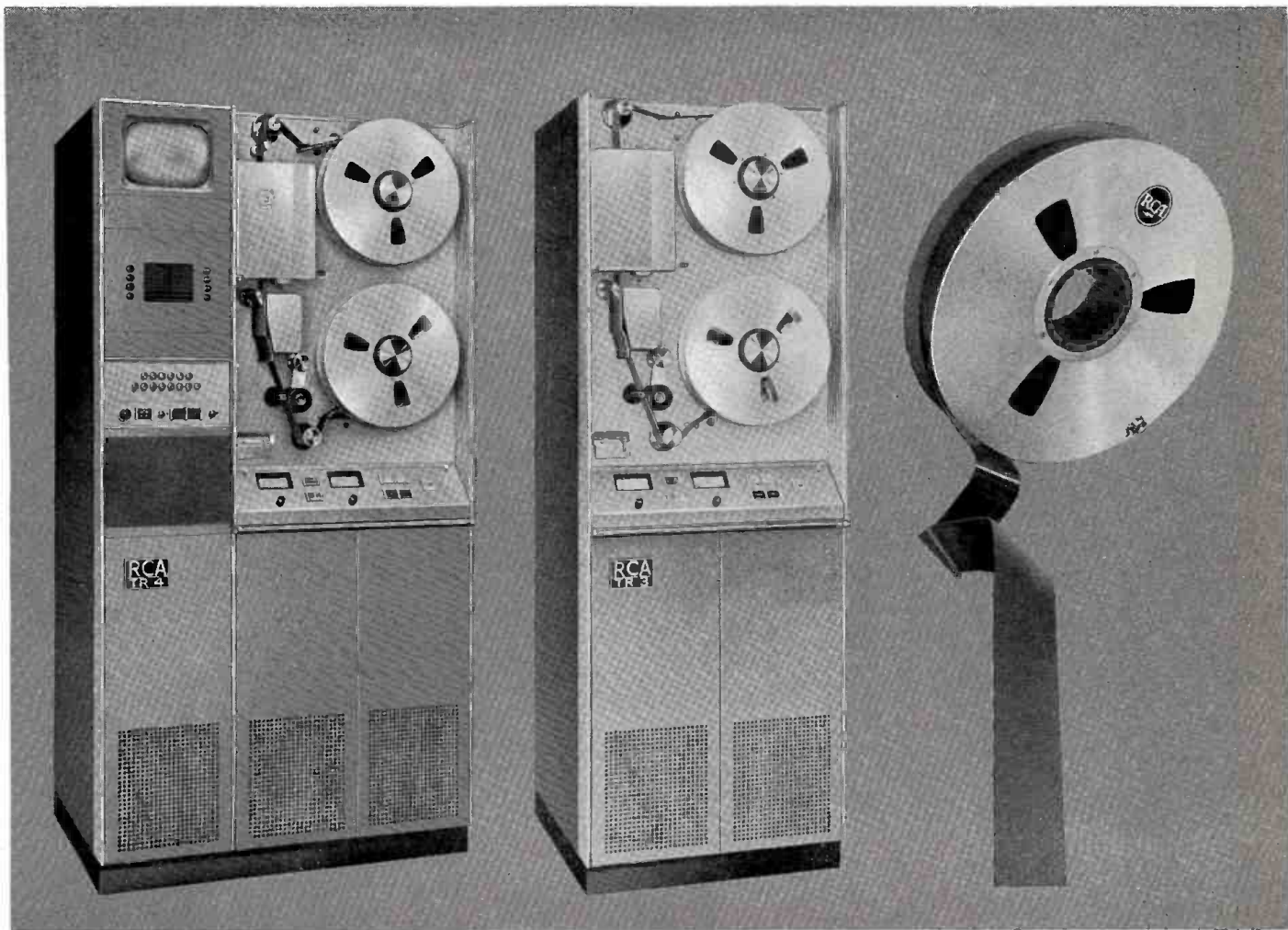
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THE MOST TRUSTED NAME IN ELECTRONICS

TV turns on itself with 'We Interrupt This Season'

NBC-TV picked Easter Sunday to present a little sacrilege about the television business titled: "We Interrupt This Season."

A one-hour spoof of commercial TV, taking off on predictable TV behavior from commercial themes to weather-show gimmicks, was shown as part of the network's *Experiment In Television* series.

In one segment a serious writer's script for a documentary on air pollution, subjected to business pres-

ures, evolves to a full-blown musical entertainment fantasy that would star Julie Andrews.

The super-naturalism of headache-remedy commercials runs amok in the scene pictured below (l) played by James Ross, Charlotte Fairchild, Paul Melton, Sudie Bond and Nic Ullett. The interviewee reports that she gets "headaches something fierce, y'know, right here in my temple. Awful shooting pains. Then I take a Head-Eez and my headache van-

ishes—like magic."

"Good," says an announcer, but the lady runs on: "Then I get a backache you could die from."

"Cut," snaps the announcer as she persists: "It seems to affect my liver."

Realism is just as devastating to Dennis Allen above (r) who appears as weatherman Frank Snowfield in a vignette called "Living Weather." Frank's producer insists on simulating all current weather conditions in the studio, even snow.



station manager of WKYC-TV Cleveland, who promptly flew to Chicago to be anchorman on news programs there. Jim Hoel, WMAQ-TV's local sales manager, turned weatherman on the air while salesman Bud Sullivan also did news, Tom Roche, former Northwestern grid star who joined NBC spot sales last Monday, quickly found himself a sportscaster.

NBC's WMAQ did as the other network radio outlets did. Program Director Glenn Bell and other officials took turns on the air. *Don McNeill's Breakfast Club*, a Chicago origination on ABC Radio, was kept on the air by running tapes of old programs. In many cases the origination of news programs like the *Paul Harvey Show* on ABC and the *Floyd Kalber Show* on NBC-TV were switched to New York. Tom Casey, ABC news director in Chicago, moved to New York to do some of his network's shows there.

The Chicago local of AFTRA gave special dispensation to Irv Kupcinet, *Chicago Sun-Times* columnist, to allow him to continue taping interviews of big-name quests for his weekly post-midnight program on WBKB-TV. None however will be aired until the strike is settled.

Regional basketball set by rep, program firm

A television sports packager and a station representative have a working arrangement for the sale of regional college basketball games to national advertisers.

The new pact—between T. V. Sports Inc. and the station rep, Metro TV Sales, a division of Metromedia Inc.—was announced in New York last week. The package involves a weekly series of 10 college basketball regional games (Saturday afternoons, Jan. 6-March 9, 1968). Metro TV Sales is national representative for T. V. Sports.

Eddie Einhorn, T. V. Sports founder and president, said last week his company bought regional TV rights for the next three years at \$1.5 million. He has the choice to draw games from six major college conferences with almost 100 colleges participating.

Mr. Einhorn anticipated station clearances in 150 to 170 U.S. markets. He indicated some 100 stations have already been committed. Telecasts, he said, will originate from local stations or be produced by independent sports firms. All telecasts will be live, without

blackout areas, and most will be in color depending on court lighting facilities. He also noted that each two-hour telecast will include five-minute segments of campus activities, a 15-minute half-time college talent show, and a coaches' wrap-up.

Mr. Einhorn plans to move his office from Paterson, N. J., to New York in January, and expand his staff. In 1966 he handled telecasts for three college conferences and sold them in 70 markets.

'I Love Lucy' syndicated

CBS Films has placed *I Love Lucy* into station release and announced initial sales last week to WNEW-TV New York, KTTV(TV) Los Angeles and WTTG(TV) Washington. The half-hour series ran on CBS-TV in prime-time between 1951 and 1957 and has been on CBS-TV daytime since 1959. CBS Films is offering stations 179 episodes (black and white) of this series, which stars Lucille Ball and Desi Arnaz. CBS-TV is now running in prime time another series starring Miss Ball titled *The Lucy Show*.

WITH 2,175,000 WATTS - - -

WSBT-TV

IS GOING "INTERNATIONAL"

SOON TO CLAIM ALL OF . . .
MEXICO, NORWAY AND PERU



AND FOR GOOD
MEASURE WE'LL ADD
ATHENS, WARSAW,
SEVASTAPOL, WATERLOO,
DUNKIRK & PALESTINE

Hold it! . . . don't pose for your passport photo. All of these not-so-far-away places are towns or hamlets in Indiana or Michigan. And all are well within the new Grade "B" pattern soon to be established by WSBT-TV. Also within our new Grade "B" pattern are some more populous areas, such as Gary-Hammond-East Chicago, Kalamazoo, Logansport.

About the time when South Bend kids are dancing around the Maypole, WSBT-TV's 1074 ft. "pole" will be beaming out a 2,175,000 watt signal . . . more than twice our present power! We'll expand the

South Bend market over new horizons — provide a host of interesting new market areas for testing — give advertisers a bonus audience! Stay in touch . . . WSBT-TV's big power switch is this year's big story in midwest television!

SOON—2,175,000 WATTS!

WSBT-TV
SOUTH BEND

22

Represented by Katz

Soccer pins hopes on TV

One new pro circuit lined up on CBS-TV; other negotiating

Uninitiated U. S. viewers who get their first taste of professional soccer on TV this spring will not only watch team competition, but also a two-league fight for TV survival. Soccer's newness in this country makes its TV future as uncertain as its chances to catch on as a major U. S. spectator sport.

The TV test begins this month as the National Professional Soccer League starts a 21-game schedule on CBS-TV Sundays (April 16-Sept. 3); and the United Soccer Association (formerly called North American Soccer League) enters a six-game exhibition series (April 12-May 17), and a 12-game "mini-league" schedule (May 28-July 16) with tentative plans for local, regional and possibly national TV coverage.

According to soccer sources, the outcome of this season's schedules may well force a merger of the NPSL and United Soccer.

Bill McPhail, CBS-TV vice president of sports, said last week his network is prepared to invest—beyond payment of TV rights—about \$750,000 more for color TV production of the NPSL's 10-team schedule this season. CBS is paying an estimated \$1 million for 1967 TV rights (BROADCASTING, Oct. 10, 1966), and offering some 14 commercial minutes at \$9,000 a minute for each telecast (usually 2:30-4:30 p.m. NYT).

Time Sold ■ As of late last week, CBS had sold 20% of available time with its biggest sponsor, General Tire (which owns the New York team franchise), signed for 21 minutes, or one minute per game. Other advertisers are committed to scatter plans: Roi Tan Cigars, Alcoa, U. S. Rubber, State Farm Insurance, Gale Products, S. C. Johnson and Wilkenson Blades.

The United Soccer Association, which has franchises in 12 cities, met recently with officials of ABC-TV and NBC-TV, and also talked with several independent TV syndicators. No contracts have been signed, but United officials indicated last week that their league will have TV exposure this year.

The United group, as distinguished from NPSL, is the only soccer group with endorsement by the United States Soccer Football Association, a body

that governs the sport in this country. United has an agreement to pay USSFA an affiliation fee of \$25,000 per team. In addition, it is committed to pay a 4% fee of its gate receipts and a 10% fee of any TV contracts effected. (USSFA's portion of these funds are intended for use in developing soccer in the U. S. along minor league lines.)

The NPSL divides its league into two five-team eastern and western divisions: the New York Generals (backed by RKO General Broadcasting), Atlanta Chiefs, Pittsburgh Phantoms, Baltimore Bays and Philadelphia Spartans in the eastern, and St. Louis Stars, Chicago Spurs, Los Angeles Toros, California (San Francisco) Clippers and Toronto Falcons in the Western.

ABC Radio steps up weekend sports fare

Plans for 24 live sportscasts each weekend on ABC Radio were to be announced to the network's affiliates yesterday (April 2) at their meeting in Chicago.

Robert R. Pauley, president of the network, was scheduled to make the announcement and also disclose that Ford Motor Co. had signed for half-sponsorship of the weekend series and Schick Safety Razor Co. for "more than" one-fourth.

The programs, three-and-one-half minutes in length, will start June 3 and will replace 10 five-minute *ABC Reports* news-features currently carried on Saturday and Sunday. Initially they will include two *World of Wheels* broadcasts currently carried by ABC Radio. The others "will encompass the full range of sporting activity throughout the world," Mr. Pauley reported.

The new series, called *ABC Radio's World of Sports*, will be broadcast hourly at 25 minutes past the hour, with 12 scheduled on Saturdays starting at 9:25 a.m. EDT and 12 on Sundays starting at 10:25 a.m. The 3½-minute length includes 60 seconds of commercial time.

ABC officials said members of the sports staffs of ABC-TV as well as ABC Radio would contribute to the new series, described as "live, on-the-spot reports of key sporting events around the world, interviews with the leading sports figures involved in each weekend's activity, commentary on the latest sports news," adding up to "the most comprehensive and immediate sports coverage offered by any medium."

Personnel Assignments ■ Howard Cosell, ABC Radio's director of sports, will be executive producer and John Chanin will be producer. Those appearing on the series will include Tom Har-

RTNDA looking at color

The Radio-Television News Directors Association is surveying its membership to learn the extent of television news coverage in color as well as color plans for the future. It is expected that it will be several weeks before enough returns are in to report findings. Initial indications are that the extra cost of color and its effect upon newsroom budgets is a significant problem.

mon, Chris Schenkel and Keith Jackson of ABC Radio, and Jim McKay and Bill Fleming of ABC-TV's *Wide World of Sports*.

In a speech prepared for the affiliates' meeting, held in conjunction with the National Association of Broadcasters convention, Mr. Pauley said the series "will enable you to provide unequalled service to your listeners in the area of sports broadcasting," matching "already outstanding performance in news reporting with unequalled coverage of sports."

He said the series offers advertisers "efficiency in reach, frequency and cumulative audience," gives them identification "with the highest quality broadcasting product" and provides a recognition that "will be merchandisable to the public and to their own sales staffs."

For listeners, Mr. Pauley said, the series will meet a growing demand for sports information.

Writers Guild names scripts

CBS-TV and NBC-TV divided the six television writing awards given out by the Writers Guild of America, West, in Los Angeles last week, while the Voice of America took the one radio award presented. Simultaneously, Writers Guild of America, East, announced the same awards in New York.

A total of seven awards were given for "best-written" scripts in television and radio. In television anthology S. Lee Pogostin won for his "The Game," a *Chrysler Theater* play on NBC-TV. The comedy award went to Jack Winter for "You Ought to be in Pictures," a *Dick Van Dyke* show on CBS-TV. Garry Marshall and Jerry Belson took comedy-variety division honors for "The Road to Lebanon," a Danny Thomas special on NBC-TV. In the drama category, "No Justice for the Judge," written by David Ellis for *Trials of O'Brien* on CBS-TV came off with a first. Rob-

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First of a series of more than 300 full-length
feature films to be released through Paramount
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Twenty of the films in Portfolio I are offered as first-run-off-network; thirty have never before been shown on television. The complete package is carefully weighted to provide programming for all audience segments, all time periods.

Here are other examples of the prestige-quality entertainment features now available for television in Portfolio I:

"My Favorite Spy"... Bob Hope, Hedy Lamarr
"Wild is the Wind"... Anna Magnani, Anthony Quinn
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"Forever My Love"... Romy Schneider
"Just For You"... Bing Crosby, Jane Wyman
"Submarine Command"... William Holden, Nancy Olson
"We're No Angels"... Humphrey Bogart, Peter Ustinov
"Captain Carey, U.S.A."... Alan Ladd, Wanda Hendrix
"Love in a Goldfish Bowl"... Tommy Sands, Fabian

At the NAB Convention, complete information regarding Portfolio I will be available in Suite #521-523, Conrad Hilton Hotel.



For information, contact:
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“PSYCHO”

Starring Anthony Perkins and Janet Leigh. Tense drama of suspicion and sudden death, acclaimed for one of the most surprising climaxes ever filmed. Released 1960. Running time 109 minutes.



“WAR AND PEACE”

COLOR

Tremendous cast stars Audrey Hepburn, Henry Fonda, Mel Ferrer, May Britt, Oscar Homolka. Tolstoy's classic brought to life. A film masterpiece! Released 1956. Running time 167 minutes.



“THE RAINMAKER”

COLOR

Stars Katharine Hepburn, Burt Lancaster, Wendell Corey, Lloyd Bridges. One of the screen's most memorable love stories, tender, funny, deeply moving. Released 1957. Running time 121 minutes.



“ELEPHANT WALK”

COLOR

Stars Elizabeth Taylor, Dana Andrews, Peter Finch. Romantic adventure filmed in exotic Ceylon. A gripping story, unforgettable suspense, an awe-inspiring finish! Released 1954. Running time 103 minutes.



“HOUDINI”

COLOR

Tony Curtis and Janet Leigh star in the beautifully-filmed story of the career of famed illusionist-magician Harry Houdini. Tremendous appeal for the entire family. Released 1953. Running time 106 minutes.



“VISIT TO A SMALL PLANET”

Jerry Lewis romps through his wildest role as a way-out space-
nik who learns about love from an earthy beatnik. Fred Clark, Barbara Lawson, Joan Blackman co-star. Released 1960. Running time 85 minutes.

ert Hartung's script of "Lamp at Midnight," presented on NBC-TV's *Hallmark Hall of Fame* series, was chosen as the best adaptation. Andrew A. Rooney and Richard Ellison's documentary titled "The Great Love Affair," a CBS-TV program, won as the top news special script. The lone radio award went to Sol Panitz for his script for the Voice of America called "The Legend of Le Manh."

In addition to the television and radio awards, two awards were given in the motion picture field. Also Richard Brooks won the 1967 Writers Guild Laurel Award for Achievement in screen writing and screen and television writer Edmund H. North won the special Valentine Davies award.

'Robe' blankets Easter viewers

Ford and ABC-TV repeated their *Kwai* movie triumph of last September on Easter Sunday (7-9:30 p.m.) by throwing *The Robe* over some strong contenders, for a 30.1 rating and 57.3 share on the 26-city overnight Trendex.

CBS-TV's *Marineland Carnival* special, *Ed Sullivan Show*, and *Smother's Brothers Comedy Hour* won an average 12.2 rating, 23.2 share. NBC-TV's *Bell Telephone* second half-hour, *World of Walt Disney*, *Hey, Landlord*, and the first half-hour of *Bonanza* averaged a 6.7 rating, 12.8 share.

ABC didn't claim *Kwai's* record 75 million audience for *The Robe*, estimating its audience at 58 million people during the two-and-a-half hour presentation. But the network did claim to have "raised viewing levels from the 7-9:30 p.m. time period on Easter Sunday by 10%. New York Nielsen homes-using-TV for the two-and-a-half hours were 57% while for the two preceding Easter Sundays they were 52%.

The Trendex ratings picture by half-hours, as reported by ABC-TV:

Sunday, March 26	Rating	Share
7-7:30		
ABC <i>The Robe</i>	25.8	60.8
CBS <i>Marineland Carnival</i>	9.1	21.5
NBC <i>Bell Telephone</i>	4.1	9.7
7:30-8		
ABC <i>The Robe</i>	27.8	59.3
CBS <i>Marineland Carnival</i>	9.2	19.7
NBC <i>World of Disney</i>	6.7	14.2
8-8:30		
ABC <i>The Robe</i>	31.0	58.0
CBS <i>Ed Sullivan</i>	12.4	23.1
NBC <i>World of Disney</i>	7.0	13.1
8:30-9		
ABC <i>The Robe</i>	31.8	55.0
CBS <i>Ed Sullivan</i>	15.5	26.8
NBC <i>Hey, Landlord</i>	7.1	12.3
9-9:30		
ABC <i>The Robe</i>	34.3	55.3
CBS <i>Smother's Brothers</i>	14.6	23.6
NBC <i>Bonanza</i>	8.5	13.8

BROADCASTING, April 3, 1967

Outlets get good marks on news

Loevinger study, requested by House panel, indicates that local staffs provide over 50% of newscast matter

The nation's 6,000 broadcasters are presenting the public with a "substantial amount of hard news" and, despite a necessary reliance on the networks and wire services, are providing at least half of it with their own staffs.

FCC Commissioner Lee Loevinger reached this conclusion in a study of the diversity of broadcast news sources that he reported on in a memorandum to members of the House Commerce Committee last week.

The inquiry, which was prompted by a question from Representative Clarence J. Brown Jr. (R-Ohio) at a hearing last month (BROADCASTING, March 20), is believed to represent a unique research effort. The commissioner said he relied on commission records and staff, BROADCASTING and Television magazines and their staffs, officials of the ABC, CBS, Mutual and NBC networks, and officials of the National Association of Broadcasters.

Qualified Results ■ He qualified his findings with the observation that the data constantly change. He also said the data are based on a "subjective weighing and extrapolation of reports" but, although approximate, "are believed to be as accurate and reliable as is possible in the circumstances and as will serve any useful purpose."

He said that television stations affiliated with a network devote from 5% to 15% of their programing time to news. "The best average figure" the commission can obtain is that "about 8.4% of total television programing time—or 10 hours per week—is news."

The three major networks each provide about five hours per week of the news broadcasts which are presumably carried by their affiliates, he added. "It is, therefore, reliably estimated that approximately 50% of the news broadcasts of the 535 affiliated television stations are network-originated news and approximately 50% is locally originated news," he said.

Data on the total news programing of the independent television stations were found to be less reliable. But he said that, in "the judgment of industry observers," such stations rely more heavily on local news than do network affiliates. Accordingly, he said it was a reasonable estimate that independent television stations average "about 10% of news broadcasts, substantially all of which are locally originated."

Total News Time ■ He said a "com-

prehensive survey" indicates that, on the average, more than 6% of total program time of all commercial television stations is devoted to locally originated news. He said comparable data for the 130 educational television stations are not available.

In radio, he found that 90% of the 5,500 commercial AM and FM outlets carry news programs, with the amount generally ranging from 7% of total programing to about 17%, "with a few stations" outside the spread at both ends. He said a "fair and conservative estimate" for all AM stations would be 10%.

He said that for the more than 2,700 AM stations not affiliated with a national network, the news is either locally originated or is provided by the AP or UPI news services. He found that 50% of the news broadcasts of network affiliates are fed from the networks, while the remainder are of local origin.

Commissioner Loevinger said that each of the networks supplies more than 15 hours of news programs to its affiliates weekly, and that Mutual supplies the most—20 hours which its affiliates are required by contract to take, plus 10 hours which are optional. In addition, the networks supply information-type programs, which the commissioner does not include in his "hard-news" category.

He noted that, "in some of the smaller communities," stations resort to "rip and read," in heavy reliance on the AP and UPI wire services. He said it is impossible to determine how widespread the practice is since it "is not generally esteemed and stations are reluctant to admit they engage in it."

However, he said, "reliable industry sources" report that the practice is on the wane and that the amount of news programing, particularly of local origin, "seems to be increasing."

In that connection he said: "It is probably significant that of the more than 80,000 employes of the country's broadcasting stations more than one-third have duties in gathering and reporting news for their respective stations." He also cited a survey by the Radio and Television News Directors Association in 1964 which showed that TV stations employed, on the average, between nine and 10 news staffers; radio stations between four and five.

(PROGRAMING) 106A

Just
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HEY
YOU

Alabama: Huntsville WHNT, Mobile WKRK, Montgomery WKAB; Arizona: Phoenix KPHO, Tucson KZAZ; California: Bakersfield KBAK, Los Angeles KHJ, Modesto KLOC, Sacramento KTXL, San Diego KFMB, San Francisco KEMO, Visalia KICU; Colorado: Colorado Springs KKTV, Denver KWGN, Durango KREZ, Grand Junction KREX, Montrose KREY; Connecticut: Hartford WTIC; District of Columbia: Washington WTIG; Florida: Fort Pierce WTVX, Jacksonville WJNT, Miami WTVJ, Orlando-Daytona Beach WDBO, Tampa-St. Petersburg WLCY; Georgia: Atlanta WAGA, Columbus WRBL; Illinois: Champaign WCIA, Chicago WGN, Peoria WMBD, Rockford WREX; Indiana: Indianapolis WLW-I, South Bend WNDU, Terre Haute WTHI; Iowa: Davenport-Rock Island-Moline, Ill. WHBF, Des Moines KRNT; Kansas: Ensign KTVC, Goodland KLOE, Hays KAYS, Wichita KTVH; Louisiana: Monroe KNOE, New Orleans WWOM, Shreveport KSLA; Maine: Bangor WABI, Portland-Poland Spring WMTW, Presque Isle WAGM; Maryland: Baltimore WMET; Massachusetts: Boston WHDH; Michigan: Cadillac WWTW, Detroit WJBK, Kalamazoo WKZO, Lansing WJIM, Saginaw WKNX, Sault Ste. Marie WWUP; Minnesota: Duluth KDAL, Minneapolis-St. Paul WCCO; Mississippi: Greenwood WABG; Missouri: Kansas City KCMO, St. Louis KPLR, Joplin KODE, Springfield KTTS; Nebraska: Omaha KMTV; Nevada: Las Vegas KLAS, Reno KOLO; New Mexico: Albuquerque

In all the talk about "the new TV network," we've been called a lot of names by friends and others. Only a few have had it right: the United Network.

United, for short.

Not UBC or UBS.

United.

Same first name as the country, if that's any help.

What kind of a network is United going to be?

Major and important. With 123 stations as this ad is plated and more joining every week. (So far, a reach of 80% of the nation's TV homes.)

Creative, dynamic, imaginative. Big talk? Let's see:

For fresh, exciting programming, take "The Las Vegas Show"—in color, five nights a week, two hours a night from a showroom studio now under construction at the Hacienda Hotel. With pick-ups from eight other hotels on the strip and from a \$1.2 million mobile TV unit traveling the whole Las Vegas area.

Here's variety at its most varied from the entertainment capital: top talent in every field... singers... dancers... personalities... comics... sketches... improvisations... interviews... audience participation... beauty contests... star spots.

And that's only two hours of the daily network programming.

Why a new network?

To offer viewers a greater choice of program. More entertainment. More information. More news (9½ hours a week from United Press International to back local newscasts with world-wide coverage). More sports. And unusual locally originated shows from affiliated stations.

To offer local stations a new network affiliation, especially important in multi-station markets. To provide both more selectivity and more flexibility in programming, since scheduling arrangements will make it possible for stations to videotape programs as delivered by cable and telecast them locally at convenient time periods.

To offer advertisers new network outlets, new low costs (only \$6,000 per minute commercial on The Vegas Show), new competitive availabilities.

As of May 1st, the on-air date, every major advertising schedule will become obsolete without a review of the new patterns of sponsorship the new network and its member stations have to offer.

What was that name again?

An airline name.

American?

No. National?

No.

Hey!

United.



KOB; New York: Buffalo WBEN, New York WPIX, Rochester WHEC, Syracuse WHEN; North Carolina: Charlotte WBTV, Greensboro-Winston-Salem WFMY, Greenville WNCT; North Dakota: Fargo-Grand Forks-Valley City North Dakota Network, Valley City KXJB, Bismarck KXMB, Minot KXMC, Dickinson KDIX, Aberdeen KXAB; Ohio: Akron WAKR, Cincinnati WCPO, Cleveland WEWS, Toledo WDHO; Oklahoma: Oklahoma City KWTU; Oregon: Medford KTYM, Portland KOIN; Pennsylvania: Erie WSEE, Lancaster-Harrisburg-Lebanon-York Keystone Network, Harrisburg WHP, Lancaster-Lebanon WLVH, York WSBA, Philadelphia WPHL, Pittsburgh WECO; South Carolina: Charleston WCSC, Columbia WOLO, Florence WBTW, Spartanburg WSPA; Tennessee: Chattanooga WDEF, Jackson WBBJ, Knoxville WTVK, Memphis WREC, Nashville WSIX; Texas: Beaumont KFDM, Corpus Christi KZTV, Dallas-Ft. Worth KRLD, El Paso KRDD, Houston KPRC, Laredo KVER, Lufkin KTRE, Odessa KOSA, San Angelo KCTV, San Antonio KENS, Wichita Falls KAUF; Utah: Salt Lake City KSL; Virginia: Norfolk WTAR, Richmond WTVR, Roanoke WDBJ; Washington: Bellingham KVOS, Seattle-Tacoma KTNT, Spokane KXLY; West Virginia: Oak Hill WOAY; Wisconsin: Green Bay WBAY, Madison WISC, Milwaukee WISN, Wausau WSAU; Puerto Rico: San Juan WAPA; Virgin Islands: St. Croix WSVI.

Much at stake in copyright fight

COMPLEX STRUGGLES MARK FIRST MAJOR REVISION SINCE 1909

When bandleader Stan Kenton took on the role of spokesman for the nation's recording artists in requesting Congress to grant them the right to claim a royalty fee from broadcasters each time one of their records is played on the air, he was marching to a tune written decades ago and followed in the past by a host of other renowned performers.

Two weeks ago, Mr. Kenton joined forces with the producing end of the recording industry in seeking a performance payment from broadcasters before the Senate Subcommittee on Patents, Trademarks and Copyrights (BROADCASTING, March 27). He was accompanied that day by representatives of the record producers who are looking for similar fees.

The crusade is one that originated over 30 years ago when another group of recording artists demanded royalty fees for broadcasts of phonograph records. In 1935 a group that included such performers as Al Jolson and Eddie Cantor attempted to extract such fees from broadcasters. Other attempts in the form of court injunctions denying stations the right to play phonograph records without the artist's permission were also made in the late 1930's with no success.

Rulings ■ In one, Radio Corp. of America obtained an injunction forbidding WNEW in New York from broadcasting Victor records without permission of the record company. In that case, the Federal District Court in New York ruled that the recording company, not the artists, held the performance rights to records. However, that episode ended

with the U. S. Circuit Court of Appeals reversing the ruling and upholding the right of broadcasters to air records without the permission of the record firm or the artists.

The educational broadcasters are seeking to counter exemptions that would largely be limited to instructional telecasts, and would be restricted to a geographic standard. They cite the fact that they are the prime market for many types of cultural works and that the geographic restriction would be unrealistic in view of the potential of ETV as a national network.

ETV spokesmen told the Senate unit this policy could "blunt the thrust of educational television just at the time when national policy in other respects supports it and seeks to draw it more fully into the service of the nation."

The recording industry and performers made a pitch before the House group studying the current copyright bill in 1965, and then appeared in full force at the Senate hearing in March. Unable to obtain legal support from the courts for their position in the past, the record firms and artists are now taking advantage of an administration-backed move to revise the nation's copyright laws to insert a provision legalizing their objectives.

The National Committee for the Recording Arts based its arguments on four grounds: precedent and example, noting that artists are paid such fees in most other countries and that composers and publishers receive such broadcast performance fees in this country; the moral issue, relating to the contention that the

performer's talent is what broadcasters profit from; the economic need confronting many recording artists who sometimes find it's a long time between profitable records; and the public good, to insure the continued appearance of unprofitable records and artists in the classical or jazz fields that must be supported by other, profitable ventures.

Hopes ■ The Recording Industry Association pegged its hopes on the fact that "every other member of the creative community except the record company and the performer who produce a record" are given performance royalty fees under the proposed copyright legislation, and on the belief that broadcasters have grown rich from the playing of recorded music and can easily afford to pay such fees.

The performers asked for inclusion in the pending copyright package. The recording industry, supporting their goals, backed an amendment introduced by Senator Harrison Williams (D-N. J.). The amendment would establish full rights of record producers to royalty on public performances of the records.

The Record Industry Association visualizes the establishment of a licensing organization to issue blanket licenses for an annual charge such as those issued by the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC Inc. The rates would be based on a percentage of the net receipts of a station. The revenue from the licenses would be divided among the record companies and the entertainers.

The proposals put forward by the

Summer shows follow regular-season pattern

New comedy-variety goes in for regularly scheduled comedy-variety on CBS-TV this summer. A comedy team of (Jack) Burns and (Avery) Schreiber will headline a new variety series in the Sunday, 9-10 p.m. stanza now occupied by *The Smothers Brothers Comedy Hour*; a new variety series, *Spotlight*, goes in for *The Red Skelton Hour* on Tuesday, 8:30-9:30 p.m.; a comedy

show, *The Steve Allen Show*, replaces *The Danny Kaye Show* on Wednesday, 10-11 p.m., and *Away We Go*, a comedy-variety show will be in the period normally filled by Jackie Gleason (Saturday, 7:30-8:30 p.m.).

The Burns and Schreiber program will be produced in New York by Sullivan Productions in association with CBS, *Spotlight* in London by Van Bernard Productions in association with ATV and CBS, and both the Steve Allen series and *Away We Go* will be produced in Hollywood.

Sullivan sets up unit for program development

The establishment by Sullivan Productions, New York, of a program development department to be headed by Howard Gottfried was announced last week by Robert Precht, executive vice president of the company.

Mr. Gottfried will be responsible for obtaining and developing properties for the production company that will

companies and artists are all part of controversy swirling around a copyright revision bill that would affect the economics of the entire entertainment industry. The bill, without the provisions sought by the recording interests, has been approved by the House Judiciary Committee and will be debated on the House floor Thursday (April 6).

Economic Resource ■ What is at stake in what is generally acknowledged to be one of the more complex issues to reach Congress in several years is the economics of one of this country's greatest natural resources—its creative talent. The ramifications of the bill, if enacted, would reach out to touch most of the people involved in the creative and entertainment fields. It would affect the livelihood of song writers, musicians, record companies, song publishers, authors, juke box firms, broadcasters, CATV operators and the employes and stockholders of these industries.

The general purpose of the bill is to revise the copyright law, "in light of the profound technological and commercial changes that have taken place since the 1909 revision," a House Judiciary Committee report noted. It added that the first copyright law in the U. S. was enacted in 1790 and has been revised at about 40-year intervals since then.

Since 1909 a number of attempts to revise the law have been unsuccessful. In 1955 the U. S. participated in a worldwide convention to frame international laws and shortly thereafter the current drive to modernize this nation's laws began. The U. S. Register of Copyright and his staff prepared legislation which was introduced in 1964 and has been debated in subcommittees and committees since then. It now appears that this lengthy, tedious process may be nearing a conclusion.

function in the motion-picture and the theater area as well as in TV programming. He was West Coast programming vice president for United Artists Television, for the past four years. Mr. Gottfried also had been active as a producer of Broadway and off-Broadway plays.

Mr. Precht also announced that Ashley-Famous Agency will represent Sullivan Productions' future television projects (not including *The Ed Sullivan Show* on CBS-TV).

BROADCASTING, April 3, 1967

"There is an urgent need for copyright legislation that takes full account of the continuing technological revolution in communications and, even more important, that recognizes individual authorship as an indispensable national resource," the report noted. "The basic aim of the bill is very simple: to insure that authors receive the encouragement they need to create and the remuneration they fairly deserve for their creations," it concluded.

Broadcasting Issues ■ The main points of contention for the broadcasting industry, aside from the performance royalty issue, are the question of how far exemptions for educational television should go, the application of copyright laws to community-antenna television and the right to make recordings of works performed for transmission.

These issues should come to a head at least in the House of Representatives this week when the House Rules Committee meets to consider the measure as approved by the Judiciary Committee. Spirited floor debate should follow (see page 112). Another issue being debated is whether the restrictions in the measure against CATV origination of programs should be spelled out in such a copyright law or whether the matter properly belongs in regulatory legislation which is under the jurisdiction of the House Commerce Committee.

The Senate subcommittee considering the bill is still at an earlier stage in the legislative process and will renew hearings on the entire copyright bill next week, at which time representatives of the National Association of Broadcasters and educational television will appear. The NAB spokesmen will try to counteract the recording industry effort on performance fees and the ETV officials will seek to obtain more-favorable exemptions.

Know the language is FCC command

The FCC has reiterated its caution to broadcasters to exercise adequate control over their foreign-language programs. The public playback followed a March 23 notice that enumerated the findings of a commission inquiry into control practices of Chicago-area stations over such programs and reminded

all broadcasters of their responsibilities for such programming (BROADCASTING, March 27).

Last week the FCC emphasized "proper licensee responsibility" involves knowledge of the content of foreign language broadcasts. The commission said its inquiry revealed a number of station practices that were not sufficient to insure knowledge of and control over such programming. According to the commission, the stations investigated explained their practices as follows: "they permit only persons of established reputation for judgment and integrity to use their facilities; copies of commercial announcements used on foreign language programs must be submitted in advance in English translation, and recordings of all programs are made and retained for future reference."

The commission said the broadcasters' responsibility required that "internal procedures be established and maintained to insure sufficient familiarity with the foreign languages to know what is being broadcast and whether it conforms to the station's policies" and commission rules. Failure to maintain such control, the commission warned, will raise "serious questions" about the station's operation.

DOD revises format for casualty reports

The Department of Defense has put a new Vietnam casualty-reporting policy in effect. The policy does away with the much-criticized practice of describing casualties in a conflict as "light," "moderate" or "heavy."

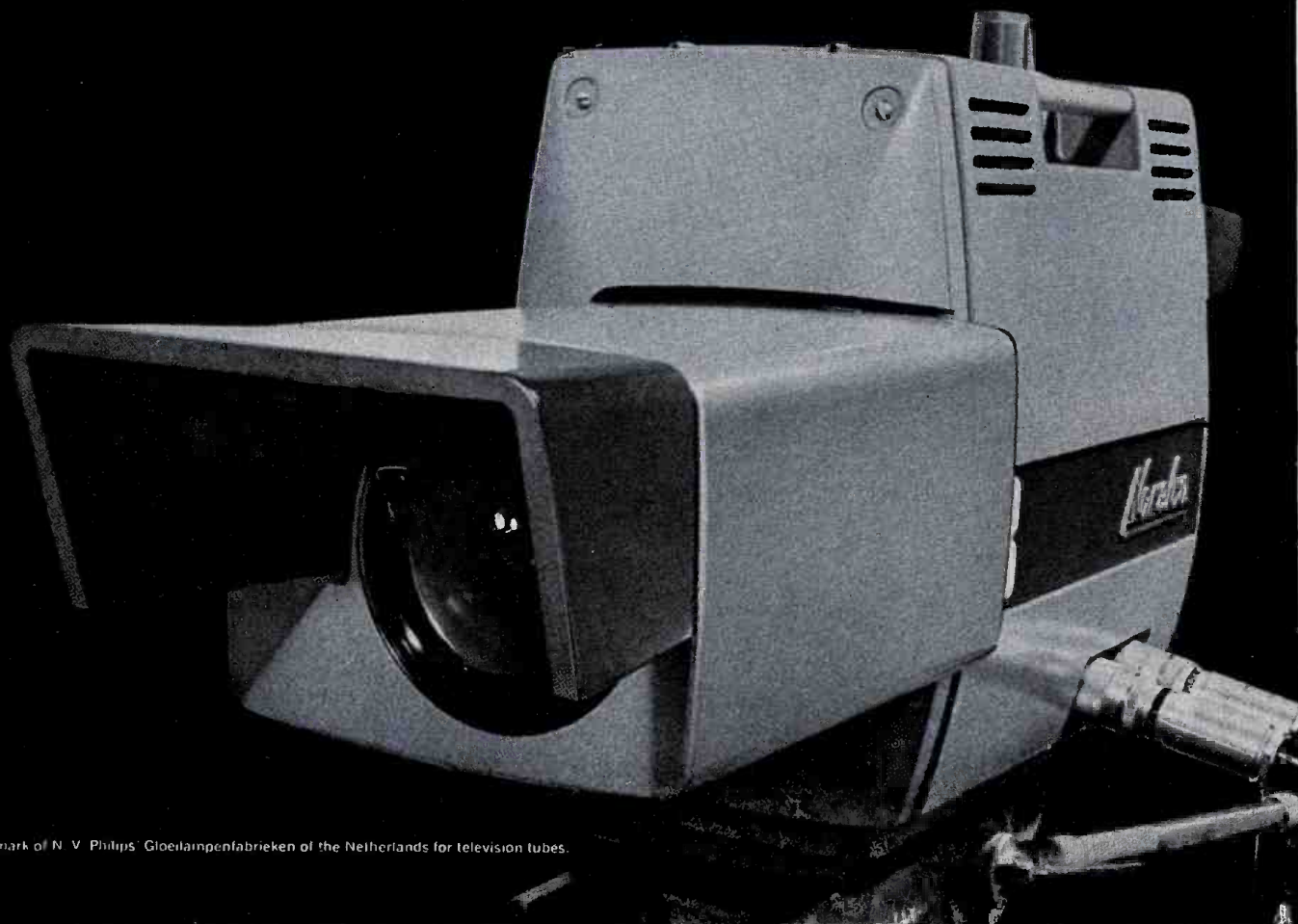
The office of the assistant secretary of defense for public affairs has authorized a three-step procedure. The first gives numerical totals of casualties in significant combat action every day. Another reports a weekly cumulative total for the preceding week. A third, released from the Pentagon in Washington, announces the names of the U.S. dead, missing or captured daily as soon as next of kin have been contacted.

UA syndicating 'Ultra Man'

A new half-hour color syndication series, *Ultra Man*, has been released to syndication by United Artists Television and has been sold to stations in New York, Los Angeles and Detroit, it was announced last week by Pierre Weis, executive vice president in charge of sales. The series deals with a scientific investigation squad of the future engaged in the exploration and combating of dangerous and monstrous earthly and outer-space phenomena.

**Two of the three major networks use
Norelco cameras for their prime-time color shows.**

**If that doesn't convince you to buy a
Norelco 3-tube Plumbicon* color camera,
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Trademark of N. V. Philips' Gloeilampenfabrieken of the Netherlands for television tubes.

This is an invitation to discover—at our expense—the practical, everyday reasons why you should now be using the new Norelco 3-tube Plumbicon rather than any other color TV camera on the market. Do this. Call, or write us direct. We'll schedule and pay for a trip to a station now using the Norelco 3-tube Plumbicon TV camera—subject to the availability of the station's time and technical personnel. They'll tell you and show you why they chose the new Norelco. You'll see it in program action. You'll learn for yourself—at no cost to yourself—why the Norelco Plumbicon TV camera is used for more programming than all other new generation makes.

Here's a partial list of stations now using the new Norelco

EAST

STATION	LOCATION
WJZ-TV	Baltimore, Md.
WNHC-TV	New Haven, Conn.
WNEW-TV	New York
REEVES SOUND STUDIO	New York
SPORTS NETWORK	Rutherford, New Jersey

SOUTH

WAGA-TV	Atlanta, Ga.
WJBF-TV	Augusta, Ga.
WCYB-TV	Bristol, Virginia/Tenn.
WKRQ-TV	Mobile, Ala.
WSPA-TV	Spartanburg, S.C.
WBTV (Remote Unit)	Charlotte, N.C.

MIDWEST

WFIE-TV	Evansville, Indiana
WFRV-TV	Green Bay, Wisconsin
WISH-TV	Indianapolis, Indiana

WEST

KABC-TV	Los Angeles, California
KTTV	Los Angeles, California
KXTV	Sacramento, California
KPIX	San Francisco, California

When you visit one of these stations you'll be able to separate the facts from the fiction regarding color TV cameras. Facts and fiction like this:

FICTION: A 4-tube camera produces a sharper picture than a 3-tube color camera.

FACT: This concept is as obsolete as the 12-cylinder car. The Norelco 3-tube PC-70 Plumbicon Color Camera produces a sharper color and monochrome picture than any 4-tube camera. Reason: the first practical application of the unique "contours-out-of-green" principle provides both horizontal and vertical aperture correction. The contour signal produced from the green channel, is simply fed to all three channels.

RESULT: A startling increase in color and monochrome sharpness — on the home receiver—plus the same tolerance to misregistration that a fourth tube provides. All with one less tube, less maintenance, minimum operational make-ready time and trouble-free color matching.

FICTION: "Contours-out-of-green" creates an excessive noise problem.

FACT: Absolutely not. But some 4-tube cameras do have a noise problem. Check the "specs." You'll discover that these 4-tube models recommend a fixed gamma of 0.5. We provide continuously variable gamma and recommend an 0.45 operating point. This stretches blacks and gives you more detail in dark areas and shadows. A gamma of 0.5 hides noise by compressing blacks. Result: the 4-tube camera loses dark area detail and literally demands the use of flat lighting.

FICTION: By this time next year Norelco will be selling a

four tube camera.

FACT: Definitely not. We made the best possible 4-tube camera but decided not to sell it. While using it to compare 3-tube vs. 4-tube, we discovered what every 4-tube manufacturer has since learned: 4-tube resolution is inherently less than 3-tube; that extra light split to the Y channel reduces the light to the RGB channels, causing noticeable lag. (Try moving a light object against a dark background with a camera using 4 photo conductor pick-up tubes. You'll see what we mean.)

FICTION: The Norelco PC-70 is made in Holland and won't be in full production for years.

FACT: The PC-70 camera is made by Norelco in Mt. Vernon, N. Y., where existing and constantly expanding facilities are meeting the demand for the most economical, easiest to use and maintain, color TV camera available today.

Other reasons to choose the Norelco PC-70:

A simple but remarkable 3-way beam split prism that eliminates the need for shading controls. (Because of their complicated beam split, many 4-tube models require as many as 16 shading controls.)

No magenta cast, a problem even some of the newest 4-tube cameras haven't solved.

Lens interchangeability.

No set-up operating controls in the camera head except for tube-focus and back-focus positions. Eliminates the need for a two-man set-up and for hectic on-the-set adjustments.

Now get all the reasons to choose the Norelco PC-70. Get them from the men behind the camera, Today, call our sales representative, Visual Electronics, or call us directly.



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TV film makers headed for oblivion?

RICH SEES POOR FUTURE FOR INDEPENDENT PROGRAM PRODUCERS

Mirisch-Rich Television Productions, the Hollywood-based producer of *Rat Patrol*, which celebrated only its second anniversary on April 1, possibly faces an early extinction. Authority for this dire prognosis is Lee Rich, president of the television film-making organization.

According to the outspoken Mr. Rich, several seasons from now there may be only four or five program production houses left in the TV-film business besides the three networks. These will include only the major film studios such as Universal TV, MGM-TV and 20th Century-Fox TV. In Mr. Rich's estimation, the plucky TV film independent of the past—Mirisch-Rich not excepted—may be as kaput as Rommel's Africa Korps on his *Rat Patrol* series.

The reason, says Mr. Rich, is "the constantly changing Hollywood picture" that now sees the networks involved in their own program productions "more than ever before" and also includes the establishment of longer-form shows of 90 minutes or more, which in turn limits the number of time periods available to the product suppliers. "The independent guy is being squeezed out. He's not geared—doesn't have the flexibility—to compete," claims Mr. Rich, who came to his production post in 1965 after spending more than 20 years in the advertising field.

An Example ■ Pointing to the NBC-TV prime-time schedule for next season as an example, the production executive contends that at least six of the total of eight new shows to make the lineup all were sold as a result of tightly-controlled network commitments thus leaving little or no opportunity open to free-balling producers. He cites *The High Chaparral* and *Everywhere a Chick Chick* and explains that they are being produced by David Dortort and Sheldon Leonard, respectively, both under long-term contract to the network. (It's also suggested that *The Jerry Lewis Show*, to be turned out by Bob Finkel, another NBC-TV coproducer, may fit in this cate-

gory. Mr. Rich believes that *The Mothers-in-Law*, *The Kraft Music Hall* were selected because they fit the network schedule via their commitments, while *Ironside* was selected because they are a one development program made with Universal TV, whereby the

network guarantees to pick up at least one of three productions developed by the film maker.

Turning to CBS-TV, Mr. Rich further claims that a good deal of CBS-TV's schedule is company-produced. He feels that both Filmways TV and Talent Associates "are house companies" because they trade away syndication-distribution rights to their products in return for "cost-plus" security. In his opinion a recent CBS-TV experimental plan that calls for the network to establish a fund to pay producers to develop new writers amounts



Film maker Rich
Takes a long, long look

to another form of "production control." "Why should a writer work for us?" he questions. "He's got a much better chance getting his show on the air working for the network. They own the store."

Icebreaker ■ Mr. Rich does not doubt the arrival of longer-form programming network television. He thinks the acceptance of feature films in prime time broke the ice. The way Mr. Rich sees it, the longer form seems to make sense to advertisers because most are strictly participation buyers anyway and the 90-minute or longer shows fit their media patterns. The viewer meanwhile has shown an appetite for action-adventure, suspense-drama fare, product that's particularly suited to the longer program.

This trend eventually may lead to an

over-all improvement in the quality of network programming, Lee Rich concedes, but it also may leave the independent producer high and dry. "We're not built to turn out 90-minute shows," he says. "That's not our ball game."

Mr. Rich is strongly in favor of more advertiser involvement in film production. He thinks that's the way to somehow offset the current dominance of network control. This is an old fight for Mr. Rich. For many years, when he was senior vice president in charge of media management at Benton & Bowles, he advocated more advertiser-backed productions. After making the switch from buyer to seller, he says the validity and importance of this approach became even more evident to him.

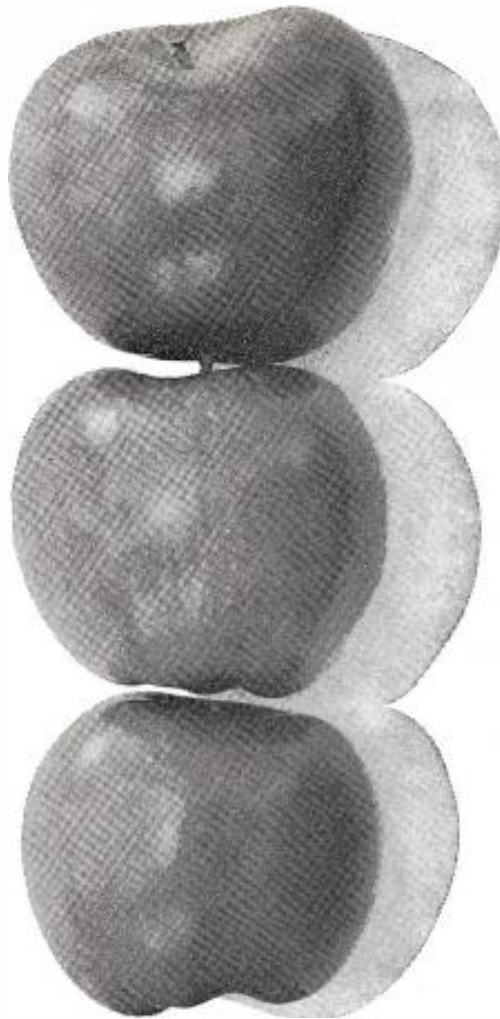
Whatever happens to Mirisch-Rich in distant seasons, it will remain a part of the network nighttime scene next season at least. After opening with a loud bang in 1966-67 by selling *Rat Patrol* to ABC-TV and *Hey, Landlord* to NBC-TV, the TV film maker will be running more silently in 1967-68. The company got a renewal on the ABC show, but lost its NBC series without placing any new programs on the three networks. Mirisch-Rich, however, will have two half-hours (one a new one) running in the Saturday morning network lineup.

Will strongly opinioned, highly competitive Lee Rich and his associates disappear like the whooping crane without putting up a fight and a louder holler? Bet he won't. "We're just going to have to find a way to live with the conditions of the business as they are now," he predicts. "We're just going to have to find a way to produce for the longer form and still have it make economic sense to us."

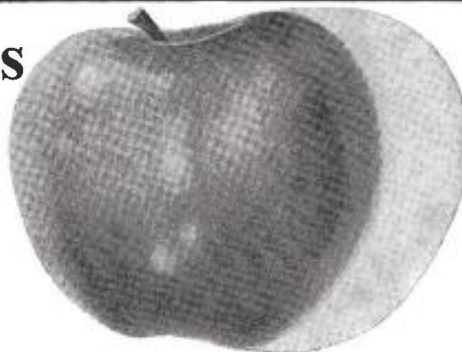
Suit filed on ABC's 'N.Y.P.D.'

A suit to enjoin use of police files for Talent Associates' *N.Y.P.D.*, half-hour series starting in September on ABC-TV, was filed last week in New York county supreme court by insurance agent Robert Blaikie.

Mr. Blaikie has initiated a number of other taxpayer suits in the past, and was an unsuccessful candidate for borough president of Manhattan in the last election, according to his attorney,



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apples with
apples, and
gets apples.**



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ALL-MEDIA RESEARCH BY

Walter A. Begos.

Mr. Blaikie said last week: "Any kind of access to police files is illegal. ABC and David Susskind have no right to make deals for special consideration. That David Susskind has already done a lot of anti-Semitic shows with Black Nationalists. He shouldn't be allowed to use police files for profit."

Mr. Begos cited what he considered additional dangers of the series: "David Susskind might use the show to advance his political ambitions. Mayor [John V.] Lindsay might make statements advancing his national political ambitions. Criminals might be subjected to additional public ridicule. National groups, particularly the Italians, might be offended by being singled out."

Mr. Susskind was in London last week, but his partner Daniel Melnick said: "We will have no access to police files and no officer will be obligated to help. We will talk to anybody we can. We will research the show the same way any TV show has to be researched."

An ABC-TV spokesman confirmed Mr. Melnick's statement that *N.Y.P.D.* would involve no use of police files.

Commenting on Mr. Blaikie's statement about "anti-Semitic shows," Mr. Melnick said: "I'd lay down my life that . . . David is no more anti-Semitic than . . . David Ben Gurion."

A show-cause order was issued to respondents David Susskind, ABC, and Commissioner Leary, returnable last Friday (March 31). Attorney for Talent Associates Harold Stern said he would "probably seek an adjournment because of the lack of time to prepare a reply."

Bankers group to tape D.C. session for radio

Radio stations are being offered tapes of a special symposium on money interest rates and economic activity that will be held April 6 in Washington for business leaders and government officials. Sponsored by the American Bankers Association, New York, the proceedings will be taped along with several interviews and a 27-minute documentary in three nine-minute segments.

The program, entitled "Dialogue-67", will feature Douglas Dillion, former secretary of the treasury, Jack T. Conn, president of the ABA, Professors Henry Wallich of Yale, Paul Samuelson of Massachusetts Institute of Technology and G. L. Bach of Stanford and Guido Carli, governor of the Bank of Italy. Requests for the free tapes should be made to A.P.S. Inc., 48 West 48th Street, New York. 10036.

112 (PROGRAMING)

Johnson in Hollywood: 'No meeting of minds'

In what was to be a strictly off-the-record, somewhat clandestine meeting, FCC Commissioner Nicholas Johnson went to Hollywood last month and held a dinner conference with 11 top television film-production executives. The meeting took place on the evening of March 23 at Chasen's restaurant. Although the prominent group was gathered at a popular public establishment, all were asked to treat the meeting in confidence.

Reportedly the session was arranged by William Dozier, president of Greenway Productions, producer of *Batman* and *Green Hornet*. Mr. Johnson was said to be eager to meet the men responsible for turning out television's film product.

According to one executive who attended, a meeting of the minds between the producers and the FCC representative was never accomplished. "We stressed the specific problems involved in getting our shows on the networks," the executive told BROADCASTING, "but he didn't seem to be too interested or really know what we were talking about. He was more interested in finding ways of improving the qual-

ity of programing."

It's believed that the producers bore down hard on their financial problems in dealing with the networks. Among other things apparently mentioned were the limitation of selling to only three customers, the growing scarcity of time periods available to independent production houses and the evils of deficit financing.

Included among those that attended besides the FCC commissioner and Mr. Dozier were Charles Fries, vice president, Screen Gems Inc.; George Elber, executive vice president, Four Star Television; John T. Reynolds, president, Paramount Television Enterprises; Alan D. Courtney, director of programs, MGM-TV; Lee Rich, president, Mirisch-Rich Television Productions; William E. Self, executive vice president, 20th Century-Fox TV; David Levy, producer, Filmways TV; Robert F. Lewine, vice president in charge of production, Warner Bros. Television Division; Grant Tinker, vice president, new program development, Universal TV, and Sheldon Leonard, president, Sheldon Leonard Enterprises.

Open copyright session set by Rules Committee

The controversial bill revising this country's copyright laws and having far-reaching implications on the entertainment industry will reach a showdown in the House of Representatives this week.

In the meantime, a Senate judiciary subcommittee, still handling the preliminary consideration of the measure in that chamber, will resume hearings on the subject. These hearings will continue through next week.

On the House side, the Rules Committee, in an unusual move, will hold an open session Tuesday on the bill, which has taken more than 10 years to reach this stage (see page 106C). The move to open up the hearing on the measure and allow representatives to comment on it apparently stems from the fact that some 20 legislators have reportedly requested to appear before the committee on the complex copyright bill.

Presumably the comments will cover all shades of opinion on many of the

issues still being contested. One of the issues the Rules Committee may decide is whether the CATV origination restrictions properly belong in the copyright bill or in a regulatory matter within the province of Commerce Committee, as the CATV industry has been arguing.

Then the measure will come up for debate on the House floor Thursday, where attempts to amend the bill are sure to be made and where the entire controversy will again be resumed.

Big numbers watch 'quality' specials

The so-called "quality" special this season has attracted large audiences, representing a change from past years when cultural one-shots generally registered low in the ratings.

CBS-TV made this point last week in recapping 13 specials that delivered audience in big numbers. The listing claims two out of 13 "special specials" had an estimated 50 million or better audience; four out of 13 had more than 40 million and 10 out of 13 totaled

BROADCASTING, April 3, 1967

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at least 30 million.

The top audiences, based on national ratings (Nielsen), were scored by *Charlie Brown's Christmas* (estimated 57 million viewers on Dec. 11, 1966) and *It's the Great Pumpkin, Charlie Brown* (50 million on Oct. 27, 1966). The drama, *Death of a Salesman*, drew 30 million on May 8, 1966; two *National Geographic* programs, "Dr. Leahy and the Dawn of Man" and "The Hidden World" 31 million and 35 million, respectively, on Nov. 5, 1966, and Dec. 13, 1966.

Another dramatic production, *Glass Menagerie* on Dec. 8, 1966, was a 31-million gainer as was *Nutcracker*, telecast 11 days later. A recent show, *Mark Twain Tonight* (March 16), accounted for 30 million viewers. In the 40's were *How the Grinch Stole Christmas* (44 million on Dec. 18, 1966) and *Frank Sinatra—A Man and his Music* (45 million on Dec. 7, 1966). Three other specials, *CBS Playhouse: The Final War of Olly Winters* on Jan. 29, *Alaska* on Feb. 7 and *S. Hurok Presents* on Dec. 6, 1966, received estimated audiences of 29 million, 24 million and 22 million respectively.

Paramount starts film syndication

Paramount Pictures, which has been flirting with the idea for more than decade, will formally enter the television syndication field at this week's National Association of Broadcasters convention in Chicago.

Foothold in the distribution business for the production company will be its highly prized post-1950 library of some 300 feature films.

Plans call for the library to be distributed on a schedule of one group a year.

It's the first group of 60 films, under the umbrella of "Portfolio I," that will be introduced at the convention. Included in this initial package are some movies that could be considered in the blockbuster category such as "War and Peace" and "Psycho." Among other titles in the group are "The Rainmaker," "Beau James," "The Man Who Shot Liberty Valance" and "The Counterfeit Traitor."

The domestic sales of the film packages will be under the supervision of Robert Newgard, who was recently appointed vice president in charge of syndication for Paramount Television Enterprises.

Headquarters during the NAB convention will be in Suites 521-522-523 at the Conrad Hilton.

ABC-TV sets its fall plans

Schedules 11 new weekly programs, 18 returns; many more specials planned

New star contracts, a shower of specials and a new nighttime schedule that incorporates 11 new weekly series were to highlight ABC-TV's fall programming presentation to affiliates meeting April 1 (Saturday) in Chicago.

ABC—last of the television networks to announce next season's plans—disclosed it has three-year contracts with both Carol Channing and Debbie Reynolds for appearances in specials starting with the 1967-68 season, as part of a concentrated schedule of specials that will average as much as three hours in prime-time per week.

Of the 11 new weekly shows in the schedule, six are one-hour and five in the half-hour form, indicating a move by that network also toward the one-hour show as a staple (see program chart, page 115). ABC continues 18 shows now on the schedule, including two in new time periods—*Hollywood Palace*, from Saturday, at 9:30-10:30 to 10-11 on Tuesday, and *Iron Horse*, from Monday at 7:30-8:30 to Saturday at 9:30-10:30—and the current two-hour movies on Sundays and Wednesdays.

The programming presentation, which was to be presided over by Thomas W. Moore, ABC-TV president, and Leonard Goldberg, ABC-TV vice president in charge of TV-network programs, was to add glamour to business sessions set for the affiliates meeting (see page 60).

One Hour Shows ■ The six new one-hour shows: *Cowboy in Africa* with Chuck Connors as a modern-day cowboy in an Ivan Tors-produced story of wild-west adventures but with the livestock from the animals of Africa rather than beef of the panhandle. (It's followed on the Monday schedule by *Rat Patrol*, also an African adventure but of desert sands in World War II).

A war story, *Garrison's Gorillas*, with Ron Harper as the leader of a guerilla army force, leads off Tuesday at 7:30. This is produced by ABC's Selmur Productions, which was responsible for *Combat*, which had occupied the same period on ABC for many seasons.

A western, *The Legend of Custer*, starring Wayne Maunder as General Custer is the Wednesday night lead-off show; *Off to See the Wizard*, a youth-

oriented adventure series from MGM, begins the Friday night schedule, followed by *Hondo* (with Ralph Taeger as a classic western hero who is part Apache).

The story of a criminal lawyer and the cases he handles, *Judd*, with Carl Betz in the title role, is the entry that concludes the Friday schedule at 10-11.

Friday night is completely rescheduled. The single half-hour show inserted in the lineup that night is a western—one of four new ABC shows about the West or with western-style formatting—called *The Guns of Will Sonnett*. This stars Walter Brennan and is being programed at 9:30.

Other half hours are *N. Y. P. D.* (a police story with New York as the locale) and *Inside Out* (F. Lee Bailey, trial lawyer, visiting homes of personalities in the news), both produced by Talent Associates. The police series is on Tuesday, 9:30, and *Inside Out* at 10-10:30 on Thursday, ABC noting that a number of affiliates "have expressed tentative plans to produce and schedule a similar program to follow" in the 10:30-11 period, which ABC is returning to stations.

Two half-hours, *Second Hundred Years*, a fantasy situation comedy with Arthur O'Connell as the star and Mone Markham in a double role, and *The Flying Nun* (Sally Fields, ABC's *Gidget* in 1965, plays Sister Bertrille at a convent in San Juan) are slotted Wednesday, 8:30-9 and Thursday, 8-8:30, respectively.

Renewals ■ Renewed for another season are *Voyage to the Bottom of the Sea*; *The FBI*; *Rat Patrol*; *Felony Squad*; *Peyton Place* (I and II); *Big Valley*; *The Invaders*; *Hollywood Palace*; *Batman* (there'll be at least one "Batgirl" episode in the series); *Bewitched*; *That Girl*; *Dating Game*; *Newlywed Game*; *Lawrence Welk*, and *Iron Horse*. The ABC News-produced half-hour *Scope* will continue to be fed to stations for scheduling locally.

Mr. Moore was to tell affiliates that the 75 different special programs already committed for the new season would represent an average of at least two hours weekly in prime time but that additional special programing was being sought by the network, conceivably boosting the average to some three hours weekly in the nighttime periods.

Miss Channing, who was to star in a series proposed by General Foods Corp. originally for CBS-TV next season but subsequently scrapped, will appear in at least four specials over the first two years of her association with ABC and, according to Mr. Goldberg, eventually still other added specials and a regular series in which she would star. ABC said board action on approval of her contract was slated to

How the TV networks are lined up for the fall

		7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11
SUNDAY	ABC	Voyage to the Bottom of the Sea	FBI		Sunday Night Movie			
	CBS	Gentle Ben (N)	The Ed Sullivan Show		The Smothers Brothers Comedy Hour		Mission: Impossible (NT)	
	NBC	Walt Disney's Wonderful World of Color		The Mothers-In-Law (N)	Bonanza		The High Chapparral (N)	
MONDAY	ABC	Cowboy in Africa (N)	Rat Patrol	Felony Squad	Peyton Place I	Big Valley		
	CBS	Gunsmoke (NT)		The Lucy Show	The Andy Griffith Show	Family Affair	The Carol Burnett Show (N)	
	NBC	The Monkees	The Man From U.N.C.L.E. (NT)	The Danny Thomas Show (N)		I Spy (NT)		
TUESDAY	ABC	Garrison's Gorillas (N)		Invaders		N.Y.P.D. (N)	Hollywood Palace (NT)	
	CBS	Daktari		The Red Skelton Comedy Hour		Good Morning World (N)	Dundee and the Culhane (N)	
	NBC	I Dream of Jeannie (NT)	The Jerry Lewis Show (N)		Tuesday Night at the Movies			
WEDNESDAY	ABC	The Legend of Custer (N)		Second Hundred Years (N)	Wednesday Night Movie			
	CBS	Lost in Space		The Beverly Hillbillies	Green Acres	He and She (N)	CBS News Hour (NT)	
	NBC	The Virginian			The Kraft Music Hall (N)		Run for Your Life (NT)	
THURSDAY	ABC	Batman	Flying Nun (N)	Bewitched	That Girl	Peyton Place II (NT)	Inside Out (N)	Station Time
	CBS	Cimmaron Strip (N)			CBS Thursday Night Movie			
	NBC	Daniel Boone		Ironsides (N)		Dragnet	The Dean Martin Show	
FRIDAY	ABC	Off to See the Wizard (N)		Hondo (N)		Will Sonnet (N)	Judd (N)	
	CBS	The Wild, Wild West		Gomer Pyle USMC (NT)	CBS Friday Night Movie			
	NBC	Tarzan		Star Trek (NT)		Everywhere A Chick-Chick (N)	News Specials/Bell Telephone Hour (NT)	
SATURDAY	ABC	Dating Game	Newlywed Game	Lawrence Welk		Iron Horse (NT)		Station Time
	CBS	The Jackie Gleason Show		My Three Sons	Hogan's Heroes	Petticoat Junction (NT)	Mannix (N)	
	NBC	Maya (N)		Get Smart (NT)	Saturday Night at the Movies			

N=New show.
NT=New time period for continuing series.

day (April 3). The contract was negotiated by the William Morris Agency. Her specials will be produced by Charles Lowe Productions.

Miss Reynolds, under her contract, is to appear in two one-hour musical-variety specials in the 1967-68 season, two additional in 1968-69 and an alternate possibility of a weekly one-hour series in 1968-69 with additional options for 1969-70.

More Specials • Also in ABC plans: once-a-month original Broadway-type TV productions called *Sunday Night Theater* in place of movies that night and similar dramatic shows (*Wednesday Night Theater*) inserted in the Wednesday movie block from time to time. A prime supplier for both these

projects is Talent Associates. Specials include continuation of "blockbuster" movies, the *Armstrong Circle Theater* series, a number of specials with genesis in the year's weekly *ABC Stage 67* series and under the production aegis of Hubbell Robinson, reality specials (Olympics, "Africa" project, Captain Jacques Yves Cousteau's underwater adventures, etc.)

Last Monday in New York, ABC at a luncheon saluting a fall season of specials disclosed a network commitment of some \$75 million over an 18-month period, with indications this figure will be much higher as ABC adds other specials for the season.

For the affiliates, ABC, too, had prepared a "special": a two-hour variety

show, "A Very Special Season," that was to be staged in the International Ballroom of the Conrad Hilton. The special entertainment was to include songs, dances, sketches and film clips from the new show line-up and brief appearances of a group of ABC stars. The entertainment, followed by a cocktail party, was to feature nine revue performers of Contempo Productions.

Syndication for 'F Troop'

Warner Brothers Television Division has placed *F Troop*, currently on ABC-TV, into syndication for a fall start. The series consists of 65 half-hour episodes, 31 in color. Details on the program will be available at the Warner's suite at the NAB convention.

CRG

Take 10 at the Drake to hear the hottest new jingle/I. D. packages in radio

1. "The Rating Grabber"

Here's the market-maker! A totally new, different Top 40 jingle series for a wide-awake sound. Forty cuts give you the variety you're looking for... top musicians and vocalists give you the quality you demand. Take your choice of 30. Stations using this series write that it's the greatest thing to hit radio in the last five years — and the best investment they've ever made. Don't miss it!

2. "The Sound Is"

This is the new one that sent WOR-FM zooming toward the top in the nation's toughest market! Doc Severenson, Urbie Green and the Tonight Show Orchestra in 31 swinging cuts.

3. New "Sound of Wonderful Music"

The proved winner for Good Music and MOR formats! It has the warmth and the freshness to put your station in a class by itself. Forty-one cuts in this second set feature musical styles from Tiajuana to Coniff.

4. "The Influentials"

Sterling silver quality for the one station in a market that merits prestige identification! Go with the "influential" tag and go for the top good music sound! Sixty-one in this complete image-building program.

CRG

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ASCAP-radio lawsuit settled

Judge's signature will pave way for acceptance

or rejection by stations of All-Industry agreement

An agreement settling the three-year-old music-license lawsuit between radio stations and the American Society of Composers, Authors and Publishers, providing for an approximately 6.5% reduction in the stations' ASCAP fees (CLOSED CIRCUIT, March 27), is due to be submitted to Judge Sylvester Ryan in the U. S. Southern District Court in New York today (April 3).

The agreement has already been signed by ASCAP and the All-Industry Radio Station Music License Committee, which represented stations in the suit against ASCAP and in the negotiations that led to the settlement. Judge Ryan's signature is necessary to bring the lawsuit—aimed at establishing a "reasonable" rate for stations' use of ASCAP music—officially to an end.

Stations, which have been operating under the old ASCAP contract pending outcome of the court case, must individually accept or reject the new agreement. In similar circumstances in the past they have almost universally accepted the committee's judgment.

Elliott M. Sanger of WQXR New York, acting chairman of the All-Industry group, estimated that under the new contract stations will save approximately \$800,000 a year in ASCAP payments. He said this would be "slightly in excess of 6.5%."

Standard Deduction ■ Committee representatives also felt that aside from the reduction in rate they had achieved an important advantage for smaller stations by getting a provision permitting these stations to take, if they wish, a flat 5% optional standard deduction in lieu of itemizing their deductions for talent, remote pickups and newswire service in figuring their ASCAP fees.

This option is available to stations with "adjusted gross revenue" of less than \$150,000. Adjusted gross revenue, under the ASCAP agreement, means gross revenue less rate-card discounts, agency commissions, net revenue cleared at the source, net revenue from political broadcasts, and bad debts. Authorities said the optional standard deduction would mean a great saving in accounting work for both the stations and ASCAP.

The new contract is retroactive to July 1, 1965, and since stations have been paying at the old rates it means they'll get some money back—or, more accurately, can apply their overpayments on future fees. Under the agree-

ment, half of the retroactive reduction is to be applied to their 1967 ASCAP payments, one-fourth to their 1968 payments and one-fourth to their 1969 payments.

To obtain credit for these savings, the stations must submit to ASCAP their reports for the period during the retroactivity period—July 1, 1965, through Feb. 28, 1967—as revised to show the fees due under the reduced rates.

NAB Report ■ In anticipation of Judge Ryan's signing the settlement Monday, Mr. Sanger scheduled a report to broadcasters during the Tuesday-morning radio assembly of the National Association of Broadcasters convention in Chicago. The report will be presented by Mr. Sanger and Emanuel Dannett, counsel to the committee.

In announcing the settlement to the semiannual meeting of their membership in New York last week, ASCAP officials described the reduction as about 6.25% but said that since radio revenues were growing at a rate of about 8%, ASCAP songwriters and publishers would still be getting more money (see page 117).

While retroactive to July 1, 1965, the new contract runs for five years from March 1 of this year and it is anticipated that ASCAP, at the end of 1967, will offer to extend the license to the end of 1972. This could not be made part of the contract, it was explained, because the consent decree governing ASCAP operations bars contracts longer than five years.

Mr. Sanger said that the agreement reduces stations' commercial fees to ASCAP from 2.125% to 2% of "net receipts from sponsors after deduction." Sustaining fees are reduced by 10%.

The new contract continues to give stations a choice between blanket and per-program licenses. The per-program contract, used by relatively few stations, was not revised. He said ASCAP would send copies of the new form to stations within 30 days.

Negotiators ■ Mr. Sanger took over as acting chairman of the All-Industry Committee following the death of the long-time chairman, Robert T. Mason of WMRN Marion, Ohio, a few months ago. Other members are George Armstrong of the Storz stations, vice chairman; John J. Haywood of WLW Cincinnati, treasurer; Robert D. Enoch of WXLW Indianapolis, secretary; Herbert E. Evans of Peoples Broadcasting, and

J. Allen Jensen of KID Idaho Falls, Idaho.

Legal counsel to the committee, along with Mr. Dannett, were his partners, William W. Golub and Bernard Buchholz, in the law firm of McGoldrick, Dannett, Horowitz & Golub.

ASCAP representatives in the negotiations were led by Stanley Adams, president, and Herman Finkelstein, general counsel.

ASCAP sees lawsuit settlements soon

Officials of the American Society of Composers, Authors and Publishers held out hope to their members last week that there might be a step-up in the settlement of lawsuits brought against ASCAP by broadcasters.

In addition to the settlement of the rate case filed by radio stations (see page 116), they said, formal agreement with CBS-TV should be completed by the time the ASCAP membership meets next fall, and that agreements with ABC-TV and NBC-TV should then follow quickly. Agreement in principle was reached with all three TV networks more than two years ago (BROADCASTING, Nov. 2, 1964) but has been snagged since then on details.

They also said it was "possible" that an agreement might be reached with the All-Industry Television Stations Music License Committee. It is known that there have been intermittent negotiations, thus far fruitless, in attempts to settle this five-year-old lawsuit.

The suits all seek court determination of "reasonable" fees for the respective groups' use of ASCAP music.

In reporting the agreement with radio stations, Arthur Schwartz, chairman of the ASCAP executive committee, said it involved a 6.25% reduction in fees but that the stations' use of ASCAP music had declined by a much bigger percentage and that, since radio revenues are growing at a rate of about 8%, AP members will still get more money from stations than in the past.

The observations were offered at ASCAP's semi-annual membership meeting in New York, at which officials repeated earlier reports that 1966 revenues were the highest in the society's history, reaching \$46,580,626 (BROADCASTING, Feb. 17).

Officials also hailed the pending bill to amend the federal copyright law and reiterated ASCAP's policy of making its music available to noncommercial television at "nominal" rates. They said they had agreed to license national educational television to use ASCAP music for \$20,000 a year if ASCAP members agree.

BROADCASTING, April 3, 1967

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2. New World... greater than ever

You'll never believe the new exciting sound we've given radio's most famous library! It's now New World and it's complete down to the last note! Complete sales campaigns (including music beds, tags, extra cuts, etc.) for national brand name products and services. Commercial lead-ins, one liners, station service features, comedy bits, production music, Christmas selling music and a boat load of sound effects. Sell one active advertiser and you get your money back! This is the library for stations on the move!

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HEAR THEM ALL AT THE N.A.B. CONVENTION
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Democratic convention site pickers picked

The Democratic National Committee met in Washington last week to select a committee that will pick the site of the party's 1968 presidential nominating convention.

Chairman John M. Bailey countered reports that the party may have already made up its mind on Houston as the convention site by saying "absolutely no preconceived notions will be at play when we hear presentations by cities from California, Florida, Michigan, Pennsylvania, Texas and Illinois . . ."

There had been talk the Democrats were leaning toward holding the gathering in the Houston Astrodome because it is in President Johnson's home

state and because the stadium is already well equipped for color telecasts. "I cannot predict when decision will be made, but certainly it is not likely before fall," said Mr. Bailey in announcing the composition of the committee.

There have also been unconfirmed reports the television networks were working to convince each party to hold their convention in the same city to facilitate news coverage. However, that rumor has already been denied by the Republicans and network officials.

The site committee will hear presentations in Washington on April 11 from cities interested in holding the convention.

Last week Chairman Bailey also officially announced the appointment of Leonard Reinsch, president of Cox Broadcasting Corp. as a consultant to the site selection committee (BROADCASTING, March 13). The selection of

Mrs. Robert E. Kintner, married to the former president and chairman of NBC who is now an aide to President Johnson, as head of the party's women's speakers' bureau was also made public in the capital last week.

GOP revives its dial-a-news service

The Republican Party has moved to counteract a Democratic offensive that took the form of a news service for broadcasting stations by resuming its own program.

Letters were sent last week to broadcasters by Representative Bob Wilson (R-Calif.), chairman of the Republican Congressional Committee, to announce the resumption of the Republican service. The GOP move came in response to letters it received from several radio station officials expressing interest in the Republican recordings to balance the Democratic Party service.

Both services operate in the same manner. The party headquarters staff prepares a tape of a prominent person identified with the party commenting on a subject, of someone endorsing a party position or of a live discussion or speech on a topic of interest. The recordings are then available for retaping by dialing a special telephone number. The recordings are changed daily. The special phone numbers are: (202) 333-8260 for the Democrats and (202) 544-7272 for the Republicans.

The Democratic service has been in operation continuously but the Republican service is resuming today (April 3) after months of silence.

CBS-TV sets deal for TEC movies

Television Enterprises Corp., Beverly Hills, Calif., announced last week that it has concluded a multipicture agreement with CBS-TV for features to be telecast on the network's prime-time movie period.

Neither Harold Goldman, TEC president, nor CBS-TV would divulge the number of pictures under contract, but the initial film to be delivered for next season is "The Destructors," starring Richard Egan, Michael Ansara and Joan Blackman, which is now in theatrical release. Other films will be turned over to CBS-TV following their theatrical bookings.

In March 1966 TEC entered into an agreement with the CBS owned-and-operated stations calling for the production of 13 features. TEC already has delivered four features to the stations, it was said (BROADCASTING, March 20).

Pyne goes to bat for fired friend, wins

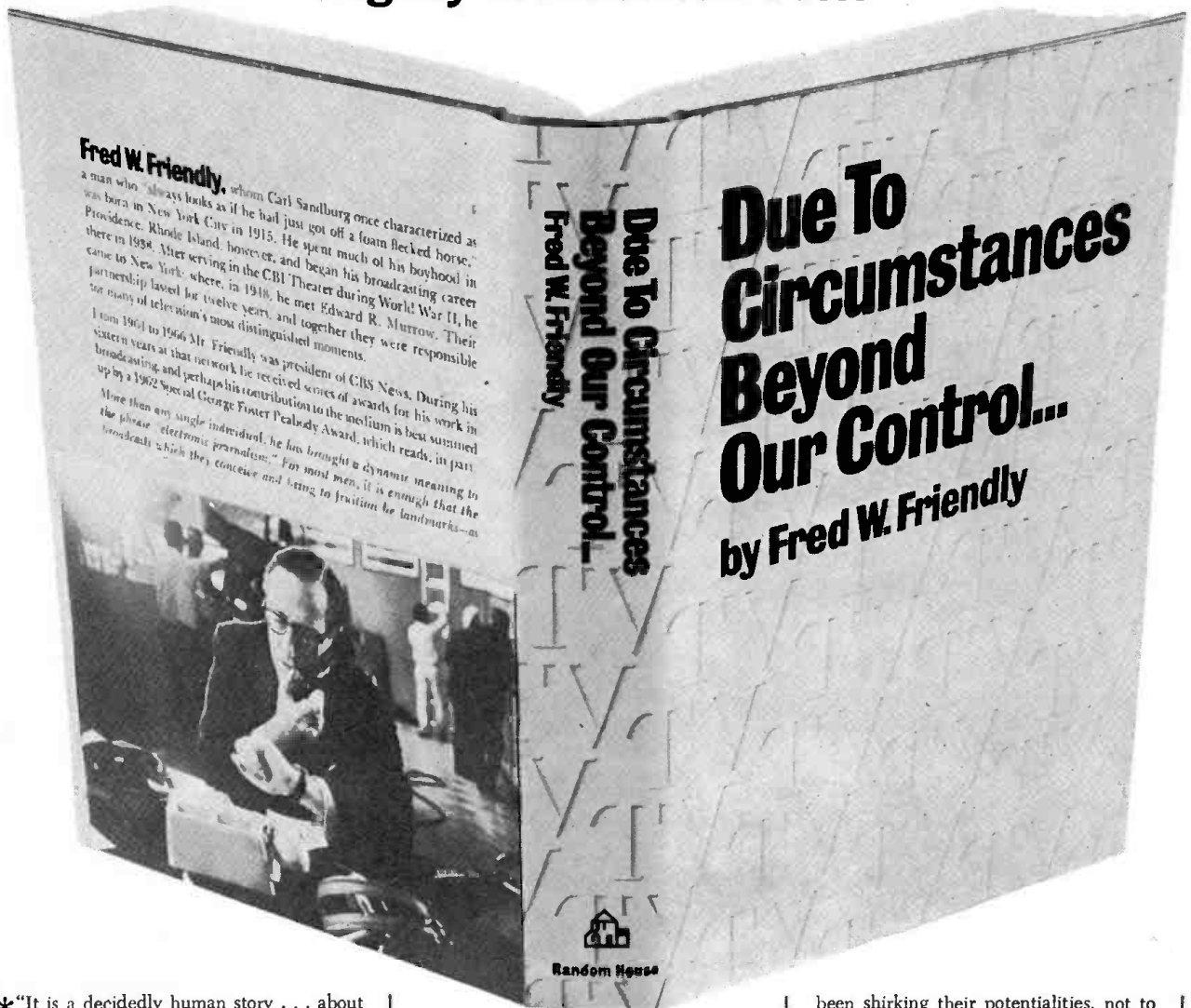
Joe Pyne, the acerbic-tongued talk specialist of Metromedia's radio and TV outlets in Los Angeles, took on another cause last week and won. The cause was his acknowledged friend Marv Gray, a fellow personality on KLAC (Mr. Pyne also does two shows a week in the market for KTTV(TV), which are produced by Mr. Gray.) When the radio station fired Mr. Gray, his friend came out fighting. Mr. Pyne took to the air and charged that management was out to get his friends and that anyone who politic-

ally isn't left of center "had better watch out." He asked his listeners to let the station know how they felt. The result was a reported flood of some 700 telegrams and 2,000 letters and encirclement by about 100 placard-bearing pickets. Apparently it was enough to convince the station. A day after Mr. Pyne started his crusade, Mr. Gray was reinstated at KLAC. Also supposedly averted was Mr. Pyne's threatened resignation after his contract runs out in October.



Not all the pickets sided with Mr. Pyne

“Fred Friendly has written a major book... forceful, enormously informed, astute, passionate, and disturbing... No one can read it without a sharply heightened sense of the tragedy of American TV...*



Fred W. Friendly, whom Carl Sandburg once characterized as a man who "always looks as if he had just got off a foan beaked horse," was born in New York City in 1915. He spent much of his boyhood in Providence, Rhode Island, however, and began his broadcasting career there in 1934. After serving in the CBI Theater during World War II, he came to New York, where, in 1948, he met Edward R. Murrow. Their partnership lasted for twelve years, and together they were responsible for many of television's most distinguished moments.

From 1961 to 1966 Mr. Friendly was president of CBS News. During his sixteen years at that network he received scores of awards for his work in broadcasting, and perhaps his contribution to the medium is best summed up by a 1962 special George Foster Peabody Award, which reads, in part:

"More than any single individual, he has brought a dynamic meaning to the phrase 'electronic journalism.' For most men, it is enough that the broadcast which they conceive and bring to fruition be landmarks—as

**Due To Circumstances
Beyond Our Control...
Fred W. Friendly**

**Due To
Circumstances
Beyond
Our Control...
by Fred W. Friendly**



*"It is a decidedly human story . . . about his embattled years as head of CBS's powerful news operation, and the final clash which led to the uproar of his resignation . . . It starts in the late 1940's, when the formidable team of Edward R. Murrow and Friendly began to function. Dramatic chapters go behind the scenes of the famous telecasts which did so much to remove the odium of 'security risk' from Lieutenant Milo Radulovich and the odium of Senator Joseph McCarthy from the United States . . .

"Friendly keeps his pages moving with

a rapid fire of anecdotes, revealing, moving, or amusing . . . But the story aspects of the book, however readable, are anything but its central purpose. Fred Friendly is an outraged man. He is a TV enthusiast and, nostalgically, a CBS enthusiast. He believes that the medium and the network did great things in the news and documentary fields and that both have enormous possibilities for the future. He also believes that — for some time and especially today — both have

been shirking their potentialities, not to speak of their legal duty, in order to make bigger and bigger profits . . .

"He has stoked the fires of criticism of TV in a way which in the long run, I suspect, will serve the people of the United States as effectively as the memorable TV hours which he did so much to create."—ERIC GOLDMAN, *Book Week*

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RANDOM HOUSE



Another march on Washington

McIntire plans May rally to protest FCC's fairness doctrine

The Rev. Dr. Carl McIntire, more critical than ever of the FCC's fairness doctrine, plans a rally in Washington on May 8 to protest the doctrine and call for a congressional investigation of the commission.

Dr. McIntire disclosed his plans in a letter to FCC Chairman Rosel H. Hyde. In the letter, dated March 20 and made public by Dr. McIntire last week, Chairman Hyde was invited to appear on the fundamentalist preacher's *20th Century Reformation Hour* and to attend the rally.

Chairman Hyde will not accept either invitation, his office reported. The issues raised in the letter figure in the hearing the commission has ordered on the license-renewal applications filed by The Faith Theological Seminary, which is headed by Dr. McIntire (BROADCASTING, Jan. 30). The stations involved are WXUR-AM-FM Media, Pa.

The McIntire letter itself is being treated as an ex parte matter, and will be answered by Max Paglin, the commission's executive director.

The planned rally would mark the second time in three years that Dr. McIntire used a Washington forum to attack the commission and its fairness doctrine. The first time was on May 17, 1965, two months after the commission approved the transfer of the Media stations to the seminary (BROADCASTING, May 24, 1965).

Time for Reply ■ Dr. McIntire, who said he is airing "several broadcasts highly critical of the FCC," said he was inviting Chairman Hyde to appear on the *20th Century Reformation Hour* "in accordance with my understanding of the fairness doctrine." The program is heard on some 600 stations.

Dr. McIntire has maintained in the past that the principal effect of the fairness doctrine is to suppress conservative views, such as his own. In his letter to Chairman Hyde, he expressed concern that the commission is moving to deny fundamentalist religious groups the opportunity of raising funds by radio.

Dr. McIntire complained, as he has before, that the National Council of Churches gets substantial amounts of free time from broadcasters while such smaller groups as the American Council

of Christian Churches (he is head of the parent International Council of Christian Churches) get virtually none. Yet, he noted, an issue in the WXUR-AM-FM hearing is whether the station was used to raise money for the support of the owner's views.

He also said the ACCC's leaders "are deeply grieved" at the commission's decision to bar ACCC's participation as a party in the hearing. He said that action entered into the decision to call the Washington rally to protest the FCC's "so-called fairness doctrine and the developing ramifications of this doctrine, and to call for a full-fledged congressional investigation of the Federal Communications Commission."

In another fairness-doctrine matter last week, WXUR and WGB Red Lion, Pa., announced that they would carry the Institute for American Democracy's reply to the alleged attack made on that organization and its officers by conservative commentator Richard Cotten. The stations said Mr. Cotten has agreed to "sponsor" the IAD reply.

In making the announcement the stations said they would "appreciate" IAD withdrawing the complaint it has filed with FCC, "upon notification of the airing" of the reply. The reply was scheduled for broadcast March 31 on WGB and April 7 on WXUR.

The stations are related through John H. Norris, who is president of WXUR and general manager of WGB. He is also the son of the owner of WGB, the Rev. John M. Norris.

New feature group from AA

Allied Artists Television Corp. announced last week it will place into syndication a new group of 26 features during the National Association of Broadcasters convention in Chicago. Jim Stern, vice president and general sales manager, said 19 of the films are in color and 24 are first-run. Two features, "Tickle Me" and "Thin Red Line," are off-network films.

Program notes . . .

Special showing ■ When NBC's Milwaukee affiliate was unable to carry the recent Hallmark special, *Anastasia*, because of a basketball tournament schedule, independent WTV(TV) there aired the show as a result of special request by Hallmark President John Hall to ensure that the program star, Lynn Fontanne, could see the program. Miss Fontanne and her husband live near Milwaukee but their TV reception was very poor. When WTV learned this the station had their set adjusted for all channels before the broadcast.

Pro soccer contract ■ KHJ-TV, the

RKO General outlet in Los Angeles, which formerly carried play-by-play telecasts of the Los Angeles Angels baseball games (now California Angels) and Los Angeles Lakers basketball games, last week signed to carry, live and in color, telecasts of 10 National Professional Soccer League games. The first game is April 19 (see page 102). A total of five telecasts will emanate from the Los Angeles Coliseum, where the Los Angeles Toros play. The remaining five telecasts will cover away games of the Toros. All 10 members of the new soccer league will be covered by the telecasts.

Play ball ■ Sportscaster Joe Garagiola, regular NBC Radio host of the *Joe Garagiola Sports Show* and *Monitor*, will take up similar duties on a 55-minute NBC special, "Baseball '67," on April 9 (7:05-8 p.m. EST). The radio special will include interviews of stars and rookies and a look at baseball's humor.

Music-news mix ■ WNEW New York will start broadcasting on April 10 a four-hour nighttime service which combines entertainment with news. Titled *Jim Lowe's New York* (Mon.-Fri., 8 p.m.-12 midnight), the news portion of the program will emphasize live reporting from the scene and interpretation of the news by a team of WNEW reporters and editors. Station personality Jim Lowe will be the host of the program, and on evenings when news is "light" the concentration will be on musical recordings. When news is "heavy," the entire evening may be devoted to news. As a result of the new service, there will be no regularly scheduled newscasts on WNEW between 8 p.m. and midnight.

Record production ■ Hanna-Barbera Productions, Hollywood, started production last week on *Young Samson* and *Birdman*, two more new series for the 1967-68 season. This brings the company's total number of new series in production for next season to seven. Six other series have been renewed for showing in the fall. The over-all total of H-B produced series scheduled for September is a company record of 13.

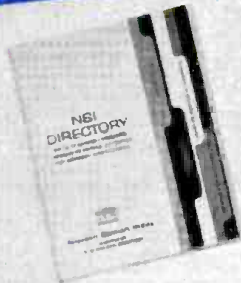
Shutter-bug week ■ The seventh annual television newsfilm workshop sponsored by the National Press Photographers Association has been scheduled for April 24-28 at the University of Oklahoma. Further information may be obtained from Ernie Crisp, WFBM-TV Indianapolis, or Ned Hockman, University of Oklahoma, Norman, Okla.

Repeat ■ *Hall of Kings*, an ABC News special tracing the history of Westminster Abbey, will be repeated on ABC-TV Sunday, April 9 (4-5 p.m. EST). The program, which was first

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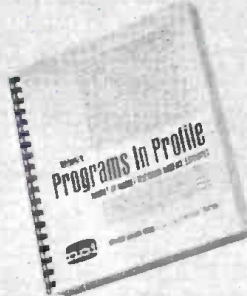
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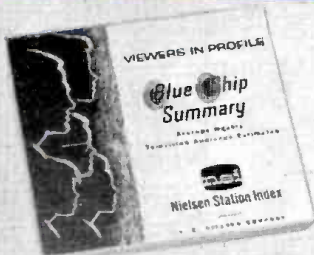
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Mendelson Film hits network-TV jackpot

A lot of exciting things have happened in the last three months for Lee Mendelson Film Productions Inc., the little independent production house in Burlingame, the little suburb of San Francisco. The company, which was started in 1963 by Lee Mendelson and Sheldon Fay, a young writing-producing-photography team fresh out of KPX(TV) San Francisco, has signed contracts for four individual and special network projects and has started work in two others.

This flush of business has come in on the tide of Mendelson Film's outstanding success producing the "Peanuts" cartoon specials for CBS-TV. The first four shows in the "Peanuts-Charlie Brown" series (including a Christmas repeat) are estimated to have been seen by more than 160 million viewers.

Since that time the production company has sold *The Fabulous Funnies* to NBC-TV for presentation next season. It will star Carl Reiner as MC. George Schlatter will produce the hour special and Bill Persky and Sam Denoff will write Mr. Reiner's material. The writing team of the

Hollywood Palace—Jay Burton, Bernie Orenstein and Joe Bigelow—will write some of the visual comedy material that will be used. All the top comic-strip artists are expected to be included in the program, which will be produced in cooperation with the National Cartoonists Society.

Mendelson Film Productions also sold John Steinbeck's *America and the Americans* to NBC-TV News. It will be shown next fall. Tom Priestly, who directed *The Louvre* and *Michelangelo*, will be at the helm for this special, with Henry Fonda narrating. According to production officials, it will mark "a great breakthrough for television in letting John Steinbeck's



Mendelson and friend

opinion be seen and heard."

Another "Peanuts" special is scheduled for CBS-TV. This one is called, "You're in Love, Charlie Brown." It will be sponsored by Coca-Cola and seen on June 12. The "Peppermint Patty" character will be introduced on television during this outing of Charlie Brown and his friends.

Meanwhile, Lee Mendelson and his associates (Mr. Mendelson is president of the production firm), have sold a Charlie Brown feature film to CBS-TV. It will go first to theaters and then into network television in prime time.

Still in the works, but rapidly taking shape, is a documentary on pitcher Jaun Marichal of the San Francisco Giants. He will be followed through an entire season of play by a Mendelson company production crew. The same production team that put together *A Man Called Mays*, the independent company's first effort, will work on this special.

Also planned is a *Babar the Elephant* special for showing next season. A children's program, it presumably would be geared for a holiday period.

seen on Feb. 14, will again be sponsored by the B. F. Goodrich Co., Akron, Ohio, through BBDO, New York and Griswold-Eshelman Co., Cleveland.

From book to TV ■ "America and Americans," a recently published book by John Steinbeck in which the author describes his country and its inhabitants, will be adapted for television by NBC News and presented as a one-hour color special on NBC-TV with Henry Fonda in the fall. It is reported to be the first time a nonfiction work by Mr. Steinbeck will be presented on TV.

Special announced ■ *Good Times, Bad Times*, a biographical drama based on the life of Anton Chekhov and starring Sir John Gielgud, will be presented as a 90-minute color special on CBS-TV during the 1967-68 season. The program, which begins taping this month, was originally put together by Jonathan Miller from Mr. Chekhov's correspondence and notebooks, and then adapted and directed for television by Mr. Miller. It is a co-production of Talent Associates Ltd. and Rediffusion Television Ltd., in association with CBS-TV.

TV bingo ■ Franklin Films has begun syndicating a new first-run color TV

series, titled *Jackpot Bingo*, and has already prepared 13 half-hour programs, with Marty Allen and Steve Rossi as host. Some 26 more of the audience participation game shows are scheduled. Franklin Films offices are at 145-55 226th Street, Jamaica, N. Y.

Fund-raising programs ■ The Jewish Federation-Council of Greater Los Angeles announced last week that it is now producing four weekly television and five radio series all aimed at generating additional income for the awareness of the social welfare organization. Included among this output is a 15-week TV series, *All About People*, which starts this month on KCET(TV) Los Angeles noncommercial. Also in the works is an hour network special, *Ben Gurion at 80*, being filmed during the former Israeli prime minister's visit to the U. S. Executive producer for all the programs is Saul Rubin, director of the Jewish Federation's communications commission.

Silents return ■ A new sound version of Charlie Chaplin's first full-length feature comedy, "Charlie's Big Romance," was acquired for distribution by Crystal Pictures Inc., 1564 Broadway, New York. Crystal plans to release the film in the U. S. and other world markets for both theater and

TV showings to coincide with the release of Mr. Chaplin's latest film, "The Countess from Hong Kong."

Radio offering ■ Encyclopaedia Britannica Inc., Chicago, is offering radio stations a new series of 26 programs titled *The Great Ideas*. The 25-minute taped shows may be locally sponsored if advertiser meets publisher's approval. The company will also offer 13 half-hour programs, *Great Voices from Great Books*, starring Hans Conried in both radio and TV versions.

Story ■ National Educational Television has acquired a color production of Igor Stravinsky's "The Soldier's Tale" for presentation on *N.E.T. Playhouse* in the fall. The presentation, which was adapted for TV, was filmed on location in England and was produced by British Home Entertainment Ltd.

'Famine' special ■ World problem of food supply vying with the population increase is the subject of *Famine*, NBC Radio's special set for April 9 (Sunday, 9:05-10 p.m. NYT) and produced by NBC News with correspondent Merrill Mueller, both narrator and writer of the script.

United comedian ■ Comedian Bill Dana, who this season produced the



How to know you're buying the finest live-color camera.

It's not one single feature that makes the difference.

It's a unique combination of advanced design and operating characteristics that makes one live-color camera the finest in television today for both studio and remote operation. The General Electric PE-250.

Stated simply, here is the winning combination:

Advanced mechanical design—Circuit modules accessible during operation without extenders. Easy, flexible pickup tube replacement. Parallel and planar deflection assemblies for optimum match in all channels. Weighs less than 160 pounds, fully operational.

Advanced optical design—All optical elements mounted firmly to rigid, precise, machined optical bed. Iris control at both camera and control unit. Zoom lens range extenders installed in seconds.

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Four-channel pickup—Four lead oxide pickup tubes ...the most modern tubes in the most accepted con-

figuration. Separate luminance channel for high resolution and high signal-to-noise ratio...without critical dependence on chrominance channel registration. Optimum chrominance and luminance performance without interaction.

Flexibility—Lightweight, compact, rugged design and low power demand make it ideal for both studio and remote use. Uses U.S. camera cable and connectors. Adjustable compensation for cable lengths up to 2000 feet, usable pictures even beyond 2000 feet. Long cable runs also facilitated by registration controls at the camera and calibration controls at the camera control unit.

Acceptance—Now originating programs for two of the three major U.S. networks and for leading group and independent stations throughout the country.

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consistently reproduce it with sharp detail, striking color fidelity and unmatched stability.

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And the right tube for the right job in all four channels. Luminance is supplied by a separate-mesh one-inch vidicon for high resolution without visible lag or flicker.

But judge for yourself. And use any film or slide you like.

The tougher the test, the easier it is to see why the PE-240 is the top-ranking color-film camera in television.

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Visual Communication Products Department

GENERAL  **ELECTRIC**

Electronics Park, Syracuse, New York 13201

Company squares off with union after WMOG tape

Broadcast of a tape made at a union-management mediation session touched off fireworks between a local of the International Chemical Workers union (AFL-CIO) and the Hercules Powder Co. in Brunswick, Ga. After an excerpt of the tape was broadcast by WMOG Brunswick the company filed charges against the union for failure to bargain in good faith. The union countered a few days later by charging the company with unfair labor practices.

William H. Whitten, WMOG news director, said he had asked permission to cover the session. The union agreed, and Hercules Powder officials were noncommittal, he said, but the National Labor Relations Board mediator advised against on-the-spot coverage. Later that day, Mr. Whitten said, the union offered a tape of the proceeding for use on the air.

Before broadcasting the material, the station called Hercules Powder management, advising its intention

and asking for a statement. The company said it wished to withhold comment until it heard the program according to Mr. Whitten. After the station aired a 20-minute segment of the tape, the company announced its intention to file charges against the union before the NLRB.

Both union and management had agreed to allow the mediation session to be recorded, a spokesman for the NLRB in Washington said, adding that, although not a general practice at such sessions, stenographic records or tape recordings are sometimes made during mediation sessions to serve as memorandums for subsequent meetings. However, the spokesman said he knew of no previous case in which such recording had been made available for use by broadcast media.

The charges and countercharges are being investigated by the Atlanta regional office of the NLRB, where the complaints were lodged.

short-lived *Milton Berle Show* on ABC-TV, has been signed as permanent host of nightly program to be originated from Las Vegas by the United Network. United, formerly the Overmyer Network, plans to carry a late-night two-hour strip from a Las Vegas nightclub beginning May 1. The so-called fourth network claims to have 138 stations agreed to carry the program.

September cartoons ■ ABC-TV will add two new cartoon series to the Saturday morning parade in September. *The Fantastic Four*, through Hanna-Barbera, Hollywood, will be produced in 20 half-hours. *Spiderman*, through Grantray-Lawrence, Universal City, Calif., will be syndicated after its scheduled six runs on ABC-TV, by Krantz Films, New York. Both cartoons are Marvel Comics creations.

From CBS to ABC ■ In an unusual inter-network play, CBS Films has acquired the rights to *The Children's Doctor*, a five-minute series produced by an NBC-TV affiliated station, KGW-TV Portland, Ore., and has sold the series to ABC-TV (Mon.-Fri., 10:55-11 a.m.) starting today (April 3). It will be sponsored by Bristol-Myers Co., through Young & Rubicam, both New York. The color series is the first property in more than six years that CBS Films has sold directly to a network rather than through syndication.

The "Brown Bomber" ■ Official Films Inc., New York, has acquired worldwide TV syndication rights to the fea-

ture film, "The Joe Louis Story," which includes actual footage from two of the former world heavyweight champion's boxing bouts. Officials obtained the rights from Louis-Rowe Enterprises Inc. The film was first released to theaters in 1953 by United Artists.

Syndicated critic ■ Mark Lane, New York attorney and critic of the Warren Report, will confer with district attorney James Garrison in New Orleans, in order to make a series of reports from the scene. These reports by Mark Lane will be used for a new nationwide syndication radio series, *Rush to Judgment*, bearing the same title as his recent best seller. Lane is expected in New Orleans the last of March or the beginning of April.

A-Mays-ing baseball star ■ *Portrait of Willie Mays*, a study of the San Francisco Giants centerfielder, will be presented on ABC-TV Friday, April 7 (10-11 p.m. EST).

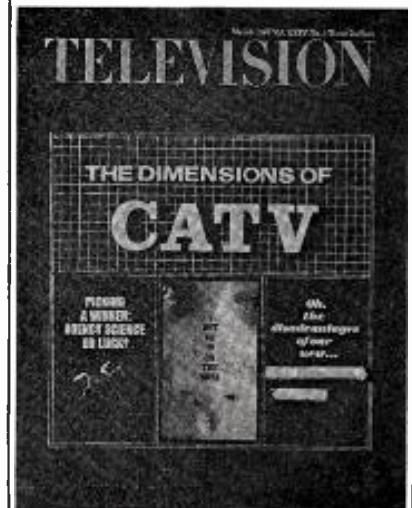
Accent on health ■ WNBC-TV has carried more than 20 programs on the subject of community health and medical care as part of its March "Project Health" month campaign. The station pre-empted the network's *Laredo* series in New York March 24 to carry a local one-hour color special, *A Matter of Life*, which detailed the changes in the concepts and practices of medical care in the New York area.

History series ■ Production of a new daily five-minute radio series titled,

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Perspective America has been started in Hollywood. The series, which will feature essays and stories about American history, is being narrated by Bob Clarke, formerly announcer on ABC-TV's *King Family* series, for Tri-Ad Productions. It will be marketed by North American Television Sales Inc., headed by Richard Dinsmore. A merchandising plan calls for making reprints of the radio material available at cost to interested sponsors. Mr. Clarke also will record integrated commercials for a selected client list. The series has been sold prior to general release to KCAP Helena, Mont.; WSB Atlanta; WLBC Laurens, S. C.; KINE Kingsville, Tex., and WFTL Ft. Lauderdale, Fla. In Helena, the programs will be sponsored by The Mary Moore Shops and in Atlanta by The Cotton States Insurance Co.

Delay sought on fair-trial rules

A joint Washington state "Bench-Bar-Press" committee has asked the American Bar Association to declare a moratorium on its "fair trial-free press" considerations "until there has been full opportunity for state and local un-

derstandings to develop."

Robert C. Finley, chief justice of the state supreme court and chairman of the joint committee, made that plea in a letter dated March 14 to Judge Paul C. Reardon of the Massachusetts Supreme Judicial Court. Judge Reardon is chairman of the ABA's fair trial-free press committee, which last December issued a preliminary report urging restraints on the reporting of information in criminal cases.

Justice Finley said that a statement of principles has been adopted by the lawyers, courts and news media of the state, and that the group has also adopted guidelines in various categories subject to approval by the parent organizations of the committee members.

He also said that a subcommittee is working on a study of courtroom photography, telecasting and broadcasting. Radio tapes, it was learned, have already been made during a regular trial in Benton county superior court in Pasco, Wash., by KORD Pasco, and are being edited. On April 10 KING-TV and KTNT-TV Seattle-Tacoma plan to film a court case in Pierce county superior court in Tacoma. Both will be submitted to a subcommittee of the bench-bar-press group, which is studying the ABA ban on photography in the courtroom.

The Washington state committee has

31 members, representing courts, lawyers, police and news media. Deacon Anderson, KING-TV Seattle, and Robert Mott, KWSC-TV Pullman, represent telecasters; Wallace Reid, KORD Pasco and James A. Murphy, president of the Washington State Association of Broadcasters, radio broadcasters.

In his letter to Judge Reardon, Chief Justice Finley concluded: "We are pleased with the committee's progress and believe that this procedure (working at the state or local level) is the best approach to the problem."

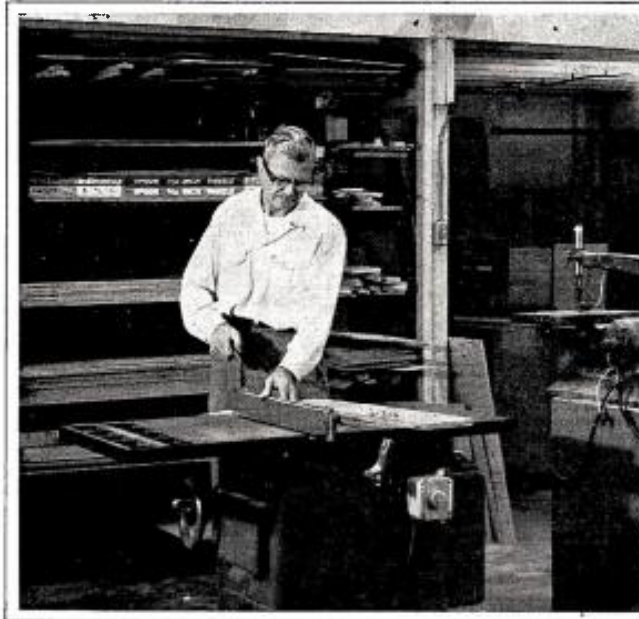
Merchandising preview set for manufacturers

ABC Merchandising Inc., licensing division of ABC, this Thursday (April 6) plans to test the trade potential of nine new ABC-TV shows (some set for the 1967 fall schedule) in a special five-hour preview screening in New York for about 300 manufacturers.

William F. Dennis, vice president in charge of ABC's licensing arm, said that this presentation marks a first for the industry in that "never before have key manufacturers in the many fields with which we do business been afforded the opportunity to preview an



There are workshops...



Then, there are workshops!

Like our completely equipped plant for constructing sets, flats and other production needs. We're not in the building business... but we do believe in the most extensive facilities for fulfilling your requirements for television production, commercial or program.

upcoming season's entertainment properties on so large a scale."

He indicated representatives would attend from some 225 firms in such fields as toy, novelty, housewares, clothing, phonograph record, publishing, advertising and premiums.

The ABC-TV programs include six set for prime-time scheduling this fall: *Hondo*, *Garrison's Gorillas*, *The Guns of Will Sonnet*, *The Legend of Custer*, *Judd*, and *N.Y.P.D.*; a cartoon show, *George of the Jungle*, also slated for the fall; a pilot, *Land of the Giants*, and the network's current series, *The Invaders*.

NET to carry summaries of Public TV hearings

National Educational Television will again interconnect 70 of its affiliates to present one-hour taped summaries of the Senate Communication Subcommittee public television hearings April 11-14, 25-28 (9-10 p.m.).

Hearings will be held on the Senate bill introduced by Senator Warren G. Magnuson (D-Wash.) calling for the establishment and funding of a public television corporation, allocation of funds for additional ETV facilities and author-

ization of a study by the Secretary of Health, Education and Welfare of non-commercial television. Senator John Pastore (D-R. I.) is subcommittee chairman.

Coverage of the hearings will be NET's seventh interconnection this year. Others were for the President's State of the Union message, Harrison Salisbury's account of his trip to North Vietnam and four daily summaries of the Senate Foreign Relations Committee hearing in February.

TV series sales . . .

The Mike Douglas Show (WBC Productions): WKY-TV Oklahoma City; WRDW-TV Augusta, Ga.; KSOO-TV Sioux Falls, S. D.; WCOV-TV Montgomery, Ala.; KMED-TV Medford, Ore.; KYTV (TV) Springfield, Mo.; KBOI-TV Boise, Idaho; WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va., and KHON-TV Honolulu.

The Merv Griffin Show (WBC Productions): KVAL-TV Eugene, Ore.; KGGM-TV Albuquerque, N. M.; KPRC-TV Houston; KBOI-TV Boise, Idaho; WBT (TV) Charlotte, N. C.; WICS (TV) Springfield, Ill.; WUSN-TV Charleston, S. C.; WTAR-TV Norfolk, Va.; KULR-TV Billings, Mont.; WJIM-TV Lansing, Mich.; WKTR-TV Kettering - Dayton,

Ohio; WNEM-TV Bay City-Flint-Saginaw-Mich.; WPTA (TV) Roanoke-Fort Wayne, Ind.; KCRL (TV) Reno, and WRCB-TV Chattanooga.

Exercise with Gloria (Triangle): WGN-TV Chicago.

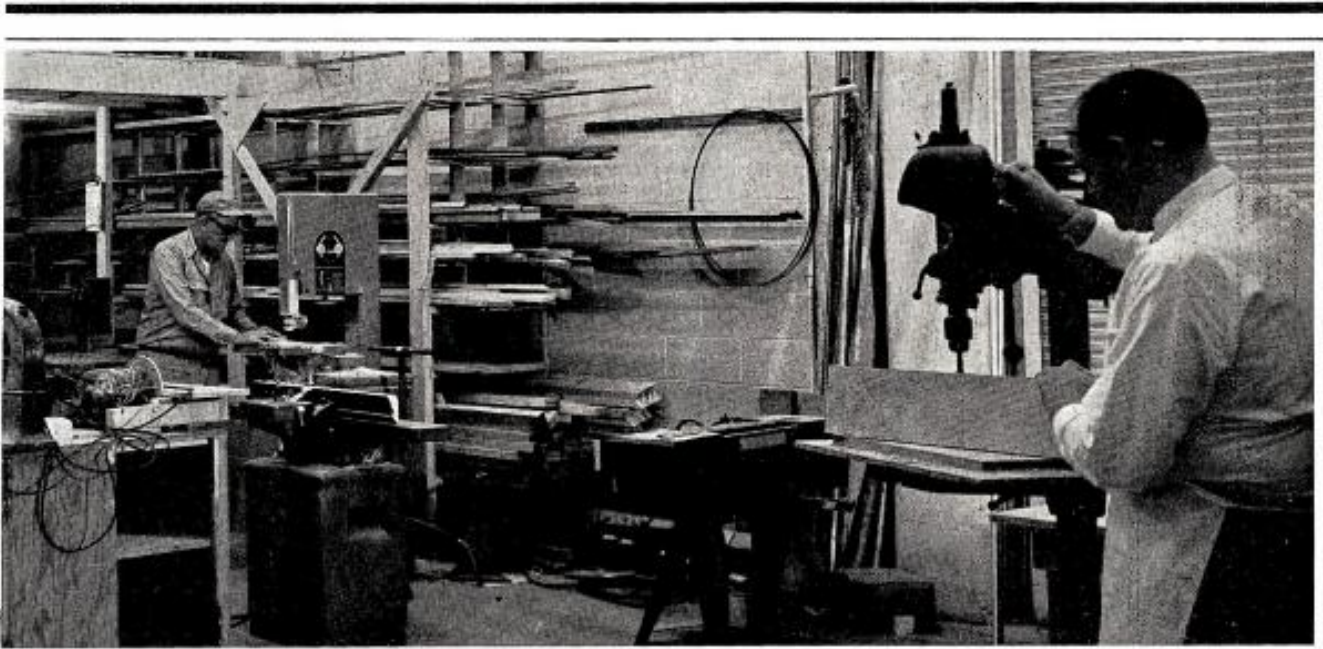
The Warren Commission Findings: A Majority Rebuttal (Wolper TV Sales): KBT (TV) Denver; WFLD (TV) Chicago; WNAC-TV Boston; WTIC-TV Hartford, Conn.; KPLR-TV St. Louis; KTVU (TV) Oakland - San Francisco; KERO-TV Bakersfield, Calif.; WWL-TV New Orleans; WTTG (TV) Washington; KMBC-TV Kansas City, Mo., and KTTV (TV) Los Angeles.

Something Special (Four Star International): KTVU (TV) Oakland - San Francisco; KPLR-TV St. Louis; WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.; WSAU-TV Wassau and WMTV (TV) Madison, both Wisconsin, and KVT (TV) Sioux City, Iowa.

Sherlock Holmes (Four Star International): KKT (TV) Colorado Springs, WHEN-TV Syracuse, N. Y., and KOLN-TV Lincoln, Neb.

The Dick Powell Theatre (Four Star International): KPLR-TV St. Louis, and WJW-TV Cleveland.

Burke's Law (Four Star International): KGMB-TV Honolulu; WINK-TV Fort



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The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

A musical score in 4/4 time, written in treble clef with a key signature of one sharp (F#). The piece begins with a dynamic marking of *mf*. The first measure features a complex, multi-voice texture with several overlapping lines of eighth and sixteenth notes. The second measure continues this texture, with a dynamic marking of *mp*. The third measure shows a more melodic line with a dynamic marking of *mp*. The fourth measure features a melodic line with a dynamic marking of *p*. The fifth measure continues the melodic line with a dynamic marking of *pp*. The sixth measure concludes the phrase with a dynamic marking of *pp*. The score includes various musical notations such as beams, slurs, and dynamic markings.



the day music stopped

Imagine that all music suddenly has ceased to exist. Composers have stopped creating. Musicians are silent. The phonograph record is gone. People have stopped singing. A universal language has disappeared in the flash of a moment.

All over the world, the blow is shattering. In the United States the economic loss is beyond belief. 5,000 radio stations, deprived of the majority of their programming, are reducing their schedules or going off the air. Television producers are converting every existing program and every commercial with music to straight talk. Many sponsors are simply cancelling. The juke box is extinct. The recording industry has closed down. The music instrument manufacturing business is obsolete. 13,700,000 children who have been studying music no longer have any use for pianos or violins or woodwinds. The country's 1,385 symphony orchestras and 782 opera producing groups have disbanded. Most nightclubs,

theaters, dance halls, concert halls, ballrooms have shuttered their windows. Hundreds of thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

A fantasy? Yes, but it makes a point. Music is vitally important in all our lives, in terms of sheer economics as well as of culture.

We are proud that BMI, together with our thousands of affiliated writers and publishers, is one of the many organizations which play a role in supporting and fostering the miracle of music.

If yesterday had been the day music stopped, you wouldn't be hearing about it from us. BMI wouldn't be in business. Nor, possibly, would you.

*All the worlds of music
for all of today's audience.*



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... This new, unique, ten-minute radio series features RICHARD DE HAAN with his timely remarks and enriching thoughts, along with favorite gospel music—all designed for inspiration and enjoyable listening.

... This daily broadcast is the audio version of the printed devotional guide for which it is named. Each month, the Radio Bible Class publishes over 1,000,000 Radio Sermon booklets and Our Daily Bread guides which are distributed free and postpaid just for the asking.

For more information
about this new broadcast,
write today to

OUR DAILY BREAD

GRAND RAPIDS, MICHIGAN

The hard job of building an

Five grinding days a week, starting April 17, a thinned, tanned, tense man will make the 12-mile drive from his Beverly Hills home to the newly colorized ABC-TV studio on Vine Street in Hollywood and go through the rigorous preparations of being entertaining for 90-minutes on network time.

He'll arrive at 1 in the afternoon and meet with his four writers for about two hours. There'll be no rehearsals. Instead, the entertainer next will talk over that night's show with his three talent coordinators. From 4 to 5 he'll lock himself in with his secretary and answer mail and phone calls.

For the following two hours, he'll be incommunicado in his dressing room, collecting his thoughts, grabbing a sandwich, relaxing. Between 7 and 8:30, he'll see to his makeup and socialize with the guests for the evening.

Zero Hour ■ Then he's on, for 90 minutes until 10, playing live to an invited studio audience of some 250 and millions of ABC-TV network viewers on the East Coast and in the Midwest.

After 10, he'll drive back to his home, have dinner and watch the West Coast delayed broadcast of his program, starting at 11:30.

The man is Joey Bishop, no stranger to the late-night network routine. He made his reputation as frequent guest and sometime substitute host on NBC-TV's *The Tonight Show*, under both Jack Paar and Johnny Carson. Now he's prepping for his own late-night strip and after five months of relentless detail the strain shows on Joey Bishop's face.

But he's girding for a long haul.

When ABC-TV President Thomas W. Moore first broached the program idea last summer, the entertainer was flattered but leery. After thinking the offer over for a month, he asked for two conditions and got them.

Knows Own Pace ■ Explaining his key terms today, Mr. Bishop speaks with firm determination:

"I told the network I had to have creative control, the right to put on whomever we want," he recalls. "I also told them that I can't come on strong. I'm easy-going. I want to be well-wearing. I don't want to be forced to make an impact right away so I'll be renewed for another 13 weeks. I asked for a firm 39-week commitment."

ABC granted these conditions, but a subsequent request caused another problem. Mr. Bishop insisted that his show be telecast live, not tape-live but live-live. For the network there was the question of bypassed continuity acceptance with the live production of a show of such import. There also was a question of the added cost of live production, reportedly some \$3,000 a show.

But the entertainer was adamant. "Live is what television does best. Television should be live," he maintained.

The conflict was finally resolved in Mr. Bishop's favor. By Nov. 15 of last year he was ready to devote body and soul to pre-production tasks. He finished a Las Vegas engagement and cancelled all others that were pending.

Lining Up the Team ■ Paul Orr, late of the Jack Paar team, was hired as producer. Then after considering hundreds of prospects on both coasts,

Myers, Fla., and KTVN(TV) Reno.

The Rogues (Four Star International): WIBF-TV Philadelphia and WIRL-TV Peoria, Ill.

Bozo the Clown (Larry Harmon Pictures): WQAD-TV Moline, Ill.; WSUN-TV St. Petersburg, Fla., and KTVE(TV) El Dorado, Ark.

The Porter Wagoner Show (Desilu Sales Inc.): WMAL-TV Washington; KTVI-TV St. Louis; XETV(TV) Tijuana-San Diego; KPHO-TV Phoenix; WKOW-TV Madison, Wis.; WCSC-TV Charleston, S. C.; WSEE-TV Erie, Pa.; KCRG-TV Cedar Rapids, Iowa; WJHG-TV Panama City, Fla.; WHNT-TV Huntsville, Ala.

and WIMA-TV Lima, Ohio.

The Wilburn Brothers Show (Desilu Sales Inc.): WDCA-TV Washington; KPHO-TV Phoenix; XETV(TV) Tijuana-San Diego; WFBM-TV Indianapolis; WSVA-TV Harrisonburg, Va.; KFDA-TV Amarillo, Tex. and WALB-TV Albany, Ga.

Volume 10: Films of the 50's and 60's (Seven Arts): KNTV(TV) San Jose and KLYD-TV Bakersfield, both California; WSIX-TV Nashville; WSIL-TV Harrisburg, Ill.; WDEF-TV Chattanooga; WHNT-TV Huntsville and WALA-TV Mobile, both Alabama, and WOAI-TV San Antonio, Tex.

informal program

Regis Philbin, who once hosted his own late-night program for Westinghouse Broadcasting, was installed as regular announcer while Johnny Mann was named musical director.

But that wasn't to be the end of the talent hunt. Every week, from November on, 10 interviews and auditions have been held each week for relatively unexposed comedians and musical performers.

This search for fresh performers gave the Bishop staff an idea for the show. Why not give this new talent that's discovered a showcase? Sure, that in itself is not startling, the Bishop people argued, but always in the past, new talent had to prove itself in a single show—sink-or-swim. Instead, on the *Joey Bishop Show*, as a regular feature, newcomers will have a week to display their talents.

And as somewhat of an offshoot of this concept, two young improvisationists named Marc London and

Jack Riley, will appear as semi-regulars on the show. Before the show goes on, they'll sit backstage in front of a television set and see what's happening in the world that day. If events lend themselves to satire, the two performers will go on. Otherwise they'll wait for a more opportune appearance.

The Meld Sought ■ These bones of Joey Bishop's planning were pieced together over long days that stretched into pressure-filled months. But Mr. Bishop is determined to be disciplined. He wants to form "a reservoir of ideas." Beyond that he wants the show, which premieres on April 17, to play loose and spontaneous.

His production budget of about \$16,000 a show, or some \$80,000 a week, allows for four-and-a-half guests a program. "Know any talented midgets or dwarfs?" asks Mr. Bishop.



ABC-TV's late-night man

Radio series sales . . .

Barry Farber Show (Syndicated Features Inc.): WIVY Jacksonville, Fla.; WAUB Auburn, N. Y.; WACE Springfield, Mass.; WKRG-FM Mobile, Ala., and WKAT-AM-FM Miami.

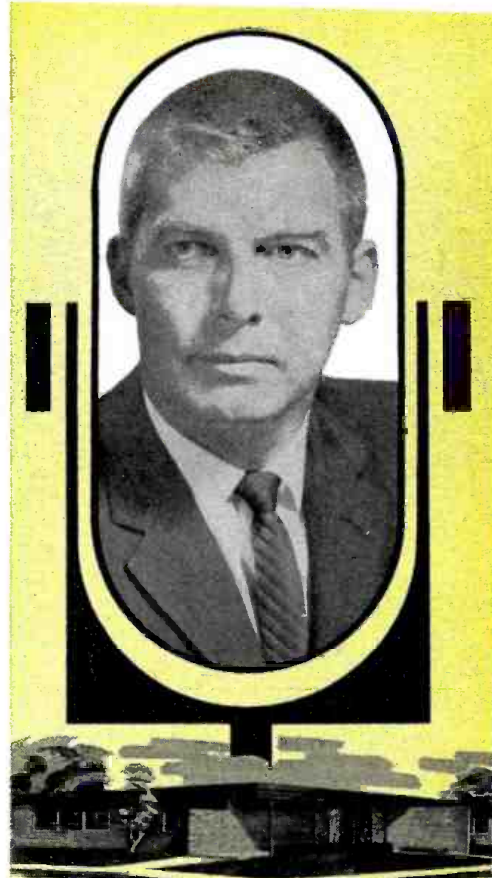
The Shadow (Charles Michelson): WINZ Miami.

Earl Nightingale Program (Nightingale-Conant): WERH Hamilton, Ala.; WITZ Jasper, Ind.; WMPA Aberdeen, Miss.; KWOS Jefferson City, Mo.; KWBE Beatrice, Neb.; WRPL Charlotte, N. C.; KVSO Ardmore and KWON Bartlesville, both Oklahoma; KVKM Monahans, Tex.,

and KYCN Wheatland, Wyo.

All Time Heavyweight Championship Tournament (Woroner Productions): WBAT Marion, Ind.; WIBM Jackson, Mich.; WOND Pleasantville, WGMG (FM) Atlantic City and WHDL Olean, all New Jersey; WFBI Syracuse, WNYR-FM Rochester, WENY Elmira, WMBO Auburn, WWHG-FM Hornell and WOSC Fulton, all New York; WSLR Akron, WHIZ Zanesville, WOMP-FM Bellaire, WKBN Youngstown, WMAN Mansfield and WHBC Canton, all Ohio; KWFS Eugene and KAGI Grants Pass, both Oregon; WKST New Castle, WCRO Johnstown, WFAF Farrell, WHP-AM-FM Harrisburg and WEEU Reading, all Pennsylvania;

BROADCASTING, April 3, 1967



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*Bible teaching
that clarifies . . . fortifies*

. . . . The ministries of the RADIO BIBLE CLASS, beginning in 1938 on only one station, have attained WORLD-WIDE popularity, so that today, the voice of the Teacher, RICHARD DE HAAN, is heard on over 1000 releases.

. . . . Without the TEAM-WORK of station personnel, executives and others, we could not have reached this goal. A hearty THANK YOU to all.

. . . . If you are not a regular listener to the RADIO BIBLE CLASS, we invite you to tune in regularly to this, "the most profitable half hour of the week."

For free Radio Log, write today to

RADIO BIBLE CLASS

GRAND RAPIDS, MICHIGAN

KXRO Aberdeen, Wash., and WTAP Parkersburg, W. Va.

Rush to Judgment (Ted White Productions): KROD El Paso, Tex.; WHJC Matewan, Ky.; KGMB Honolulu, and WMEL Pensacola, Fla.

Arnold Palmer (Woroner Productions): KLIC Monroe, La.; KIDD Monterey, Calif., and WIZE Springfield, Ohio.

Americana Library and Thirteen Days (Woroner Productions): WNUS Chicago.

Easter the Beginning (Woroner Productions): KBEW Blue Earth, Minn.

Twelve Hours of New Year's (Tri-

angle): WFAU Augusta, WGAN Portland, WEGP Presque Isle, WTVL Waterville, and WSJR Madawaska, all Maine; WGWG Princeton, N. J.; WELM Elmira, N. Y., and WBPZ Lock Haven, WHLM Bloomsburg, WCED Du Bois, WNBW Wellsboro, WTRN Tyrone, and WAZI Hazelton, all Pennsylvania.

Doctor's House Call (Signal Productions): WLKN Lincoln, Me.; WBEL Beloit, Ill.; KSLM Salem, KFLW Klamath Falls, both Oregon; WAUK Waukesha, Wis.; KINS Eureka, Calif.; WELM Elmira, N. Y., and WLBK DeKalb, Ill.

The World of Money (Signal Productions): WICU Erie, Pa., and WAKR Akron, Ohio.

More for Your Money (Signal Productions): WOAI San Antonio, Tex.

Point of Law (Signal Productions): KBHS Hot Spring, Ark., and KOIN Portland, Ore.

Don't You Believe It (Signal Productions): WIPC Lake Wales, Fla.

Grand Ole Opry (WSM Inc.): KSLO Opelousas, KRIH Rayville, KDLA DeRidder and WARB Covington, all Louisiana; KWNT Davenport, Iowa; KFRB Fairbanks, Alaska; WAAO Andalusia, Ala.; WVHI(FM) Evansville, Ind.; WSTH Taylorsville, N. C.; KYSS Missoula, Mont.; WPMP Pascagoula-Moss Point, Miss., and WMTS Murfreesboro, Tenn.

What the networks are showing this spring

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published at the beginning of each quarter.

SUNDAY MORNING

9:30 a.m.-Noon

ABC-TV 9:30-10 *Beany and Cecil* (C), part.; 10-10:30 *Linus the Lionhearted* (C), Gen. Foods; 10:30-11 *Peter Potamus* (C), part.; 11-11:30 *Bullwinkle Show* (C), DeLuxe Reading, Gen. Mills; 11:30-12 *Discovery '67* (C), part.
CBS-TV 9:30-10 *Sunrise Semester*, sust.; 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*; sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, part.; 1:30-2 *Issues and Answers*, part.
CBS-TV No network service.
NBC-TV 1-1:30 *Meet the Press* (C), part.; 1:30-2 *Religious Series* (C), sust.

2-5 p.m.

ABC-TV Local programing interchanged with golf specials.
CBS-TV 2-2:30 No network service; 2:30-4 *CBS Sports Spectacular* (C), part.; 4-5 *Children's Film Festival*, part.
NBC-TV No network service.

5-6 p.m.

ABC-TV Local programing interchanged with golf specials.
CBS-TV 5-5:30 *I Love Lucy*, part.; 5:30-6 *Amateur Hour* J. B. Williams.
NBC-TV 5-5:30 *Wild Kingdom* (C), Mutual of Omaha; (eff. June 11—*Sportsman's Holiday*); 5:30-6 *GE College Bowl* (C), GE.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *21st Century*, Union Carbide; 6:30-7 No network service.
NBC-TV 6-6:30 *The Frank McGee Report* (C), part.; 6:30-7 *Actuality specials* alt. with *Bell Telephone Hour* (C), AT&T (alt. weeks), (eff. June 11—*Animal Secrets*, [C], part.)

7-8 p.m.

ABC-TV *Voyage to the Bottom of the Sea* (C), part.
CBS-TV 7-7:30 *Lassie* (C), part.; 7:30-8 *It's About Time* (C), part.
NBC-TV 7-7:30 *Actuality specials* alt. with *Bell Telephone Hour*; (eff. June 11—*Smithsonian* [C], part.); 7:30-8 *Walt Disney's Wonderful World of Color* (C), RCA, Ford, Kodak.

8-9 p.m.

ABC-TV *The F.B.I.* (C), Ford.
CBS-TV *Ed Sullivan Show* (C), part.
NBC-TV 8-8:30 *Walt Disney* cont.; 8:30-9 *Hey, Landlord!* (C), P&G.

9-10 p.m.

ABC-TV *Sunday Night Movie*, Gillette, L&M, R. J. Reynolds, part.
CBS-TV *Smother's Brothers Comedy Hour* (C), part.; *Burns and Schreiber* and the *Doodletown Pipers Comedy Hour*, starts mid-June.
NBC-TV *Bonanza* (C), Chevrolet.

10-11 p.m.

ABC-TV *Sunday Night Movie*, cont.
CBS-TV 10-10:30 *Candid Camera* (C), L&M, part.; 10:30-11 *What's My Line* (C), part.
NBC-TV *Andy Williams* (C), R. J. Reynolds, Buick, Colgate, part. (eff. May 21—*The Saint* [C], part.)

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 *CBS Morning News with Joseph Benti*; 8-9 *Capt. Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today Show* (C), part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-10:55 *Dateline: Hollywood*, part.; 10:55-11 *Children's Doctor*, part.
CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *Beverly Hills*, part.
NBC-TV 10-10:25 *Snap Judgment* (C), part.; 10:25-10:30 *News* (C), part.; 10:30-11 *Concentration* (C), part.

11-Noon

ABC-TV 11-11:30 *Supermarket Sweep*, part.; 11:30-12 *One in a Million*, part.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *Dick Van Dyke*, part.
NBC-TV 11-11:30 *Pat Boone* (C), part.; 11:30-12 *Hollywood Squares* (C), part.

Noon-1 p.m.

ABC-TV 12-12:30 *Everybody's Talking*, part.; 12:30-1 *Donna Reed Show*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *The Guiding Light*.
NBC-TV 12-12:30 *Jeopardy* (C), part.; 12:30-1 *Eye Guess* (C), part.

1-2 p.m.

ABC-TV *The Fugitive*, part.
CBS-TV 1-1:30 *Sunrise Semester* (optional pickup), sust.; 1:30-2 *As the World Turns*, P&G, part.
NBC-TV 1-1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *News* (C), part.

2-3 p.m.

ABC-TV 2-2:30 *The Newlywed Game*, part.; 2:30-2:55 *Dream Girl of '67*, part.; 2:55-3 *News*, Purex.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *House Party* (C), part.
NBC-TV 2-2:30 *Days of Our Lives* (C), P&G, part.; 2:30-3 *The Doctors*, Colgate, part.

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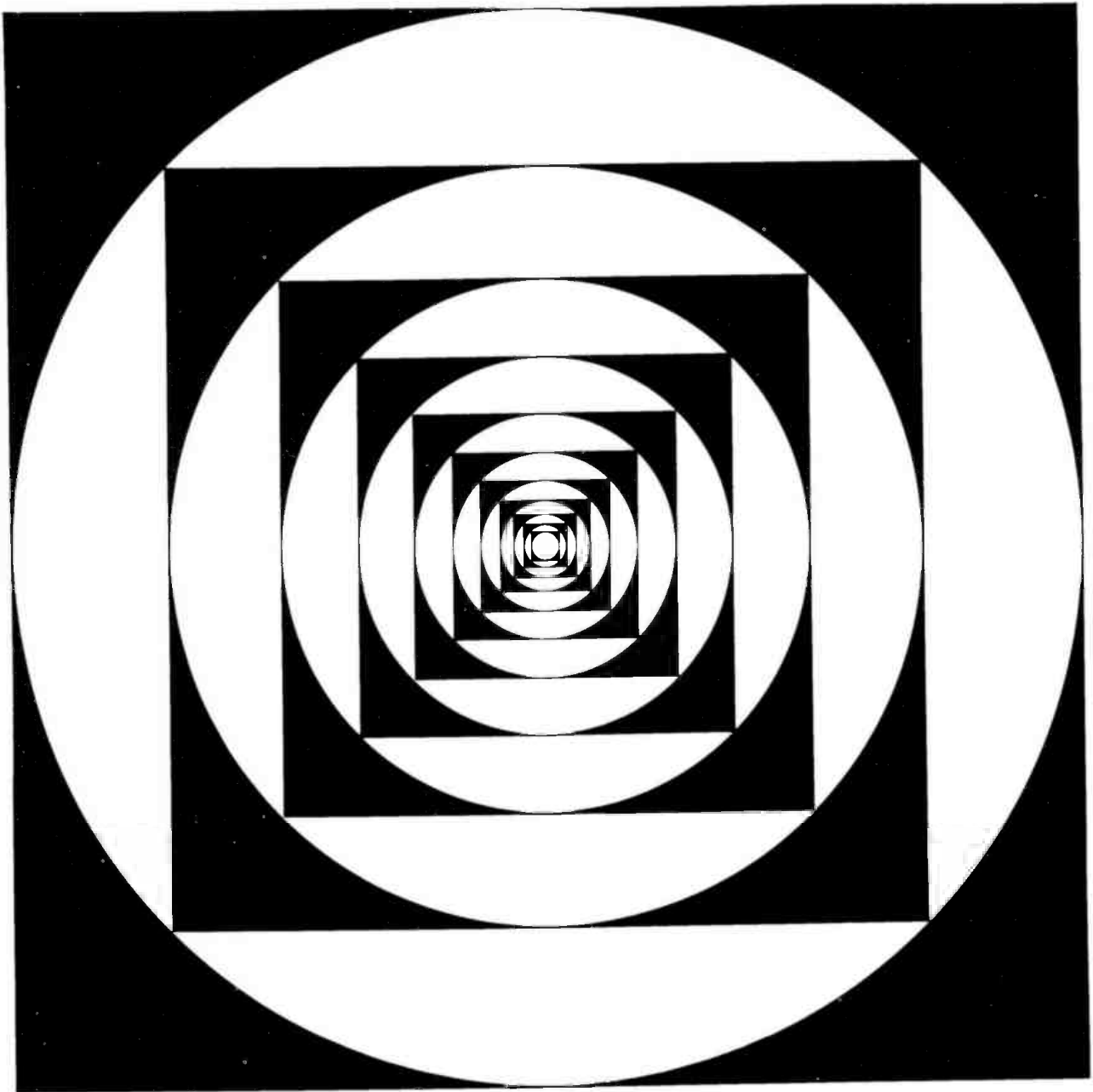
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3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *Dark Shadows*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *News*, part.; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Another World* (C), P&G, part.; 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV 4-4:30 *The Dating Game*, part.; 4:30-5 No network service.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *The Match Game* (C), part.; 4:25-4:30 *News* (C), part.; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *Late Afternoon News* (optional pickup), part.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV *Peter Jennings with the News*.
CBS-TV 6-6:30 No network service; 6:30-7:30 *Evening News with Walter Cronkite* (C), part.
NBC-TV 6-6:30 No network service; 6:30-7:30 *Huntley-Brinkley Report* (C), part.

11 p.m.-1 a.m.

ABC-TV No network service (eff. April 17—11:30-1 *The Joey Bishop Show* (C), part.)
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:30-1 *Tonight Show Starring Johnny Carson* (C), part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Iron Horse* (C), Brown & Williamson, part.; 8:30-9 *Rat Patrol* (C), R. J. Reynolds, part.
CBS-TV 7:30-8 *Gilligan's Island* (C), part.; 8-8:30 *Mr. Terrific* (C), part.; 8:30-9 *Lucy* (C), Lever Bros., Toni.
NBC-TV 7:30-8 *The Monkees* (C), Yardley, Kellogg; 8-8:30 *I Dream of Jeannie*; 8:30-9 *Capt. Nice* (C), part.

9-10 p.m.

ABC-TV 9-9:30 *The Felony Squad* (C), L&M, part.; 9:30-10 *Peyton Place I* (C), Amer. Tobacco, part.
CBS-TV 9-9:30 *Andy Griffith* (C), Gen. Foods; 9:30-10 *A Family Affair* (C), Philip Morris, P&G.
NBC-TV *The Road West* (C), Kraft.

10-11 p.m.

ABC-TV *The Big Valley* (C), Amer. Tobacco, P. Lorillard, Armstrong Cork, part.
CBS-TV 10-10:30 *To Tell the Truth* (C), Gen. Foods; 10:30-11 *Password* (C), part.
NBC-TV *Run for Your Life* (C), Brown & Williamson, part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat* (C), Brown & Williamson, part.; 8:30-9 *The Invaders* (C), L&M, part.
CBS-TV 7:30-8:30 *Daktari* (C), part.; 8:30-9 *Red Skelton* (C), Philip Morris, Amer. Home. Reynolds Metals, part.; *Spotlight*, starts mid-June.
NBC-TV 7:30-8:30 *The Girl From U.N.C.L.E.* (C), part.; 8:30-9 *Occasional Wife* (C), Brown & Williamson, Lever Bros.

9-10 p.m.

ABC-TV 9-9:30 *The Invaders*; 9:30-10 *Peyton Place II* (C), part.
CBS-TV 9-9:30 *Red Skelton*; 9:30-10 *Petticoat Junction* (C), P&G.
NBC-TV *Tuesday Night At The Movies*, Met. Life, Amer. Tobacco, P. Lorillard, part.

10-11 p.m.

ABC-TV *The Fugitive* (C), Brown & Williamson, part.
CBS-TV *CBS News Broadcasts* (C), part.

BROADCASTING, April 3, 1967

NBC-TV Tuesday Night at the Movies.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Batman I* (C), part.; 8-9 *The Monroes* (C), Armstrong Cork, part.
CBS-TV 7:30-8:30 *Lost in Space* (C), part.; 8:30-9 *Beverly Hillbillies* (C), R. J. Reynolds, Kellogg.

9-10 p.m.

ABC-TV *Wednesday Night Movie*, part.
CBS-TV 9-9:30 *Green Acres* (C), P&G, Gen. Foods; 9:30-10 *Gomer Pyle* (C), P&G, P. Lorillard.
NBC-TV *Bob Hope Chrysler Theatre* (C), Chrysler Corp.

10-11 p.m.

ABC-TV *Wednesday Night Movie*.
CBS-TV *Danny Kaye* (C), part.; Steve Allen, starts mid-June.
NBC-TV *I Spy* (C), Brown & Williamson, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Batman II* (C), part.; 8-8:30 *F Troop* (C), Quaker Oats, part.; 8:30-9 *Bewitched* (C), part.
CBS-TV 7:30-8:30 *Coliseum* (C), part.; 8:30-9 *My Three Sons* (C), Toni, Hunt Foods, part.
NBC-TV 7:30-8:30 *Daniel Boone* (C), Brown & Williamson, part.; 8:30-9 *Star Trek* (C), Brown & Williamson, part.

9-10 p.m.

ABC-TV 9-9:30 *Love on a Rooftop* (C), part.; 9:30-10 *That Girl* (C), L&M, Bristol-Myers, Armstrong Cork.
CBS-TV *Thursday Night Movies*, part.
NBC-TV 9-9:30 *Star Trek*; 9:30-10 *Dragnet* (C), Lever Bros.

10-11 p.m.

ABC-TV *ABC Stage '67* (C), part.
CBS-TV *Thursday Night Movies*.
NBC-TV *Dean Martin* (C), Amer. Tobacco, P. Lorillard Amer. Home, part. (eff. June 22—*Dean Martin Summer Show with Your Host Vic Damone.*)

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Green Hornet* (C), part.; 8-9 *The Time Tunnel* (C), part.
CBS-TV 7:30-8:30 *Wild, Wild West* (C), part.; 8:30-9 *Hogan's Heroes* (C), Philip Morris, Gen. Foods.
NBC-TV 7:30-8:30 *Tarzan* (C), part.; 8:30-9 *The Man from U.N.C.L.E.* (C), P. Lorillard, Colgate, part.

9-10 p.m.

ABC-TV 9-9:30 *Rango* (C), part.; 9:30-10 *The Phyllis Diller Show* (C), part.
CBS-TV *Friday Night Movies*, part.
NBC-TV 9-9:30 *The Man from U.N.C.L.E.*; 9:30-10 *T.H.E. Cat* (C), R. J. Reynolds, Lever Bros.

10-11 p.m.

ABC-TV *The Avengers* (C), part.
CBS-TV *Friday Night Movies*.
NBC-TV *Laredo* (C), Amer. Tobacco, part.

SATURDAY

8-10 a.m.

ABC-TV 8-9:30 No network service; 9:30-10 *Perky Pig* (C), part.
CBS-TV 8-9 *Capt. Kangaroo*, part.; 9-9:30 *Mighty Mouse & The Mighty Heroes* (C), part.; 9:30-10 *Under Dog* (C), part.
NBC-TV 8-9 No network service; 9-9:30 *Super 6* (C), part.; 9:30-10 *Atom Ant* (C), part.

10-11 a.m.

ABC-TV 10-10:30 *King Kong* (C), part.; 10:30-11 *The Beattles* (C), part.
CBS-TV 10-10:30 *Frankenstein Jr. & The Impossibles* (C), part.; 10:30-11 *Space*

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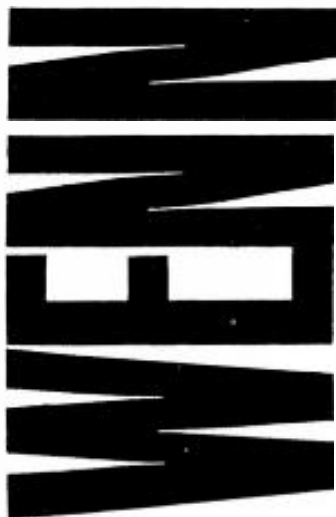
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Special programs for this spring

ABC-TV

April 7: 10-11 p.m.
A Portrait of Mays (C).
 April 10: 10 p.m.-conclusion
The Academy Awards (C).
 April 17: 8:30-9:30 p.m.
Robert Scott and the Race to the South Pole (C).
 April 23: 7-8 p.m.
Go ! ! ! (C).
 April 23: 8-9 p.m.
Bogart (C).
 April 25: 8:30-9:30 p.m.
War in the Skies (C).
 April 29: 9:30-10:30 p.m.
International Beauty Spectacular (C).
 May 1: 10-11 p.m.
Zero Hour (C).
 May 5: 8-9 p.m.
The Legend of Mark Twain (C).
 May 7: 9-10:30 p.m.
Carousel (C).
 May 25: 10-11 p.m.
Cortez and the Legend (C).
 June 1: 10-11 p.m.
The Young Drug Users.
 June 4: 9-11 p.m.
19th Annual Emmy Awards (C).
 June 8: 10-11 p.m.
I, Leonardo (repeat).
 June 9: 9-10 p.m.
The Medical Dilemma.
 June 15: 10-11 p.m.
Take a Deep Deadly Breath.
 June 22: 10-11 p.m.
The Long Childhood of Timmy (repeat).
 June 29: 10-11 p.m.
1776 (repeat).

CBS-TV

April 2: 9-11 p.m.
Death of a Salesman, (C. repeat) Xerox.
 April 3: 9:30-10:30 p.m.
Frank Sinatra: A Man And His Music - Part II (C. repeat) Anheuser-Busch.
 April 5: 8:30-9:30 p.m.
The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special (C) Amer. Motors.
 April 8: 8:30-9:30 p.m.
National Geographic Special (C) "Yankee Sails Across Europe" Encyclopaedia

Britannica & Aetna.
 April 10: 8:30-9:00 p.m.
Charlie Brown's All Stars (C. repeat) Coca-Cola.
 April 11: 8:30-9:30 p.m.
Dick Van Dyke (C) Monsanto.
 April 19: 7:30-8:30 p.m.
The Young People's Concert (C) "Alumni Reunion" Bell System.
 April 24: 9-10 p.m.
Herb Alpert And the Tijuana Brass (C) Singer.
 May 4: 9-11:15 p.m.
The Crucible (C) Xerox.
 May 20: 10-11:30 p.m.
Miss U. S. A. (C) P & G.
 June 12: 8:30-9 p.m.
Charlie Brown In Love (C).
 *Please note: Episodes aired in their entirety on a normal delay to the West Coast.

NBC-TV

April 5: 10-11 p.m.
The Pursuit of Pleasure (C).
 April 12: 9-10 p.m.
Danny Thomas Show (C).
 April 14: 9:30-11 p.m.
The Investigation (C).
 April 16: 3:30-5 p.m.
The Investigation (repeat) (C).
 April 17: 9-10 p.m.
Perry Como's Kraft Music Hall (C).
 April 23: 10-11 p.m.
The Law and the Prophets (C).
 April 26: 7:30-9 p.m.
Hallmark Hall of Fame "Soldier In Love" (C).
 April 27: 10-11 p.m.
Colgate Comedy Hour (C).
 May 3: 9-10 p.m.
The Best On Record (C).
 May 14: 10-11 p.m.
Jack Paar and A Funny Thing Happened on the Way To Hollywood (C).
 May 22: 9-10 p.m.
Perry Como's Kraft Music Hall (C).
 May 24: 9-10 p.m.
Danny Thomas Show (C).
 May 26: 10-11 p.m.
The American Image (C).
 June 7: 9-10 p.m. *Expo '67*.
 June 16: 10-11 p.m.
National College Queen Pageant (C).
 June 21: 9-10 p.m.
The Learning Process (C).

Ghost (C), part.
 NBC-TV 10-10:30 *Flintstones* (C), part.;
 10:30-11 *Space Kidettes* (C), part.

11-Noon

ABC-TV 11-11:30 *Casper Cartoons* (C), part.;
 11:30-12 *Milton the Monster* (C), part.
 CBS-TV 11-11:30 *Superman* (C), part.;
 11:30-12 *The Lone Ranger* (C), part.
 NBC-TV 11-11:30 *Secret Squirrel* (C), part.;
 11:30-12 *The Jetsons* (C), part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny* (C), part.;
 12:30-1 *Magilla Gorilla* (C), part.
 CBS-TV 12-12:30 *Road Runner* (C), part.;
 12:30-1 *The Beagles* (C), part.
 NBC-TV 12-12:30 *Cool McCool* (C), part.;
 12:30-1 *The Smithsonian* (C), sust.

1-2 p.m.

ABC-TV 1-1:30 *Hoppity Hooper* (C), Deluxe Reading, Gen. Mills; 1:30-2 *American Bandstand '67*, part.
 CBS-TV 1-1:30 *Tom & Jerry* (C), part.;
 1:30-2 No network service.
 NBC-TV 1-1:30 *Animal Secrets* (C), sust.;
 1:30-2 No network service.

2-5 p.m.

ABC-TV 2-2:30 *American Bandstand*; 2:30-4 Local programming interchanged with golf specials; 4:30-5 *Golf with Sammy Snead* (C), part.
 CBS-TV 2-4 No network service; 4-5 *CBS Golf Classic*, part.

NBC-TV 2-4:30 *Major League Baseball*;
 4:30-5 *Vietnam Weekly Review*, part.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, part.;
 6:30-7:30 No network service.
 CBS-TV 5-6:30 No network service; 6:30-7:30 *CBS News with Roger Mudd* (C), part.
 NBC-TV 5-6 No network service; 6-6:30 No network service; 6:30-7:30 *Scherer-MacNeil Report* (C), part.

7:30-9 p.m.

ABC-TV 7:30-8 *The Dating Game* (C), part.;
 8-8:30 *The Newlywed Game* (C), part.;
 8:30-9 *Lawrence Welk* (C), Brown & Williamson, J. B. Williams, part.
 CBS-TV 7:30-8:30 *Jackie Gleason* (C), part.;
Away We Go, starts mid-June; 8:30-9 *Mission: Impossible* (C), part.
 NBC-TV 7:30-8 *Flipper* (C), part.; 8-8:30 *Please Don't Eat the Daisies* (C), Bristol-Myers, part.; 8:30-9 *Get Smart* (C), Amer. Home, Lever Bros.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*; 9:30-10 *London Laughs* (C), part.
 CBS-TV 9-9:30 *Mission: Impossible* (C), part.;
 9:30-10 *Pistols 'n' Petticoats* (C), Sterling, Brown & Williamson, P&G.
 NBC-TV *Saturday Night at the Movies*, Met. Life, Amer. Tobacco, P. Lorillard, R. J. Reynolds, part.

10-11 p.m.

ABC-TV 10-10:30 *London Laughs*; 10:30-11 *ABC Scope* (C), part.
 CBS-TV *Gunsmoke* (C), part.
 NBC-TV *Saturday Night at the Movies*.

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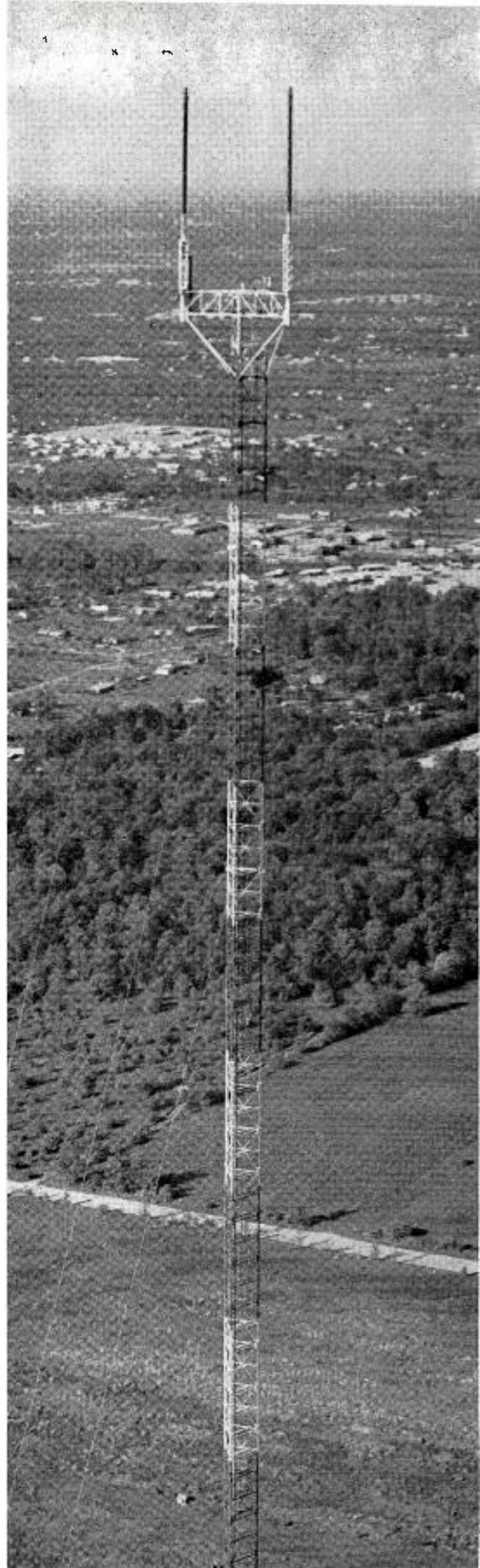
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Stainless, inc.



Radio-TV does so well it's asked to stop

The spoken word vs. the printed word: which has the greater impact? When it comes to recruiting seamen and officers for the merchant marine there doesn't appear to be any contest. Radio and TV win hands down.

That's the opinion of a man who has been doing the recruiting, L. C. Fleming, Pacific Coast director for the Department of Commerce's Maritime Administration in San Francisco.

In a letter to West Coast stations, Mr. Fleming said the Maritime Administration had been suffering "acute shortages" of seamen and officers. So it turned to radio and TV public service announcements to aid the drive. "Many hundreds of men responded," he said, adding "we marvel at the results."

"We were not pessimistic when we started out—we knew the broadcasts would be effective," Mr. Fleming said, "but we frankly underestimated the broadcast media. The power of the press is nothing compared to the power of the microphone."

The drive has produced a balance between men and jobs, so for the time being, stations are being asked to stop using the recruitment drive, lest the Maritime Administration be swamped.

Edison awards given to radio-TV outlets

The 12th annual Edison awards for distinguished contributions in the fields of radio and television network programs, local radio and TV stations were presented at a reception in New York.

Two \$1,000 Edison scholarships were given to WSB Atlanta and KNBC-TV Los Angeles as the radio and TV station respectively which "best served youth in 1966." Other TV-radio awards were presented to NBC for *Animal Secrets* (best science TV program for youth); ABC for *Discovery* (best children's TV series); National Educational Television for *The World of Carl Sandburg* (TV program best portraying America); ABC for *This Proud Land* (TV series best portraying America) and NBC for *America Observed* (radio program best portraying America).

Radio show aims at lax car-locking habits

Since most cars have radio, it is logical to assume that radio should be a primary source of reminding the automotive public to lock their cars and prevent auto theft. That's the approach being taken by the national auto theft prevention campaign.

One of the 19 participating national organizations, the American Automobile Association and its affiliated clubs, is going beyond the usual spot-announcement route. The AAA created a 24:30 radio interview program, *The Problem of Auto Theft*, which it is encouraging its local clubs to place in their markets.

The program, featuring a panel of law enforcement officials and an AAA executive, was produced and monitored by Jay Levine, chairman of the campaign's public-relations committee.

The campaign is being coordinated by the Department of Justice. In addition to the activities of the 19 organizations, a similar campaign is being developed for Justice by the Advertising Council.

TV's spreading the gospel of advertising's value

Campbell-Ewald Co.'s public service campaign, designed to tell advertising's story to the public, is now being used by 110 television stations.

Thomas B. Adams, president of the Detroit-based agency, presented the campaign offer to the Television Bureau of Advertising's annual membership meeting in Chicago last November.

The ad promotion consists of two 10- and 20-second commercials for prime-time use. The 10-second spot explains the difference between an Iron Curtain and free country: "In an Iron Curtain country other people decide what's best for you; in a free country you decide what's best for you—guess which country has no advertising." The other shows with special effects a collage of advertising

slogans dissolving to a scene of workers in a rice paddy: "Advertising . . . keeps America's standard of living high; imagine living in a country where this kind of free enterprise has been squeezed out of it—what have you got left?"

TVB originally offered the commercials to all member stations, but now is offering them to other stations as well.



Guess which country has no advertising . . .



Imagine living in a country . . .



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Not to mention the most advanced live color camera on the market

Here's why...

① Choice of pickup tubes. Some broadcasters prefer the four-Plumbicon* type camera. Others lean toward the IO-Vidicon tube complement. May even be that the best answer is still to be developed. Makes no difference with the Tarzian Polychrome camera. It accommodates any present or contemplated pickup tube. How's that for flexibility? And you avoid costly obsolescence, too.

② Color fidelity. Exceptional. Original optical design delivers superior color performance—limited only by the capability of existing pickup tubes. Separate luminance channel assures excellent color and monochrome results.

③ Design. Rugged magnesium housing trims size and weight down to what you'd expect to find only with monochrome equipment. Viewfinder is removable for added mobility and accessibility. Bold contemporary styling and textured door panels mark a fresh departure from old fashioned, bulky look.

④ Electronics. All camera and processing circuitry is fully transistorized with plug-in module construction throughout.

More? There's plenty. Like 10:1 zoom lens. Looks built-in, but detaches readily. Powered zoom, focus and remote iris for smooth control. The list is nearly endless.

Exciting? You bet it is. Why waste time. Call today—collect. We're anxious to fill you in on the details. Area Code is 812/332-7251. That's Sarkes Tarzian, Inc., Broadcast Equipment Division, Bloomington, Indiana.

* Reg. T. M. of N. V. Philips Co., Holland



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Drumbeats . . .

ID's for art ■ Leo Burnett Co., Los Angeles, and Filmfair, Hollywood, have contributed their staff and facilities in the production of a public service television campaign featuring Gregory Peck as narrator. The campaign is a plea for public donations to aid flood-ravaged Italian art centers. It's comprised of two 10-second color ID's on behalf of the Committee to Rescue Italian Art. Leo Burnett created the spots and will schedule public service time on television stations across the nation. Filmfair produced the spots.

Prize-winning promo ■ WFIL-TV Philadelphia, a Triangle station, has published an illustrated advertising brochure announcing its Sports 67 package. The brochure describes in detail the TV schedule, provides sketches of commentators and lists ARB telephone coincidental ratings of previous WFIL-TV sports packages and package costs. Station art director, John P. Gillon, who created the brochure, received the 1967 national award from *In Plant Printer*, trade publication of the printing industry, for the design of the promotion piece.



Take it away ■ Bill Welsh (l), director of sports and special events for KTTV (TV) Los Angeles, hands keys for mobile van to Dr. John A. Greenlee, president of the California State College at Los Angeles. The Metromedia-owned station donated the fully equipped mobile unit, valued at \$100,000 when new, to the college's broadcast department. Radio and TV students at the school prepare for broad-

cast careers through actual production of educational programs.

Canned ■ KWBB Wichita, Kan., announced its April 2 affiliation with NBC Radio by enclosing a release in a tin can and apologizing for the "canned announcement."

On the town ■ WNUS Chicago staged a bachelor contest for St. Patrick's day and promised the winner a free trip to Dublin—Iowa, not Ireland. But when the winner was chosen, the station learned that Dublin, Iowa, isn't there anymore. So the winner and his new bride will go free to Dublin of the old sod, courtesy WNUS. But that isn't all. They also will go to Dublin, Iowa, after all. The Iowa governor reopened the crossroads village and appointed a mayor just for the day. Well, the town was there five years ago, wasn't it? At least the general store was, WNUS explained.

Station's rocking record ■ The people at KRLA Pasadena, Calif., felt they knew something about popular music. Their station is one of the leading rock 'n' roll outlets in Southern California. Why not put this knowledge to use in an allied field? They did with striking success. First Dick Moreland,

ColorDyne

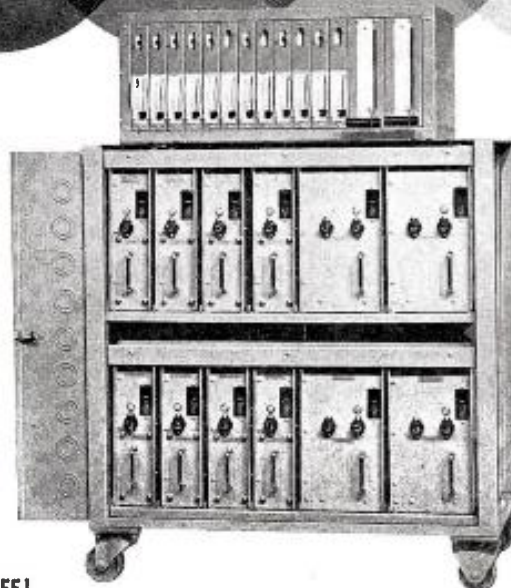
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KRLA program director, selected 21 sides that could qualify as all-time favorites. Then station manager John R. Barrett designed an album. Together they collaborated on writing and producing an advertising campaign that was pushed on the station. The result: KRLA's "21 Solid Rocks" album reportedly is near the top of current album sales in Southern California.

Awards ■ The Dixie Network has announced the award of a \$500 savings bond and a citation trophy to Charles R. Simms, WDXI Jackson, Tenn., man-

ager of the year, and Verne Brooks, WENK Union City, Tenn., employe of the year.

Dean Martin? ■ Dean Martin was named country and western man of the year at the Academy of Country & Western Music Awards show, held at the Beverly Hilton hotel, Beverly Hills, Calif. Biff Collie of KFOX Long Beach, Calif., and Bob Kingsley of KGBS Los Angeles tied for the award as hillbilly radio personality of the year. Billy Mize was chosen for the same award among television personalities. The event, sponsored by the

Country and Western Music Academy, featured actor Lorne Greene as MC. Some 1,100 persons attended.

Closing the credibility gap ■ Traveling an icy 50 miles and washing a car in sub-freezing weather, WICC Bridgeport, Conn., veteran announcer Harry Downie and time salesman John Campana protected the station's 40-year reputation. When a listener complained that a car wash plugged by the station had done a bad job, WICC made the commercial good. Further, when contacted by the station, the car wash promised a free re-wash.

INTERNATIONAL

More applicants are sought for Toronto TV

The Canadian Board of Broadcast Governors has extended the deadline for applications to establish a new television station in Toronto. The new cut-off date is April 7.

Noting the shortage of available VHF channels, the BBG made the deadline extension "so that no proposal is overlooked which might involve an acceptable application for a VHF channel." Some broadcasters have proposed usage

of common transmitter towers for several stations and other technical adjustments that could open up new channels for Toronto as well as Montreal. However, the board indicated these proposals have failed to meet the required technical standards set by the Transport Department. No VHF channels are open in present allocations for the two major metropolitan areas.

Seventy UHF channels remain untapped because present TV sets cannot receive UHF signals without a modification unit costing about \$40.

West German color to start in August

West German television viewers will be able to receive color TV beginning Aug. 25, the government program director announced March 10.

For the first year, there will be only eight hours per week of color TV on the air; four hours each from two German networks.

Color TV sets, meanwhile, are scheduled to go on sale after July 1. Price of the sets will initially be around \$625.

West German colorcasting will use the PAL (phase alternation line) system, developed by German scientists, and compatible to a degree with the U. S.'s National Television System Committee standards.

Delivery day is near for EMI color cameras

Electrical & Musical Industries, Ltd., London, has announced it will begin deliveries shortly on its new four-Plumbicon color-TV cameras, 30 of which have been sold or optioned in Great Britain and on the continent. At \$65,000 each, this backlog represents

sales of nearly \$2 million.

EMI said its sales picture is brightened by three networks' entry in colorcasting: BBC-TV 1 and two independent television networks. EMI also has exclusive British rights to the PAL color-TV system used there and on the continent.

Abroad in brief . . .

First foreign sale ■ Mel Blanc Associates, Hollywood, has sold its "Superfun" package to Radio Trinidad, Port Of Spain. It marks the first foreign sale for the comedy programming service.

Program for tots ■ Switzerland, on Televisione della Svizzera, and Jamaica, on the Jamaica Broadcasting Corp., have become the sixteenth and seventeenth nations to telecast *Romper Room*. The "international kindergarten," whose format is distributed by Fremantle International, New York, is broadcast by stations with local teachers.

Hi Yo Nippon ■ The Wrather Corp., Beverly Hills, has sold its animated version of *The Lone Ranger* to Transglobal Television Inc., for showing in Japan. Included in the deal was a package of 52 episodes of the earlier live-action version of the western series. The new cartoon series is seen in this country first-run Saturdays on CBS-TV.


Bates merges ■ Ted Bates & Co., New York, is merging with a second Brussels agency, giving it two in Belgium. The new merger, adding \$1.5 million in annual billings, involves Createc, a fashion agency. Media buying and related services of Createc will be integrated with Advertising International-Bates, its other agency in Belgium. Createc, however, will operate separately from AI-B in most other functions. Total billing of Ted Bates International: more than \$115 million.

Lone Ranger sold again ■ The Wrather

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initiative and enterprise, they have made American radio and television a living, powerful force — a new dimension in communication seen and heard by millions.

Is it any wonder that those who seek to destroy the freedoms that make our Nation great, advocate federal ownership of certain businesses?

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Corp., Beverly Hills, has sold its animated version of *The Lone Ranger* to ABC Television Ltd. of England. The series, seen here on CBS-TV, Saturdays, starts showing April 9 throughout the United Kingdom. Coinciding with its debut will be the introduction of games, books and other merchandise by some two dozen UK companies licensed to manufacture products with the Lone Ranger name.

Cannes Festival ■ Exhibit space at MIP-TV's third annual International Film Program Market to be held in Cannes, France, April 7-13, has been allocated, according to a report by Marche International Des Programmes De Television. MIP-TV said that advanced registration of film buyers is 3,000, which is double the number in attendance last year.

Foreign agent ■ Four Star International Inc., a subsidiary of Four Star Television, will handle foreign distribution of a large portion of the Walter Reade Organization film library. The agreement between the companies calls for distribution of the films to theaters and television stations. The operation will be under the direction of Manny Reiner, executive vice president of Four Star International, through the company's representatives in 31 countries.

French documentary ■ A French-pro-

duced one-hour documentary of combat in Vietnam has been purchased by CBS News. Pierre Schoendoerffer produced the film for the French Broadcasting Co. during six weeks with the U. S. First Cavalry (airmobile) last fall. It has been seen in France, Italy and Switzerland. CBS has not yet set a date for its telecast.

Golf rights ■ Desilu Sales Inc., Hollywood, has acquired international distribution rights to a package of 13 half-hour color shows called *Modern Golf*. The series features golf professional Dave Hill with instructional tips. Desilu does not have the rights to the show in this country.

Don Juan comes to TV ■ Memorial Productions, a British-American production firm recently formed by English actor Albert Finney, Michael Medwin and Joe Cates, executive producer of CBS-TV's *Coliseum*, has acquired the rights to George Bernard Shaw's "Don Juan in Hell" from the G. B. Shaw estate.

International TV sales . . .

Top Star Bowling (Harold J. Klein Associates): Rediffusion, Hong Kong, and Republic Broadcasting, Manila.

Golf with Sam Snead (Harold J. Klein Associates): New Zealand Broadcasting Co., New Zealand, and TWW Ltd., London.



UN gets KOCO-TV's video-tape recorder

Video-tape facilities are now available at the United Nations headquarters in New York, thanks to KOCO-TV Oklahoma City. The black-and-white recorder became available when KOCO-TV was converting its facilities to color. Rather than attempt to convert the video-tape machine to color, the station elected to

donate it to the UN.

At the installation in New York (l to r): Ben K. West, general manager of KOCO-TV; UN Undersecretary Jose Rolz-Bennett, and Robert S. Benjamin, president of the United Nations Association of the U. S., a private organization that arranged for the donation.

Look at the Difference



Unretouched photographs of 21" studio monitor. Photographic data: Rolleiflex C-3, Kodak CPS film. 1/15 second at f/5.6

...after 3M Color Dropout Compensation

Here's what 3M's Color Dropout Compensator does for your VTR reproduction:

Look at this unretouched composite photograph of a studio monitor. It shows, at the left, a videotape playback with 13 electronically recorded-in dropouts. These dropouts were created by a special test generator which attenuates the RF level to the record driver. On the right, these dropouts have been completely restored by the DOC.

The black dropouts shown on the left are followed by a complete loss of color-lock in the direct color recovery equipment. Since these dropouts include horizontal sync and color burst, they cause transient color flashing not ordinarily attributed to the dropouts themselves. Even shallow dropouts can create a similar problem due to loss of side-band information.

Only the 3M Color DOC corrects all these effects.

After compensation, note the precise color match and complete freedom from switching transients. Also, the dropout disturbance to the time correction unit has been eliminated. Proc amp and

servo stability are improved to such a degree that it is possible to play this tape in full intersync or pixloc mode.

In the compensated half of the photo, compare the replacement material with the original signal two scan lines above the dropout due to a *complete* frame being photographed. Try to find the 13 switching transients.



The 3M Color Dropout Compensator is the only system available that can provide proper color and luminance replacement. For details write for the booklet, "Compensating for Dropouts in Color Television Recording."

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BROADCAST ADVERTISING

Henry Bate, production supervisor, Ted Bates & Co., New York, and **James Harbur** and **Stanley Lacey**, film producers, elected VP's.

Walter R. Silbersack, **Archie C. Dalton** and **C. Kenton Thomas Jr.**, account supervisors with Young & Rubicam, New York, named VP's.

B. Russell Buck Jr., VP of Needham, Harper & Steers, Chicago, named VP, division manager of Campbell-Ewald Co., that city.

David G. Phillips, media director, and **James J. Mullahy**, account executive, with Bofinger-Kaplan Advertising, Glenside, Pa., named VP's.

Harold D. Adams, associate research director of Marplan division of The Interpublic Group of Companies, Detroit, named VP and Detroit manager.

Michael J. Sheets, VP and account supervisor, and **John M. Dundas**, account executive, with Gardner Advertising Co., St. Louis, transfer to agency's New York office. **Leland D. Breckenridge Jr.**, product manager with Colgate-Palmolive Co., New York, and **Lawrence M. Riegel**, with Young & Rubicam, New York, join Gardner there as account executives.



Mr. Levey

James Levey, manager of radio-television program development at Compton Advertising, New York, elected VP.

R. Bowen Munday, senior VP and management supervisor, West, Weir & Bartel,

New York, joins Dancer-Fitzgerald-Sample, same city, as VP and account supervisor.

Bob Haymes, producer and director of network radio and TV shows, forms Creative Cell Inc., consulting firm for advertising agencies, at 430 East 56 Street, New York.

Glenn C. Messer, director of research for The Marschalk Co., Cleveland, appointed director of media and research. **Marion Reeves** and **William Thomas**, with Marschalk in Cleveland, named assistant media directors.

Richard E. Taylor, account executive, NBC Spot TV Sales, Chicago, named to head new NBC Spot TV Sales office in Detroit, which opens April 3.

A. Gifford Eager Jr., account executive with Storer Television Sales, New York, named national sales manager for WAGA-TV Atlanta, replacing **Terry**

McGuirk, who transfers to Storer Television Sales, New York, as eastern sales manager.



Mr. Rosner

Bernard Rosner, copy chief for Chirurg & Cairns, New York, named VP-copy director.

Duncan Jennings, president of Jennings & Thompson Advertising Inc., Phoenix, elected chairman of western region of American Association of Advertising Agencies. He succeeds **Monte Starkey**, VP and regional manager of BBDO, Los Angeles. **David Botsford Jr.**, chairman of Botsford, Constantine & McCarty Inc., San Francisco, elected vice chairman. **Robert Davis**, president of Davis, Johnson, Mogul & Colombatto Inc., Los Angeles, elected secretary-treasurer. **Bruce Baker**, VP of Frederick E. Baker Advertising, Seattle; **Kai Jorgensen**, chairman of board and president of Hixson & Jorgensen, Los Angeles; and **John McLagan**, partner in Henderson, Bucknum & Co., Denver, all elected to board of governors.

Martin B. Rubin, creative supervisor at Hicks & Greist, New York, appointed associate creative director.

William K. Fallon, spot sales account executive, NBC Radio Spot Sales, Chicago, appointed manager, Detroit office.

Ronald Coltart, sales executive for *The Sunday Times* of London in New York City, joins WTOP-TV Washington, as director, client contact.

Edward Cookson, senior analyst-marketing at Doyle Dane Bernbach, New York, and **Edward R. Robinson**, group supervisor in marketing at Sullivan, Stauffer, Colwell & Bayles, New

York, join marketing and research department of MacManus, John & Adams there as project directors.

William K. Foster, VP and senior account group head at Ted Bates & Co., New York, named director of marketing for Howard Johnson Co., that city.

Hank Bottiger, account executive for Barnes-Chase Advertising (now Barnes-Champ), San Diego, named merchandising manager for KOGO-AM-FM-TV San Diego. He replaces **Bruce Seratti**, who has assumed merchandising post at KABC Los Angeles.



Mr. Linderman

Errol Linderman, general sales manager of EUE/Screen Gems, New York, also named VP.

KOIL-FM Omaha.

W. O. (Bill) Johnson, with KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, appointed sales manager for

Eugene C. Judd, account supervisor for Doyle Dane Bernbach, New York, appointed management supervisor at Warren, Muller, Dolobowsky Inc., that city.

Jim Fish, account supervisor for Cole Fischer Rogow Inc., Beverly Hills, Calif., joins Foote, Cone & Belding, Hollywood, in same capacity.

Richard Helledy, formerly account executive with Storer Television Sales in Chicago and New York, joins Harrington, Righter & Parsons, New York, as account executive.

Garrett Bergmark, with KNBR San Francisco, joins Peters, Griffin, Woodward, Los Angeles, as account executive.

J. Larre Barrett, account executive with RKO General Broadcasting, New

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York, appointed account executive for ABC-TV network sales, central division, in Chicago.

Thomas P. Treynor, with KDVR(FM) Sioux City, Iowa, named account executive at Bozell & Jacobs, that city.

Dick Madison, executive VP of Time & Space Advertising, Boston, appointed account executive for Harry M. Frost Co., that city.

Leslie A. Kandel, assistant manager of promotion, publicity and advertising at KLAC Los Angeles, joins Paul & Baum Advertising, Beverly Hills, Calif., as account executive.

Len Allen Goldman, with WHEN-TV Syracuse, N. Y., and **Richard Buchbinder**, with WKAT Miami Beach, Fla., join WFIL-AM-FM Philadelphia, as account executives.

Paul L. Branzetti, account executive, WHDH Boston, joins WEEI, same city, as account executive.



Mr. Zschunke

Robert I. Zschunke, media director for BBDO, Chicago, joins Earle Ludgin & Co. there as VP and director of media. **David Morse**, director of media at Ludgin in Chicago, moves to agency's account management staff. **Philip Belove**, with Post-Keyes-Gardner, Chicago, joins creative department of Ludgin, that city.

Dale Lewis Tino, program director of WEXL Royal Oak, Mich., named account executive for WEXL and WOMC (FM) Detroit. **Dave Carr**, music director for WEXL, succeeds Mr. Tino as program director.

Joan L. Finn, account executive for Ted Bates & Co., New York, joins PR department of Bauer-Tripp-Hening & Bressler Inc. there as account executive.

Robert M. Altman, with WRGB(TV) Schenectady, N. Y., appointed account executive for WCAU-AM-FM Philadelphia.

Jack Pavis, merchandising and promotion director for KABC Los Angeles, named account executive.

Sandy Wasserman, with Grey Advertising, New York, named broadcast buyer.

Richard Sharpe, with Adam Young Inc., New York, joins sales staff of Henry I. Christal Co., that city. **Neil Rockoff**, on sales staff, H-R Representatives, New York, joins marketing and sales development department of Christal, same city.

Lars Swanberg, director of photography for Sandrews Films, A.B., Stockholm, joins Filmex Inc., New York, as

producer and consultant.

Tom Dooley, with Campbell-Mithun Inc., Minneapolis, joins research department of WCCO-TV Minneapolis-St. Paul.

David W. Johnson, account executive for WNBC-TV New York, joins sales staff of Katz Television, that city.



Mr. Birchfield

Lewis P. Birchfield, with Radio Advertising Bureau, Chicago, named director of sales-Midwest region, succeeding **Jack Burke**, who resigned.

Jerry Atchley appointed sales representative for PAMS

Inc., Dallas.

Tom Upton, sales representative for KDON Salinas, Calif., joins sales staff of KDEO San Diego.

Patricia Miller, head copy writer with DuBarry division of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., joins Frank B. Sawdon Inc., New York, as copy writer.

Morris B. Schaeffer, account executive with WTTM Trenton, N. J., appointed to sales staff of KYW Philadelphia.

Kenneth Harris, photographer and designer, signed to exclusive contract for television commercials at Van Praag Productions, New York.

Gerald L. Fitzgerald, advertising manager of Research Institute of America, New York, joins PR department of Doremus & Co., that city.

MEDIA

Leavitt J. Pope, VP and member of board of directors of WPix Inc., New York, also elected executive VP of Connecticut Broadcasting Co., subsidiary which owns and operates WICC Bridgeport, Conn.



Mr. Pope

Robert M. Hosfeldt, program director of KNTV(TV) San Jose, Calif., appointed general manager.

Ted Carlsen, general manager of KWG Stockton, Calif., resigns. No future plans announced.



Mr. Hosfeldt

James E. Fuchs, VP, marketing communications, Mutual Broadcasting System, and president of Mutual Sports Inc., both New York, elected to board of directors of MBS. **Bill N. Southworth**, assistant to president and

ASCAP GREETSTHE NAB

The creative members of the American Society of Composers, Authors and Publishers hail the nation's dynamic Broadcasting Industry as both a customer and a partner. This is based on recognition of our common interest in maintaining a continuous and expanding repertory of excellent and entertaining music. While ASCAP's gifted writers and energetic publishers are proud of the contribution that their music has made, and is making, to the success and

growth of Radio and Television in the United States, we are also fully aware of the tremendous positive impact that American broadcasting has had on the music business.

The relationship and interdependence of the broadcasting boom and the music boom are both vital and continuous. This co-operation can be even more fruitful and profitable in the future, and ASCAP is constantly exploring new ways to serve its customer-partner better.

ASCAP has recently distributed the Third Edition of its BIOGRAPHICAL

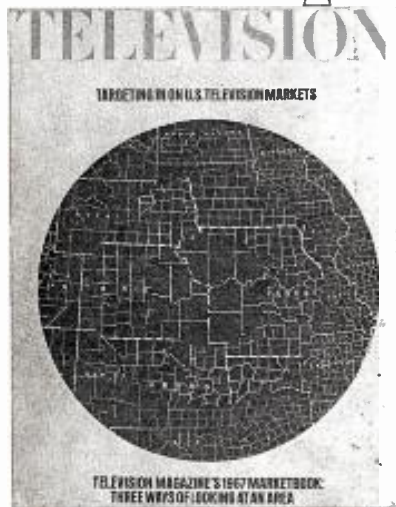
DICTIONARY to the radio and television stations throughout the country. Program directors are finding these biographical sketches of our outstanding songwriters a rich source of good program material.

ASCAP is justly proud of its long association with the Broadcasting Industry, and extends warm greetings to the members of the NAB at its 45th Annual Convention in Chicago.



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In April: The 1967 Marketbook with three ways to figure television market sizes. How advertisers have shaped their distribution patterns to correspond with television markets. Will Hollywood's 'sex is fun' kick keep some of its best movies off the home tube? The economic binds of TV sports. 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.

chairman of board, Mutual Broadcasting Co., named secretary of MBS.



Mr. Stallworth



Mr. Radeck

Asa Stallworth, VP and general manager of WJBF(TV) Augusta, Ga., named executive VP of Fuqua Communications Inc. Fuqua Communications, subsidiary of Fuqua Industries Inc., Pittsburgh, owns WROZ and WTVW (TV) Evansville, Ind.; KTHI-TV Fargo, N. D.; WTAC Flint, Mich., and KXOA Sacramento, Calif. **John Radeck**, general sales manager of WJBF, named VP and general manager of station.



Mr. Mulvey

J. T. (Tom) Mulvey, formerly with KOA, KLZ and KHOW, all Denver, appointed general manager of KBTR, that city.

Ralph W. W. Davis, operations supervisor and account executive for WSID Baltimore, appointed station manager of WSID-AM-FM and WMET-TV Baltimore.

William C. Chadwick, sales manager of WAVA Arlington, Va., named general manager of WTID Newport News, Va.



Mr. Chadwick

Roger Shaffer, station manager for WSPA-TV Spartanburg, S. C., appointed special assistant to Walter J. Brown, president of WSPA-AM-FM-TV.

Charles F. Mallory, station manager of KWFS Eugene, Ore., named executive VP and general manager, succeeding **Marvin R. Steffins Jr.**, who joins advertising agency in Abilene, Tex.



Mr. Ford

Leslie Ford, manager of Whitehead Outdoor division of Whitehead Associates of Silver Spring, Md., named station manager of WKYR Cumberland, Md.

Harry H. Howe, administrator of broadcast standards for KNBC(TV) Los Angeles, named assistant manager of National Association of Broadcasters' Code Authority office in Hollywood.

Robert E. Pantell, member of industrial and labor relations staff, Metro-

media Inc., New York, named director of labor relations. **Murray Robbins**, personnel manager, named director of personnel.

PROGRAMMING

Frank Leicht, director of program production, noncommercial WNDT(TV) Newark, N. J.-New York, named VP-program administration.

W. (Buzz) Sawyer, director of operations, film and programming of WWLP (TV) Springfield, Mass., elected VP.



Mr. Abrams

Stanley Abrams, previously with Emerson Radio and Phonograph Co., New York, joins Embassy Pictures Corp., that city, as VP of corporate affairs.

Mike Kraft, executive VP of Studio Associates International, New York, joins Elektra Film Productions, that city.

George L. Back, account executive in special products division of Columbia Record Co., New York, named account executive in central division of ABC Films, Chicago.

A. Frank Parton, with sales staff, Screen Gems, New York, appointed account executive, TV syndication division, United Artists, New York.

Dick Brooks, publicity manager, Paramount Pictures, New York, joins 20th Century-Fox Film Corp., same city, as national publicity manager.

Jaime Ibran, with financial analysis program, Merrill Lynch, Pierce, Fenner & Smith, New York, named general manager, Movierecord Inc., same city.

Tad Kasper, formerly with WDSM-AM-TV Superior, Wis., KDAL Duluth, Minn., and KOOL-AM-FM Phoenix, appointed program director of KBUZ-AM-FM Mesa, Ariz., replacing **Frank Sprague**, who leaves for advertising agency work in Arizona.

Julian Krainin, independent film producer in New York, appointed producer of special projects for WJZ-TV Baltimore.

Louise d'Usseau, staff producer for KLAC Los Angeles, named executive producer for station's talk programming.

Ed Simmons, producer-writer for Screen Gems, Hollywood, named head writer of *The Jerry Lewis Show*, to debut on NBC-TV this fall.

Bob Edmiston, casting director for MGM-TV on several network TV series, appointed manager, casting NBC-TV, West Coast.

Thomas J. White, with Programatic Broadcasting Service, Dallas, appointed

Attention TV Stations:

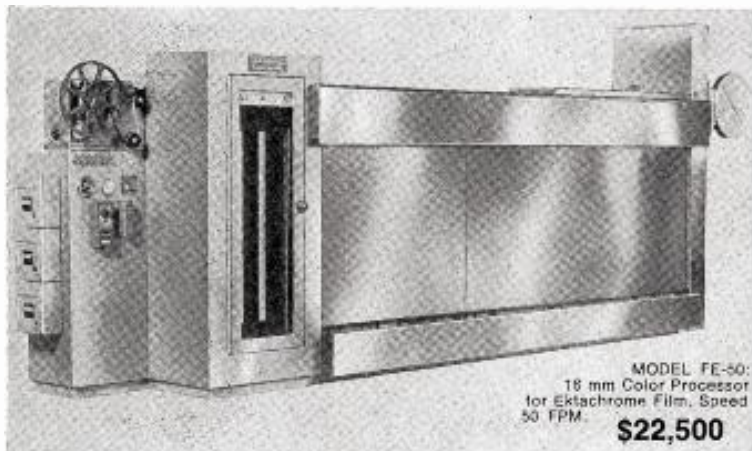
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FILMLINE'S professional color film processors now available for TV NEWS

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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to newly created post of sales manager, educating, for radio and television division, Triangle Publications Inc., New York.

Edward C. Steiner, producer-director with WSM-TV Nashville, appointed production manager for WSIX-TV, that city.

PFC John DeHaven named program director and **PFC Bill Benson** named production and music director for Armed Forces Radio and Television Service, Fort Sill, Okla. **Second Lieutenant James E. Chambers** named radio officer.

Stephen T. Rose, motion picture art director, animator and designer; **Richard Bloomquist**, film editor, and **Margaret Mikutis**, negative conformist, join The Film-Makers Inc., Chicago.



Mr. Boyle

Donald R. Boyle, manager of program development for ABC-TV, New York, named director of program development, East Coast.

Robert L. Collins, with WALT Tampa, Fla., appointed program director. **Bud Strait** named production director.

Robert Godoro, field representative, American Society of Composers, Authors and Performers, New York, appointed district manager, New Orleans office.



Mr. Plotnick

Stanley D. Plotnick named financial VP of Du Art Film Laboratories, New York.

Lou Bonelli, program coordinator for WRC-FM Washington, appointed coordinator, music programming, for WRC-AM-FM.

Roy Drusky, manager of Nashville office of Sesac Inc., resigns to devote

time to personal appearances, television and recordings.

NEWS

James Harden, West Coast producer of *Huntley-Brinkley Report* for NBC News, appointed West Coast bureau chief, CBS News. He succeeds **Sam Zelman**, who has been named executive producer and manager, CBS election unit, New York.



Mr. Martin

Murphy Martin, newscaster for WABC New York, also named network correspondent for ABC Radio, that city.

Thomas W. Cheatnam, member of news staff, UPI, Chicago, joins UPI bureau in

Saigon.

John Murphy, news director for WTRA Latrobe, Pa., joins WEDO McKeesport, Pa., as news director.

Duane H. Stacker, news director for WRCK Rockford, Ill., appointed news director for WCWA Toledo, Ohio.



Mr. Matthews

Robert W. Matthews, with WBAL-TV Baltimore, named news manager.

Gene Gibbons, with WSCR Scranton, Pa., joins radio and TV section of Democratic National Committee, Washington, as news

editor in charge of Committee's audio news service.

Mike Matthews joins news staff of WTAE-AM-FM Pittsburgh.

Kenneth L. Davis, chief of bureau at Buenos Aires, appointed chief of bureau for AP in Spain and Portugal, succeeding **Harold K. Milks**, who retires after 33 years as AP newsman and executive to become Latin Ameri-

can editor of *Arizona Republic*, Phoenix. **Louis Uchitelle**, chief of Caribbean services, succeeds Mr. Davis as chief of bureau in Argentina. **R. Gregory Nokes**, with world services staff of AP in New York, succeeds Mr. Uchitelle as chief of bureau in Puerto Rico. **Pierce Lehmbeck**, news editor, AP, New York, appointed assistant bureau chief.

FANFARE

Joseph Leeming, publicity director State University of New York, New York City, named manager, press information, CBS Owned Radio Stations, same city.

Mitchell Fisher, account executive for William Shiffrin & Associates, appointed promotion director for KHJ Los Angeles. He replaces **Don Berrigan**, who becomes PR director for Screen Gems Inc.'s *The Monkees* troupe.

Eleanor M. Meagher, assistant director of promotion and publicity for WLW Cincinnati, appointed director of promotion and publicity.

Barbara Ann Nash, communications consultant for Arthur Stedry Hansen, Actuarial Consultants, New York, joins Merton Fiur Associates, that city, as account executive.

Kenneth Taishoff, formerly production assistant in promotion department of Norfolk-Portsmouth Newspapers Inc. and assistant art director at WCIA (TV) Champaign, Ill., named assistant promotion manager for WTAR-AM-FM-TV Norfolk, Va.

EQUIPMENT & ENGINEERING

Steve DeSatnick, director of operations at noncommercial WNDT (TV) Newark, N. J.-New York, named VP-operations and engineering.

Charles H. Bagley, VP-photo-instruments at Beckman & Whitley division of Technical Operations Inc., Mountain View, Calif., named VP and general manager of that division.

Ken Kendall, chief engineer at WPTH (FM) Fort Wayne, Ind., and WPTA (TV) Roanoke, Ind., joins WSD-AM-FM and WMET-TV Baltimore, as director of engineering.

Irving A. Faye, commercial marketing manager of American Electronic Laboratories Inc., Lansdale, Pa., appointed manager of CATV sales division.

Robert C. Haas, sales promotion manager of electronic components group of Sylvania Electric Products Inc., New York, appointed director of advertising production and distribution for Sylvania's central advertising distribution department in Buffalo, N. Y. **Joseph C. Stein Jr.** appointed advertising manager of Sylvania's entertain-

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And that's exactly what we did! For the past several years, scientists at CBS Laboratories have been using the rigorous techniques of psychoacoustic testing to determine the nature of sensory loudness as it applies to broadcasting. From this research have come significant new data and methods for measuring sen-

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A sensory loudness indicator and a new automatic control for limiting excessive loudness

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A Service of Radio Corporation of America



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in Electronics

ment products division at Batavia, N. Y., succeeding **Charles H. Wagner**, who becomes advertising manager of Sylvania's international division.



Mr. Chaggaris

Chris G. Chaggaris, with Visual Electronics Corp., New York, appointed advertising and PR manager.

Joseph Kerner and **Milt Dienes**, with Jerrold Electronics, Corp., Philadelphia, named manager and sales manager, respectively, of firm's distributor sales division. **Vroman Riley** and **Tom Shea** named manager and sales manager, respectively, of Jerrold's new educational and communication systems division.

James M. Hill Jr., manager of materials for Philco-Ford Corp., Philadelphia, appointed director of procurement for Raytheon Co., Lexington, Mass.



Mr. Buchanan

Hugh H. Buchanan Jr., district sales manager for Symond Manufacturing Co., Denver, appointed midwestern sales manager for Entron Inc., Chicago.

Albert G. Harman, manager of administration and contracts for Fairchild Winston Research Corp., Los Angeles, appointed marketing manager.

John V. Sigford, operations manager of Setchell Carlson Inc., St. Paul, named to consumer products division executive committee of Electronic Industries Association, Washington.

ALLIED FIELDS

James M. Gaines, who resigned as VP and chief executive officer of Hemisfair, San Antonio, last September returns to that organization as chief executive officer. Mr. Gaines, onetime executive with NBC, resigned as president and general manager of WOAI-AM-TV San Antonio in 1965 to assume duties with the exposition slated for 1968.

Norman S. Hecht, corporate media research director at Gardner Advertising Co., New York, joins American Research Bureau there as assistant to president.

Harold F. Reis, executive assistant to U. S. Attorney General Ramsey Clark, has resigned to join Washington law firm of Wilner, Scheiner and Greeley as partner. Mr. Reis has been with Department of Justice since 1940. He worked with then Attorney General William Rogers in 1959 on Department of Justice's report on "Deceptive Practices in Broadcasting," which held that

FCC should be more vigorous in regulating broadcasters and their programs (BROADCASTING, Jan. 11, 1960).

Paul F. Rule and **Tyrus C. Ragland**, associate research supervisors at Leo Burnett Co., Chicago, resign to form Message Factors Inc., research service and consulting firm which opens April 10. Mr. Rule will be president and director of research services and Mr. Ragland VP and director of developmental services. Address of new firm: P. O. Box 2382, Virginia Beach, Va. 23452.

INTERNATIONAL

Joseph R. Mullie, in charge of Montreal office of Spitzer, Mills & Bates, named senior VP and member of agency's executive committee.



Mr. Mamet

Henry H. Mamet, radio and television director for Board of Rabbis Broadcasting Commission, Chicago, for ten years, named director of radio and television at University of Alberta, Edmonton. He will be in

charge of programming for new noncommercial TV station now under construction.

A. K. Morrow, acting director for Prairie region of Canadian Broadcasting Corp., Winnipeg, Man., appointed director for Newfoundland region. **J. R. Finlay**, Prairie region director who has been acting director in Newfoundland, returns to his duties in Winnipeg.

DEATHS

Robert C. Jones Jr., 71, one of founders of WSPB Sarasota, Fla., died March 21 at his home on Longboat Key, Sarasota. He was station's president from 1942 to 1958 when it was sold to Community Broadcasting Corp.

G. Kurt Butenhoff, 36, president of Ward Electronic Industries, Clark, N.J., died in automobile accident March 19. He is survived by his wife, Kelly, and four children.



Mr. Hurlbut

Colonel James W. Hurlbut, 57, died in Miami on March 26, apparently of heart attack. Colonel Hurlbut had been with NBC News' City Desk, as well as NBC's Today and Zoo Parade.

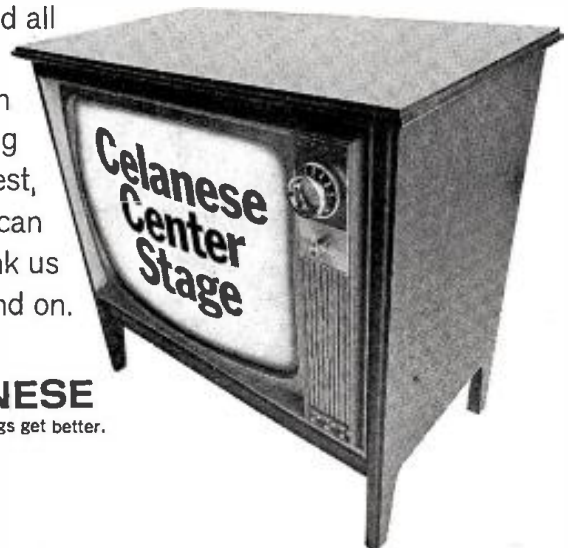
He was president of the Marine Corps Combat Correspondents and Photographers Association, and was assigned to Vietnam to produce filmed reports on Marine Corps operations. He is survived by his wife, Eve, daughter and son.

Joseph Jacobs, 75, president and founder of Joseph Jacobs Organization,

Thanks for putting us on.

WAST-TV, WSB-TV, WBAL-TV, WAPI-TV, WHDH-TV, WGR-TV, WHTN-TV, WSOC-TV, WGN-TV, WKRC-TV, WJW-TV, WTVN-TV, WFAA-TV, KBTU-TV, CKLW-TV, WOOD-TV, WLOS-TV, WHP-TV, WNHC-TV, KTRK-TV, WTTV-TV, WDAF-TV, KTLA-TV, WAVE-TV, WMCT-TV, WTVJ-TV, WTMJ-TV, WTCN-TV, WSIX-TV, WVUE-TV, WOR-TV, WTAR-TV, KWTU-TV, WFIL-TV, WTAE-TV, KGW-TV, WPRO-TV, KXTV-TV, KONO-TV, KFMB-TV, KTVU-TV, WBRE-TV, KIRO-TV, KPLR-TV, WHEN-TV, WTVT-TV, WSPD-TV, KTUL-TV, WTTG-TV, KARD-TV, WLYH-TV, WSBA-TV.

You've been brave enough to try something new. Putting a leading soft goods advertiser on television at the local level. Why were you so nice? Because we gave you the works. A big, blooming package of color commercials sponsoring eleven spectacular shows. Celanese Center Stage. Starring such performers as Duke Ellington, Peggy Lee and Cyd Charisse. Each running in 50 major markets during the same week. All with the impact of network TV. And all in color. How can we ever thank you enough? By continuing to promote fashion on TV at the local level by sponsoring the most exciting shows with the biggest, sellingest, most colorful commercials we can possibly dream up. How can you ever thank us enough? By putting us on and on and on.



 **CELANESE**

Add a fiber from Celanese and good things get better.

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Inc., New York, died in Sarasota, Fla., March 26. Mr. Jacobs specialized in Jewish market, centering many of his campaigns on radio and in Jewish publications.

William V. Schwarting, 75, senior VP and director of Albert Frank-Guenther Law Inc., New York, died March 27 in Arlington Manor Nursing Home, Oceanside, N. Y. He joined predecessor firm of Albert Frank & Co. 60 years ago, worked at J. Walter Thompson Co., and rejoined Albert Frank-Guenther Law in 1950. He is survived by two sons.

Sigwart Kusiel, 65, Latin American sales representative for Seven Arts Productions International Ltd., Buenos

Aires, died March 21 of heart attack. He is survived by his wife, son and daughter.

Ronald J. Durham, 30, account executive for WCFL Chicago, died March 25 at Abraham Lincoln hospital in Lincoln, Ill. from injuries sustained in auto accident near Lincoln. He had worked as account executive at George P. Hollingbery Co., New York, and at WBBM Chicago.

George Bell Bogart, 63, member of sales department of WFMT(FM) Chicago, died March 21 at his home in Evanston, Ill. He was VP and manager of Chicago office of Fletcher Richards, Calkins & Holden Inc. between 1953 and 1959. Mr. Bogart is survived

by his wife, Louise, and four children.

William Owen Talbot Jr., 49, with KMTV(TV) Omaha, for 14 years, died March 20 of apparent heart attack in Omaha. He had previously been with KOIL Omaha and KSLM Salem, Ore. Surviving are his wife, Adeline, three daughters and two sons.

Mrs. Owen Kildare, 78, radio broadcaster, lecturer and author, died March 21 at home of her daughter near Pawling, N. Y. She had been involved in such programs as *Personality Period* and *Radio Vues*. Mrs. Kildare, in 1928, delivered radio talks on stations throughout East in support of Herbert Hoover. She is survived by her daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 17 through March 29 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

*Louisville, Ala.—Alabama Education TV Commission. Seeks UHF ch. 43 (644-650 mc); ERP 675 kw vis, 67.5 kw aur. Ant. height above average terrain 947 ft.; ant. height above ground 797 ft. P. O. address: 2101 Magnolia Avenue, Birmingham, Ala. Estimated construction cost \$583,402; first-year operating cost not given; revenue none. Geographic coordinates 31° 43' 60" north lat.; 85° 25' 46" west long. Type trans. GE TT-57A. Type ant. GE TY-106D. No legal counsel; consulting engineer Albert H. Renfro Jr. Principal: Raymond D. Hurlbert, general manager. Ann. March 22.

Fort Smith, Ark.—KFPW Broadcasting Co. Seeks UHF ch. 24 (530-536 mc); ERP 48.1 kw vis., 9.9 kw aur. Ant. height above average terrain 312 ft.; ant. height above ground 391 ft. P. O. address: 2415 North Albert Pike, Fort Smith. Estimated construction cost \$208,450; first-year operating cost \$170,000; revenue \$210,000. Geographic coordinates 35° 24' 07" north lat.; 94° 23' 08" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Legal counsel Philipson, Lyon & Chase; consulting engineer Raymond Rohrer & Associates, both Washington. Principal: George T. Herreich, owner. Applicant owns KFPW Fort Smith. Ann. March 28.

Jacksonville, Fla.—UMC Broadcasting Corp. Seeks UHF ch. 47 (668-674 mc); ERP 697 kw vis., 157 kw aur. Ant. height above average terrain 433.3 ft.; ant. height above ground 468.8 ft. P. O. address: Box 4369, Jacksonville 32201. Estimated construction cost \$625,000; first-year operating cost \$185,000; revenue \$300,000. Geographic coordinates 30° 19' 50" north lat.; 81° 39' 26" west long. Type trans. RCA TTU-30. Type ant. RCA TFU-25G. Legal counsel Mallyck & Bernton, Washington; consulting engineer Harold R. Walker & Associates, Metuchen, N. J. See Tallahassee, Fla. Ann. March 27.

Ocala, Fla.—Hubbard Broadcasting Inc. Seeks UHF ch. 51 (692-698 mc); ERP 608 kw vis, 121 kw aur. Ant. height above average terrain 926 ft. ant. height above ground 926 ft. P. O. address: 3415 University Avenue, St. Paul, Minn. 55114. Estimated construction cost \$777,027; first-year operating cost \$37,000; revenue none. Geographic coordinates 29° 28' 59" north lat.; 82° 01' 17" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU 46K. Legal counsel Fletcher, Heald, Rowell, Kenelha n & Hiddreth; consulting engineer Lohnes & Culver, both Washington. Principal: Stanley S. Hubbard, vice president. Hubbard Broadcasting is permittee of new UHF in St. Petersburg, Fla. Ann. March 16.

Tallahassee, Fla.—UMC Broadcasting Corp. Seeks UHF ch. 27 (548-554 mc); ERP 1195 kw vis., 635 kw aur. Ant. height above average terrain 538.1 ft.; ant. height above ground 610.4 ft. P. O. address: Box 4369,

Jacksonville, Fla. 32201. Estimated construction cost \$735,000; first-year operating cost \$190,000; revenue \$300,000. Geographic coordinates 30° 39' 37" north lat.; 84° 12' 06" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-46K. Legal counsel Mallyck & Bernton, Washington; consulting engineer Harold R. Walker & Associates, Metuchen, N. J. Principals: Universal Marion Corp. (90%) and Ira Kamen Inc. (10%). Mr. James Mullanev is president & director of Marion and holds executive position in approximately 25 related companies. Marion is an industrial casting corporation. Mr. Ira Kamen is involved with CATV systems, electronics, owns business consulting company and is vice president, director and 16 2/3% shareholder in WVIR(TV) Charlottesville, Va. Simultaneously with this filing, is filing for UHF in Jacksonville, Fla. Ann. March 27.

Charleston, W. Va.—Chemical City Broadcasting Co. Seeks UHF ch. 23 (524-530 mc); ERP 4.75 kw vis, 0.95 kw aur. Ant. height above average terrain 523.2 ft.; ant. height above ground 387 ft. P. O. address: Box 3032, Charleston 25301. Estimated construction cost \$103,000; first-year operating cost \$55,120; revenue \$48,000. Geographic coordinates 38° 19' 21.5" north lat.; 81° 38' 29.5" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-6J. Legal counsel Mallyck & Bernton; consulting engineer Silliman, Moffet & Kowalski, both Washington. Principal: Gus Zaharis, president, and owner of WTIP Charleston. Ann. March 22.

OTHER ACTIONS

Review board in Homewood, Ala., television broadcast proceeding, Docs. 15461, 16760-1, 16758, granted petition to enlarge issues filed Dec. 14, 1966, by Birmingham Television Corp., and enlarged issues to make determinations as to costs, funds and operating revenues of Chapman Radio and Television Co. Board Member Kessler not participating. Action March 27.


Review board in Los Angeles, television broadcast proceeding, Docs. 16679-80, granted petition filed March 21 by Broadcast Bureau and extended to March 29 time to file comments on petition for enlargement of issues and for other relief filed on March 8 by Fidelity Television Inc. Action March 23.

Review board in San Bernardino, Calif., television broadcast proceeding, Docs. 16394-5, granted motion for continuance of oral argument, filed March 21 by Supat Broadcasting Inc., and rescheduled oral argument from 10 a.m., April 4, to 2 p.m., April 11. Board Member Nelson concurring. Action March 23.

ACTIONS ON MOTIONS

Hearing Examiner Isadore A. Honig on March 22 in proceeding on TV applications of Romac Baton Rouge Corp. and Capitol Television Broadcasting Corp., both Baton Rouge, granted request of Romac Baton Rouge Corp. and continued procedural dates including hearing from April 25 to May 25. (Docs. 17005-6).

Hearing Examiner David I. Kraushaar on March 23 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., continued without date hearing scheduled for March 27. (Docs.

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15461, 16760-61, 16758).

■ Hearing Examiner Elizabeth C. Smith on March 22 in proceeding on TV application of WBLG-TV Inc., Lexington, Ky., rescheduled further hearing from April 7 to April 12. (Doc. 16701).

RULEMAKING PETITIONS

Tulare, Calif. Pappas Electronics Inc.—Requests amendment of rules looking toward assignment of television ch. 26 to Tulare. Ann. March 24.

Salem, N. J., Jersey Information Center—Requests institution of rulemaking proceedings looking toward amendment of table of assignments for FM stations, in following particulars: Canton, N. J., present none, proposed 269A and Cape May, N. J., present 269A, proposed 272A. Ann. March 24.

RULEMAKING ACTION

Madison, and Wausau, both Wisconsin. Midcontinent Broadcasting Co. of Wisconsin Inc.—Denied request for institution of rulemaking looking toward following changes in table of television assignments: Madison, from 3, 15, *21 and 45, to *3, 15, 21, 27 and 45. Also requests that license of WISC-TV, presently operating on ch. 3 be forthwith modified to specify operation on ch. 45. Ann. March 24.

CALL LETTER APPLICATIONS

■ Kentucky State Board of Education: Ashland. Requests WKAS(TV); Bowling Green. Requests WKGB(TV); Hazard. Requests WKHA(TV); Lexington. Requests WKLE(TV); Madisonville. Requests WKMA(TV); Murray. Requests WKMU(TV); Morehead. Requests WKMR(TV); Pikeville. Requests WKPI(TV); Somerset. Requests WKSO(TV); Owenton. Requests WKON(TV).
 ■ Edmund D. Baydush, Norfolk, Va. Requests WTVQ(TV).

CALL LETTER ACTIONS

■ Elton H. Darby, Florence, Ala. Granted WVNA-TV.
 ■ White River Radio Corp., Lawrence, Ind. Granted WURD(TV).
 ■ Channel 29, Paducah, Ky. Granted WDXR-TV.
 ■ Educational TV of Northwest Pennsylvania Inc., Erie, Pa. Granted WQLN(TV).
 ■ South Dakota State University, Brookings, S.D. Granted KESD-TV.

Existing TV stations

FINAL ACTIONS

KEMO-TV San Francisco—Broadcast Bureau granted mod. of CP for new commercial TV to change ERP to 912 kw vis. 182 kw aur.; decrease height to 1250 ft. Action March 27.

*WGSF-TV Newark, Ohio—Broadcast Bureau granted mod. of license to reduce aur. ERP to 2.84 kw. Action March 27.

KJJJ-TV Lubbock, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 550 kw vis., 110 kw aur., and studio location to 933 feet southwest of intersection of 84th Street and Avenue "J" near Lubbock, and increase ant. height to 730 ft.; condition. Action March 23.

*WVVR(TV) Rutland, Vt.—Broadcast Bureau granted mod. of CP to change ERP to 40.7 kw vis., 7.41 kw aur., and change studio location to Ethan Allen Drive, Colchester. Action March 28.

OTHER ACTIONS

■ Office of opinions and review granted petition by the Broadcast Bureau for extension of time to March 29 to file responsive pleadings to petition by Fidelity Television Inc., Norwalk, Calif., for special relief with respect to application for review (Docs. 16679-80). Action March 22.

WJHF(TV) Raleigh, N. C.—Broadcast Bureau approved data submitted pursuant to sixth report and order in Doc. 14229 to specify ch. 22, 518-524 mc. in lieu of ch. 28, 554-560 mc., ERP as vis. 661 kw, aur. 66.1 kw, trans. location as 2.4 miles southeast of Auburn Center, Garner, studio location as Leesville and House Creek townships, and increase ant. height to 1320 ft. Action March 22.

■ By order, commission granted request by North Central Educational Television Inc., licensee of noncommercial educational station KFME-TV (ch. *13) at Fargo, N. D., for waiver of Sec. 74.631(e) of rules to permit North Central to furnish educational television programs to different licensee not commonly owned, namely, Twin City Area Educational Television Corp. and West Central Minnesota Educational Television Co., licensee of ETV station KWCM-TV (ch. *10), Appleton, Minn., and granted applications for CPs and licenses covering a 4-hop television intercity relay system. Action March 29.

■ By memorandum opinion and order, commission granted application of Scripps-

Howard Broadcasting Co. to increase ant. height, decrease ERP and make other changes in facilities of WCPO-TV, ch. 9 Cincinnati; denied objections filed by Taft Broadcasting Co. (WKYT, ch. 27), Lexington, Ky., and Kentucky Central Television Inc., applicant now in comparative hearing for CP for new TV to operate on ch. 62 Lexington, Ky. Commissioner Cox abstained from voting. Action March 28.

■ Pursuant to exchange of correspondence between Department of Transport of Canada and FCC, table A, annex 1 of television working arrangement under Canadian-U.S.A. Television agreement has been amended as indicated by following table: Lac du Bonnet, Manitoba, add 4 (limitation to protect allocations at Dryden, Ont. and Brandon, Manitoba); Dryden, Ont., delete 4, add 4+; Elliot Lake, Ont., delete 9+, add 12+; Sault Ste. Marie, Ont., delete 12+ add 5 (limitation to protect CKSO-TV, Sudbury, Ont.); Sudbury, Ont., add 9+ (limitation to protect CBFOT Timmins, Ont.); Matane, P. Q., add 6+ (limitations to protect CHSJ-TV-1, Bon Accord, N. B. and CJPM-TV-1, Chicoutimi, P. Q.); Quebec City, P. Q., delete 9; Sherbrooke, P. Q., add 8 (limitation to protect CBOFT Ottawa, Ont. and WMUR-TV Manchester, N. H.); Shaunavon, Sask., add 7+ (limitation to protect CKMJ-TV, ch. 7, Marquis, Sask.). Further amendments to table A will be issued as public notices in form of numbered supplements. Ann. March 24.

New AM stations

APPLICATIONS

Milton, Fla.—West Florida Broadcasting Inc. Seeks 1490 kc, 250 w. P. O. address: 207 Willings Street, Milton 32570. Estimated construction cost \$18,537; first-year operating cost \$32,800; revenue \$48,000. Principals: Curtis A. Golden, president (50.8%), et al. Mr. Golden is attorney. Applicant is permittee for new FM in Pensacola, Fla. Ann. March 24.

Weatherford, Okla.—James J. Craddock. Seeks 1590 kc, 1 kw. P. O. address: Weatherford News, Weatherford 73096. Estimated construction cost \$4,525 with \$12,000 to construct building; first-year operating cost \$40,000; revenue \$50,000. Principals: Mr. Craddock (100%) is 50% owner of Weatherford News. Ann. March 27.

OTHER ACTIONS

■ Review board in Montgomery, Ala., standard broadcast proceeding, Docs. 17058-60, granted petition filed March 28 and extended to April 3 time to file responsive pleadings to further motion to enlarge issues filed March 14 by Rocket City Broadcasting Inc. Action March 29.

■ Review board in Cumming, Ga., standard broadcast proceeding, Docs. 16301, 16312, scheduled oral argument before panel of review board for 2 p.m. on Monday, April 24, in room 7134, New Post Office building, Washington. Action March 24.

■ Review board in South Beloit, Ill., Docs. 17209 et al, standard broadcast proceeding, granted motion filed March 17 by Prudential Broadcasting Co. and extended to April 3, time to file responsive pleadings to ten petitions to enlarge and delete issues filed March 13. Board Member Nelson not participating. Action March 24.

■ Review board in South Beloit, Ill., standard broadcast proceeding, Docs. 17209 et al granted motion filed March 27 by Archway Broadcasting Corp. and extended to April 13 time to file responsive pleadings to ten petitions to enlarge and delete issues filed March 13. Board Member Nelson not participating. Action March 29.

■ Commission adopted letter to Home Service Broadcasting Corp., applicant for new AM to operate on 1060 kc, 1 kw-D, in Natick, Mass. (i) advising it that Communications Act, Sec. 307(b), presumption raised by proposed station's 5 mv/m penetration of Newton, Mass., has not been rebutted by applicant's amendment regarding it; (ii) noting applicant's offer, in that amendment, to further amend, if necessary to remove 5 mv/m penetration of Newton by relocating transmitter site; (iii) advising applicant of deficiencies in its financial proposal, and (iv) affording it an opportunity to amend its application. Action March 28.

■ By memorandum opinion and order, commission denied joint petition for approval of agreement filed pursuant to Sec. 1.525 of rules, by Cragin Broadcasting Co. and KTOO Broadcasting Inc., both Henderson, Nev. Agreement provided for payment of \$5,000 to Cragin by KTOO, with dismissal of Cragin's application for new daytime AM to operate on 1280 kc with 5 kw power. KTOO Broadcasting Inc. requests renewal of license for its station KTOO which operates on same facilities at Henderson. Action March 29.

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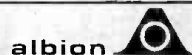
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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 30

	Lic.	ON AIR	CP'S	NOT ON AIR
				CP'S
Commercial AM	4,103 ^a		15	88
Commercial FM	1,587		20	270
Commercial TV-VHF	478 ^a		17	24
Commercial TV-UHF	92 ^a		28	127
Educational FM	296		4	33
Educational TV-VHF	60		7	9
Educational TV-UHF	41		8	49

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 30

	VHF	UHF	Total
Commercial	519	255	774
Noncommercial	76	98	174

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 ^a	1,533	570 ^a	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

^aIn addition, two AM's operate with Special Temporary Authorization.

^bIn 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.

■ Review board in Reno, standard broadcast proceeding, Docs. 16110-3 and 16115, denied joint appeal from ruling of hearing examiner, filed Jan. 16, by Southwestern Broadcasting Co., 780 Inc., and WWGN Continental Broadcasting Co. Board Member Berkemeyer dissenting with statement. Action March 24.

■ Review board in Reno, standard broadcast proceeding, Docs. 16110 et al., dismissed as moot joint petition to enlarge issues filed Feb. 20 by Southwestern Broadcasting Co. and 780 Inc. Action March 24.

■ Review board in New Castle, Pa. standard broadcast proceeding, Docs. 17178-80, granted petition filed March 21 by Shawnee Broadcasting Co. and extended to April 17 time to file oppositions to petition to enlarge issues filed March 9 by Lawrence County Broadcasting Corp. and Brownsville Radio Inc. Action March 23.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80, granted petition filed March 21 and extended to April 17 time to reply to opposition to petition to enlarge issues filed March 9 by Shawnee Broadcasting Co. Action March 24.

■ Office of opinions and review dismissed

as moot petition by Augustine L. Cavallaro Jr., Bayamon, P. R., for partial review of review board's order denying requested issue relating to programming proposed in application of Luis Prado Martorell which has been dismissed for lack of prosecution (Doc. 16891). Action March 23.

■ Review board in Fort Arthur, Tex., standard broadcast proceeding Docs. 14597, 15203, granted motion filed March 20 by KWEN Broadcasting Co. and extended to April 5 time to file exceptions to initial decision. Action March 23.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue in proceeding on AM application of Northern Indiana Broadcasters Inc., Mishawaka, Ind., granted petition of applicant and extended time for filing proposed findings from March 27 to April 4, and replies from April 7 to April 14. (Doc. 14855).

■ Hearing Examiner Millard F. French on March 22 in proceeding on AM applications of Fine Music Inc., Montgomery, Ala., et al., granted request of applicant Tennessee Valley Broadcasting Inc., for continuance of the proceeding and scheduled further pre-hearing conference for April 20. (Docs.

17058-80). On March 24, in proceeding on AM applications of Lawrence County Broadcasting Corp., New Castle, Brownsville Radio Inc., Brownsville, and Shawnee Broadcasting Co., Alliquippa, all Pennsylvania, scheduled procedural dates and continued hearing from April 26 to June 27. (Docs. 17178-80). On March 28 in proceeding on AM applications of Lawrence County Broadcasting Corp., New Castle, Pa., et al., denied petition of Lawrence County Broadcasting Corp. to dismiss application of Shawnee Broadcasting Co. and dismissed petition for extension of time filed by Shawnee (Docs. 17178-80).

■ Hearing Examiner H. Gifford Irion on March 23 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., granted petition for leave to amend of applicant Radio Catonsville Inc., to reflect changes in broadcast interests of two of its stockholders (Docs. 15835-36, 15838-39).

Note: Report No. 2734 dated March 22. Action concerning Madison County Broadcasting Inc., should read: Granted petition by Radio WEW Inc. for extension of time to March 31 to file opposition to petition for reconsideration and grant without hearing in proceeding on AM application of Madison County Broadcasting Inc. (WRTH), Wood River, Ill. (Doc. 16880). On March 24 in proceeding on AM application of Norman W. Hennig, Tucuman, N. M., scheduled further pre-hearing conference for March 30, at 2 p.m. (Doc. 17175). On March 27 in proceeding on AM applications of Kittyhawk Broadcasting Corp., Kettering, Ohio, et al., scheduled further pre-hearing conference for May 19, and rescheduled hearing from May 15 to July 6. (Docs. 17243-50).

■ Hearing Examiner Forest L. McClennan on March 21 in proceeding on AM applications of L & S Broadcasting Co., Jacksonville, N. C., et al., granted petition to amend of applicant Roy H. Park Radio Inc., to reflect engineering matter (Docs. 17148-50). By separate order, denied motion of applicant Roy H. Park Radio Inc. for change of hearing date.

■ Hearing Examiner Herbert Sharfman on March 23 in proceeding on AM application of Edward G. Atsinger III, Garner, N. C., granted applicant's petition for leave to amend to specify directional instead of nondirectional antenna, removed amended application from hearing docket and returned it to processing line (Doc. 17176).

■ Hearing Examiner Elizabeth C. Smith on March 22 in proceeding on AM application of Augustine L. Cavallaro Jr., Bayamon, P. R., granted applicant's petition for leave to amend concerning financial matters (Doc. 16891). And in proceeding on AM application of Mount-Ed-Lynn Inc., Mountlake Terrace, Wash., continued hearing from March 27 to April 19. (Doc. 16786).

CALL LETTER APPLICATIONS

■ Richard Gruver, Anchorage, Alaska. Requests KALS.

■ Solid Rock Ministries Inc., Soldatna, Alaska. Requests KSRM.

■ Lighthouse Broadcasting Inc., Jupiter, Fla. Requests WJTS.

■ Mr. D's Radio Inc., Wichita, Kan. Requests KEYN.

■ Presraco Inc., Kingwood, W. Va. Requests WFSP.

■ Green Bay Newspaper Co., Green Bay, Wis. Requests WNFL.

CALL LETTER ACTIONS

■ Victor A. Leisner, Thurmont, Md. Granted WTHU.

■ Liberty County Broadcasters Inc., Liberty, Tex. Granted KPXE.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for consolidated hearing applications of Logan Broadcasting Co. and Upper Broadcasting Co. for new AM's to operate on 1510 kc—Logan with 1 kw, 250 w—D, in Logan, Ohio and Upper Broadcasting with 250 w—D, in Upper Arlington, Ohio. Action March 23.

Existing AM stations

APPLICATIONS

WSLC Clermont, Fla.—Seeks CP to change hours of operation from specified hours to unlimited, using power of 250 w, 1 kw—LS. Ann. March 27.

WTHB Augusta, Ga.—Broadcast Bureau granted license covering increase in power to 5 kw daytime. Action March 24.

WBIP Booneville, Miss.—Seeks mod. of license to change hours of operation from specified hours to unlimited. Ann. March 29.

WHNY McComb, Miss.—Seeks CP to increase nighttime power from 550 w to 1 kw, and make changes in DA-N pattern. Ann. March 27.

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WYNG Warkwick-East Greenwich R. L.—Seeks voluntary assignment of license to Cranston-Warwick Radio Inc. Request waiver of 1.518 and 1.520—if necessary, filed 3-24-67. Ann. March 29.

FINAL ACTIONS

KEOS Flagstaff, Ariz.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 3000 East Industrial Drive, Flagstaff. Action March 22.

KIMO Hilo, Hawaii—Broadcast Bureau granted CP to change main ant.-trans. location to 1650 Kalaniana'ole Avenue, Hilo. Action March 22.

WKYK Burnsville, N. C.—Broadcast Bureau granted mod. of CP to change trans. location to East Main Street Ext. Burnsville. Action March 28.

KCOR San Antonio, Tex.—Broadcast Bureau granted license covering, change in DA-system and change to DA-N. Action March 23.

WLEE Richmond, Va.—Broadcast Bureau granted CP to install an auxiliary trans. at main trans. location to be operated on 1480 kc (BP-17651).

WKAU Kaukauna, Wis.—Broadcast Bureau granted license covering new AM. Action March 23.

Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WAFG Arcadia, Fla.; WILA Danville, Va.; WRSJ Bayamon, P. R., and WTLI Mayaguez, P. R. Action March 23.

INITIAL DECISION

Hearing Examiner Herbert Sharfman issued initial decision looking toward denial of application of American Homes Station Inc. (WVCF), Windermere, Fla., for CP to increase its power on same frequency to 5 kw, directionalized, daytime only, and, while retaining its Windermere identification, to move its site about 3.3 miles closer to Orlando Fla. Action March 24.

OTHER ACTIONS

Review board in Pine Bluff, Ark., standard broadcast proceeding, Docs. 16529-30, Board Members Berkemeyer, Kessler and Nelson, adopted decision severing and granting application of George T. Herrreich (KZNG) and holding in abeyance action on application of James J. E. Scanlon (KCAT). Scanlon, licensee of KCAT (1530

kc/s, 250 w—D, class II), at Pine Bluff, and Herrreich, licensee of KZNG (1470 kc/s, 1 kw—D class III), at Hot Springs, both Arkansas, both are applicants to change their facilities to unlimited time class IV stations operating on 1340 kc/s with 250 w in their respective communities. Condition. Action March 24.

KUDU Ventura, Calif.—FCC waived Sec. 1.520, 73.37(a) and 73.188(b) of rules and granted application for temporary authority to relocate existing KUDU operation at trans. site proposed by it in pending application for improved facilities; conditions. Action March 28.

By memorandum opinion and order in Doc. 16864, commission granted petition for reconsideration and grant without hearing of an order designating for hearing renewal application of Arthur Powell Williams, licensee of KLAV Las Vegas. Commission's action also granted Williams' renewal application. Commissioners Bartley and Cox dissented. Action March 29.

FCC on March 22 sent letters to WGSM Radio Inc., licensee of WGSM Huntington, and Nassau Radio Corp., licensee of WGBE Freeport, both Long Island, stating that investigation of their joint programming and sales activities had revealed no violation of commission rule or policy. Investigation had been undertaken following receipt of complaint that their combination advertising rates and joint news programming were inconsistent with commission policy. Commission found that since the two stations do not serve substantially same area their combination advertising rates are not inconsistent with policy enunciated in commission's public notice of Jan. 30, and that although stations engage in joint news coverage, "the stations have in fact been operated independently in that each licensee has control over its programming and other operations." However, commission reminded these, and all other licensees, that "extreme care should be exercised in submitting statements to the commission to ensure that no direct or implied misrepresentation is made and that no significant information is omitted." Commission informed WGBE and WGSM that in view of their failure to meet this standard of care in statements made in their original application for assignment to them of stations, "this letter will be placed in your file as part of your

record as a licensee." Action was taken by commission en banc, by Commissioners Hyde (chairman), Lee, Cox, Loevinger and Johnson, with Commissioner Bartley dissenting. Ann. March 23.

Office of opinions and review granted petition by the Broadcast Bureau for extension of time to March 27 to file response to petition by Harriman Broadcasting Co. (WXXL), Harriman, Tenn., to enlarge issues (Doc. 17255). Action March 22.

WENO Madison, Tenn.—FCC dismissed, as patently defective under Sec. 1.566(a) of rules, application for mod. of license to change station location to Nashville. Action March 28.

Office of opinions and review granted petition by Broadcast Bureau for an extension of time to March 23 to file responsive pleadings to petition by Northwest Broadcasters Inc. (KBVU), Bellevue, Wash., and Merton and Tishelle Glant for reconsideration (Docs. 16609-10).

ACTIONS ON MOTIONS

Hearing Examiner Thomas H. Donahue on March 27 in proceeding on AM application of Allen C. Bigham Jr., for renewal of license of KCTY Salinas, Calif., issued notice that hearing scheduled for April 11, will be held in Federal building, 100 West Alisal Street, Salinas, Calif. (Doc. 16769). On March 28 in proceeding on AM renewal application of Allen C. Bigham Jr. (KCTY), Salinas, Calif., issued memorandum following conference that substantial amounts of fact will be stipulated and witness lists exchanged before hearing. (Doc. 16769).

Hearing Examiner H. Gifford Irion on March 24 in proceeding on applications of Brandywine-Main Line Radio Inc., for renewal of licenses of WXUR-AM-FM Media, Penn., scheduled hearing for September 11, in Media. (Doc. 17141).

Hearing Examiner Chester F. Naumowicz Jr., on March 28 in proceeding on AM renewal application of Northwest Broadcasters Inc. (KBVU), and AM application for C. P. of Bellevue Broadcasters (KFKF), both Bellevue, Wash., scheduled further prehearing conference for April 4. (Docs. 16609-10).

FINES

As result of investigation into control exercised by Chicago-area broadcasting stations over their foreign language programming, commission on March 22 took following actions: (1) Authorized public notice reminding all broadcast licensees of their obligation to familiarize themselves with content of, and exercise control over, all programs including those in foreign languages. (2) Authorized letters of admonition to twelve AM or FM's and one TV station in Chicago area regarding lack of knowledge of or control over foreign language programs. Stations are WCIU-TV, WCRW, WEAW, WEBH (FM), WEDC, WJOB, WLNR-FM, WLTH, WOPA, WSBC, WTAQ, WYCA-FM and WXRT-FM. (3) Issued notices of apparent liability to following Chicago-area stations in listed amounts (all were issued for failure to file time-broker contracts except that sent to WEBH (FM), which was for that violation of rules as well as several others, including many kinds of logging violations, sale of time to political candidates at different rates and failure to maintain a record of requests for time by political candidates): WCRW Chicago, \$1,000, WEBH (FM) Chicago, \$5,000, WEDC Chicago, \$1,000, WJOB Hammond, Ind., \$1,000, WLTH Gary, Ind., \$500 and WTAQ LaGrange, Ill., \$1,000. Action by commission en banc March 20. Commissioner Wadsworth absent.

Commission issued notice of apparent liability in amount of \$4,000 to WSIV Inc., licensee of WSIV Pekin, Ill., for operation during critical hours with excessive power, operation of station by an improperly licensed operator, false entries in operating log and failure to maintain complete operating log. Action March 29.

By memorandum opinion and order, commission (1) denied petition by Federated Publications Inc., former owner of WMRI Inc., licensee of WMRI-AM-FM Marion, Ind., for reconsideration and affirmed in all particulars its order of Jan. 11 which imposed forfeiture of \$2,500 against Federated for failure to comply with commission's rules concerning sponsorship and station identification; and (2) dismissed Federated Publications' petition for remission and mitigation of forfeiture. Commissioner Bartley abstained from voting; Commissioner Johnson not participating. Action March 23.

CALL LETTER ACTIONS

KULA, Hercules Broadcasting Co. of Hawaii Ltd., Honolulu. Granted KKUA.
 WXHR, WKBG Inc., Cambridge, Mass. Granted WCAS.
 WFGM, WFGM Inc., Fitchburg, Mass. Granted WFGI.

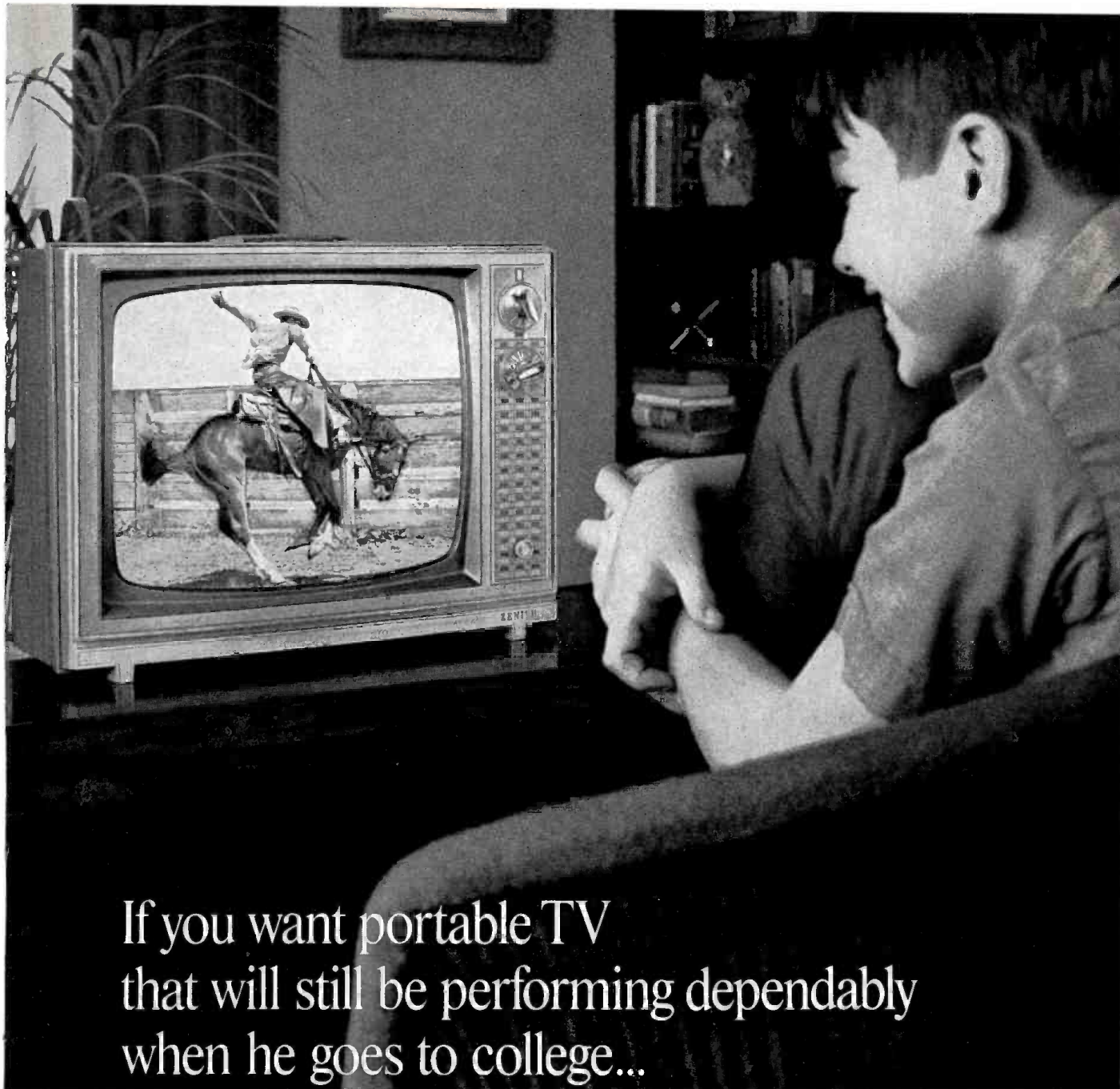


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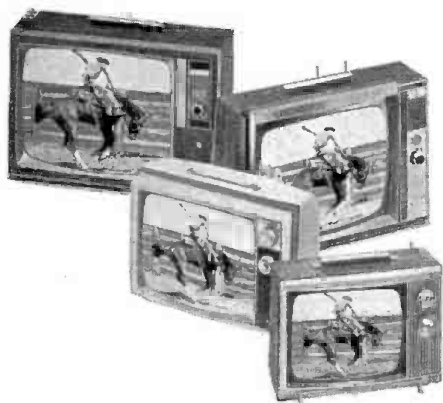
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New FM stations

APPLICATIONS

Mt. Pleasant, Iowa—Mt. Pleasant Radio Co. Seeks 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 201 ft. P. O. address: c/o J. T. McCabe, Harlan House hotel, Mt. Pleasant. Estimated construction cost \$27,186.40; first-year operating cost \$24,000; revenue \$30,000. Principals: Vern A. McDonough (25%), James J. Delmont, Frank J. Herges (each 30%), et al. Mr. McDonough is 19% owner of new AM application in Chariton, Iowa. Mr. Delmont is 25% owner of new AM application in River Falls, Wis. and 20% owner of new AM application in Chariton, Iowa. Mr. Herges is 25% owner of new AM application in River Falls and 7% owner of new UHF application in Rochester, Minn. Ann. March 24.

Rockland, Me.—Knox Broadcasting Inc. Seeks 93.5 mc, ch. 228A, 3 kw. Ant. height above average terrain 169.86 ft. P. O. address: 415 Main Street, Rockland 04841. Estimated construction cost \$4,250; first-year operating cost \$500; revenue \$1,000. Principals: Applicant owns WRKD Rockland. Carleton D. Brown, president. Mr. Brown is president of Kennebec Broadcasting Co., licensee of WTVL Waterville, Me. (see below); 24 shares of Community Broadcasting Service which owns all stock of Community Telecasting Service, licensee of WABI-TV Bangor; Aroostook Broadcasting Corp., licensee of WAGM-AM-TV Presque Isle, and Hildreth Broadcasting Co., licensee of WPOR Portland, all Maine. With the exception of Aroostook, Mr. Brown is officer and director of above listing, and director of *WCBB(TV) Augusta, Me. Ann. March 23.

Waterville, Me.—Kennebec Broadcasting Co. Seeks 98.3 mc, ch. 252A, 3 kw. Ant. height above average terrain 220 ft. P. O. address: 36 Silver Street, Waterville 04901. Estimated construction cost \$3,750,000; first-year operating cost \$500; revenue \$1,000. Principals: Applicants owns WTVL Waterville. Carleton D. Brown, president. See Rockland, Me. above. Ann. March 23.

Waltham, Mass.—Brandels University. Seeks 91.7 mc, ch. 219, 0.039 kw. Ant. height above average terrain DNA. P. O. address: Brandels University, Waltham. Estimated construction cost \$3,440; first-year operating cost \$3,500; revenue none. Principle: S. Leonard Singer, director, academic communication. To be administered by board of trustees. Ann. March 24.

Jefferson City, Mo.—Jerrill A. Shepherd. Seeks 106.9 mc, ch. 295, 50 kw. Ant. height above average terrain 540 ft. P. O. address: 300 West Reed, Moberly, Mo. 65270. Estimated construction cost \$61,599; first-year operating cost \$90,000; revenue \$90,000. Principals: Mr. Shepherd (100%) is 100% owner of KWIX Moberly, 99% owner of KHMO Hannibal, 30% owner of KWIK-KOLD Inc., 100% owner of KRES Moberly, all Missouri and 40% holder of data processing corporation. Ann. March 27.

Vermillion, S. D.—Siouxland Broadcasting Inc. Seeks 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 243 ft. P. O. address: 119 East Main Street, Vermillion. Estimated construction cost \$14,000; first-year operating cost \$6,000; revenue \$10,000. Principals: Theodore J. Dolney and R. E. Macy (each 49.6%), et al. Siouxland is permittee of AM in Vermillion filed Jan. 18, 1966. Mr. Dolney is president of Siouxland and lawyer. Mr. Macy is vice president of Siouxland and general manager of Macy Trucking Inc., manager of transportation company and sole owner of lumber com-

pany and antique car restoring enterprise. Ann. March 24.

Athens, Tenn.—John P. and Julia N. Frew d/b as 3 J's Broadcasting Co. Seeks 98.3 mc, ch. 252A, 3 kw. Ant. height above average terrain 156 ft. P. O. address 14 Decatur Pike N.W., Athens 37303. Estimated construction cost \$4,375; first-year operating cost \$1,000; revenue \$2,000. Principals: Applicant owns WYXI Athens. Ann. March 23.

FINAL ACTIONS

Cullman, Ala.—Kenneth E. Lawrence. Broadcast Bureau granted 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 155 ft. P. O. address: 214 First Avenue, East Box 61 35055. Estimated construction cost \$7,200; first-year operating cost \$5,183; revenue \$12,480. Principal: Mr. Lawrence owns and manages Lawrence Communications, which services and installs electronic equipment. Action March 23.

Honolulu—Pacific Broadcasting Inc. FCC granted 93.1 mc, ch. 226, 52 kw. Ant. height above average terrain minus 126 ft. P. O. address: 1543 Kapiolani Blvd., Honolulu 96814. Estimated construction cost \$46,440; first-year operating cost \$32,000; revenue \$34,000. Principals: Cecil L. Heftel, president. Mr. Heftel has interest in KGMB-AM-TV Honolulu and KPUA-AM-TV Hilo, both Hawaii. Action March 29.

INITIAL DECISIONS

■ Commission gives notice that Jan. 31 initial decision which looked toward granting application of David Joseph Kittel for CP for new FM to operate on ch. 272 (102.3 mc; 3 kw(H) and 3 kw(V), 300 ft.), at Wilmington, Ohio (Doc. 16893; BPH-5423), became effective March 22, pursuant to Sec. 1.276 of rules. Action March 28.

■ Hearing Examiner H. Gifford Iron issued initial decision looking toward granting application of Roy C. Nelson, Fred P. David, William E. Hale and C. M. Taylor, d/b as Lynn Mountain Broadcasting, Elizabethton, Tenn., for FM frequency of 99.3 mc/s, ch. 257, and denying application of WBEJ Inc. for same facilities in Elizabethton. (Docs. 16794-95). Action March 27.

■ Commission gives notice that Jan. 31 initial decision which looked toward granting application of McQueen Inc. for CP for new class A FM in Dyersburg, Tenn., to operate on ch. 261 with effective radiated power of 3 kw, and denying application of State Gazette Broadcasting Co. for same facilities (Docs 16531-2, BPH-4430, 4480), became effective March 22, pursuant to Sec. 1.276 of rules. Action March 28.

OTHER ACTIONS

■ By order, commission denied request for waiver of mileage separation requirements of Sec. 73.207(a) of rules and returned application of Gardens Broadcasting Co. for new FM to operate on ch. 283 (104.5 mc) at West Palm Beach, Fla., and also granted petition of WJNO Radio, an applicant for FM channel, for such denial. Action March 29.

■ Review board in Monmouth, Ill., FM broadcast proceeding, Docs. 16944-5, dismissed second petition for enlargement of issues, filed Feb. 10 by Prairieland Broadcasters. Board Member Nelson not participating. Action March 24.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on March 22 in proceeding on FM applications of Jones T. Sudbury and Northwest Tennessee Broadcasting Inc., both Martin, Tenn., granted petition of applicant Jones T. Sudbury and continued hearing from March 27

to May 22, and also scheduled further prehearing conference for March 27. (Docs. 16655-56).

■ Hearing Examiner Forest L. McClennan on March 21 in proceeding on FM applications of News-Sun Broadcasting Co., Waukegan, Ill., et al., scheduled procedural dates and continued hearing from April 28 to June 21. (Docs 13292, 13940, 17242).

■ Hearing Examiner Elizabeth C. Smith on March 22 in proceeding on FM applications of BBPS Broadcasting Corp. and Scott Broadcasting Co. of Pennsylvania Inc., both Ellwood City, Pennsylvania, rescheduled hearing from March 28 to April 13. (Docs. 16861, 16863). And in proceeding on FM applications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc., both Slidell, Louisiana, rescheduled prehearing conference from March 29 to April 25, and continued hearing scheduled for April 25, without date (Docs. 17261-62).

RULEMAKING PETITIONS

Franklin, Ind. Howell B. Phillips—Request amendment of rules to assign class A ch. 257A to Aurora, Ind. Ann. March 24.

Murfreesboro, N. C. WWDR—Requests institution of rulemaking proceeding for purpose of assigning FM ch. 252A to Murfreesboro. Ann. March 24.

Sumnerfield, Okla. V. F. Nowlin—Requests amendment of rules to include a class C FM ch. for Poteau, Okla. as follows: Poteau, present 252A, proposed 282, 252A. Ann. March 24.

CALL LETTER APPLICATIONS

■ KDHL Broadcasting Co., Faribault, Minn. Requests KDHL-FM.

■ Jomac Jackson Corp., Jackson, Miss. Requests WFXM(FM).

CALL LETTER ACTIONS

■ Meroco Broadcasting Co., Greeley, Colo. Granted KGRE(FM).

■ Paris-Bourbon County Broadcasting Inc., Paris, Ky. Granted WFDE-FM.

■ Jackson Parish Broadcasters, Jonesboro, La. Granted KTQC-FM.

■ Bi-County Broadcasting Corp., Clare, Mich. Granted WCRM-FM.

■ Gateway Broadcasting Inc., Yazoo City, Miss. Granted WJNS-FM.

■ Eastern L. I. Broadcasters Inc., Sag Harbor, N. Y. Granted WLNG-FM.

■ Laubach Radio Properties Inc., Charleroi, Pa. Granted WESA-FM.

■ Broadcasting Corp. of Southwest, Sinton, Tex. Granted KCTA-FM.

■ Turner Broadcasting Corp., Terrell Hills, Tex. Granted KBUC-FM.

■ Fond du Lac County Broadcasting Co., Fond du Lac, Wis. Granted WFON(FM).

Existing FM stations

FINAL ACTIONS

KSRT(FM) Tracy, Calif.—Broadcast Bureau granted license covering new FM. Action March 23.

WJBR(FM) Wilmington, Del.—Broadcast Bureau granted license covering change ERP to 50 kw. Action March 22.

WXBR(FM) Cocoa Beach, Fla.—Broadcast Bureau granted renewal of license conditioned upon consummation of assignment to Radio Fitchburg Inc. and resumption of station operation no later than June 1. Failure to meet this condition will render grant null and void and will cause renewal application to revert to pending status. See ownership actions. Action March 23.

KCIM-FM Carroll, Iowa—Broadcast Bureau granted license covering new FM. Action March 23.

WNNJ-FM Newton, N. J.—Broadcast Bureau granted license covering change ERP to 5 kw. Action March 22.

WXOL(FM) Glens Falls, N. Y.—Broadcast Bureau granted mod. of CP to change ERP to 670 w, and increase ant. height to 570 ft., Sec. 73.210(a)(2) of rules waived with respect to location of main studio. Action March 23.

WVIP-FM Mount Kisco, N. Y.—Broadcast Bureau granted license covering increase in ERP to 460 w. Action March 22.

WEWO-FM Laurinburg, N. C.—Broadcast Bureau granted license covering increase ERP to 19.5 kw, decrease ant. height to 180 ft. Action March 23.

WORO(FM) Corozal, P. R.—Broadcast Bureau granted mod. of CP to increase ERP to 50 kw; increase antenna height to 1,030 ft. Action March 27.

WESC-FM Greenville, S. C.—Broadcast Bureau granted license covering increase ERP to 36 kw. Action March 22.

KZFM(FM) Corpus Christi, Tex.—Broadcast Bureau granted license covering change of ERP to 41 kw. ant. height to 320 ft. Action March 23.

WKWK-FM Wheeling, W. Va.—Broadcast Bureau granted CP to decrease ant. height to 460 ft.; condition. Action March 28.



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■ Broadcast Bureau granted licenses covering following new FM's: *KCBL-FM Greeley, and KVMN (FM) Pueblo, both Colorado; KRFO-FM Owatonna, Minn., and KWFR-FM San Angelo, Tex. Action March 22.

OTHER ACTIONS

■ Commission granted applications of Pacific Foundation for renewal of licenses of FM stations KPFA and KPFB Berkeley, and KPFB Los Angeles, both California, for remainder of regular license period expiring Dec. 1, 1968. Action March 23.

■ By order, commission denied a request by Boone Biblical College for waiver of Sec. 73.207 (a) of rules (mileage separation requirements), and returned application to change facilities of its station KFGQ-FM Boone, Iowa. Action March 29.

■ By order, commission denied request for waiver of Sec. 1.573 [note(c)(2)] of rules by Fordham University, New York, which sought to increase facilities of its noncommercial educational station WFUV-FM and returned application because of interference which would be received by station within proposed 1 mv/m contour. Action March 29.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on March 27 in proceeding on FM application of San Fernando Broadcasting Co. (KSFV), San Fernando, Calif., scheduled further prehearing conference for June 5, and continued without date hearing presently scheduled for May 1, in San Fernando, Calif. (Doc. 17198).

■ Hearing Examiner Elizabeth C. Smith on March 22 in proceeding on FM application of KQXI Arvada, Colo., granted motion of applicant and continued procedural dates including hearing from April 12 to April 25. (Doc. 14817).

RULEMAKING PETITIONS

Dallas, Dallas Collins Radio Co.—Request to amend or augment pertinent portions of part 73 of rules and regulations governing operation of FM stations, to authorize use of unattended, automatic, self-monitored transmitting equipment. Action March 24.

CALL LETTER APPLICATIONS

■ WJOI-FM, WJOI Radio Inc., Florence, Ala. Requests WQLT(FM).

■ WBEL-FM, Salter Broadcasting Co., South Beloit, Ill. Requests WRWC(FM).

CALL LETTER ACTIONS

■ WBNE-FM, Music Service Corp., Fitchburg, Mass. Granted WFMP(FM).

Translators

ACTIONS

Wells, Nev. City of Wells—Broadcast Bureau granted CP for a new VHF TV translator to operate on ch. 7 by rebroadcasting programs of KSL-TV (ch. 5) Salt Lake City. Action March 24.

K08AI St. Regis, Mont.—Broadcast Bureau granted assignment of VHF TV translator station license to St. Regis TV Tax District. Action March 22.

■ Broadcast Bureau granted Southern Oregon Broadcasting Co., Applegate Valley, Ore., CP for new VHF TV translator to operate on ch. 4, to serve Applegate Valley, by rebroadcasting programs of KTVM(TV), ch. 5, Medford. Action March 23.

CATV

APPLICATIONS

Rollins Inc.—Requests distant signals from WNEW-TV, WOR-TV, WPIX(TV), WCBS-TV, WNBC-TV and WABC-TV, all New York, and *WNBT(TV) Newark, N. J. to Wilmington, Del. Ann. March 23.

Lebanon Valley Cable TV Inc.—Requests distant signals from WKBS-TV, WIBF-TV and WPHL-TV, all Philadelphia to Cleona borough, Pa. Ann. March 23.

Lebanon Valley Cable TV Inc.—Requests distant signals from WKBS-TV, WIBF-TV and WPHL-TV, all Philadelphia to North Lebanon township. Ann. March 23.

OTHER ACTIONS

■ By order in Doc. 17171, commission denied petition for reconsideration filed March 20, by Valley-Vision Inc. of Placerville, Calif. Petitioner had requested that hearing on commission's order that it show cause why it should not cease and desist from carrying distant signals be deferred until its waiver petition has been acted on or that immediate decision be made on its requested waiver. Commissioner Bartley dissented and issued statement. Action March 29.

■ Review board in Russell, Kan., CATV proceeding, Docs. 17181-83, at request of petitioners, dismissed motion to modify issues filed March 8 by United Transmission Inc., KAYS Inc. and Cobb & Associates Inc. Action March 27.

■ Review board in Albuquerque, N. M., CATV proceeding, Doc. 17164, granted petition filed March 20 by WGAL Television Inc., and extended time for responding to petition to enlarge issues filed by Vumore Company on March 13 to ten days after commission rules on motion to set aside its order of hearing, filed March 3, by WGAL. Action March 23.

■ Review board in Cleveland, Tenn., CATV proceeding, Docs. 17065-66, denied petition to enlarge issues filed Jan. 25 by Rust Craft Broadcasting of Tennessee Inc., and denied as moot motion to dismiss foregoing petition, filed on Feb. 1 by Multivision Northwest Inc. Action March 27.

ACTION ON MOTIONS

■ Hearing Examiner Basil P. Cooper on March 23 in proceeding in matter of cease and desist order to be directed against Cable Television Co. of Illinois, Fairbury, Ill. (CATV), granted motion of Cable Television and continued without date prehearing conference scheduled for March 24 and hearing for April 3, awaiting action by commission on presently pending petition to terminate proceeding (Doc. 17280).

■ Hearing Examiner Chester F. Naumowicz, Jr., on March 23 in proceeding in re petitions (CATV) by General Electric Cablevision Corp., Van Buren, et al., and applications of Eastern Microwave Inc., Van Buren, and Eastern Microwave Inc., Camillus, all New York, scheduled hearing for July 6. (Docs. 17131-36).

■ Hearing Examiner Elizabeth C. Smith on March 22 in proceeding in re United Transmission Inc., Russell, Kan. (CATV), et al., rescheduled further prehearing conference from March 29 to April 10. (Docs. 17181-83).

Ownership changes

APPLICATIONS

KJST Joshua Tree, Calif.—Seeks assignment of CP from Marion U. Moore to Desert Metropolitan Broadcasting Co. for \$14,771.87. Principals: David E. Roberts, general part-

ner, plus limited partners Dr. Richard Siggers, Drs. Christel J. and George J. Wittenstein, Dr. T. A. Horsley and William L. Ewald. Ann. March 29.

KQCY Quincy, Calif.—Seeks assignment of license from John Harvey Boyd Sr. to A. E. Miller, trustee in bankruptcy. Ann. March 29.

Denver—Seeks assignment of CP which authorized new TV (ch. 20) to Harcourt Brace & World Inc. to Harbon Broadcasting Co. for \$6,160.26 which is considered one-half of expenses incurred by assignor in securing grant. Harbon Broadcasting is jointly owned by Harcourt, Brace & World and Denver Post. Harcourt, Brace & World is two-thirds owner of Harbinger Broadcasting Co., holder of CP for new UHF in Augusta, Ga., and is applicant for new UHF's in Portland, Ore.; Rochester, N. Y. and Phoenix, Ariz. Other third of Harbinger Broadcasting is owned by Home State Farm Publications Inc., publisher of *Ohio Farmer*, *Kansas Farmer*, *Michigan Farmer*, *Pennsylvania Farmer*, and *Missouri Ruralist*. Home State Farm Publications is applicant for 1380 kc in St. Louis and is participant in interim operation of KWK that city. Harbinger Broadcasting is applicant for UHF in Salt Lake City. *Denver Post* is 20% owned by S. I. Newhouse and family (Newhouse Broadcasting, group broadcaster). William J. Jovanovich is president and chairman of Harcourt, Brace & World. Ann. March 24.

WBRY Waterbury, Conn.—Seeks transfer of control from Kenneth A. Wood Jr. et al to Daniel Silberg a/k/a Danny Stiles. Principals: Mr. Silberg is announcer at WNJR Union N. J., 50% partner in real estate investments and has 33 1/3% interest in apartment house. Consideration \$225,000. Ann. March 29.

WGSB Geneva, Ill.—Seeks transfer of control from Robert A. and Ralph T. Buehman, Fox Valley Broadcasting Corp., to Dolph Hewitt and Associates Inc. Principals: Mr. Hewitt, president and treasurer (94%), Harry Campbell, vice president and director and Norbert A. Drake, secretary and director (each 3%). Mr. Hewitt is under contract as producer-director of talent of WGN Chicago, and has 25% interest in Farm Belt Radio Inc., licensee of WIXN-AM-FM Dixon, Ill. Mr. Campbell is 25% owner of KCFI Inc., licensee of KCFI Cedar Falls, Iowa, and president and 25% owner of Farm Belt Radio Inc. Mr. Drake is attorney, administrator at North Central College, and 25% owner of Farm Belt Radio Inc. Consideration \$146,800. Ann. March 23.

WKQV Sullivan, Ind.—Seeks transfer of control from H. W. Wells and Elmer L. Kelley Jr. to Earl and Ruth Engle, joint tenants. Principals: Mr. Engle is WKQV's general manager. Mrs. Engle is doctor's assistant. Consideration \$23,000. Ann. March 29.

KJFJ Webster City, Iowa—Seeks assignment of license from Triangle Broadcasters Inc. to Nachusa Corp. for \$152,000. Principals: Robert E. Shaw trust and Benjamin T. Shaw trust (each 50%). Nachusa Corp. has indirect relationship with Webster City Publishing Co., publishers of daily newspaper. Robert E. and Benjamin T. Shaw are trustee-beneficiaries. In addition, they are co-trustees of Mable S. Shaw trust which holds 100% of voting stock of B. F. Shaw Printing Co., which is 80% owner of Webster City Publishing Co. Ann. March 29.

KTLD Tallulah, La.—Seeks assignment of license from Howard E. Griffith to Sco-Kim Inc. for \$100,000. Principals: Walter M. Scott III, secretary and treasurer (50%) and Chris C. Jr. and Valerie W. Kimbell (49% and 1%, respectively). Mr. Scott has interest in farming and cattle, is owner of rental property and has interest in woodland and oil leases. Mrs. Kimbell is teacher and reading specialist. Ann. March 29.

WSJR Madawaska, Me.—Seeks assignment of license from Vaughn P. Currier and Melvin R. Aungst, partners, to Melvoc Inc. All assets of partnership business are being transferred to corporation and constitute consideration for interest assigned: Mr. Currier (63% before, 62.6% after); Mr. Aungst (37% before, 36.8% after); Mrs. Lois M. Currier and Mrs. Miriam P. Aungst (each 0% before, 0.3% after). Ann. March 29.

WGTC-TV St. Paul—Seeks assignment of license from Associated Television Corp to Continental Associated Television Corp. Assignee wishes to assign CP for station to assignor, a corporation with authorized capitalization of \$300,000, and to maintain control of station by subscribing to \$180,000 of capital stock of Continental, payable in cash and services. No other consideration for assignment involved. Principals: Vincent

(Continued on page 178)

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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 Management

Managing editor. #2 man on 11 man staff for European assignment in radio news writing and broadcasting. Considerable experience in both phases essential. Managerial experience helpful. Send resume immediately. Box C-248, BROADCASTING.

While in Chicago telephone DE 2-4200 and arrange to meet principals for important managerial position.

Want to be in business for yourself? Chapman Associates, station brokers, offers such an opportunity along with training and team work help. Requirements are sales experience, age under 40 for learners, clean character record. Contact Paul H. Chapman at NAB Convention Pick-Congress or Chapman Associates, 2045 Peachtree, Atlanta Ga. 30309.

Help Wanted—Sales

Old established, financially sound, quality medium market, fast growing radio station needs key salesman; salary \$800.00 monthly guaranteed plus commissions. One good staff announcer, \$100.00 weekly. Good copywriter-account service man or woman \$100.00 weekly. All jobs plus sick leave with pay, ten days paid vacation, and hospital and life insurance. Send complete details, photo, personal and experience data, audition tape, will return. Box C-286, BROADCASTING.

If you've "Had It" with the "Big Time," if you're tired of the rat race, if you're looking for relief from pressure . . . We have a little station in suburbia that could be your "settling" influence . . . And still within forty minutes dual lane of two large metropolitan areas. Central Atlantic location . . . less than forty hour week . . . Experienced professionals that still enjoy local programming. If you like to sell . . . Great! Good salary . . . plus commission on sales. Replies confidential. Box D-34, BROADCASTING.

Michigan medium market, Detroit area—outstanding opportunity for aggressive local salesman to make \$10,000 plus and move into management. Box D-60, BROADCASTING.

New England suburban station near major market looking for aggressive local radio sales force and sales manager. Part of major broadcasting organization. Send resume and sales record to Box D-69, BROADCASTING. Equal opportunity employer.

Talk to me! Sales opportunity. Salary plus. KFRO, Longview, Texas 75601.

Live in sunny California, young progressive station just switched to country music needs Salesmen, Combo-sales-DJs, first phone engineers, immediate openings. Call, write or wire KJAY Sacramento, California.

Tacoma—Professional radio salesman—proven track record—management capability—high income bracket—rush resume to—KMO—Tacoma, Washington.

Wanted: Good morning man who can also sell and service accounts, and do some production. Good references necessary. Also need good beginning announcer who wants to learn. Send tape and resume, to Ken Willard, KWHK, Hutchinson, Kansas 67501.

Altoona, Pa., leading station creating sales training program, salary, commission, expenses, benefits. Contact William Jaeger, WFBG, Commerce Park, Altoona, Pa.

Sales—(cont'd)

Like small market radio selling? For a fulltimer? In a two-station county of 70,000? Like working for a big company? Good enough to be promoted to a larger job here or in another of our divisions? Write or call (your nickel) M. Bowman, Vice-president, WLFH, Little Falls, New York.

Sales-sports: Need combination of sports director and part time salesman. Junior college and high school play-by-play. Morning sports show with balance of time in sales. A good opportunity for the right man. Contact C. R. Griggs, General Manager, WVLN, Ulney, Illinois.

SORRY FOR THE INTRUSION

. . . but if you find replies to a BROADCASTING classified cluttered with "sales talk" from competitors, just consider the source. They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING Classified section is THE marketplace for everybody and everything in broadcasting.

Announcers

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.

Talented, mature Jock-newsmen: Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

Immediate need for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

Announcer with first class ticket for Eastern AM-FM small market. No rock, no roll. Send 7½ tape and experience with your reply. Box C-213, BROADCASTING.

Future opening, beautiful California community. Experienced announcer with copy and production experience. Send air check, resume. Box C-257, BROADCASTING.

Immediate opening—Top 40 DJ, newsmen \$80.00 a week—Earn while you learn—Work in market of 100,000—Northeastern New York. If you dig modern radio, we'll dig you. Send tape and resume. Box C-282, BROADCASTING.

Announcer-salesman, C-W. Needed immediately. Old established station, one of Florida's largest cities. Family man preferred. Send tape and resume. Box C-285, BROADCASTING.

New England group has excellent openings for management personnel. Must have sales, announcing and production experience. Box C-309, BROADCASTING.

Announcers—(cont'd)

No. 1 station needs announcer with 1st phone for night shift. Creative production ability important. We pay for ideas! Opening the result of a promotion. Send tape and resume to Box C-314, BROADCASTING.

Wanted: Two combination announcer-salesmen for modified Top 40 station in Oregon and Washington. Please reply Box D-18, BROADCASTING.

Major market wages, medium market living conditions for entertaining DJ with first phone—lower Michigan number one station. Keep tape till we call you. Send brief resume to Box D-61, BROADCASTING.

Small midwestern AM-FM with unique location and opportunity needs announcer copywriter immediately. Some experience necessary. Salary according to ability. Send tape, resume and salary requirements list reply. Box D-70, BROADCASTING.

Announcer wanted for evening radio, good music shift. Also a chance to do some TV work. Retirement benefits, group insurance. Contact Will Shaner, KFBC Radio-TV, Cheyenne, Wyoming.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

Opportunity for permanent, qualified staff announcer for 50,000-watt good-music station. Airmail complete details: salary, snapshot, and returnable tape to J. G. Wilson, KSWB, P. O. Box 670, Roswell, New Mexico.

Need announcer; only experienced need apply—Top 40 afternoon show—Must appeal to housewife—Send references, complete background, photo, tape. No drifters c/o Jay Sands, WAEB, Allentown, Penna. 18103.

Morning man needed. Good music format. Some experience required. Good opportunity. Send tape and resume to Max Shaffer, WDAN, Danville, Illinois.

Immediate opening for announcer with first phone. No maintenance. Liberal benefits. Send salary requirements, tape resume. Radio WEED, P. O. Box 752, Rocky Mount, N. C. 27801.

Swingin' format station in the nation's 60th largest market—Grand Rapids—needs immediately an experienced happy-sounding drive-time man. Production ability important. Good salary and benefits. Rush tape and all information to WERX Wyoming, Michigan.

First phone announcer needed immediately for daytime in suburban Hartford market. Write Manager, WEHW, Windsor, Conn. or call 203-688-6221. References required.

WKVT, Box 818, Brattleboro, Vermont looking for good music night announcer. Beginners welcomed. Send resume, tape, salary requirements to David Calef.

C&W station has opening for experienced announcer with first class ticket. Send resume to Tolliver Rivers, WJAZ, Albany, Ga.—No phone calls.

Needed immediately — middle-of-the-road morning man with 1st phone. Good permanent position with opportunity for advancement. \$150 per week, \$5.00 raise every six months, 42 hour air-shift, 48 hours total. Car necessary. Call Radio station WTOR, Torrington, Connecticut 203-489-4181.

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and news delivery. Possible sports play-by-play. Call 602-537-2345.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Help Wanted—Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First or potential first with second. Future studio construction. Maintenance. West Virginia, Ohio area. Box C-170, BROADCASTING.

1st class engineer—Music-news station. AM-FM, Southeastern Massachusetts. No board work. Excellent salary. Send details, experience. Box C-185, BROADCASTING.

1st phone operator, energetic man who would like to be chief. Experience not as important as desire to learn. Some announcing ability helpful. Start \$125 per week for 48 hours. Box C-281, BROADCASTING.

Unusual opportunity — Medium market, adult-oriented, Southeastern radio station seeks thoroughly professional, 1st ticket, announcer-engineer. Must be well versed in both announcing and engineering, with ability to assume position of "chief engineer" immediately. Daily board work also involved. Excellent starting salary, unlimited opportunity, permanent position, personal interview required. Send resume and recent picture to . . . Box D-31, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Immediate combo opening. Complete charge AM-FM engineering. Some announcing. Van Vander Ark, KFAM, St. Cloud, Minn. (612) 251-1450.

Need 1st ticket for chief. Finish degree or get additional hours at Kansas State University while working. Current chief has done this. Is leaving June 1st for home station. You'll like Manhattan, garden spot of Kansas. Lots of fishing and hunting. Lowell E. Jack, KMAN.

Immediate opening—experienced 1st phone combo. MOR. Salary open, good opportunity. WHMC, Gaithersburg, Maryland.

Opening for engineer with 1st class license. Unusual opportunity in AM-FM-MX educational operation in fine community. Attractive salary with excellent fringe benefits. WSUI-KSUI, Engineering Building, Iowa City, Iowa—Phone 353-5665.

Vacation relief engineers wanted for Radio and Television. April through October, 1967. WRC—NBC owned station in Washington, D. C. Please send resume directly to: Mr. John G. Rogers, Manager of Technical Operations, National Broadcasting Company, 4001 Nebraska Avenue, NW, Washington D. C. 20016.

Help wanted: First class or third class engineer-announcer. Immediate opening. Contact Radio Station WHSM, Hayward, Wisconsin.

WTTW/WXXW ETV Chicago now hiring summer replacement engineers for summer relief work. Contact Director of Engineering, 5400 North St. Louis or 312/583-5000.

Immediate opening, permanent position, for first class engineer. Car required. Five thousand watt day and night directional station. Send resume and salary requirements to Tom Kita, c/o WLEE Radio, P.O. Box 8765, Richmond, Virginia, no announcing.

NEWS

Combo dj-newsman for Virginia metro MOR station. Gather, write and present local news. Trainee considered. Great opportunity. 3rd required. Box D-24, BROADCASTING.

Farm director for CBS affiliate in rich agricultural territory. Send resume, audio or VTR to Doug Sherwin, KGLO, Mason City, Iowa.

NEWS—(Cont'd)

Need Immediately—Authoritative newsman capable of handling top rated telephone talk show plus news trick and sales, if interested. Contact Bob Badger, General Manager, WBAZ, Kingston, N. Y.

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 KOLT, Scottsbluff, Nebraska, 308-632-6155, immediately.

Newsman—50,000 watt popular music station in major market. Strong on-air man with first phone. Must be aggressive, write and deliver with authority. Prefer format experience. Excellent salary. Rush tape and resume to WDGJ Radio, Box 6608, Minneapolis, Minnesota. (A Storz Station).

RADIO

Situations Wanted—Management

Mature, family man., experienced all phases, most market sizes. First class license. I'm particular, too, only adult operation, public relations minded, located in South. Box C-275, BROADCASTING.

Experienced couple desires management of South or Southwest station any size market. Box D-7, BROADCASTING.

Talent . . . 9 years medium market announcer, program director, administrator, seeking better conditions. University graduate, veteran, family . . . 5 figures . . . not east. Box D-22, BROADCASTING.

Attention Florida Stations: Need manager with excellent track record to rebuild or improve your station operation? Currently employed; wants change to year-round warm climate. Box D-33, BROADCASTING.

General Manager 14 successful years. Adept all phases small market radio. First phone. Experienced supervising and training all personnel. Put two stations on air. Operating cost conscious. Sober, sincere, family, no hurry. Box D-43, BROADCASTING.

Your management offers opportunity, power station in good sized market. You expect increased billing and market acceptance. You're looking for ideas, enthusiasm, dedication from an excellent sales person; experienced in Broadcasting, sales management, station management, advertising. Presently several years sales, major market. May we discuss this now. Box D-67, BROADCASTING.

Situations Wanted—Announcers

DJ, tight board, strong news, commercials, happy sound. Box C-109, BROADCASTING.

Female first phone, DJ, MOR, news, commercials, copy, programing, production-minded. Open personality, (non prima-donna) 4 yrs experience. Box C-219, BROADCASTING.

Experienced announcer with first phone seeks permanent position, willing to relocate. Box C-259, BROADCASTING.

Announcer. . . Presently ad salesman and announcer. AFN Europe experience. Want Radio or TV. Qualified MOR or personality. Prefer metro market. Excellent references, six years experience. Box C-287, BROADCASTING.

Eastern seaboard: Contemporary VIP, want good market, dollars. Young, 3 years commercial, major—N.Y.C., 3rd endorsed. Box C-268, BROADCASTING.

Available for N.Y.C. or L.A. area—experienced girl. Primarily interested in air work. Smooth, mature voice. 3rd endorsed. Box C-287, BROADCASTING.

Combo—1st eng./annr. C&W/MOR. \$125. Northern Calif. please. Box C-288, BROADCASTING.

Top 20 market personality jock tired of time, temp, and flip cards. Give me a chance to prove myself in your 40 personality format. We'll both be satisfied Box C-316, BROADCASTING..

Announcers—(cont'd)

Young beginner, b'cast school grad. DJ announcer, lite experience, reliable, dependable, 3rd, married Negro. Box D-2, BROADCASTING.

Brunette broadcasts brilliantly. Desires position DJ-News-caster. College degree, 3rd endorsed, some experience. Box D-9, BROADCASTING.

Negro lady DJ/announcer with some experience. Beautiful voice and definitely different. Third class endorsement. Will relocate. Box D-10, BROADCASTING.

Available in August, 1st phone, 3 years experience, single honorable discharge, own car. Box D-11, BROADCASTING.

Would like announcing position in reputable station in Southern metropolitan area. Am single, 22, have completed military active duty. Four years experience in announcing, production, copy writing and programing. Box D-13, BROADCASTING.

Morning man, 3rd, experienced, relocate anywhere—Prefer Southwest, Military complete, married, presently employed. Write, Box D-16, BROADCASTING.

1st phone beginner, training in dj announcing and newscasting. Will work as 3rd phone or temporary, in New York City area or 100 miles from vicinity. No car. Box D-19, BROADCASTING.

Combo man desires position with country music station. Mature, reliable. No maint. Available May 1, 1967, Box D-29, BROADCASTING.

Young, married, draft exempt, announcer, PD, with first ticket, available May 1st. Will send resume, air check, references . . . Box D-30, BROADCASTING.

Experienced announcer first phone desires position with MOR station. Mature voice and approach. Prefer metropolitan area. Military obligation completed. Box D-36, BROADCASTING.

Veteran C&W DJ—salesman will relocate in Florida. Salary plus sales with commission. Now with 50 kw north. Family man—dependable references. Box D-38, BROADCASTING.

DJ, announcer, dependable, married, will relocate. No loafer or prima donna. Box D-40, BROADCASTING.

Uptown C&W jock pd experience—10 years radio—family—wants to settle—no ticket. Phone Ron Kitson 419-353-2744, (or Box D-41, BROADCASTING.

Ambitious DJ desires summer work. College student, 3rd endorsed. Prefer Top 40 or MOR. Box D-42, BROADCASTING.

Personality morning man— salesman w/1st making \$175, seeks advancement. Box D-44, BROADCASTING.

Wanted: Quality station that values skills and good references, and wants sportscaster (27) with diversified experience, degree, family. Box D-51, BROADCASTING.

Sportscaster, experienced, professional, play-by-play. College. Family. Box D-52, BROADCASTING.

First phone! Adult night shift. Will relocate. Professional audience. Positively no maintenance. Married. 201-227-1103. Box D-54, BROADCASTING.

Zap! Crunch! Pow! Wham! High camp top 40 personality First phone! College graduate! Experienced! Programing-music directorship capabilities! Contact Bruce Wayne, Box D-55, BROADCASTING.

Young Negro DJ. Draft exempted. Tight on board. Professional training. 1½ college. 3rd endorsed. Work anywhere. Box D-64, BROADCASTING.

Announcer—New England, beginner, 3rd endorsed—Broadcast school grad.—Call 203-323-8704 or write Box D-68, BROADCASTING.

HARK!!! available immediately . . . Top 40 jockey experience in top fifty markets . . . first phone . . . 614-363-5884 or Box 461, Delaware, Ohio.

Announcers—(cont'd)

Graduate-radio school . . . Hard worker . . . veteran . . . Scott Stevenson . . . Phone 525-2818 . . . Duluth, Minnesota

West Coast, beginner, professionally trained, experienced, studying for first, service completed, 503-363-4020.

First phone, MA, teacher desires summer job, good voice, music expert, reliable, box 1361, San Pedro, Calif.

Available June. . . Experienced announcer, sportscaster, program director. . . College graduate . . . draft exempt . . . third endorsed. . . Gary Yarus, Box 659 Morehead State University, Morehead, Ky.

Technical

First phone beginner, white, age 42, and free to travel. 18 months formal training Radio-TV, etc. Desire position in Florida or Southeast only. Box C-238, BROADCASTING.

Available in August, 1st class experienced maintenance engineer—single, honorable discharge, own car. Box D-12, BROADCASTING.

25 years broadcasting engineer, age 45, married. Directional experience. Wants chief engineer, Midwest, Iowa, Nebraska, preferred. Box D-17, BROADCASTING.

Eng/Anncr Sales/music, cont & pd. 25 years old, 5½ years experience, draft free, worked the million markets, aggressive youthful but with mature approach. Desire position in south from manager to announcer, Tape, picture and resume available. Write Box D-21, BROADCASTING. Presently employed.

Versatile engineer, tech school graduate, also experienced in other facets of station operation. For resume write Box D-49, BROADCASTING.

Beginner desires to learn maintenance. Experienced announcer. Will relocate. Bob Wilson, 749 MacDonough Street, Brooklyn, New York GL 3-8267.

NEWS

Effective newsman—awards prove it. Large Eastern, midwestern stations. Box D-14, BROADCASTING.

Experienced newsman. College graduate. Strong on gathering and writing. Average voice. Hard working, dependable. Box D-45, BROADCASTING.

Experienced newsman, sidetracked six years present job as announcer-newsman, desires opportunity to specialize news again. Box D-47, BROADCASTING.

Production—Programing, Others

Looking for program directorship in small to medium market. Six years experience in top 100 markets. One year in top 20 market. Single, draft deferred. Box C-315, BROADCASTING.

Marketing student seeks summer experience. Any department. Third D.C. area. Box D-4, BROADCASTING.

Production/operations manager. Young, aggressive, executive, with heavy background in remote, sports and commercial production in medium and major markets. Experienced in all phases of TV operations. Runs tight, well-organized departments. Excellent references. Box D-26, BROADCASTING.

Pro-9 years, seeks PD, sports, news, West Coast, college, married, military. Box 1363, San Luis Obispo, California.

The Heavyweights are here. Sock it to your competition with our top quality custom cut productions, contests & commercials. Free demo tape. LA air checks, any station any time, \$7.50. Aircheck critique service, \$5.00. Heavyweight Productions, Box 682, Hollywood 28, Calif. (213) Hollywood 9-5838.

Pro for hire, 6 years experience . . . all phases . . . Excellent commercial delivery . . . College graduate . . . Married . . . Presently employed . . . Mornings or afternoons . . . Radio or television. 607-RA 4-1734.

TELEVISION—Help Wanted

Management

General manager with strong national sales experience wanted by Northeastern station. Great potential with new ownership. Stock options. All replies confidential. Send resume to: Box C-236, BROADCASTING.

Sales

Channel 13-Seattle/Tacoma has opening for two aggressive salesmen. If you can sell and want a real opportunity in Pacific Northwest TV, send resume, requirements and when available to Bill Burden, Sales Mgr., KTVW Tacoma, Washington.

Announcers

Announcer wanted. Immediate opening. Leading Southern ABC affiliate needs staff announcer. Send tape, resume and photo to Box C-245, BROADCASTING.

Technical

Immediate opening for engineer with 1st class license in mid-Michigan, full power VHF station. Write Box B-313, BROADCASTING.

Excellent opportunity for right man. Require transmitter chief with suitable background experience. Very attractive salary and fringe benefits. This is an excellent opportunity for a 1st ticket man to step up into managerial-engineer position. Station located in Northwest. Contact: Box C-169, BROADCASTING.

Chief engineer for fast growing UHF station in the Northeast. Excellent salary, benefits, equipment, mobile unit. Write to Box C-176, BROADCASTING.

Maintenance engineers—Operating experience on RCA TK-41C and TK-42 cameras and Ampex VR--2000 preferred but not mandatory. Some travel required. Top wages. Box C-224, BROADCASTING.

Chief engineer for expanding New England television station. Must be good at maintenance. Will also consider qualified, mature technician ready to move up. Box D-3, BROADCASTING.

Growing south Florida VHF needs experienced transmitter engineer. Interested applicants please forward complete resume in cluding salary to Box D-8, BROADCASTING.

Immediate opening for operations engineer with 1st phone and experience with b&w and color operation and Ampex VTR's, for responsible position in major eastern market. Send Background info to Box D-58, BROADCASTING.

Maintenance engineer with 1st phone and Ampex VTR and solid state background needed for immediate opening in major eastern market. Qualifications should be sent to Box D-59, BROADCASTING.

Immediate opening studio engineer. Prefer man with video tape experience capable all phases studio maintenance. Write or call Gene Rader, Complete resume and salary requirements. KBIM-TV, Box 910, Roswell, New Mexico. Call 622-2120.

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.

Stop-and-compare: KCND-TV requires first ticket engineer. Salary scale fully competitive with metro markets. Excellent working conditions, fringe benefits. Will accept application of recent first graduate. Minimum starting salary for recent graduate \$100 a week. Experienced engineer's salaries will be proportionately higher in relation to background. Contact: Chief Engineer—Headly, 825-6292, Pembina, North Dakota. A McLendon Station.

Television engineer, 1st phone, experience preferred, but will consider trainee with TV Technical School or equivalent background. Good pay, excellent fringe benefits. Outdoorsman and sportsman's paradise. Address: C. R. Scerist, Chief Engineer, KID-TV, Idaho Falls, Idaho. 83401.

Technical—(cont'd)

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.

Wanted: TV Technicians—First class license and color experience desirable. Call collect or write WBKE-TV, 190 N. State Street, Chicago, Illinois 60601. Area code 312 AN 3-0800, attention Engineering Dept.

Openings for TV Technicians with 1st phone—Southern New England VHF station. Write Chief Engineer, WNHC-AM-FM-TV, New Haven, Conn. 06510.

Experienced television studio technicians—must be thoroughly familiar with all phases of television studio operation. First-class license required. Contact: Fred Edwards, Director of Engineering Services, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. 412/683-1300.

Vacation relief engineers wanted for Radio and Television. April through October, 1967. WRC—NBC owned station in Washington, D. C. Please send resume directly to: Mr. John G. Rogers, Manager of Technical Operations, National Broadcasting Company, 4001 Nebraska Avenue, NW, Washington D. C. 20016.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV, Dick Peck, Chief Engineer.

Maintenance supervisor wanted to operate and maintain studio and transmitter equipment for Educational TV and AM stations. Emphasis on TV, including VHF transmitter and UHF translators. Must have first phone. Immediate opening, excellent fringe benefits, including one month's vacation. Ideal community for family. Apply Staff Personnel, Washington State University, Pullman, Washington. An equal opportunity employer.

NEWS

Newscaster-newsman. Must be able to "sell" news to listeners. Top image TV station in Texas resort area. Ideal place to live. Good salary and working conditions. Send all info first reply. All material will be returned. Box C-152, BROADCASTING.

Think you can administer nightside of established mid-Atlantic radio-TV news department and do authoritative air job? If so send full resume, tape salary requirements, avail., and late pic or films to Box C-223, BROADCASTING.

Major Northeastern network affiliate interested in newsman with on-camera experience writing and strong coverage background. Tape, film, and resume to Box C-306, BROADCASTING.

Farm Director for CBS-TV affiliate in rich agricultural territory. Send resume, audio or VTR to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Production—Programing, Others

Immediate opening for (1) experienced director/switcher, apply in writing with resume and salary requirements to Bill Bowman, Production Manager, WXEX-TV, Richmond, Virginia.

Advertising and promotion writers—Our continuing planned expansion activities have created an immediate need for talented young on-air promotion and sales promotion writers at both the station and corporate levels. These openings have good starting pay and favorable long range advancement opportunities for college graduates under age thirty-five with six months to three years directly related experience in broadcast promotion and publicity work. Send confidential resume of age education and experience to Mr. J. P. O'Hagan, Employment Manager, AVCO Broadcasting Corporation, 140 West Ninth Street, Cincinnati Ohio 45202. An Equal Opportunity Employer. (M/F)

TELEVISION

Situations Wanted—Management

Producer-Director-Writer of award winning film documentaries and TV programs. Proven executive ability. 18 years solid broadcasting experience in major markets. Also experience and interest in educational television. What opportunity do you have available? Box C-255, BROADCASTING.

Professional type TV salesman seeking opportunity in sales management, local, national, or general. Eight years experience as top producer in two major markets. Exceptionally strong as energetic, imaginative, aggressive and creative salesman with excellent professional references that will bear out management potential. Capable of selling numbers when available but can produce without them. Believes in rate card stability. Profit minded. Family man, 33, educated, BEA and MBA degrees. Prefer South or Southwest. Box C-277, BROADCASTING.

General Manager, just turned 42, College degree. Thoroughly experienced every level as: owner, administrator, sales manager-salesman (local and national), director of programming, production, promotion, news and announcing, small and large markets. Television—14 years; radio—13 years. Known nationally as dynamic, quality competitor. Accustomed to much responsibility and success. Capable of establishing and developing profitable TV and CATV anywhere. Just sold TV for substantial profit. Now ready for next challenge. Box D-15, BROADCASTING.

Broadcast professional heavily sales-oriented, over twenty years experience, desires management position. Impressive national and local sales increases in small and large markets, network, independent, VHF, UHF. Box D-56, BROADCASTING.

Seek position as Administrative assistant, or program manager with TV station on air or in preparation with group future. 15 years UHF, VHF experience, 13 in high management capacity, one of top 5 markets. Strong administrator, profit maker, knowledgeable all phases TV-radio (5 years). References. Write Box D-62 BROADCASTING, or during NAB Convention, call 359-1831.

Sales

Local sales pro—Sales management. Ideas—Leadership—results. Box C-2, BROADCASTING.

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

Young—aggressive, hard working UHF salesman seeking advancement. Experienced in top ten market. Well phased in all aspects of commercial production. Box D-20, BROADCASTING.

Situations Wanted

Announcers

Experienced television announcer (now in radio) seeks return to television. Prefer Northeast. Box C-280, BROADCASTING.

On/off camera announcer newscaster—M.C.—offers initiative, intelligence, integrity. Box D-6, BROADCASTING.

Technical

RU about to start construction? Would like to help you build your TV station. Mid 20's, 1st phone, experienced. Box D-5, BROADCASTING.

Chief or assistant job, 10 years plus experience UHF & VHF equipment, xmt., studio installation trouble-shooting. College engineering. Box D-63, BROADCASTING.

NEWS

Network TV & Radio newscaster desires to locate in major East coast market. Experience 10 years. Age 34. Box C-242, BROADCASTING.

One of the finest on camera news directors in the nation seeks change. Associated Press award winner. Box C-271, BROADCASTING.

Young Phila. TV news writer/producer seeks to expand. Will relocate. Box C-319, BROADCASTING.

NEWS—(Cont'd)

Have B.A.—Want career as news or continuity writer. Box D-53, BROADCASTING.

Situations Wanted

Production—Programming, Others

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.

Need experienced Producer/Director with knowledge of programming? MA degree, major market background—Is it worth a few minutes of your time to find out more? Certainly! Box C-253, BROADCASTING.

Negro—Double barreled TV/film production specialist, experienced, all phases, married, 34. Seeks challenging opportunity. Box C-292, BROADCASTING.

Director with 9 years television experience wants relocation with progressive organization. Producer-director position desired. Capable, conscientious, versatile with strong production background. Box D-28, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: 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.

Wanted to buy: Equipment to build UHF channel 25. Interested in purchasing all types of television station equipment to assemble. Please write Box D-23, BROADCASTING.

60 to 80 feet of Truscon D-30 self-supporting tower. Upper sections needed to extend present tower. . . . Also need 6 bay FM antenna for 104.1 Megacycles. Contact Ed Mullinax, WLAG-FM, Lagrange, Georgia.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Rnd, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helix, Styroflex, Spirolin, 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.

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.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

For sale—1 used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

Mobile tape unit, four RCA TK-31 cameras, RCA TR-11 videotape recorder, zoom lens, gasoline generator, cables and extras. General Television Network, 901 Livernois Avenue, Ferndale, Michigan. 313-548-2500.

Ampex, 351-C full track recorder. Excellent condition. \$1,150.00. M & M Tape Corporation, Box 6636, Birmingham, Alabama.

For Sale; Ampex Model 450, and tape recorder complete with electronics and 25 cycle cueing. Good condition. \$250. Radio KFLY, P. O. Box 950, Corvallis, Oregon. 752-6633.

For sale—Image orthicon, new, type 7293E, Elcon, English Electric priced at \$350. Fully guaranteed. Hy Ness Company, 2105 Cruger Ave., Bronx, N. Y. 10462.

FOR SALE—Equipment

Continued

The 200 top feet of a 300 foot tower are available at KIFI-TV, P. O. Box 2148, Idaho Falls, and the 200 foot tower may be had for taking just that portion of the tower down. At present it is a 300 foot guyed triangular with 28 inch face, 2 inch round legs with welded cross-bracing. Complete with lighting, 40 lb. wind loading; painted and in good shape. Standing at present. Write KIFI-TV P. O. Box 2148, Idaho Falls, Idaho 83401.

3-260 ft. galvanized angle iron AM broadcast towers, complete with two Austin transformers. Knocked down . . . Will erect or ship. T. L. Harris, Able Steeple-Jack Co., Inc., Box 302, Pasadena, Texas 77501. Phone GR-3-3440.

Seeburg "200" programs 100 45's. Best offer. 615-586-7993. Ask for Don.

Serviced—Anything electronic, shipped, precisely repaired to factory specifications. Monitors, carts, kits, testers. 109 Pinetree Dr., Woodbridge, Va.

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—"quickdee" 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. 11228.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

Composite week analysis of your logs for AM, FM, TV license renewal. Full audit of past performance plus percentage of proposed. Also continuing log analysis for constant percentage and commercial matter control. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Ill. 60540. (312) 969-5553.

Children's Saturday drama with a moral. Good character influence. Half hour tape. Box D-57, BROADCASTING.

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, programming, 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, 2803 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.

INSTRUCTIONS—(Cont'd)

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.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for May 10, July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly or Burbank, California).

"Warning" accept no substitute, REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin—April, 17—May 22—June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-8922.

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.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class April 17. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3231.

RADIO—Help Wanted

Broadcast Employment Opportunities Exist in beautiful **CONNECTICUT**

Write: Executive Secretary Connecticut Broadcasters Ass'n. 17 Beylston St., Meriden, Conn.

APOLLO RADIO CORPORATION is opening a new classical music FM station in St. Louis. We are now accepting applications for ALL staff positions. Replies confidential.

Box D-35, Broadcasting.

Help Wanted—(Cont'd)

THE PROFESSIONAL EMPLOYMENT SERVICE FOR BROADCASTERS



NATIONWIDE BROADCAST PERSONNEL CONSULTANTS

645 North Michigan, Chicago, Ill.

TV-Radio Executives Are Invited To Visit Our Hospitality Suite In The **EXECUTIVE HOUSE** During The NAB Convention

Help Wanted

Sales

EXECUTIVE SALESMAN BROADCAST EQUIPMENT SALES

—to sell IGM taped music services and broadcast automation equipment in Texas, Louisiana, Arkansas, Mississippi and Oklahoma.

B.A. degree required. Must have strong technical sales experience, be familiar with station operation, preferably with past station employment. Age 28-45. Must supply references.

Earnings from \$20-30,000 on guaranteed salary and liberal commissions, all expenses. Company-furnished car. Career opportunity.

Call or send resume, leading to personal interview starting April 10, to:

Mr. Irv Law

International Good Music, Inc.

Executive Inn

3300 W. Mockingbird Lane

Dallas, Texas (214) FL 7-5601

SALESMAN WANTED

Leading N.Y. stereo station—our format is middle-of-the-road. We're looking for a salesman who isn't. Prove a track record of "creative" sales work and you'll have a top agency list. Send resume today to:

Box D-1, 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.

Box C-312, Broadcasting.

FAST PACED HUMOR

Top 10 market client will pay up to \$25,000 for humorous air personality. If you are now earning in excess of \$15,000 please call April 6 & April 7 for details. No fee.

Byron Holton
Nationwide Broadcast
Personnel Consultants
312-337-5318

TOP MORNING JOCK

Wanted for Major Market, Country & Western Blockbuster. Rush tape, resume, picture at once to:

Box D-25, Broadcasting.

Help Wanted News

MODERN FORMAT

R & B Station needs news director. Must know how to gather, write and air local news directed to the Negro community. Must be responsible and neat. References will be checked. Send aircheck, resume and salary requirements to:
Box D-72, Broadcasting.

Help Wanted—Legal

MAJOR

Corporate multiple broadcaster is seeking attorney with five years private or corporate experience, preferably some FCC. Replies:
Box D-65, Broadcasting.

Situations Wanted—Management

RADIO EXECUTIVE AVAILABLE

19 year exp.—Top Track Record—all Phases Broadcasting. Nationally Known Program Management Consultant. Excellent references. Looking for DEMANDING, CHALLENGING, RESPONSIBLE, REWARDING... Position. All replies answered.
Available at NAB: McGavren Suite—Executive House or write:
Box D-50, Broadcasting.

GENERAL MANAGER

Professional Radio Manager with ten year's major market experience seeks association with professional owner. Excellent sales, administrative and program orientation.
Edward C. Sheridan (Ned)
700 Pennsylvania Street
Denver, Colorado
303-623-7466

Announcers

TWO MUCH!

Midwest's funniest team available for drive-time slot in major market. Build ratings and client goodwill. We make 'em smile and sell as well. Experienced, talented, bright, clever, reliable and available. Contact us at,
Box C-239, Broadcasting.

Production—Programing, Others

**Production Mgr.-Announcer
Chicago**

Position now open for man with mature announcer style, good production technique, and copy and/or ad lib exper.
Top starting salary, benefits and future!
Send tape and resume or call.
Yale Allen — Chicagoland Broadcasters, Inc., 2540 W. Peterson, Chicago, Ill. 60645, 312-761-1800.

TOP FORTY SHARES DOWN?

Our creative programing concepts are proven winners in several top West Coast cities. Station production, contests, promotions, music programing, tailored for you after careful market analysis. For information write,
Contemporary Formats, P.O. Box 1784, San Diego, Calif. 92112.

TELEVISION—Help Wanted—Management

TV GENERAL MANAGER

Qualifications must include current earnings in excess of \$35,000. Late 30's-Middle 40's and presently General Manager or Group Executive in top 15 market.

Visit our Hospitality suite in the Executive House during the NAB Convention for completely confidential discussion.

**Ron Curtis
Nationwide Broadcast Personnel Consultants**

TRAFFIC-OPERATIONS DIRECTOR

New York City TV station seeking experienced man to head up department at top Executive level. Includes scheduling facilities, logs, commercials, copy, staff personnel. Systems and computer experience helpful. Desired person probably handling similar job in another market, wants top job in New York. Salary \$12,500 and up depending on qualifications. Send resume, picture, details of experience, which will be handled confidentially.
Box D-27, Broadcasting.

TELEVISION—Help Wanted—Sales

General Sales Manager

"Retailer's Television Station" to serve local market of 1,000,000 in southern Connecticut with music and news format wants leader with heavy local experience. Stock opportunity.

**Kenneth M. Cooper
WFTT
1016 Broadstreet
Bridgeport, Connecticut 06603
or at NAB April 3-5**

Announcers

**TOP EASTERN
TV STATION**

offers exciting opportunity for experienced staff announcer to become part of its growing team.

**Box C-247, Broadcasting
An Equal Opportunity Employer**

PERSONNEL CONSULTANT

Our company is seeking bright, young broadcasters to join America's only professional TV & Radio personnel consultants. Beautiful, private North Michigan Avenue offices for each young executive selected to join our firm. Management experience and good knowledge of programming required. Salaries commensurate with present income plus terrific bonus arrangement. Send resume to:

Ron Curtis, President, Nationwide Broadcast Personnel Consultants, 645 North Michigan Avenue, Chicago, Illinois.

NEWS

**GENERAL MANAGERS!
PROGRAM DIRECTORS!
HELP US RAID
YOUR COMPETITOR**

We need a TV Newsmen in the \$10,000 to \$15,000 bracket. If the top man in your market is earning less and giving you trouble, send us his name and station. Yours, too, please.
Box D-46, Broadcasting.

Help Wanted—Technical

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

**TELEVISION AND RADIO
BROADCAST ENGINEERS**

Eastern VHF in top pav market has openings for studio and transmitter engineers. 1st class FCC preferred. These are permanent positions in an expanding station with excellent working conditions and new equipment. Local interviews arranged, contact:

L. J. Messenger, WHY-TV, 4548 Market St., Philadelphia, Pa., 215-EV 2-9300.

TELEVISION ENGINEERS

Here's a rare opportunity to share in the fantastic growth of color television with a major manufacturer of broadcast equipment.

A substantial increase in income can be yours—if you have at least three years experience in the technical operation of a television station, and an interest in selling.

To keep pace with the tremendous growth of the broadcast color TV equipment market, the Broadcast Equipment division of Sarkes Tarzian Inc. is expanding its staff of sales engineers. Prior sales experience is unnecessary—if you like people, have a good technical background, and desire to make money. We'll take care of any necessary sales training and assign you an exclusive sales territory.

Let's talk about it at NAB. Stop by our display and ask for Russ Ide. Check out the actual equipment you'll be selling. Talk to our other sales engineers. Or if you like call Mr. Ide today at Sarkes Tarzian, Bloomington, Indiana. Area 812-332-7251.

POSITIONS IN COLOR TV ENGINEERING

The sudden industry wide acceptance of PLUMBICON Color Cameras has created many entirely new engineering positions in the areas of systems planning, field engineering, equipment packaging, circuit design. Engineers with live camera TV station experience and who are looking for personal advancement will receive training in this new equipment which is already playing a major role in the present shift to color.

Engineering positions in high band quadruplex video tape equipment development are also available.

Salary is commensurate with experience and ability. Locale: New York and California. Relocation assistance provided. Interviews possible in major cities or interview travel expenses paid.

Send complete resume or call Mr. C. E. Spicer or Mr. G. H. Wogner, Visual Electronics Corporation, 356 West 40th Street, New York, N. Y. 10018, telephone (212) 736-5840.



VISUAL ELECTRONICS CORPORATION

**JOIN THE "BLUE RIBBON" TEAM
IN BROADCAST EQUIPMENT**

EXPERIENCED MAINTENANCE TECHNICIANS EXPERIENCED COLOR VIDEO TECHNICIANS VIDEOTAPE CENTER WANTS YOU

Excellent pay and working conditions. Only qualified men should apply.

For more information: See or call Don Collins, Chief Engineer, Videotape Center, (NAB Week, Pick-Congress Hotel), 101 West 67th Street, New York City, New York (212) TR 3-5800.

An Equal Opportunity Employer

MAINTENANCE TECHS

**Travel—Mobile operation
—Studio operators New
York City.**

Box C-225, Broadcasting.

International Director of Engineering

International television organization seeking qualified Director of Engineering applicants for challenging position in Far East.

Experience must include Station Construction as well as five years as minimum as Chief.

Job requires separation from dependants. However, periodic home-leave included as condition of contract.

Salary and allowance commensurate with position.

Box D-39, Broadcasting.

BROADCAST TV ENGINEERS

Top pay and excellent opportunity with a division of world's largest electrical contractor. BSEE required plus experience in design, installation, testing and operation of equipment used in TV studios and mobile units.

Send resume (confidential) to R. J. Finley

F&M SYSTEMS CO.

a division of

Fischbach & Moore, Incorporated
P. O. Box 20778 • Dallas, Texas 75220
or call collect (214) CH 1-2121
An Equal Opportunity Employer

CATV

Time-Life Broadcast has openings for qualified sales director, systems managers, engineers. Contact Otto Ohland or Richard Galkin during NAB at Sheraton-Blackstone, April 2-5.

MANAGER APPLICATIONS ENGINEERING

BSEE with 2 years' field installation or maintenance experience on point-to-point radio systems; 5 years' application engineering for commercial microwave equipment supplier with emphasis on video relay. Must be competent in systems planning with respect to Performance Calculations, Propagation, RFI Calculations, Path Survey Methods, Practical experience (maintenance, design or application work) on CATV head-ends, CCTV, VTR's or Video Distribution Systems highly desirable. Management experience not essential but indication of potential must be apparent. Subordinates would include 6 men.

Send Resume to—PERSONNEL DEPT.
JERROLD ELECTRONICS CORP.
401 Walnut St. — Philadelphia, Pa.
An Equal Opportunity Employer

Situations Wanted Management

EXPERIENCED AND RESPONSIBLE MANAGEMENT EXECUTIVE

Solid 20-year background in management of TV and radio stations, including full responsibility for 5-station group. Capable of taking full charge of existing facility or completely organizing and establishing new property. Excellent relationships with networks, top reps, agencies, manufacturers, suppliers, Washington, other broadcasters. Knowledgeable FCC matters, active in civic and industry affairs. Very finest of references. Principal experience in South and Southwest, but available for challenging opportunity anywhere.

Available for interview before, during, or after NAB Convention. Write Box D-37, Broadcasting, or contact personally through Broadcasting suite at NAB April 1-5.

MISCELLANEOUS

PROGRAM LOG IN 15 MIN.

All traffic & log complete in 15 min. with a Xerox Machine & My Instructions. Send \$25 to:
Owner KPUL—(Old KOFE)
Pullman, Wash. 99163

Sell Your Signoff

TV or Radio... syndicated 5 min. show; beautiful days-end thoughts over music and scenery. Now on Chgo-TV. Also 5 min. talk shows; vignette drop-ins for good music stations; commercial ideas and jingles. **FABIAN-ROLF** (Creative Consultants) 1791 Howard St. Suite 504, Chicago. 312-764-2067.

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Employment Service—(Cont'd)

THE AMPS AGENCY

BY BROADCASTERS - FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programing, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

★ THE AMPS AGENCY ★

All Media Placement Service
3974 Wilshire Blvd. Los Angeles, Calif.
Telephone DU 8-3116

FOR SALE—Equipment

FOR PROMOTIONAL USE MINIATURE HELICOPTER FOR SALE MERCHANDISING VEHICLE



Seats Operator and two Children; rises 20 ft. on Hydraulic shaft; tilts and turns; rotor spins; Helicopter sits on trailer towable by car; Gas engine; in good running condition.

Perfect for merchandising food and other accounts; Natural for stations with Traffic reporting Helicopter.

Cost \$4,000, first \$1,500 gets this money making unit.

Call or write:

Jack Roth, President
KONO Radio
317 Arden Grove, CA 6-5171
San Antonio, Texas

FOR SALE

Equipment—(Cont'd)



Quality
TRANSMITTERS

- AM 5 KW—\$13,900
- AM Dual Reliable
- FM 1 KW—\$5,195

CCA CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456 1716

Must Sell

5 kw. Western Electric Transmitter Model 405B-2. Good condition. Now in storage. Spare parts, convert or use as is. Best offer.

Church Federation of Greater Chicago, 116 South Michigan Avenue, Chicago, Ill., 60603 phone: 312/372-2427.

FOR SALE—Stations



SELLER:
What's my property worth ?
BUYER:
What's his property worth ?
ANSWER:
Contact...

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 - 213/469-1171
BROKERS-CONSULTANTS

AVAILABLE

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N.A.B. Convention
Mar. 31 through Apr. 7
Ambassador East Hotel

Radio
Television
C.A.T.V.
Newspaper
Magazines

Fla.	medium	daytime	\$125M	cash
Ga.	medium	daytime	100M	29%
South	TV	profitable	850M	cash
East	suburban	daytime	150M	nego
West	TOP 50	daytime	200M	29%

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

GUNZENDORFER

NAB-CONRAD-HILTON
PACIFIC NW 5000W \$185,000. 29% down. Big Mkt. Ex.
CALIF. DAYTIMER \$69,500. With \$17,500 down. Easy terms.
ARIZONA Growing Mkt. \$165,000.
WILT GUNZENDORFER AND ASSOCIATES
806 SO. ROBERTSON LOS ANGELES 36, CALIF.

(Continued from page 168)

B. Welch, president, Edward P. Morgan, vice president and Lawrence J. Henderson Jr., secretary-treasurer. Other broadcast interests held by applicant are KGSC-TV San Jose, Calif. and KGSL-TV St. Louis. Ann. March 29.

WOTT Watertown, N. Y.—Seeks assignment of license from CRS Enterprises Inc. to R. B. G. Productions Inc. for \$110,000 cash at closing and \$220,000 payable in 28 quarterly installments at 6% annum for total of \$330,000. Principals: James K. Graham, president, Arthur W. Kress, secretary-treasurer, et al. R. B. G. Productions Inc. is owned 100% by R. M. C. Productions Inc., licensee of WALY Herkimer, N. Y. Ann. March 29.

Kingstree, S. C.—Seeks assignment of CP from Dale W. Gallimore, Harold Y. Hodges and M. H. Jacobs d/b as Williamsburg County Broadcasting Co. to Williamsburg County Broadcasting Corp. Principals: Each is holding and will hold after transfer 33 1/3%. Corporation shall pay to partnership in consideration for such assignment \$5,200. Ann. March 29.

WBOL Bolivar, Tenn.—Seeks assignment of license from Savannah Broadcasting Service Inc. to Bolivar Broadcasting Service Inc. for \$45,000. Principals: H. I. Sorrels, president; Ernest Lofon, vice president, and Ben Enochs, secretary (each 33 1/3%). Mr. Enochs is manager, secretary, treasurer, chief engineer and has 14.81% interest in Lexington Broadcasting Service Inc., licensee of WDXL-AM-FM Lexington, Tenn. Ann. March 29.

KPSO Falfurrias, Tex.—Seeks assignment of license from Bob Hicks to Regional Broadcasters Inc. for \$82,500. Principals: Donald K. Funkhouser, president and treasurer, Carl E. Frye, secretary (each 50%) and I. Clinton Miller. Mr. Funkhouser is manager of WSWG Mt. Jackson, Va. Mr. Frye is manager and salesman of mobile

homes concern. Mr. Miller is attorney. Ann. March 29.

KBGH and KMFS(FM) Memphis, Tex.—Seeks assignment of license from Jerry Hooser, Dick Fowler and Frank I. Guess d/b as M. W. C. Broadcasting Co. to KBGH Inc. M. W. C. is licensee of KBGH and KMFS-FM (which has application to change call letters to relate to AM). Each partner is holding and will hold after transfer 33 1/3%. Ann. March 29.

WRIS Roanoke, Va.—Seeks assignment of license from Lloyd and Margaret H. Gochenour, joint tenants with rights of survivorship, to WRIS Inc. for \$108,710.59 with liabilities assumed in aggregate of \$75,710.59, thereby leaving net worth or equity in amount of \$33,000. Incorporation. Ann. March 29.

ACTIONS

KALF and KMND(FM), both Mesa, Ariz.—Broadcast Bureau granted transfer of control from Leopold Ackerman to Maricopa County Broadcasters Inc. Principals: Curgie W. Pratt (80%) and Sheldon A. Engel (20%). Mr. Pratt is president and business manager of KALF and stockholder, officer and director of Central Arizona Television, applicant for CATV system. Mr. Engel is stockholder, officer, director and general manager of KALF and is stockholder and director of Central Arizona Television. KMND (FM) is under construction. Consideration \$55,000. Action March 24.

KOY Phoenix—FCC granted transfer of control from KOY Broadcasting Co., John R. Williams, et al., to Southern Broadcasting Co. Principals: Earl F. Slick (22.21%), James W. Coan, chairman of board and assistant treasurer (12.43%), John G. Johnson, president (11.28%) and Albert L. Butler Jr. (11.95%), et al. Southern Broadcasting has 50% interest in Jefferson Cablevision Corp. Mr. Johnson has 50% interest and is vice president of Jefferson Cablevision Corp. (CATV). Individual stockholders named have had no other broadcast interests than connections with Southern Broadcasting, owner and operator of WSGN Birmingham, Ala., WTOB Winston-Salem, WGHP-TV High Point, both North Carolina, Birmingham Television Corp., permittee of WBMG(TV) Birmingham, Ala., applicant for ch. 64 in Cincinnati and applicant for ch. 31 in Stockton Calif. Consideration \$1,900,000. Action March 29.

FOR SALE—Stations (Cont'd)

50,000 Watt Full Time

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COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 29. 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.

■ Jacksonville, Ala.—J. M. Sides, Jacksonville, has been granted a franchise. Winston-Salem Broadcasting Co.'s franchise was revoked because of nonperformance.

■ Delano, Calif.—Delano Cable TV (a joint venture of multiple-CATV-owner Trans-Video Corp. and local businessmen) and Kern Cable TV Co. (a company formed by multiple-CATV-owners Time-Life Broadcast Inc. and Harriscope Broadcasting Corp. and others) have each applied for a franchise.

■ El Cerrito, Calif.—Nationwide Cablevision, Inc., Belmont, Calif., has applied for a franchise.

■ Stanislaus county, Calif.—Central Valley Cable Television, a subsidiary of multiple-CATV-owner Time-Life Broadcast Inc., California Antenna TV Inc., Modesto Cable TV and Valley-Vision Inc. have all applied for a franchise.

■ Arcadia, Fla.—Arcadia Cablevision (Harry Bennett, president) has been granted a license. Maximum installation and monthly service will be \$25 and \$5 respectively. The city will receive \$500 per year for the first 200 subscribers; \$750 for subscribers from 200 to 299, and \$1,000 for subscribers from 300 to 399.

■ Perry, Ga.—Crossroad Cable Co. has been granted a 35-year franchise with an option to renew for another 35 years. The city will receive 3% of gross revenues.

■ Gaylord, Mich.—The city council has canceled the franchise granted to General Television of Michigan Inc. (multiple CATV

WXBR(FM) Cocoa Beach, Fla.—Broadcast Bureau granted assignment of license from Stereo Broadcasting Corp. to Radio Fitchburg Inc. for \$65,500. Principal: Norman Knight (100%). Mr. Knight is sole stockholder of corporate licenses of following stations: WEIM Fitchburg; WSRF(FM) Worcester, and WSAR Fall River, all Massachusetts; WTSL Hanover; WTSV-AM-FM Claremont; WHEB-AM-FM Portsmouth and WGIR-AM-FM Manchester, all New Hampshire. He also has 100% stock of Knight Sales, Knight Management Corp., 80% of Pike Productions Inc., 100% of Ohio Outdoor Advertising Corp. and 95% of Caribbean Communications Corp., formed to own and operate CATV systems in United States and Virgin Islands. Action March 23.

WFAB Miami-South Miami, Fla.—Broadcast Bureau granted transfer of control from United Broadcasting Co. of Western Maryland Inc. to United Broadcasting Inc. Principal: United Broadcasting Inc. is wholly owned by Richard Eaton. Following dissolution of assignor, all stock of licensee, United Broadcasting Co. of Florida Inc., now held by United Broadcasting Co. of Western Maryland Inc. will be held by assignee. No consideration. Action March 28.

KSTL(FM) St. Louis—Broadcast Bureau granted voluntary assignment of license from Radio St. Louis Inc. to Foreground Music Inc. Principals: Sherwin Mollner, president and treasurer (66 2/3%) and Richard Friedman, vice president (33 1/3%). Mr. Mollner is sales manager with and holds 54% stock ownership in KFMX-FM San Diego. Mr. Friedman is sales manager with and holds 27% stock ownership in KFMX-FM. Consideration \$70,000. Action March 22.

KDLR-AM-FM Devils Lake, N. D.—Broadcast Bureau granted transfer of control from KDLR Inc. Bert Wick, president, to KDLR Inc., Paul R. Lange. Consideration \$25,000. Action March 28.

KIHR Hood River, Ore.—Broadcast Bureau granted assignment of license from Oregon Washington Broadcasters Inc. to Columbia Gorge Broadcasters Inc. for \$100,000. Principals: Paul E. Walden (51%) and Jean Reed (49%). Mr. Walden is employee and general manager of KODL The Dalles, Ore. and is owner and operator of cherry orchard. Mr. Reed is employee of Oregon State Welfare Commission. Action March 24.

owner) and is accepting new applications. Albert Lea, Minn.—Cableview Inc., Rhineland, Wis., has applied for a franchise. Installation would be \$10 with a monthly service charge of \$5.

■ Laurel, Mont.—Communications Publishing Corp., Oklahoma City, has applied for a franchise. The city would receive 2% to 4% of the annual gross receipts depending on the number of subscribers.

■ Massapeque, N. Y.—Inter-County Television Enterprise, a joint venture of Community Communications of Nassau County Inc. and Inter-County Television Corp., has applied for a franchise.

■ Wappinger, N. Y.—Highway Displays Inc. has been granted a franchise. Monthly service will be \$5. Northeast Cablevision, Hightower of Poughkeepsie Inc. and WEOK Cablevision Inc. had also applied.

■ Ottawa, Ohio—Shardco Cablevision Inc., Wapakoneta, Ohio, has been granted a franchise.

■ Cleona, Pa.—Lebanon Valley Cable TV Co. has been granted a franchise. Lebanon Valley holds franchises in Lebanon, North Lebanon township and Annville.

■ Derry, Pa.—Highland Cable TV Inc., Latrobe, Pa., has been granted a franchise. Subscribers will pay \$4.25 a month. Highland will pay the borough a minimum fee of \$1,000 per year or 5% of the annual gross receipts up to 1,200 customers. The borough will receive 10% of the annual gross receipts for all over 1,200 customers.

■ Red Lion, Pa.—Garden Spot CATV, Lancaster, Pa., has applied for a 25-year franchise. Monthly service charge would be \$5.

■ Honea Path, S. C.—Palmetto Antenna Service (Marvin Chidester, president) has been granted a franchise. The city will receive 3% of the annual gross receipts.

■ Richmond, Va.—Frederick Cablevision Inc. (multiple CATV owner) has applied for a franchise. A 15-channel system is planned.

■ Kirkland, Wash.—Telecab Corp. has applied for a 10-year franchise. The city would receive 10% of the annual gross receipts.

It wasn't too many moons ago that a plaque denoting membership in the radio or television code of the National Association of Broadcasters hung on a station wall, collected dust but only an occasional glance. That was in an era when a lot of broadcasters belonged to the code because they felt they should. But they didn't have the vaguest idea of what the code stood for other than it contained some flowery legalese designed to make the American public think that licensees were just swell guys.

Those days are gone. They disappeared in a puff of smoke when an NAB career man, who by his own admission isn't going to win any popularity contests, took over as NAB Code Authority director. Since assuming the position in December 1963 Howard Hughes Bell has been called many things: Mr. Clean, or NAB's answer to Batman.

The critics don't bother him as much as they might someone else. Constant harping still makes his ulcer act up once in a while, but Howard Bell is pretty much the master of his ship. He considers the codes as living, breathing entities.

He knows advertisers and agencies don't always like his decisions—evidenced in part by the flap over the cigarette advertising guidelines. His recommendations don't always sit well with broadcasters—as evidenced by the TV code board's reluctance to go one step further and ban cigarette smoking.

Respect ■ But despite setbacks, there are victories. Under him, there has been wider acceptance of the codes than any time in their history. They are, he feels, more respected than they had been. And respect not just to be found among broadcasters. It is found in government, in the advertising fraternity and among the lay public, he believes.

Howard Bell has been with the NAB since 1951. As assistant to Thad Brown, then NAB vice president for television, he worked on the organizational aspects of the TV code. If he were working on that same organizational project today, he'd "make the code even more general and less specific than it is, and it would be a hell of a lot shorter—about one-third size. I'd keep it broad, general and flexible, and deal with general principles. Even today too many specific things are spelled out." The trouble with being too specific, he adds, is "somebody is always finding something you didn't put in."

He regards his present position as "very challenging, exciting and difficult." Some say it's an impossible job because you can't win in it—you can't please everybody. Since he can't win, he's not out to, but he is trying to "please the majority."

Howard Bell is the first to admit that the "majority" is a constantly changing entity. With one ruling he may satisfy

Code director for NAB can't please everyone

small-market operators and alienate the networks and big-market stations. Another decision may set off a tirade from the entire broadcast advertising world—agencies, advertisers and reps.

In the general category labeled controversial, he lists cigarette advertising and disparagement of competitors at the top of the list. Although the TV code board did nothing new on cigarette

WEEK'S PROFILE



Howard Hughes Bell—director, National Association of Broadcasters Code Authority; b. June 27, 1926, New York; U.S. Navy, 1944-46; BJ (Journalism), University of Missouri, Columbia, Mo., 1948; George Washington University, Washington, 1952-53; LLB, Catholic University, Washington, 1960; Spanish lecturer, University of Missouri, 1946-47; sales promotion manager, WMAL-AM-FM-TV Washington, 1948-51; instructor in sales promotion, American University, Washington, 1949-50; assistant to VP for television, NAB, 1951; assistant to president, NAB, 1954; VP for industry affairs, NAB, 1960; VP-planning and research, and assistant to president, NAB, 1962; code authority director, 1963-present; m.—Corinne Chandler, Hannibal, Mo., Aug. 30, 1947; children—Mary Elizabeth, 15; Jeffrey Chandler, 13, and Laurinda Louise, 9; member—Broadcast Pioneers; International Radio & Television Society; Broadcasters Club of Washington; Federal Communications Bar Association; American Bar Association's standing committee on public relations; Washington Advertising Club; advisory board, University of Missouri Freedom of Information Center; task force on leisure, National Council of Churches; hobbies—fishing, water skiing, occasional golf and tennis.

advertising at its last meeting, Mr. Bell says its members know the cigarette advertising problem is "far from being solved. We're going to have to face it every time we have a code board meeting."

Although he's been at the NAB for 16 years, Howard Bell maintains he "never expected to stay this long." He also did not expect to go to Washington after receiving his journalism degree from Missouri. With his bride of one year, young Howard Bell was all set to take a time-salesman's job in Corpus Christi, Tex. On the way to his home in New York City, he stopped off in Washington to see the friend of a friend. A few hours later he had become sales promotion manager of WMAL-AM-FM-TV Washington at \$3,200 a year "and no budget."

Three years later he moved over to NAB where he found himself surrounded by lawyers and thought he'd like to pick up a law degree too. So "without any encouragement" from NAB ("the last thing they needed was another lawyer"), Mr. Bell started taking law courses at night. He stopped after one year. Then after a six-year hiatus from the books, he moved his desk to Catholic University, where he received his LLB in 1960.

New Job ■ When the opening as code authority director came in 1963 with the resignation of Robert Swezey, Howard Bell was ready for the job, although he "never applied for it." He had been a vice president, and assistant to two NAB presidents: Harold Fellows and LeRoy Collins. It was Mr. Collins who picked him for the job.

When the code director's job was offered, Mr. Bell found in it the chance he had been waiting for, "to get in an area where I could initiate my own ideas."

Messrs. Collins and Bell agreed on the basic philosophy: that there is a need for the codes, that they should be strong and respected. Beyond that their paths varied. Mr. Bell's approach has been to work from within; Governor Collins favored the public-expression route and let the chips fall where they may.

Howard Bell walked into the code director's third-floor corner office at NAB with a plan in mind. "I wanted to build the strength and stature of the codes," he says. He set out to put the radio code, then operating under a large deficit, in the black. He accomplished this by getting approval for increases in TV and radio code dues. The extra income also enabled him to increase the code staff and step up the monitoring program. He looks with pride on the code authority's own public information program, which he thinks "has produced a greater awareness of the code among broadcasters and public."

EDITORIALS

The grab is on

TURN back the calendar one whole generation. Then it was the American Society of Recording Artists, headed by Paul Whiteman and Fred Waring, asking for royalties for "performances" of their recordings on radio.

Now it's the National Committee for Recording Arts, headed by bandleader Stan Kenton, seeking a change in the copyright law to give them legal right to license their recordings much in the fashion of ASCAP and BMI, whose music they merely use.

Back in 1933 the record companies began labeling their records "not licensed for radio broadcast." It was a bluff with no legal basis. The courts later upheld the right of the broadcasters to play records without permission either of the recording company or the recording artists.

With new copyright legislation pending, everyone having any part in performance and production of recordings wants his own pound of flesh—all from the broadcaster. It matters not that the "publisher" is probably a recording company, that the artist probably has his own little label, and that ASCAP is cutting melons undreamed of with almost all of it (estimated 85%) coming from broadcasters.

It matters not, moreover, that the big name artists get cuts and royalties under contract from the recording "publishers" with the money rolling in as there are sales; that the record companies bust their buttons to get air exposure; that the performers go to extremes to get DJ interviews to plug their records. (Isn't that what payola is all about?)

What does matter is that the recorders and the performing artists are running expensive lobbies in Congress to exact legally bigger pieces of the action. Backing up their high-powered legal counsel are Mike DiSalle, former Ohio governor, for the recording artists, and former Senator Ross Bass (D-Tenn.) for the Record Industry Association of America.

The scene has shifted from House to Senate subcommittee. The broadcasters come to bat April 12, with considerably more involved than the new assaults, since the CATV copyright liability question must be resolved. The National Association of Broadcasters has a gigantic job in countering the thrusts of money-grabbers.

The sundry music people must be told they can't have it both ways. The facts are that if the record companies and artists couldn't get free airings, they would buy the time and still come out ahead.

The federal broadcasting system

NEXT week will mark the start, before the Senate Communications Subcommittee, of formal consideration of the future of noncommercial television in this country. No issue of larger potential consequence is apt to come up in broadcasting circles this year.

The centerpiece of the subcommittee's hearings will be the administration's bill to create a Corp. for Public Television, with a first-year budget of \$9 million, to allocate another \$10.5 million for federal aid in the construction of educational television and radio stations and to spend \$500,000 more on research into the in-school use of TV.

This bill, as we observed at the time it was submitted (BROADCASTING, March 6), was shrewdly drawn to attract minimum opposition. In a federal budget of \$135 billion, its fiscal provisions are all but lost. On the surface it looks like a harmless enough gesture of encouragement to a non-commercial system that is struggling to keep alive.

Nobody, however, should be misled by appearances of innocence. If adopted in the form of its submission, Lyndon Johnson's "public television" bill would establish the mechanism for a federal television system responsive to the prevailing center of power. This would be an apparatus of domestic communications unique in American history and upsetting to the fundamental checks and balances within the federal government and between it and the states.

Mr. Johnson has proposed a Corp. for Public Television directorate of 15 members, all appointed by the President. The directors, themselves "distinguished" citizens receiving only token payments for their occasional work for CPTV, would appoint a fulltime president and other officers. Thus would be established a bureaucratic superstructure with a compelling need to create a bureaucracy to head.

In the first year of its existence Mr. Johnson's CPTV would by nature be obliged to concentrate its efforts on internal organization and getting ready for its next budgetary request. The overriding mission of the first president of CPTV would be to figure ways of persuading the next session of Congress that it ought to keep him in his job. Toward that purpose the head of CPTV would need to cultivate the confidence of the President. In succeeding years the officialdom of CPTV would become more and more dependent for survival upon the approbation of those in political command.

There would be no way to disengage CPTV from its subservience to the White House and the majority of Congress. The bigger it got, the weaker it would be to resist suggestions from its protectors.

If federal aid to noncommercial television is to be enlarged, and that development appears to be inevitable and indeed desirable, it must be distributed in ways that provide maximum protection against federal capture of the noncommercial system. It ought, as we have suggested many times, to be allocated to individual stations on a formula that takes into account their individual audiences and needs. If in turn the stations become a viable market for a national program source, the source would no doubt be organized. But let the stations buy their programming from the national source and retain their power to choose or reject it.

Under the Johnson plan, the noncommercial stations of the nation would be reduced to the function of exhibition outlets playing whatever came down the line from the government's CPTV.



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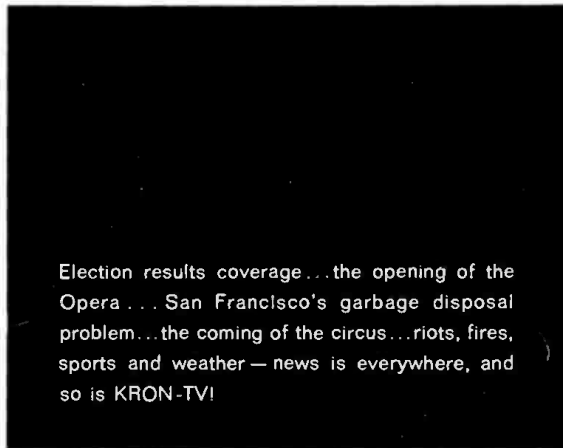
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