



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Strong anti-network bill seeks stifling federal regulation. p29
FCC staff's opinion cuts deep into ITT-ABC merger hopes. p32
United Network forced to quit because of financial troubles. p34
Corinthian's plan to go public disclosed in SEC filing. p76

COMPLETE INDEX PAGE 7

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The New Einstein
(A GENIUS WITH NUMBERS)

STATION	MARKET	PROGRAM	RATING	SHARE	HOMES	COMMENTS
WNEW-TV WCBS-TV WNBC-TV WABC-TV WPIX WOR-TV	NEW YORK-WNEW-TV, M-F, 6:30-7:00 pm (I)	THE FLINTSTONES NEWS/WEATHER/SPORTS NEWS/WEATHER/SPORTS 6 O'CLOCK MOVIE MUNSTERS/ZORRO/RASCALS BROKEN ARROW	14 8 10 8 6 3	28 16 20 16 12 6	845,400 448,800 542,500 407,650 353,850 168,650	... once again, Fred delivered more homes than any other program on a competing station in the entire market (Monday-Sunday, sign-on to prime time) and still, first choice in his time period with young women 18-34.
WTTG WMAL-TV WRC-TV WTOP-TV WOOK-TV WDCA-TV	WASHINGTON, D.C.-WTTG, M-F, 5:30-6:00 pm (I)	THE FLINTSTONES MIKE DOUGLAS MOVIE 4 EARLY SHOW TEEN DANCE PARTY PATTY DUKE	15 6 7 6 1 1	42 17 19 17 3 3	194,550 57,500 72,150 61,600 6,850 8,050	... highest rated show in the entire market (Monday-Sunday, sign-on to prime time).
WTCN-TV WCCO-TV KSTP-TV KMSP-TV	MINNEAPOLIS-ST, PAUL-WTCN-TV, M-F, 5:30-6:30 pm (I)	THE FLINTSTONES CBS EVENING NEWS HUNTLEY BRINKLEY TIMMIE & LASSIE	17 8 12 9	38 16 26 20	109,850 50,050 86,850 57,600	... a winning 39% share of the young females 18-34.
KMBC-TV WDAF-TV KCMO-TV	KANSAS CITY, MO.-KMBC-TV, M-F, 5:00-5:30 pm (N)	THE FLINTSTONES MERY GRIFFIN LEAVE IT TO BEAVER	18 4 14	49 11 38	103,850 23,400 73,450	... more homes than Griffin and Beaver combined—and a 40% share of the young ladies.
KGGM-TV KOB-TV KOAT-TV	ALBUQUERQUE-KGGM-TV, M-F, 4:30-5:00 pm (N)	THE FLINTSTONES DIALING FOR DOLLARS PETER JENNINGS NEWS	18 8 6	54 26 18	31,750 15,150 8,600	... not only is Fred number one in his time period with young women 18-49 but, he also delivered 35% more homes than his rivols combined delivery.
KCPX-TV KSL-TV KUTV	SALT LAKE CITY-KCPX-TV, M-F, 4:00-4:30 pm (N)	THE FLINTSTONES* McHALE'S NAVY MERY GRIFFIN	13 6 6	51 26 24	42,050 19,500 21,050	... more viewers than either Merv Griffin or McHale's Navy.
WISC-TV WMTV WKOW-TV	MADISON-WISC-TV, M-W-F, 5:00-5:30 pm (N)	THE FLINTSTONES MIKE DOUGLAS PETER JENNINGS NEWS	19 12 6	51 30 17	33,300 13,300 7,800	... 150% more homes than his closest competitor: Mike Douglas.
KTTV KNXT KABC-TV KNBC KHJ-TV KTLA KCOP	LOS ANGELES-KTTV, M-F, 7:00-7:30 pm (I)	THE FLINTSTONES CBS NEWS 6 O'CLOCK MOVIE HUNTLEY BRINKLEY TWILIGHT ZONE HITCHCOCK/VALLEY DAYS McHALE'S/WANDERERS	13 15 10 8 5 5 5	21 24 16 13 8 8 8	414,150 472,800 316,900 257,500 139,300 171,100 169,400	... a larger audience than each of the 7 competing stations.
WBAY-TV WFRV-TV WLUK-TV	GREEN BAY-WBAY-TV, M-F, 4:00-4:30 pm (N)	THE FLINTSTONES EARLY SHOW BIG TOP	18 17 5	45 40 12	44,750 38,350 14,950	... a 33% share of the young women 18-34 and more viewers than either competing station in the time period.
WLBZ-TV WABI-TV WENT	BANGOR, MAINE-WLBZ-TV, M-F, 4:30-5:00 pm (N)	THE FLINTSTONES BOZO ACTION/M ORTR	23 9 9	55 21 21	19,100 12,000 6,000	... Scored a 47% share of the young women—nearly double the combined delivery of the competition.
KTTS-TV KYTV	SPRINGFIELD, MO.-KTTS-TV, M-F, 5:00-5:30 pm (N)	THE FLINTSTONES SUPERMARKET SWEEP	26 2	91 7	24,600 13,000	... more than 3 times as many young women as the rival station.
WREX-TV WTVO WCEE-TV	ROCKFORD, ILL.-WREX-TV, M-F, 6:00-6:30 pm (N)	THE FLINTSTONES NEWS RIFLEMAN	26 18 13	46 32 22	57,600 18,400 15,800	... a 37% share of the young women and nearly twice as many homes as the competition.



I—Independent Station
N—Network Affiliate
*Within Captain Scorry

THE FLINTSTONES
166 HALF-HOUR FULL-COLOR EPISODES


Screen Gems



Jim
Hale

Glenn
Wilson

... St. Louis' first and only
2-man news reporting team

new

THE KTVI NEWS REPORT

with Glenn Wilson and Jim Hale

Monday thru Friday, 5:30 and 10:00 p.m.

IN COLOR

KTVI is St. Louis' only tv station with its own motion picture film processing labs, plus . . . more working newsmen, nine mobile news units, and around-the-clock news desk coverage.

The best informed St. Louisans prefer KTVI News

KTVI abc **2**
HR ST. LOUIS

DayTime Favorite OF THE Young Women



To reach the young women in the Dallas-Fort Worth television market during the day, your best buy is KRLD-TV.

The most recent ARB report shows that Monday through Friday, 9:00 A.M.-6:00 P.M., Channel 4 delivers more women, 18-34 years, per average quarter hour than any other station in the market . . . 17.8% more than the second station; 52.8% more than the third station; and 101.4% more than the 4th station.*

Contact your H-R representative for further details and choice availabilities.

*February/March, 1967 ARB
Television Audience Estimates

KRLD-TV



The Dallas Times Herald Station

CLYDE W. REMBERT, President

represented nationally by



If...

CLOSED CIRCUIT

What will happen at ABC Inc. if FCC disapproves pending merger into ITT? Present disposition of top management is (1) to cut TV and radio network overhead to home; (2) drop plans for gavel-to-gavel TV coverage of political conventions, for which out-of-pocket is estimated at \$10 million; (3) go for rating-oriented programming and leave to other networks major burden of underwriting non-profitable specialized programming.

Would ABC Inc. look for merger with some other entity? Present disposition is negative. Management shies from risk of another Justice Department onslaught and Capitol Hill fulminations with consequent demoralizing effects on staff, stockholders and sales and programing incentives.

Side effects

Folding of United Network's late-night *Las Vegas Show* last week (see page 34) had repercussions all around. It raised new questions for CBS-TV officials to ponder in trying to blueprint their own late-night plans for submission to annual affiliates meeting this week. United's collapse can be construed as creating vacuum for CBS to fill, or as augury against taking on entrenched competition. With both pro and con reactions from affiliates, CBS officials reportedly will meet again early this week to review questions of when, under what circumstances and with what sort of programing they'll go into late night. With that sort of fluidity and with affiliates meeting starting tomorrow (June 6), there was little betting on how firm CBS's proposals would be, pending further soundings among affiliates.

United Network closing also knocked over TV prospects of Continental Football League, which had three-year deal with UN set for kickoff Sept. 9. CFL's 15 teams are now free to scramble for local TV contracts to make up for what CFL officials call "undefined amount of dollars" lost in UN contract. Terms of contract reportedly called for no down payment, but guaranteed pay after coverage started.

Warming the griddle

Aids to congressmen who introduced stiff network-regulation bill last week (see page 29) said Friday they

fully expect to have hearings on bill this year—assuming current session runs long enough. Signs now point to Congress still being at work in December, aides noted.

Bill has been seen by Commerce Committee Chairman Harley Staggers (D-W. Va.), out of town during the latter part of week, aides said, as it is common practice for majority committee members to show chairman all relevant bills before submission. Thus measure is seen attracting chairman's interest—key requirement for hearings.

Go sign

Capital Cities' purchase of KTRK-TV Houston and sale of WPRO-TV Providence, R. I., may go before FCC this week, with Broadcast Bureau recommendation for approval. Word is that bureau sees good in Providence sale as reducing Capital Cities' TV interests in northeastern part of country (company owns VHF in Albany, N. Y., and UHF satellite in Adams, Mass., as well as TV in Buffalo, N. Y.). Bureau also points out that associated radio properties in Houston and Providence are not involved in transfers, hence diversification of broadcast ownership is being expanded in both cities.

If deals go through, Capital Cities will buy KTRK-TV from John Jones and associates for \$21,289,500 (BROADCASTING, Jan. 9) and sell WPRO-TV to John B. Poole and group for \$16.5 million (BROADCASTING, Feb. 27).

Two down

George Stevens Jr., assistant director of USIA in charge of motion picture and television service, is expected to resign this week to become head of American Film Institute, new organization established by motion picture-TV interests to develop new techniques and recruit creative personnel in visual field. Mr. Stevens will be second department head to announce resignation from USIA in recent weeks, first having been John Chancellor, director of Voice of America (see page 88).

TV movies

MCA TV is said to be seriously considering production of feature films for syndication, patterned after

"World Premiere" movies that company is making for NBC-TV. Project is still in blueprint stage and is predicated to some extent on future of late-night network programing. If ABC-TV's *Joey Bishop Show* continues to make "good progress" that ABC says it's showing and CBS-TV introduces third entry in period originally exploited by NBC-TV (where Johnny Carson is currently entrenched), MCA TV may have second thoughts about movie syndication. It isn't known how MCA TV reacted to end of United Network (see page 34).

Increasing trend on part of feature-film suppliers to make agreements with TV networks for two or three initial runs and subsequent runs (up to six) is cutting even more sharply into availability of first-run movies for local stations. Since beginning of year major studios have released to stations only about 150 first-runs, large majority of which are of nonnetwork quality and many produced in Europe and other parts of the world. Outlook is for local stations, with few exceptions, to gain accessibility to network quality features only after repeated runs on ABC, CBS and NBC.

Interior decorator

FCC's energetic Nicholas Johnson would like to see agency introduce showmanship at its new headquarters building, wherever it might be. Practically under mandate from its present landlord, Postmaster General Lawrence F. O'Brien, to move soon as FCC has delegated to Commissioner Johnson task of financing new home. He would like to have building with ground-floor area adequate to accommodate modern broadcasting and possibly other communications gear as exhibit for tourists who visit Washington.

Requiring minimum of 200,000 square feet, FCC has been looking at buildings in new downtown area, including one at 20th and M Street under construction, stone's throw from present NAB headquarters and diagonally across street from CBS Washington headquarters. ABC News is about three blocks away. Budget for space would run \$1-\$1.25 million, with General Services Administration to pick up tab.

Nearly a million Americans have Syphilis and don't know it.

Some of them live in your community. And listen to your station.

They don't know that Syphilis can lead to insanity. Or blindness. Or that 1,000 people die every month from a disease they never knew they had.

They also don't know that in its early stages, Syphilis may be easier to cure than the common cold.

And we think you can use the power of radio to tell them.

Group W radio stations have been running a series of special programs titled, "The VD Epidemic". And these programs are now available to you along with a supporting all-media promotion campaign.

Produced by Group W, in cooperation with Columbia University's School of Public Health and Administrative Medicine—the U. S.

Communicable Disease Center—and the American Social Health Association—these programs are designed to alert the public to the sources, symptoms and cure of this dreaded disease.

The response from the public and support from public health organizations have exceeded all our expectations.

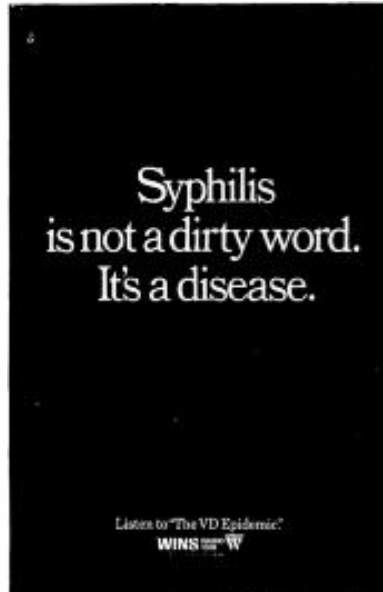
Our theme? "Syphilis is not a dirty word. It's a disease". Our goal? To prove once and for all that the one thing that won't cure Syphilis is the "silent treatment".

We're sure you realize that this is a great opportunity for radio to take the lead in an important crusade.

And we sincerely hope you'll join us in it.

For information, phone or write Group W, 90 Park Avenue, New York, N.Y. 10017.

GROUP
BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA - KDKA-TV
FORT WAYNE WOND
CHICAGO WIND
SAN FRANCISCO KPX
LOS ANGELES KPWR
WESTINGHOUSE BROADCASTING COMPANY



Some very nice people
who listen to your station have
Syphilis.

WEEK IN BRIEF

Basic programing rights of networks face serious threat in House bill introduced by Moss, Dingell and Ottinger. Bill would put television networks under direct control of FCC. See . . .

NETWORKS FEEL CHILL . . . 29

Broadcast Bureau's Fitzpatrick testifies, under direct questioning by Johnson, that ABC-ITT merger would not be in public interest. Q and A came during first day of oral hearing. See . . .

BLOW TO MERGER HOPES . . . 32

It held out for 31 days, but then upcoming and outstanding bills dealt death blow to United Network. Overall losses on 'Las Vegas Show' are expected to total about \$2.3 million. See . . .

UN FORCED TO QUIT . . . 34

FCC's Johnson takes another whack at what he terms overcommercialization by radio stations and commission's inadequate barrier against such moves. Makes charge in dissent to FM grant. See . . .

JOHNSON BLASTS . . . 46

Jack Harries denies any thought of ex parte activities resulting from visit by AMST officials to four FCC commissioners. Discussion, he says, was on general CATV policies, not on pending cases. See . . .

AMST DENIES TACTICS . . . 50

Wayne State University starts \$5 million center as part of continuing study of communications. Feels future advances in programing and advertising will come out of university laboratories. See . . .

TV RESEARCH AREA . . . 56

First meeting of NAB's secondary-market television committee finds broadcasters unanimously opposed to FCC's rule that limits protection against importation of signals by CATV's to top 100 markets. See . . .

WANT PROTECTION . . . 60

Revision of NAB TV code's commercial time standards and discussion of cigarette advertising are expected to be prominent on agenda of CBS-TV affiliates meeting. Also up will be late-night plans for 1968. See . . .

CBS-TV MEETING . . . 64

Possible \$21.5 million could be realized by Corinthian shareholders from 829,107 shares of stock to be sold publicly. Whitney will offer 750,000 shares, 22% of his holdings. See . . .

CORINTHIAN FILES . . . 76

New York Port Authority boss claims there is 'no factual basis' for complaints that upcoming World Trade Center project will cause serious TV interference for millions in metro area. See . . .

INTERFERENCE CLAIMS HIT . . . 80

DEPARTMENTS

AT DEADLINE	9	MONDAY MEMO	24
BROADCAST ADVERTISING	41	OPEN MIKE	21
CHANGING HANDS	54	PROGRAMING	66
CLOSED CIRCUIT	5	WEEK'S HEADLINER	10
DATEBOOK	14	WEEK'S PROFILE	105
EDITORIAL PAGE	106		
EQUIPMENT & ENGINEERING	80		
FANFARE	84		
FATES & FORTUNES	88		
FINANCIAL REPORTS	76		
FOR THE RECORD	93		
INTERNATIONAL	86		
LEAD STORY	29		
THE MEDIA	50		



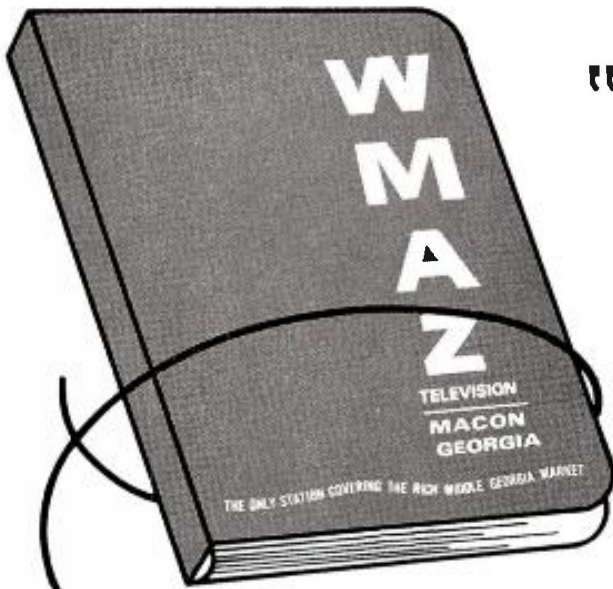
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"Book" MACON, the rich middle Georgia market...

Contents include: COVERAGE, AUTO-
MOTIVE, AGRICULTURE, FOODS, GEN-
ERAL MERCHANDISE, GOVERNMENT
EXPENDITURES, DRUGS, GENERAL
MARKET SUMMARY, and other in-
formation.



It's now in the book! We have the data most wanted
by agencies and advertisers on the Macon market . . .
facts about your products, figures you can use, and
information about our coverage of the area that is
leading the South in per-capita retail sales increase.

39 RICH COUNTIES*

Population721,700
Incomes (E.B.I.)\$1,339,772,000
Retail Sales\$ 807,902,000

Data from Sales Management Survey of Buying Power, June
10, 1967

*With its new tall tower, WMAZ-TV's Grade B Contour now
reaches 39 counties.



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

wmaz-tv

MACON, GA. CHANNEL 13

Signal Coverage in the Southeast...

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

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

WBIR-TV
Knoxville, Tenn.

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.



Fairness applied to cigarettes

FCC says stations must offer anti-cigarette forces
rebuttal time to \$201 million purchased in radio-TV

FCC unanimously extended its fairness doctrine in dramatic fashion Friday (June 2) by announcing that anti-smoking proponents must be given chance to rebut cigarette advertising on radio and television.

Notice of momentous move was made in letter to WCBS-TV New York in response to complaint by 26-year-old New York attorney that CBS-owned station had refused to give him time to present anti-smoking messages (BROADCASTING, Dec. 12, 1966).

Commission refused request of John F. Banzhaf III for "roughly" proportional time to that used for cigarette spots but said stations are responsible for making available "significant" amount of time for presentation of anti-cigarette viewpoint.

FCC General Counsel Henry Geller, in briefing at issuance of letter, stressed that "good faith" and "reasonableness" of station licensee would govern. He also, in responding to question, said his personal view is that a three-to-one ratio of cigarette advertising to smoking-warning messages could be acceptable.

What Next? ■ FCC move places in jeopardy over \$200 million worth of broadcast advertising. In 1966, according to Television Bureau of Advertising, cigarette companies spent \$194 million in television, and, according to Radio Advertising Bureau, \$7.3 million

in radio.

Mr. Banzhaf began his campaign last fall and when WCBS-TV failed to meet his demands, filed his complaint with FCC. He is graduate of Columbia University law school and of Massachusetts Institute of Technology.

Issue of FCC's responsibility in smoking health controversy is not new. Early in 1966, Beverly Hills, Calif., group asked FCC to bar cigarette advertising entirely. Commission official said then that it couldn't move into this area until official government finding that smoking has direct, causal relationship to health hazards.

Commission's letter to Mr. Banzhaf recited activities of WCBS-TV in presenting smoking hazards to its audience. Since September 1962, commission noted, WCBS-TV has presented anti-smoking viewpoint in news programs, science reports, and free spots for American Cancer Society, as well as half-hour and hour programs in 1962 and 1964.

It also noted that station feels this activity has provided contrasting viewpoints on issue by responsible authorities and that consideration of fairness doctrine to cigarette advertisement is unnecessary and, in fact, unlawful.

Limiting Issue ■ FCC, stressing that this finding is "limited" to cigarettes only, stated:

"We believe that a station which presents such advertisements has the duty of informing its audience of the other side of this controversial issue of public importance—that however enjoyable, such smoking may be a hazard to the smoker's health."

Rejecting claim for equal time, commission traced history of cigarette legislation and concluded that since Congress was moving on step-by-step basis over three-year period, its action must be "tailored" to carry out congressional purpose.

To this end, commission said, its notice "requires a station which carries cigarette commercials to provide a significant amount of time for the other viewpoint, thus implementing the 'smoking education campaign' referred to as a basis for congressional action in the 1965 act. . . ."

And, FCC added: ". . . this require-

ment will not preclude or curtail presentation by stations of cigarette advertising which they choose to carry."

In attempting to provide guidance for stations, commission observed: "A station might, for example, reasonably determine that the above noted responsibility would be discharged by presenting each week, in addition to appropriate news reports or other programing dealing with the subject, a number of the public service announcements of the American Cancer Society or HEW [Department of Health, Education and Welfare] in this field. . . ." But, commission added, type of programing, amount and nature of time to be afforded "is a matter for the good faith, reasonable judgment of the licensee, upon the particular facets of his situation."

Licensee Decision ■ In its concluding paragraph, commission again cites WCBS-TV's activities in presenting anti-smoking viewpoints and in presenting ACS spots, rejects Mr. Banzhaf's claim for "rough approximation of time," and adds: ". . . the question remains whether in the circumstances a sufficient amount of time is being allocated each week to cover the viewpoint of the health hazard posed by smoking. . . ."

Letter concluded: "The guidelines in the foregoing discussion are brought to your attention so that in connection with the above continuing program you may make the judgment whether sufficient time is being allocated each week in this area."

Letter was signed by Ben F. Waple, secretary of commission, "by direction of the commission."

Paar selling stations in Northeast to Harron

TV personality Jack Paar has decided station ownership isn't his dish. Friday (June 2) he concluded deal to sell WMTW-TV (ch. 8) Poland Spring-Portland, Me. to Paul F. Harron's Mid-New York Broadcasting Corp. for about \$5 million. Transaction, which includes WMTW-FM Mount Washington, N. H., involves 98% of stock (balance is held locally). Sale is subject to FCC approval.

Mr. Paar's Dolphin Enterprises Inc. purchased 80% of stations in 1964 for \$3,675,000 from group headed by John W. Guider, former Washington attorney. He later brought 18% of remaining 20% from Mr. Guider.

Younger stepping down

Ranking minority member of House Communications Subcommittee, J. Arthur Younger (R-Calif.), although "making progress" in bout with leukemia, has announced he will not seek reelection next year. Representative Younger, also second-ranking Republican on parent Commerce Committee, is eight-term congressman.

Former child star Shirley Temple, now Mrs. Charles Black, said Friday (June 2) she was considering running for Mr. Younger's seat.

Fondren, Polykoff named

Lee Fondren, station manager and director of sales, KLZ Denver, and Shirley Polykoff, vice president, Foote, Cone & Belding, named to receive American Advertising Federation's Ad Man and Ad Woman of Year awards. Awards will be given during AAF's convention in Houston June 10-14. Mrs. Polykoff has created advertising for Clairol, whose budget has grown from \$500,000 in 1955 to about \$37 million. Mr. Fondren was chairman of joint commission for merger of Advertising Federation of America with Advertising Association of West to form AAF.

WEEK'S HEADLINER

Samuel E. Ewing, staff VP and general attorney for RCA manufacturing and service divisions since 1960, named VP, Washington, RCA, succeeding Carleton D. Smith, who requested early retirement after serving NBC and later RCA for 36 years. Mr. Ewing joined RCA in 1947 as attorney in RCA Victor division and has held various top legal posts with company. Mr. Smith will continue as Washington consultant to RCA.

For other personnel changes of the week see FATES & FORTUNES

Two opinions on ABC-ITT merger

Staff attorneys preparing orders for approval, denial;
Justice warns of antitrust suit if merger is approved

FCC staff attorneys are at work this week writing two draft opinions on proposed ABC-International Telephone & Telegraph Corp. merger—one providing for approval, other for denial.

Commissioners are expected to get copies of drafts by end of week. This would permit them to study proposed orders and, possibly, to make their choice between them by regular meeting date, Jan. 14. However, it appeared likely that rewriting of proposed orders (one would become majority opinion; other minority opinion) and separate statements would delay final commission action in controversial case.

It's understood that two commissioners, one representing faction favoring approval, other representing commissioners favoring denial, will supervise work of staff attorneys preparing proposed opinions.

Commission instructions to write proposed orders were issued as commissioners on Friday (June 2) concluded oral argument that began Thursday and had been scheduled for only one day (see page 32). Extensive questioning by commissioners of counsel in case caused extension.

Warns of Suit ■ In windup argument, Lionel Kestenbaum, Justice Department's antitrust division attorney, indicated that department would consider filing antitrust suit against merger if commission approves it. Mr. Kestenbaum, in response to question from Commissioner Kenneth A. Cox, said he had not fully considered whether merger would violate antitrust law but added he expects antitrust division chief, Donald F. Turner, to ask him his views on case.

Mr. Kestenbaum said that, as result of his involvement in proceeding, he

feels department would have "strong case."

Questioning by commissioners during oral argument provided no basis for speculating that any of them will change his vote in case. Commission approved merger by 4-to-3 vote in December, then reopened case on petition of Justice Department.

Commissioner appearing to harbor strongest feeling against merger was Nicholas Johnson, who wrote 80-page dissent when FCC approved proposal in December. He said Friday parties had made misrepresentations to commission, had urged ABC affiliates to stimulate ex parte contacts with commission on case, and had attempted to influence press coverage of hearing.

He said also representatives of parties had "spread misrepresentations" concerning two commissioners. One misrepresentation, apparently, was alleged statement of ITT public relations official that Commissioner Johnson and member of Senate were working on legislation to prohibit newspapers from owning broadcast stations (BROADCASTING, April 24). Other was report in memo from president of ITT subsidiary indicating that Commissioner Robert E. Lee had sought employment for son with ITT consultant (BROADCASTING, May 29).

Marcus Cohn, counsel for ITT, attempted Friday to take edge of "personal" statement of Thomas B. Fitzpatrick, chief of commission's hearing division, that grant would not be in public interest.

Shouldn't Be Judge ■ Mr. Cohn said Mr. Fitzpatrick, as counsel for Broadcast Bureau, was "excellent advocate" during hearing but that "an advocate should not judge."

He noted that bureau has chief, whose responsibility it is to make recommendations to commission on hearing cases. Reason for that arrangement, he said, is that chief, who "has not been in the pit," can be more objective in his recommendation.

Commissioners obtained another layer of assurances from parties concerning commitments they have made. ITT counsel Taggart Whipple, speaking with authority of company, said if merger is approved, ITT will notify commission before making change in policy.

In response to question from Commissioner Robert E. Lee, Mr. Cohn said commission, "of course," should hold ITT to promise of autonomy for ABC News. "If substantial change" is made in that policy, he said, commission has "right and duty" to consider such variations whenever any ITT-ABC licenses are up for renewal.

'High Standard'? ■ Mr. Kestenbaum, however, in rebuttal, said commission should not place reliance on such representations; commission should only consider long-range economic interests of parties. And Commissioner Johnson, in connection with news-integrity question, said applicants were asking commission to expect that ITT officials' dealings with ABC will be in accord "with higher standards" than those he feels they have applied to other media.

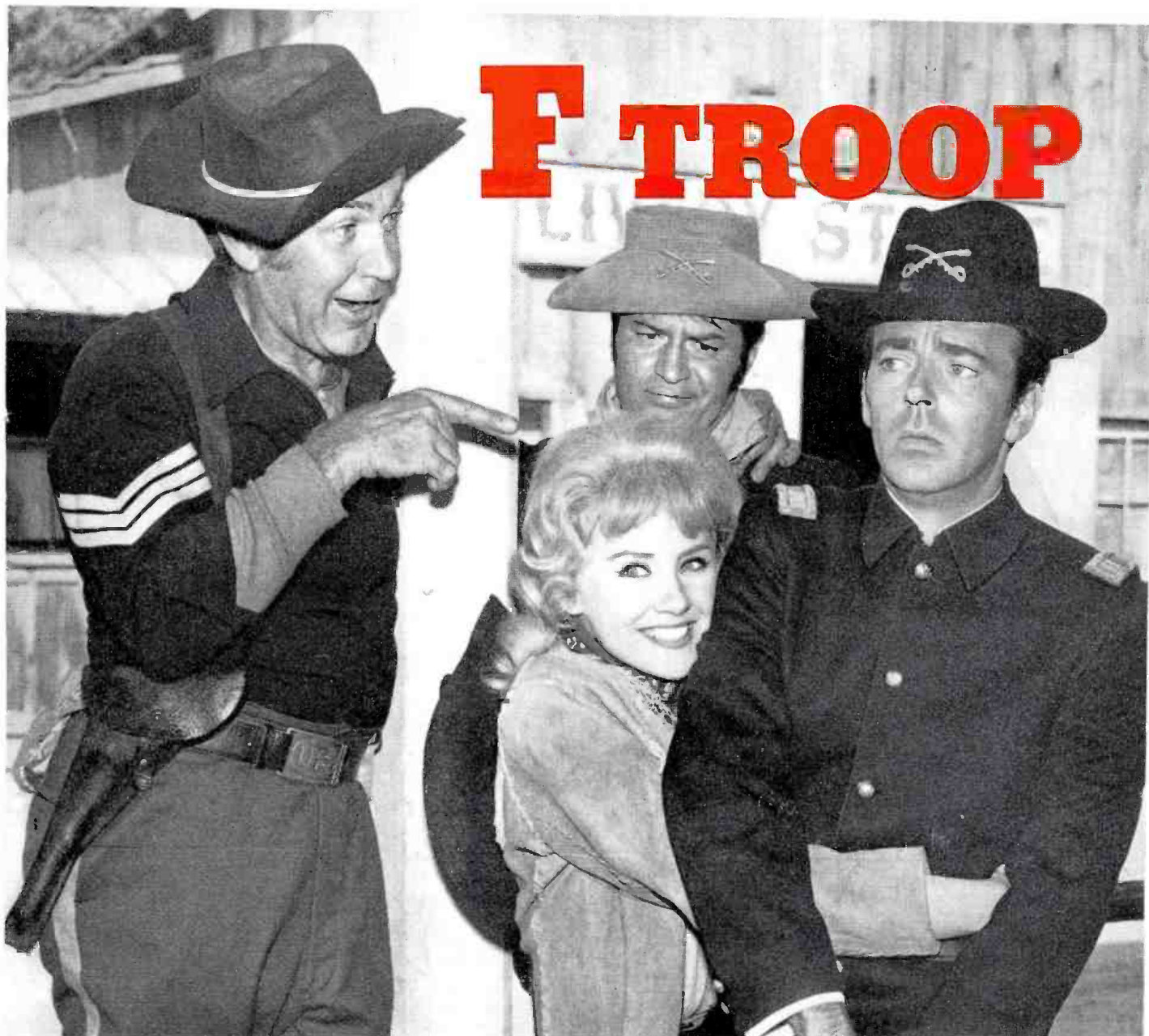
Mr. Kestenbaum reasserted his view that parties do not need ITT financing—principal justification given for merger. But Herbert Bergson, who also represented ABC, said ABC's ability to compete with NBC and CBS would be seriously hampered by denial of merger. He said ABC would have great difficulty in borrowing money and that if it did, it "would be so mortgaged" that its flexibility would be gone.

In reciting ABC needs, he disclosed that network is considering producing feature films. He said network has budgeted \$40 million for feature films over next four years "and \$30 million for films we will produce ourselves" on theory that network will not be able to purchase all feature films it will need.

World Trade Center hearing set by FCC

FCC has set July for hearing in New York on interference problems expected from construction of World Trade Center in lower Manhattan (see page 80). Commission says exact date and naming of hearing examiner will come later.

Commission noted Friday (June 2) situation may occur in other urban areas as new buildings are constructed, thus "problem warrants full exploration."



F TROOP

F TROOP stars (left to right) Forrest Tucker, Melody Patterson, Larry Storch and Ken Berry.

*“One of
funniest ideas”
still winning
top ratings!*

“One of the funniest ideas to have hit television in years,” says *TV Guide** of F TROOP. And it’s still racking up impressive ratings at the local level.

In the latest NSI national sweep (Feb-Mar, 1967), F TROOP ranked No. 1 in its time period in 19 of the top 25 markets! In the latest NSI survey period (Mar-Apr, 1967), covering only 13 major markets, F TROOP ranked No. 1 in its time period in 12 — was virtually tied for first in the 13th!

F TROOP, with 65 half-hours (31 in color), is now recruiting for fall enlistments. Check to see if it’s still available in your market.



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

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without the penalty of complicated operation

It's one thing to produce the sharpest, most brilliant, truest color tape pictures . . . superb dupes through four generations. It's still another to have all this sophistication combined with operating simplicity.

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Design features not available on other machines — automatic indicators, total instrumentation, grouped controls—all make it easier for the operator to exercise command of the sophistication of the TR-70 and thus achieve its total high band capability. Operating efficiency is increased and chance for operator error is reduced through in-depth marriage of man with machine. Monitoring of audio and video are at ear and eye level; record and playback control panels are separated; tape transport is waist high, sloped at a 45 degree angle and easy to thread; electronics module bank is completely color integrated.

NEW EASE OF MAINTENANCE

Standard construction means easier maintenance. All plug-in modules are the same style, are keyed to avoid incorrect positioning—and, no tools are required for removal. Over 160 test

points and push-button monitoring points on front panel trace signal from input to output; 4-mode FM test facility is built in. Everything is easily accessible without removing front panels or screws—There's no emptying of water trays; no getting down on hands and knees to reach modules.

NEW COLOR PERFORMANCE

Designed, tested and delivered for high band color, the TR-70 is all ready to go when you receive it. Here's a new standard in color tape operation. Excellent signal-to-noise ratio—better than 46 dB—coupled with less than 1.5 per cent color K factor rating for the entire system and a virtually flat 0.5 dB frequency response—to produce brilliant pictures. Highly saturated color can be recorded and reproduced beautifully without moire. The basic machine is high band color, but with flick of a switch can be used for low band. Pix Lock, Line Lock, ATC and Color ATC are included. It's not only the finest—it sets new standards all along the line.

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call Dave Morris JA 3-2581

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with personalities and the
ratings to make sales for
products. 24 Hours.

K-Que

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with 280,000 watts of wonder-
ful stereo. . . Soon 560,000
watts with twice the pleas-
ure. 24 Hours.

K-NUZ

Houston's proven producer
with professional personali-
ties and award winning news
staff. 24 Hours.

Best Gulf
Coast
Combo ---
Best Gulf
Coast Buy

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 5-6—Annual spring meeting of Washington State Association of Broadcasters. Speakers include F. E. Fish, vice president, Campbell-Ewald, Detroit. Bayshore Inn, Vancouver, B. C.

June 5-7—Board of directors meeting, National Community Television Association, Sahara Tahoe, Lake Tahoe, Nev.

June 5-6—Annual convention, Electronic Industries Association, Continental-Plaza hotel, Chicago.

June 6—Annual stockholders meeting, MCA Inc. Sheraton-Blackstone hotel, Chicago.

June 6-7—The 1967 general conference of CBS-TV network affiliates. Speakers include John A. Schneider, CBS/Broadcast Group president; Stuart T. Martin, chairman of affiliates association; Thomas H. Dawson, president of CBS-TV network; Michael H. Dann, senior vice president-programs; David Blank, vice president-economics and research, CBS/Broadcast Group; William B. Lodge, vice president-affiliate relations and engineering, CBS-TV; Richard S. Salant, CBS News president; Walter Cronkite, CBS News correspondent; Carl Ward, vice president-affiliate relations, CBS-TV. Hilton hotel, New York.

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 7—Meeting of the San Francisco Advertising Club. Speaker will be Herb Manlove, vice president and director of media, BBDO, New York. San Francisco.

June 8—Annual banquet and entertainment of the New York chapter of the Broadcast Pioneers. Americana hotel, New York.

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. Speakers include Douglas Anello, NAB general counsel, 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 8-10—Radio-television institute conducted by the Episcopal Radio-TV Foundation, Atlanta. Institute theme is "The Communication Gap." Speakers include Don Elliot Heald, general manager, WSB-TV Atlanta; Elmo Ellis, general manager, WSB Atlanta; Dr. Gerhart D. Wiebe, dean, school of public communication, Boston University Boston; Roy Danish, director, Television Information Office; and Fred A. Niles, president, Fred A. Niles Communications Centers Inc., Chicago. Cathedral of St. Philip, Atlanta.

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

June 9—Chicago chapter of Public Relations Society of America holds all-day semi-

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

nar on communications revolution. Among speakers are Rep. Sidney Yates (D-Ill.) on "legislative communications problems" and Robert Scheer, managing editor of Ramparts magazine, on "ethics and communications of mass media." Lake Shore Club, Chicago.

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

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

June 10-14—Annual convention of the eastern and central region of the American Advertising Federation. Speakers include Edward L. Bond Jr., president and chief executive officer, Young & Rubicam, New York. Shamrock-Hilton hotel, Houston.

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 11-13—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

June 11-14—Annual summer meeting of Florida Association of Broadcasters. Speakers include William Carlisle, NAB vice president for station services; Governor Claude Kirk; former governor and NAB president LeRoy Collins. Americana hotel, Miami Beach.

June 11-14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Rivera hotel, Las Vegas, Nev.

■June 12—Oral argument on order to show cause why CATV grant to Outlet-BT Co. for Groton, Stonington (except Pawtucket), Ledyard, North Stonington, all Connecticut, should not be rescinded, revoked or amended. Public Utilities Commission, Hartford, Conn.

June 12-13—Eighth Chicago spring conference on broadcast and television receivers sponsored by the Institute of Electrical and Electronics Engineers. O'Hare Inn, Des Plaines, Ill.

June 12-14—Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers. Leamington hotel, Minneapolis.

June 12-14—Second annual Television Audience Measurement Seminar sponsored by the School of Journalism of the University of Nebraska. Speakers include Gale Metzger, research director, and Joseph Matthews, western sales manager, A. C. Nielsen; R. R. Ridgeway, vice president, production, and C. A. Kellner, vice president station services, American Research Bureau; Howard Mandel, research director, National Association of Broadcasters; Mark Munn, manager, media and program analysis, Leo Burnett Co. and Dr. John Thayer, research director, Peters, Griffin, Woodward Inc. Nebraska Center for Continuing Education, Lincoln, Neb. For further information contact University of Nebraska, School of Journalism, Room 319, Nebraska Hall, Lincoln, Neb.

June 13—Annual stockholders meeting of ABC, New York.

June 13—Annual meeting, Federal Communications Bar Association. Election of officers

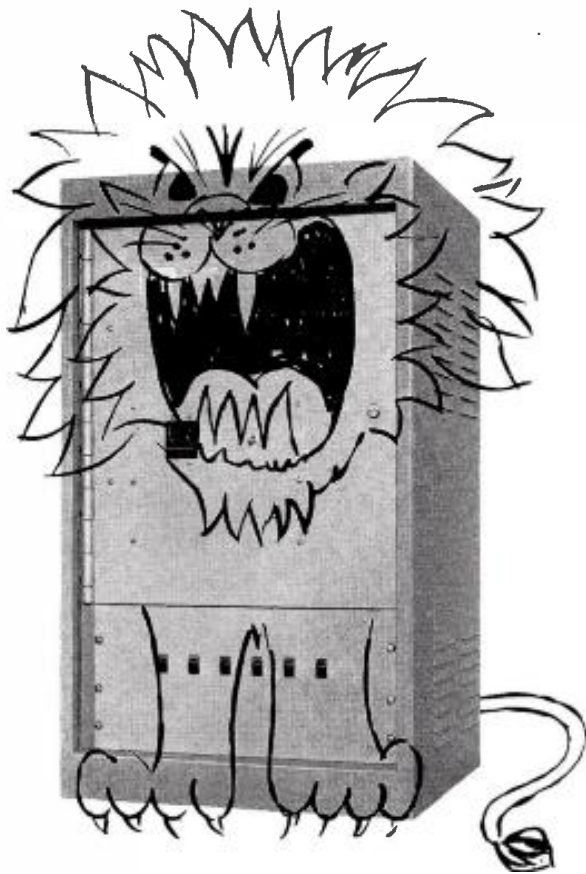


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160 E. 3rd Street, Mt. Vernon, N. Y. 10550

DEPT. B-6

and of delegate to American Bar Association. Willard hotel, Washington.

■June 13—Annual stockholders meeting of United Artists Corp. Americana hotel, New York.

June 14-16 — Annual spring meeting of California Association of Broadcasters. Mark Hopkins hotel, San Francisco.

June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Speakers include William Walker, NAB director of broadcast management; FCC Chairman Rosel Hyde. Marriott Twin Bridges motel, Arlington.

June 16—Annual meeting of Vermont Association of Broadcasters. Marble Island Country Club, Colchester.

June 16-18—Summer meeting of the Oklahoma Broadcasters Association. Western Hills Lodge, Wagoner.

June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Speakers include Howard Mandel, NAB vice president for research; Lynn Christian, WPIX-FM New York; Bill Stewart, McLendon Station. Holiday Inn, Callaway Gardens.

June 19—Deadline for comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

June 19-24—14th International Advertising Film Festival, to be held in Cannes, France, sponsored by Screen Advertising World Association. International cinema and television commercials will be judged. Information may be obtained from Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

June 22-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

June 23-24—Meeting of the Texas AP Broadcasters. Commodore Perry hotel, Austin.

June 25-28—Consumer Electronics Show sponsored by the Electronic Industries Association. Americana and New York Hilton hotels, New York.

June 25-29—Annual convention and board of directors meetings, National Community Television Association. Palmer House, Chicago.

June 25-29—Western region convention of the American Advertising Federation. Lafayette hotel, Long Beach, Calif.

June 25-July 1—Summer board meeting of the National Association of Broadcasters. Williamsburg Inn and Lodge, Williamsburg, Va.

June 25-July 1—First radio, television and film festival and seminar sponsored by the public relations section of the American Library Association. San Francisco.

June 27-29—World Advertising Conference 1967. Speakers include S. K. Kooka, commercial director of Air India, and William Bernbach, president of Doyle Dane Bernbach, New York. Royal Festival Hall, London.

■June 29—Special stockholders meeting, Columbia Broadcasting System Inc. to vote on proposal to merge with Holt, Rinehart and Winston Inc. and to authorize six million shares of CBS preference stock as part of agreement on merger. CBS Broadcast Center, New York.

June 30—Entry deadline for Albert Lasker Medical Journalism Awards for articles and broadcasts published or televised in 1966 which pertain to the improvement of health and the prolongation of life through medical research. Entry blanks may be obtained from, and entries must be submitted

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Happy

Reeves Color Videofilm™—this one can make you happy with color video tape-to-film transfers. It's the only transfer with all the quality you expect from having the Reeves name on the label.

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WTRF-TV STORY BOARD

7

Wanna hear?

UNBIASED SURVEY! It's been reported that people using the new bourbon-flavored tooth-paste have 40% more cavities and couldn't care less.

wtrf-tv Wheeling **OBSTETRICIANS** have a lot in common with storks, ever notice the size of their bills?

Wheeling wtrf-tv **SAY WHAT** you like about the miniskirt. Just keep it brief. Just enough to cover the subject.

Wheeling-Stuebenville TV **WHO SAYS** ants are such steady workers, they go on picnics, don't they?

ALL COLORCASTING
NAME OF A HONOLULU typing school: "Whack-a-key!"

Upper Ohio River Valley **NAUTICAL SMILE!** What do they stand for? USS . . . United States Ship, HMS . . . Her Majesty's Ship, AMS . . . Italian for 'Atsa My Ship. (Thanks to J. Milt of Linsly)

149,343 Color TV Homes **THATSA** the estimated color TV home count Nielsen reported in their Oct-Nov '66 survey for WTRF-TV Wheeling-Stuebenville.

Ask your Blair Television Man **LANDSCAPING!** Well, the nurseryman's bill came in and proves once again that the evil of all roots is money.

wtrf-tv Wheeling **PROBLEMS, PROBLEMS . . .** with all the new-fangled piping in the house, you don't know whether to call a plumber or a plastic surgeon.

Wheeling wtrf-tv ***THE WTRF-TV STORY?** You can have all the impressive facts about the colorful and lucrative Wheeling-Stuebenville TV Market and the avid, big-buying audience chained to WTRF-TV's programming. Ask national rep **BLAIR TELEVISION** why you should select WTRF-TV for your next spot schedule.

CHANNEL SEVEN **NB** WHEELING, WEST VIRGINIA

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to, the Albert and Mary Lasker Foundation, 866 United Nations Plaza, Suite 10E, New York 10017.

June 30-July 2—Annual summer meeting of Wisconsin Broadcasters Association. Leatham Smith Lodge, Sturgeon Bay.

JULY

July 3—Deadline for comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 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.

July 7—Deadline for reply comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

July 11—Annual stockholders meeting, Taft Broadcasting Co. Cincinnati.

July 13—Deadline for reply comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

July 16-18—Annual summer meeting of Idaho Broadcasters Association. Speakers include Paul Comstock, NAB vice president for government affairs. Shore Lodge, McCall.

July 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau. Harvard Business School, Boston.

July 18—Summer meeting of the New York State Broadcasters Association. Speakers include Vincent Wasilewski, NAB president. Otesaga, Cooperstown.

July 18-20—Symposium on electromagnetic compatibility, sponsored by Institute of Electrical and Electronic Engineers. Ralph L. Clark, Office of Telecommunications, Office of Emergency Planning, chairman. Shoreham hotel, Washington.

July 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast 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.

July 30-Aug. 11—Ninth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, bureau of education and research, American Advertising Federation 655 Madison Ave., New York 10021. (212) TEmpleton 8-0325.

AUGUST

Aug. 1-10—Annual meeting of American Bar Association. Consideration of recommendations of Reardon Committee on Fair Trial-Free Press are scheduled for Section of Judicial Administration and Section of Criminal Law. Iliikai and Hawaiian Village hotels, Honolulu.

NAB RADIO PROGRAM CLINICS

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott motor hotel, Philadelphia

Aug. 3-5—Fifth annual National Broadcast Editorial Conference sponsored by the department of journalism of the University of Michigan and the Radio-Television News Directors Association with the collaboration of the National Association of Broadcasters, University of Michigan, Ann Arbor. Suggestions and inquiries regarding the conference should be addressed to Prof. Yablonky, department of journalism, University of Michigan, Ann Arbor 48104.

Aug. 4-5—Summer convention of the New Mexico Broadcasters Association. Palms motel, Las Cruces.

Aug. 8-10—Workshop on advertising financial management and fiscal control sponsored by the Association of National Advertisers. Lido Beach hotel, Lido Beach, New York.

Aug. 13-17—Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

Aug. 14—New deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 22—Annual meeting of shareholders of Rollins Inc. Wilmington, Del.

Aug. 22-25—1967 Western Electronic Show and Convention. Cow Palace, San Francisco.

Aug. 24-25—Meeting of the Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesallee, Berlin 15.

SEPTEMBER

Sept. 12-16—Annual convention of Radio-Television News Directors Association. Royal York hotel, Toronto.

Sept. 13-15—Meeting of the Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Kahler hotel, Rochester.

Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Downtowner hotel, New Orleans.

Sept. 18—Administrative radio conference of the International Telecommunication Union. Geneva.

Sept. 21-23—Fall symposium, Group on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 24-26—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motor hotel, Sidney.

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western
hours in
COLOR

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Philip Carey
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With Guests:

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Martin Milner
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AM • 960 Kc. • 5000 watts
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middle
of the
mitten...

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tremendous influence on our industry—
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Summer employment scarce

EDITOR: I am in my junior year as a broadcasting major/management minor at Southern Illinois U. and work as continuity director of WSIU(FM). . . .

During the summer many professional trades open their doors to students for apprenticeships in their field. Does the broadcasting industry provide this for its own?

Some stations have internships, but they are few and far between. One Chicago network affiliate to which I applied had two of these positions filled by persons not even majoring in the field. I went to New York for a job at a station for which my uncle has worked for 21 years and was refused a job because I wasn't an engineer and did not have a first-class license. . . . When I mentioned a job in production, the station claimed they never hire personnel for summer only. Other stations come up with the excuse that it takes two to three months to train a student, and then he returns to school. Unless one is an announcer, small markets are virtually closed. Around every corner you find the statement "experienced personnel only need apply."

Many of us may have that element of talent for which the industry is looking, but where are we supposed to develop it or to find out if we have it at all? I will keep trying and mail my resumes to stations. . . . There are, I am sure, quite a few broadcasting students in schools throughout the land waiting, and waiting, and waiting.—*Steven S. Gross, continuity director, WSIU(FM) Cardondale, Ill.*

Praises Sid Hix's cartoons

EDITOR: As a constant reader of your fine magazine, I feel I join most broadcasters in quickly turning to the inside back page for a quick look at each week's Sid Hix "Broadcast-toon." I'll coin it.

Have you ever considered, or actually published, a collection of these topical drawings?—*William H. Whitten, director of news, WMOG Brunswick, Ga.*

Colortran lauds NAB coverage

EDITOR: May I compliment you on the very excellent coverage of the entire National Association of Broadcasters convention in Chicago.—*Charles Lipow, vice president, Colortran Industries Inc., Burbank, Calif.*

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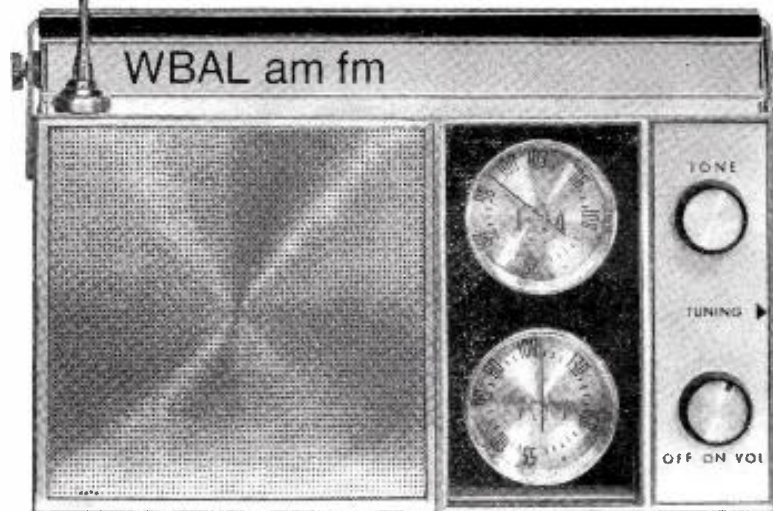
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NBC Affiliate, Nationally represented by Daren F. McGavren Co., Inc. *Based on latest available FCC Reports **In Canada contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.

Merchandising: radio's superior selling catalyst

Are you overlooking the fourth ingredient that makes radio advertising really pay off?

Take a great talent. Allow him to deliver outstanding commercials. Make wise time buys. These are three fine ingredients for success.

But many times advertising dollars are wasted because a fourth ingredient is overlooked: merchandising radio plans at the local level.

Most product distributors and local dealers will admit that radio sells. But often they couldn't care less about your radio campaign on hundreds of stations coast to coast. What they do want to know is what you are doing to help sell their customers.

Experts Available ■ Fortunately there is a force of top-notch salesmen who are eager and willing to help provide that fourth ingredient. They are key radio-station personnel. In our particular case they are the radio farm directors and the sales managers. We feel they are necessary in any radio campaign directed to farm listeners.

We have just completed the third full year of utilizing Andy Griffith as a spokesman for Hess & Clark, producer of animal and poultry health products. Now we are going into the fourth year.

In Griffith we have an outstanding radio salesman who has been successful in the toughest league of all—prime-time TV. But even at the outset of the first campaign we knew his broad appeal as an entertainer would not be enough to convince the farmer he should use our products. These are specialized animal pharmaceuticals and represent serious business to farmers.

So how could we best use the power of his personality? Our first iron-clad rule when writing commercials for Griffith is never to cast him as an expert or an endorser. Our only concern is to take advantage of his distinctive voice and talents as a spokesman.

Griffith has recorded our product stories in his natural style and according to people who are not as emotionally involved as we, Andy Griffith is an outstandingly believable salesman. In this spring's National Agricultural Advertising and Marketing Association competition one of our Griffith commercials was judged the best agricultural radio commercial for the third consecutive year.

Great care is taken to buy time on stations that are reaching the farmer. All of the stations we use worked hard to build a loyal following of listeners

for their farm programming. We are well aware of the reliance farmers place in "Smith" on station XYZ for market reports, weather forecasts and farm news. Heaven help the kid that talks at the lunch table when "Smith" is giving his father the price of hogs on today's market or tomorrow's weather.

Key Element ■ At this point we could lean back and convince ourselves that it's a job well done. But that one vital ingredient is still missing.

The cash register sales at the local level may be rather disappointing if we ignore one vital part of a successful radio campaign—the merchandising help that's available from the local station.

We've always attempted to keep station personnel informed of our plans. But the real value of these people did not hit home until recently. Hess & Clark has just completed test marketing two new products in several areas of the country. Key radio people were not only helpful in the introductions but essential in gaining distribution of the products.

We have found it is absolutely necessary to level with radio people. Let them know your company inside and out. Explain and describe your products. Tell them what the products will do and what they won't do. Give them the names and addresses of your salesmen in their area.

Discuss your channels of distribution. How many dealers do you have? Who are they? What kind of outlets do you want? Who is your potential customer? What do you expect to accomplish with this particular promotion?

Armed with this information radio personnel are better equipped to go into their areas and do a bang-up job of merchandising your promotional efforts

to distributors and dealers. They can help get local action.

Radio farm directors are eager to help. Here's what they accomplished in one of the test markets. After obtaining answers to questions raised earlier in this discussion they identified the key contact man of all levels of distribution.

Follow Through ■ A letter was written to each distributor explaining the importance of the campaign and various broadcast times of the commercials. After it was learned that a competitor already had signed many potential dealers a sales incentive contest was established for the distributor salesmen. Personal letters then were sent to each spelling out the broadcast times and discussing the contest. Follow-up phone calls also were made.

The major distributor in the area was so pleased with the results that key radio personnel were invited to speak to 75 dealers in the area on the value of advertising.

This is only an example of what can be done. Each station naturally has its own set of ground rules by which it plays the game.

We have found the radio farm directors always willing to serve in the vital role of liaison with key people in the marketing chain. They are so important that we invited the radio farm directors, station managers and their station representatives from over 30 stations in the Midwest to a seminar in Chicago. The purpose was to give them an even better understanding of the new products and their distribution.

We feel they all are well equipped to help translate a national radio campaign into an effective local promotion. Once again the key will be that magic fourth ingredient.



Cecil M. Hunt has been account executive at Cooper, Strock & Scannell, Milwaukee, since agency's founding June 6, 1963. He has served as account executive for both the Feed Products Division and Animal Health Division of Hess & Clark, itself a division of Richardson-Merrell Inc. Earlier he had been with Klau-Van Pietersom-Dunlap, Milwaukee, where he also was involved in farm radio. Hess & Clark's new products are Farmhand lotion and Wharfat decontaminant.

Nationwide Broadcast Personnel Consultants



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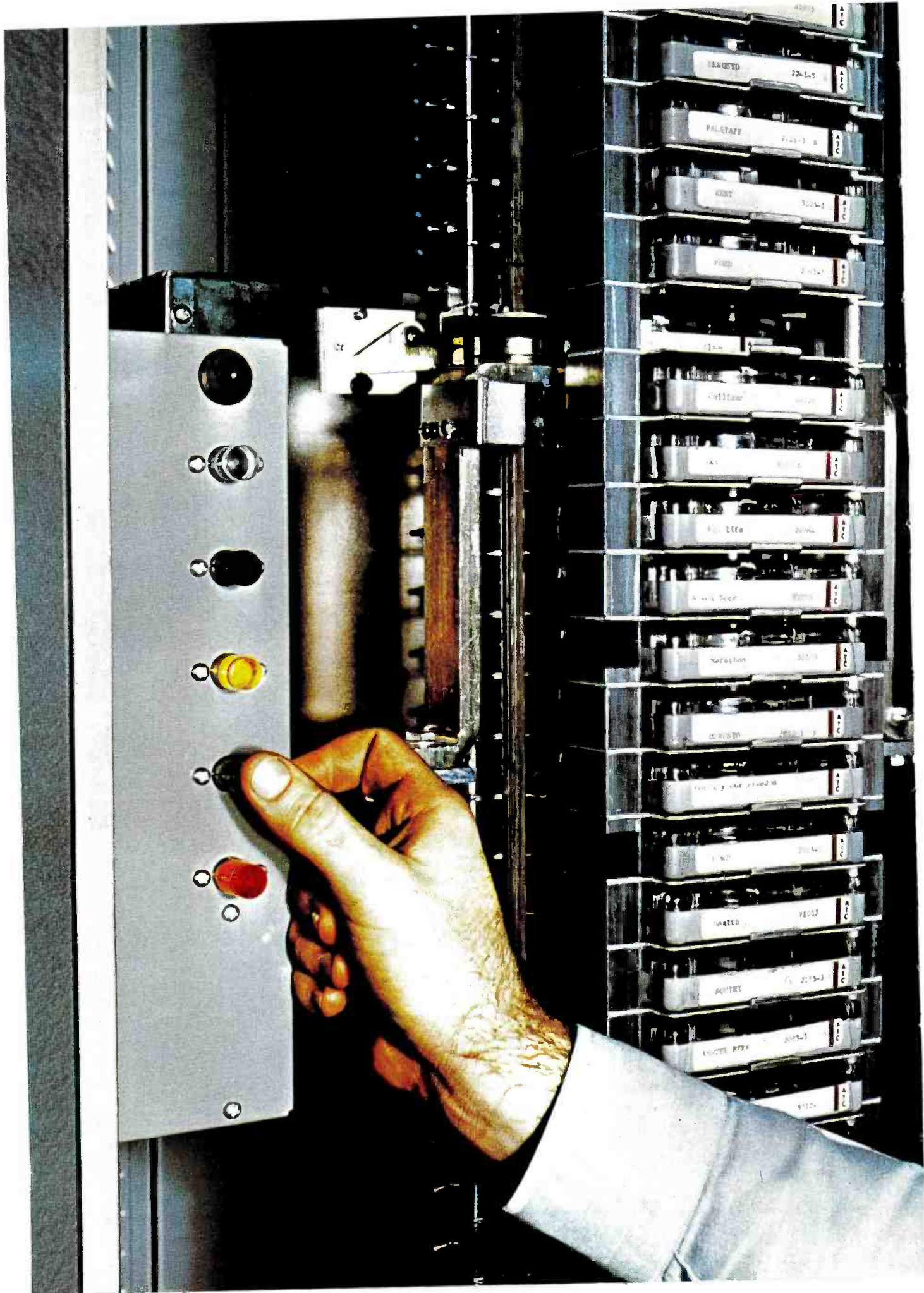
NEW YORK
LOS ANGELES
CHARLOTTE
KANSAS CITY
PHOENIX
HARTFORD
TOLEDO
BALTIMORE
DETROIT
WASHINGTON
BUFFALO
ST. LOUIS
WICHITA

OMAHA
MINNEAPOLIS
SEATTLE
DALLAS
PROVIDENCE
YOUNGSTOWN
PEORIA
BOSTON
HOUSTON
DES MOINES
SAN DIEGO
INDIANAPOLIS
ATLANTA

CINCINNATI
SPRINGFIELD, MASS.
MILWAUKEE
SAN FRANCISCO
SOUTH BEND
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What's going on in Harris-Intertype's world of advancing technology

An automated broadcast programmer with its banks of magnetic cartridge tape is typical of the advanced concepts, equipment and ideas which are creating a new era in communications. To meet these challenges, Harris-Intertype offers "products with a future," embodying a skillful blend of the new concepts and technology with a unique depth of industry know-how.

SOLID-STATE CIRCUITRY has been used in Gates Radio's new BC5H 5KW transmitter design to replace 9 of the 13 tubes... for higher reliability and efficiency... lower operating costs in the medium-sized AM transmitter field.

COTTRELL MODEL V-15A web offset newspaper presses reflect the accelerating trend to offset lithographic printing with many more pictures, sharper printing and increased use of color.

INTERTYPE COMPUTERS play an important part in obtaining increased productivity from present hot-metal type-setting systems; are vital to the incredibly fast electronic systems now coming into being.

GATES RADIO'S AUTOMATIC TAPE CONTROL equipment extends automation to the radio broadcast industry. An Automatic Tape Control system provides the capability for completely automatic programming of an entire day "On the Air."



Products with a Future—Harris Presses • Seybold Cutters • Macey Collators • Cottrell Presses • Intertype Composing Systems • Sheridan Bindery Equipment • Schriber Business Forms Presses & Collators • Gates AM & FM Broadcasting Equipment • PRD Microwave Instruments • Langston Corrugated Container Machinery



When Arthur Smith plays his guitar, Batman and Robin play second fiddle.



Arthur Smith does what the Joker and the Riddler have been trying to do for years.

When his show meets head-on with Batman, Arthur clonks the Dynamic Duo in a clash that isn't even close.

Three times as many men and 3½ times as many women watch Arthur as watch the Caped Crusader (153,000 more adults).*

But Arthur has a history of felling the big ones. Bewitched made the mistake of contesting the Smith magic, and promptly retired to another time period.

Arthur's morning show, Carolina Calling, also stacks up with the big boys. At 7:15 each weekday morning, his show attracts more homes than all programs on the air in San Francisco, St. Louis, Cincinnati, Atlanta, Milwaukee, Kansas City or Washington.†

If you want your competition to play second fiddle in the giant WBTV market, you'll get results with Arthur Smith. Dynamic results!

*Oct.-Nov. 1966 NSI †March 1966 NSI

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.

WBTV CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBTV / WBTV-FM / WBTV /
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Represented Nationally by 

A bleak week for television networks

Television networking was no business last week for a man with a weak heart or latent ulcer. On a single day, Thursday, one network died, another ran into unexpected trouble in its attempt to merge with a bigger company, and all were hit with a congressional bill proposing stifling federal regulation of many network practices.

■ In the U. S. House of Representatives three Democratic members jointly introduced what was thought to be the strongest anti-network bill ever to be submitted in the Congress. Among other restrictions, the legislation would impose direct regulation of networking, prohibit networks from acquiring any equities in programs produced by anyone but the networks themselves, severely limit the amount of programming the networks could feed to affiliates, prevent networks from holding interests in

professional sports and require networks to provide "balanced programming." (See story below.)

■ At the FCC, in the closing moments of an extended hearing into ABC's application for approval of its merger into ITT, the official representative of the FCC's own Broadcast Bureau asserted that the merger would not be in the public interest. That put the FCC's own staff spokesman on the side of the U. S. Department of Justice in opposing the ABC-ITT consolidation. (See details page 32.)

■ In New York the United Network, which had begun operations only 31 days before, ceased operations. With advertising revenue petering out, deficits mounting and a big phone bill to face, United's backers backed away, and no others could be found to replace them. (See details page 34.)

Networks feel chill wind from the Hill

DINGELL-OTTINGER-MOSS BILL STRIKES AT BASIC PROGRAMING RIGHTS

Three members of the House Commerce Committee last week introduced, without warning, a wide-ranging bill to impose tight federal controls on television networking.

The legislation would put the networks under direct regulation by the FCC, would strip them of all equities in programs they did not produce themselves, would limit the amount of programming they could offer, would prevent their owning interests in professional sports and would subject them to a long list of other restrictions. It was called by seasoned observers the harshest legislative threat networks have faced.

Although the bill (H.R. 10481) contains threads that go back many years (some of the ideas now thought by many in broadcasting to be discredited), it had its most recent legislative origin in remarks made on the House floor last month by Representative Richard L. Ottinger (D-N. Y.). Calling attention to press reports that soccer players were ordered to feign injuries or disputes so that CBS could insert commercials in its coverage of a game that nominally has no time-out periods, the congressman promised to submit corrective legislation as soon as it could be drafted.

But when the bill was finally unveiled late last week something besides co-sponsors had been added. Along with two co-sponsors, John D. Dingell (D-Mich.) and John E. Moss (D-Calif.), the bill contained provisions that, among other things, would bring networks and network programming firmly under federal regulation with specified penalties for failure to conform, limit prime-time network entertainment programming to two-and-one-half hours a night or a total of 14 hours a week and prohibit networks from "obtaining any interest in, or rights with respect to" any independently produced program, except for the right to present such programs as network fare.

Specifically, the bill would:

■ Require each television network (defined as a business furnishing programs by "wire or radio communication" to two or more affiliated independent stations) to provide "a balanced program structure." Under the Communications Act, which would be amended by the bill, the FCC would thus be empowered to define "balanced" and, in effect, would be armed with a congressional mandate to regulate network programming, industry observers

noted. A member of the Commerce Committee staff, however, expressed the belief that the legislative history accompanying the bill, if it became law, would make clear that the commission's authority would be concerned only with a network's broad programming mix and would not extend to control of individual programs.

■ The bill would also enact, in effect, a much more sweeping version of the FCC's proposed 50-50 rule, a largely discredited attempt to open up more opportunities for independent program producers. But the proposal would go all the way in prohibiting financial participation by networks in projects undertaken by independent production firms, raising to 100% the proportion of a network's programming that would be proscribed from such participations, as compared with the 50% prohibition envisaged by the commission under the 50-50 rule. Such a move would completely overturn existing programming development practices in the industry, and dry up financing for independent production, observers noted.

■ The bill would prohibit television networks from making programs available to any affiliated station that, together with "intervening or adjacent

NETWORKS FEEL CHILL WIND FROM THE HILL continued

advertisements and station identifications consume an aggregate period of time which is more than (A) one-half of the period from 6 o'clock post meridian to 11 o'clock post meridian, eastern standard time or eastern daylight saving time, whichever is in effect in the state of New York, in any day or (B) 14 hours in any seven-day period." Newscasts, news interviews, special news programs and on-the-spot coverage of news events are exempted from the time limits. As drafted, the 14-hour weekly limit would apply to programming in all times, but the intent was to have the weekly limit apply only to evening time, BROADCASTING was told.

It was noted that the fledgling United Network, after attempting to attract advertising with only a two-hour-a-night schedule, announced that it was going out of business on the same day the Dingell-Moss-Ottinger bill was being introduced (see page 34).

- The legislation would prohibit any

vide such sports programming to any affiliated station, except for those in the locality of the contest itself, that made known its desire to carry the contest in question.

- The bill would bring networks directly under the provisions of the fairness doctrine, "requiring each television network to provide a fair opportunity for presentation of differing views concerning public issues."

- It would make applicable to the television networks section 315 of the Communications Act, requiring equal time for political candidates.

The bill contains some regulations already applied by the FCC.

- The measure also prohibits "unfair and discriminatory practices" in selection of affiliated stations by networks and any contracts or understandings with affiliated stations that "unreasonably restricts" use by the station of programs supplied by other networks, program suppliers or its own produc-

station or stations.

- In addition the bill authorizes the FCC to establish "any other rules and regulations with respect to television networks for the purpose of insuring that their operation will be in the public interest."

Enforcement ▪ Penalties under the bill follow maximums already in force for stations under the communications act: \$5,000 for each offense, with a maximum in any notice of apparent liability for a station of \$10,000, but with a \$50,000 maximum set for network notices.

One reaction in Washington to the bill's wide-ranging sweep was that it was perhaps intended for propaganda value, or to express congressional displeasure with some current issues involving networks, but with no thought that the measure would move toward enactment. But Representative Moss, when asked if efforts were being made to have a hearing scheduled on the bill, replied that he and his colleagues "were not engaged in an exercise" or mere rhetoric. Mr. Moss has for many years been active in the Commerce Committee on radio-TV matters. He is now chairman of the Finance Subcommittee and also sits on the subcommittee on investigations, formerly the Legislative Oversight Subcommittee.

Several congressional and committee staff members expressed the view that the three congressmen did not expect the bill to emerge as law in exactly its present form, but that it was designed to serve as a vehicle for hearings and to force certain issues to the fore.

But Congressman Moss insisted the measure was to be taken literally and at face value. "Nothing in the bill is prejudicial to broadcasters," he stressed, but he said that the legislation might contain provisions that "might be prejudicial to special interests." He held the measure "was an attempt to set up a system of fair broadcasting, to let free enterprises work."

When questioned on the time limits to be imposed on prime-time network programming, Representative Moss replied: "It might even give local advertisers a chance to advertise."

To Diversify Programs ▪ When the bill's 100% prohibition against financial participation in independent program production by networks was compared with the 50% proposal now dormant before the FCC, he replied: "We in Congress don't always operate the way the FCC does." Summarizing his idea of the bill's intended impact, he said the sponsors "simply wish to encourage diversity in programming."

In remarks prepared for insertion in the *Congressional Record* to accompany the introduction of the measure, Congressman Moss cited the refusal of a



Rep. Dingell



Rep. Ottinger



Rep. Moss

television network or television station from "initiating or participating in any agreement under which any football, baseball, basketball, hockey or soccer game or golf, wrestling, or boxing match is interrupted or suspended to permit the broadcasting of any advertisement."

A series of subsections would regulate sports programs. The bill would:

- Prohibit any television network, "or any person controlling, controlled by under common control with such network," from owning any interest in any professional football, baseball, basketball, hockey, or soccer team, and from owning any interest in a business that promotes professional games or matches.

- The measure would also stop what was described as a "growing practice" of selectively blacking out parts of television coverage areas in order to enhance box-office collections for closed-circuit performances of sports events. The bill would require networks to pro-

vide such sports programming to any affiliated station, except for those in the locality of the contest itself, that made known its desire to carry the contest in question.

- Each network would be required "to make available its programs to the maximum number of television broadcasting stations."

- Network influence or control over rates charged by affiliates for nonnetwork programs would be outlawed.

- The bill would also prohibit networks from "engaging directly or indirectly" as sales representatives for non-network-owned stations, "except for the sale of program time or other services connected with network broadcasting." It was pointed out by an industry spokesman that this rule was already in effect.

- It would require networks to file with FCC as public information all contracts between the networks and any

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



THE SOUND OF THE MAJORITY 610
 Miami, Florida

any way
 you look
 at it!



THE SOUND OF THE MAJORITY 610
 Miami, Florida

miami mediastat
 october-november 1966
 says
 number
 adult-
 programmed station
 in miami is

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; WSOB AM-FM-TV, CHARLOTTE; WIOD AM-FM, MIAMI; WIBC-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND

request by a congressman for rebuttal time on NBC's *Today* program, May 23, the morning of the day when the House was to vote on a controversial amendment to a pending education bill. The amendment's author appeared on the program that day. The network later relented, Mr. Moss said, but offered time the following morning. The incident caused unfavorable comment among many House members, and added impetus to the sponsors of the bill to include a section bringing networks directly under the fairness doctrine.

"Recently," the congressman's statement added, "we have witnessed a series of arrogant maneuvers in the broadcasting of sports events." He cited a hometown blackout of a telecast of the Clay-Folley fight that "precipitated considerable local unrest and protests against having to pay to see what viewers elsewhere were getting free."

Concerning published reports that a referee in a soccer game "carried electronic devices so that he could be signaled by the television staff with instructions to stop the game for commercials," Representative Moss said: "The network's claims of innocence were almost as loud as when they professed ignorance of the rigging of television quiz programs.

"When the continuity of a sports event is subjected to artificial interruptions, there is bound to be a deterioration of the genuineness of the event," he said. Such practices could lead baseball, football or basketball "to the status of a wrestling performance," he added. He foresaw reduction "of all our national sporting events to rigged entertainment spectacles."

He also said it would not be reasonable to expect networks to objectively provide coverage for teams they do not

own or control. And, "the competitive disadvantage to a nonnetwork-owned team is obvious," he concluded.

Representative Dingell, chairman of the subcommittee of the Select Small Business Committee that deals with small-business aspects of regulated industries, charged in his statement accompanying the introduction of the bill that "commercial considerations have, in fact, restricted and stultified rather than expanded and fostered the concourse of ideas in a free market."

Pointing to the networks, he said they have "displayed an increased tendency toward the repressive, restrictive and restraining.

"Since the networks have the strength and power to dominate our airwaves," Mr. Dingell concluded, "they must be brought within the areas of legal responsibility to stand an accounting for their practices in the public interest."

Surprise attack on ABC merger

In final stages of big and much buffeted case
FCC's own hearing chief says he and colleagues
think ABC-ITT deal is not in public's interest

Thomas B. Fitzpatrick, chief of the FCC's hearing division, gave direct answers to a couple of direct questions last week, and in the process caused officials of ABC and the International Telephone & Telegraph Corp. some distinct discomfort.

In response to one question as to his "personal" view, he said the public interest "would not be served" by approval of the proposed merger of the two companies. In response to the second, he said the merger would not "materially" strengthen ABC's competitive position with respect to NBC and CBS.

The questions and answers came during first day, Thursday, of the commission's oral argument on ITT's proposed \$400-million acquisition of ABC. The argument marked the final procedural step before the commission acts in the controversial case.

The argument was conducted before a hearing room packed with more than a hundred spectators, including Leonard H. Goldenson, president of ABC, and Simon B. Siegel, executive vice president. Harold S. Geneen, chairman and president of ITT, was in Brussels, Belgium.

The official Broadcast Bureau position, as presented in proposed conclu-

sions filed in the case Monday, indicated a negative attitude toward the merger—but stopped short of expressing it. The bureau said that the commission should revise its decision of last December approving the merger if the principal reason for approval was that ITT was the only source of financial assistance available to ABC. The commission had said in its decision that the need for such assistance was "the principal reason for the proposed merger." But the bureau last week said ABC can obtain funds in the open market.

Based on Record ■ The conclusions were based on the record of the further hearing that the commission ordered after the Department of Justice urged a reopening of the case. The department had contended that the commission, which approved the merger on a 4-to-3 vote, had not adequately considered the anticompetitive aspects that would result.

The language of the bureau's proposed conclusions—and the absence of an ultimate conclusion as to whether the merger was in the public interest—provided ITT and ABC grounds for some comfort.

Mr. Fitzpatrick's statements last week, although not given as the bureau's considered opinion, has now

denied them those grounds. The commission not infrequently repeats the advice of its staff. But it was clear that officials of the applicants wished that Mr. Fitzpatrick had not imposed that additional burden on the commission.

The first question was put by Commissioner Nicholas Johnson, who had voted against the merger in December. He noted that the commission had not had the benefit of an examiner's initial decision in the case—the hearing record had been certified without one—and that Mr. Fitzpatrick was "the only commission employee who has borne the



Broadcast Bureau's Thomas B. Fitzpatrick, in reply to Commissioner Nicholas Johnson, said ABC-ITT merger was not in public interest.

burden of the case." Accordingly, he wanted Mr. Fitzpatrick's "personal" view.

Without a pause, Mr. Fitzpatrick said, that, "speaking as chief counsel for the bureau" and in behalf of the commission attorneys who worked with him on the case, "it is our view that . . . the public interest would not be served by approval of this merger."

Lee's Question ■ The question as to whether ABC's ability to compete would be enhanced by the merger was asked by Commissioner Robert E. Lee, who had voted for the merger. Mr. Fitzpatrick answered, "Not materially." He said ABC is already "pretty competitive," then went on to rub salt into the wound he had just opened, stating that documents presented in the hearing indicated that ITT was interested in ABC as an investment—a point the department of Justice has also made.

James A. McKenna Jr., counsel for ABC, did not try to hide his disappointment over Mr. Fitzpatrick's statements. "Naturally, we regret his answer [to Commissioner Lee] very much."

"I'd be against the merger too if I didn't think it would improve competition. But I think it will," he said. "This is your chance to improve the competitive position in networking." He noted that the commission in the past had proposed steps to improve ABC's competitive position—one provided for dropping VHF channels into seven markets; another looked to deintermixing VHF and UHF markets—but had not taken either one.

He argued, as the applicants have before, that ABC although its overall profits are increasing, is falling further and further behind CBS and NBC and that its ability to provide quality pro-

gramming service is being severely strained. Zooming costs and needs for plant expansion and equipment have resulted in a \$61.4 million cash drain last year, he said.

Benefit to Public ■ And in this connection he sought to focus attention on the public-interest benefits the applicants say will flow from the merger—and on those that may be lost if the merger is denied. "It's an error to overemphasize the financial benefits to the exclusion of other benefits," he said.

Do you want a network, he asked, that is able to lose money on public affairs programming, or one that has to cut back on news and public affairs programming that loses money? Do you want a network that can continue to operate a radio network at a loss, or one that will prune its losses?

"These are not speculations," he warned. "Network management has a duty to stockholders as well as to the public."

He said the television network started losing money in the early 1960's, when it began upgrading its news operation—from \$3.5 million annually to \$24 million in 1966 and \$30 million in 1967. He also noted that the network plans to spend \$40 million on news in 1968, when the political conventions and elections will require added expenditures, if the merger is approved.

"It's not hard to figure how to cut back on these figures until the red ink turns black," he said. The ABC television network lost \$9 million last year, while CBS and NBC networks averaged profits of \$43.9 million. However, the ABC network and its owned-and-oper-

ated stations earned \$19.9 million profit, while the competing networks and their owned-and-operated stations were averaging profits of \$71.8 million.

The applicants, in their reply findings filed last week, hit back at the Justice Department for alleging in its proposed findings that their principals lacked candor in their appearances before the commission (BROADCASTING, May 29). The applicants said the attack was unwarranted and was designed to "divert attention from [the department's] failure" to make a case against the merger. The applicants also said that in seeking to discredit the credibility of Mr. Goldenson and Mr. Geenen, the department overlooked important sections of the testimony which they gave.

Public Interest ■ The department in the argument attacked the merger on a front that extended beyond the question of the principals' credibility. Lionel Kestenbaum, the chief lawyer for the department's antitrust division on the case, argued that the merger would produce detriments to the public interest without countervailing benefits.

He said, as the department did in its proposed conclusions, that the merger would eliminate ITT as a potential entrant into broadcasting as a network operator and as "a substantial factor" in the CATV field. And in connection with one of the principal issues in the case, he said the merger would lead to violations of the integrity of ABC's news operations.

Mr. Fitzpatrick expressed disagreement with the department on some points, arguing that there was no evidence to conclude that ITT would become a network operator if the merger is denied or that it would enter CATV



Lionel Kestenbaum (standing, left foreground), antitrust lawyer for Justice Department, urged FCC to reject ABC-ITT merger, stuck firmly to that position despite extensive questioning by FCC Commissioner Lee Loevinger.

All seven FCC members heard oral arguments. Facing camera (l-r): James J. Wadsworth, Kenneth A. Cox, Robert T. Bartley, Chairman Rosel H. Hyde, Robert E. Lee, Mr. Loevinger, Nicholas Johnson.

on a large scale.

He also said there was no evidence that ITT would attempt to influence ABC's news coverage, but he expressed concern over the testimony of reporters during the hearing that ITT officials had attempted to influence their coverage of the hearing.

He conceded that there is no evidence as to whether or not top officials of the company knew or condoned of those efforts. However, he agreed with Mr. Kestenbaum that the failure of ITT to attempt to rebut the reporters' testimony indicates top officials were aware. If not, "we would have heard otherwise," he said.

In referring to the reporters' testimony in its conclusion, the department said the episode "reveals a total insensitivity to the rights and responsibilities of the independent press." It added that actions by the ITT officials "are all the more significant because they came at a time when one would have expected ITT to make its best efforts to respect the independence of the press."

ITT-ABC Reply ■ Mr. McKenna, however, insisted, as the applicants have

in the past, that the news operation would be autonomous, and would be "insulated" against pressure. The "key-stone" of that independence, he said, "is the professional integrity of those who prepare and present the news—they simply won't let anyone outside the department dictate to them."

The oral argument provided the forum for a confrontation between Mr. Kestenbaum, key aide to antitrust-chief Donald Turner, and Commissioner Lee Loevinger, who had voted for the merger and who is a former chief of the antitrust division.

For some two hours, Commissioner Loevinger tested the department's contention that the merger would have anti-competitive effects. But Mr. Kestenbaum appeared to concede nothing. "Is the burden on the applicants to prove the negative of the question of impact on competition?" Commissioner Loevinger began.

"The applicants have the burden of proving the benefits outweigh the detriments," he said. And in response to a question as to the department's burden in that aspect of the case, he said, "we have the burden of raising ques-

tions."

Anticompetitive Limits ■ The commissioner referred frequently to an article that Mr. Turner, a former Harvard law professor, had written for the Harvard law review which dealt with minimum conditions that must exist before potential competition can be economically significant. The theory developed in the article would appear to present no reason for opposing the ABC-ITT merger.

"At the present time you recognize [the author] as a leading antitrust expert?" Commissioner Loevinger asked.

"You learn a lot of things when you run the antitrust division," Mr. Kestenbaum replied.

At another point, Mr. Kestenbaum objected that points that Commissioner Loevinger was raising concerning one of the department's witnesses hadn't even been raised by the applicants.

"I'm not arguing the applicants' case," the commissioner replied.

The colloquy brought out that the department is looking into two other mergers—RCA with Hertz Rent-a-Car and General Telephone and Electronics Corp. with Hawaiian Telephone Co.

United Network forced to quit

Unable to raise money for line charges, fourth network ends its troubled career with wire to 106 affiliates cancelling further broadcasts

The United Network and its aspirations as a fourth national television service ended last week after 31 nights on the air and a losing behind-the-scenes fight to pull together enough money to stay afloat.

Failure to post a \$400,000 deposit to assure AT&T intercity connections for a second month of operation triggered the closing of the originally ambitious venture after losses expected to total about \$2.3 million.

H. L. Hunt, the conservative Texas millionaire, and Howard Hughes, the eccentric industrialist millionaire, as well as more conventional Wall Street sources reportedly were among those who rejected bids to invest in the network.

Reports of friction among current investors, some of whom were said to have withdrawn support, also circulated in financial circles.

Garvey Resigns ■ Willard Garvey, whose extensive interests include grain, oil, land and broadcasting, and who was one of the leaders in the drive to keep the network operating, was

quoted by some of these sources as saying he had resigned as chairman of United's executive committee at an 11th-hour meeting Wednesday (May 31). He could not be reached for comment.

The 106 stations carrying the live feed of United's two-hour nightly *The Las Vegas Show* or taping it for delayed broadcast were officially notified the next morning (June 1) that Wednesday's feed had been the last. *The Las Vegas Show* or taping it for offering out of a schedule first conceived, under the network's original ownership, as eight hours of programming a night.

In telegrams to presidents and general managers of the stations, United President Oliver Treyz said the executive committee of United's board had instructed him to "inform you this morning" that "with deep regret" interconnected programming had ceased the night before.

Questioned at United headquarters in New York, Mr. Treyz declined to elaborate or go into other details, but

affiliates said that his wire had assured them "the United Network staff has done everything possible," thanked the stations for "magnificent" cooperation and offered "my apologies for this tardy advice."

\$2.3 Million Needed ■ Although Mr. Treyz declined to comment, reports from sources in and close to Wall Street and other financial interests estimated that United's backers had spent about \$1.3 million thus far and that another \$1 million would be needed to meet remaining obligations.

The chief outstanding contracts, according to these sources, were:

■ With LewRon Television Productions, Baltimore-based firm whose equipment was used in the Las Vegas originations, reportedly for 13 weeks at \$17,000 a week. The contract thus would have about eight weeks still to run, but it was understood the final two to three weeks were paid in advance.

■ With David Sontag as executive producer of *The Las Vegas Show*, reportedly also for 13 weeks at \$2,000 a

INVOLVEMENT?... You Bet!



That's how
WSPA-TV
 Better Serves
 The Greenville-
 Spartanburg-
 Asheville
 Area.

THE DOCTORS SPEAK

This Public Service series presents vital medical facts for health improvement. This program won a citation from the South Carolina Medical Association for excellence in television programming for the benefit of the public and the medical profession.

*42nd MARKET NATIONALLY.

FIRST WITH COLOR IN
 SOUTH CAROLINA AND THE
 SPARTANBURG-GREENVILLE-
 ASHEVILLE MARKET

*ARB



Teams from high schools in the Channel 7 viewing area compete each week in testing their knowledge and poise as they spontaneously answer questions proposed by WSPA-TV quiz master Roger Davis. The program is telecast during prime time and in color.



The gifted WSPA-TV Woman's Editor presents the only daily program in this market designed to bring homemakers new and creative ideas in cooking, decorating, fashions, and other plans in making the home more enjoyable — colorcast live.



CBS in the Greenville,
 Spartanburg, Asheville Market

wspa-TV

SPARTANBURG, SOUTH CAROLINA

AM-FM-TV

Owned and Operated by the Spartan Radiocasting Co. Walter J. Brown, Pres.
 George P. Hollingbery, National Representative

channel 7

UNITED NETWORK FORCED TO QUIT continued

week plus living expenses.

▪ With Mr. Treyz as president, reportedly about \$90,000 a year and due to expire at the end of this month.

▪ With Bill Dana as anchorman for *The Las Vegas Show*, said to be for 13 weeks at about \$8,500 a week.

There are also believed to be some outstanding contracts with talent connected with the Las Vegas program, probably at or close to union pay scales.

The Lewron and Sontag contracts apparently date to the period before United's present owners took over from D. H. Overmyer, who initiated the concept and founded the organization as the Overmyer Network 11 months ago.

Mr. Treyz, a former president of ABC-TV, has been with the fourth-network organization from its beginning. Mr. Dana was signed after the new owners, headed by Jack V. McGlothlin, a Texas oil operator, took over less than three months ago and changed the name to United.

United's total payroll was reported at close to 100 persons—about 80 in Las Vegas and 20 in New York.

Executive Staff ▪ Among the executives in addition to President Treyz are Lewis M. Marcy, executive vice president; Lemuel B. Schofield II, general counsel; Charles W. Shoop, director of station relations; Eugene C. Wyatt, director of sales, and J. Frederick Mullen, associate director of public relations. The Las Vegas part of the operation was headed by Bob Hennig as production coordinator.

Messrs. McGlothlin and Garvey and associates acquired control of the formative network after Mr. Overmyer, owner of a complex of businesses who had announced he was prepared to spend \$6 million to \$10 million on the network in its first 18 months, apparently ran into problems in a tight-money market.

Mr. Overmyer retained 20% and the new group acquired 80% in a transaction in which no money changed hands (BROADCASTING, March 13).

But last week sources close to the Overmyer interests reported that Mr. Overmyer had sold his 20% to majority stockholders about a month ago. He reportedly received about \$240,000 in cash and a note for around \$115,000.

In the new stock lineup, Mr. McGlothlin and the associates who came into the syndicate with him were said to control 65% while Mr. Garvey and his associates reportedly held 35%. Mr. Garvey was believed to be the biggest single stockholder.

Network Backers ▪ Originally there were said to be 14 investors in the syndicate, only seven of whom were ever publicly identified. These seven

consisted of two groups.

One was made up of Mr. McGlothlin, board chairman, and three associates: James W. Nichols, a Texas advertising and public-relations man who had started in broadcasting in religious programming; Bob G. Bailey, a Texas contractor specializing in highway and bridge construction, and George F. Thagard Jr., a Los Angeles oil man.

Mr. Nichols, a close associate of Mr. McGlothlin and his family, was named vice chairman of the United board and designated to oversee fiscal operations and also the Las Vegas operations. He took an active part in top manage-



Oliver Treyz
United it falls

ment and also served on the executive committee, along with Mr. Garvey and Mr. McGlothlin.

The other group was composed of Mr. Garvey, chairman of the executive committee, and Rush K. Evans, manager of three Colorado broadcast stations that Mr. Garvey owns, and J. Dwain Schmidt of Wichita, Kan., an attorney for the Garvey interests.

Although it was widely assumed that the far-reaching financial interests represented by the new syndicate would assure United of adequate working capital until it had time to begin paying its own way, reports began to circulate last month that some investors had become impatient and refused to put up more money (CLOSED CIRCUIT, May 22).

Unidentified Backers ▪ These investors were never identified, and the best indications last week suggested that they were among the seven whose identities had not been made public in the first place. At the time the syndicate was formed, these seven were described only as businessmen with interests in oil, construction and insurance in Texas,

California, Kansas and Colorado.

Financial sources reported that Mr. Garvey was highly active in seeking new investors throughout the final weeks of United's operation and that Mr. McGlothlin also maintained interest to the end. Mr. Nichols, a key member of the so-called McGlothlin group, was said to have approached Mr. Hunt as a prospective investor, and at some point also solicited Mr. Hughes's interest.

Although neither overture paid off, there were indications that Mr. Hunt gave the matter considerable thought before rejecting it.

Sources following the Wall Street end of United negotiations said Mr. Garvey apparently succeeded in lining up a portion of the network's working-capital needs—but on a matching basis and never matched.

Overall, it was believed that United was seeking about \$1.5 million to carry it until advertising revenues could begin coming in sufficient volume to ease the pressures.

Fall Brighter ▪ Network authorities have indicated for some time that summer probably would be a problem period but expected a strong pick-up in the fall.

Advertising sources who have followed United's progress closely since the opening days ventured last week that perhaps close to \$3 million in business had been sold—but with much of it not scheduled to run until June, July and August.

In an effort to firm up a softness in sales following the network's kickoff week, United officials instituted a "special offer," dropping prices from the originally announced rate of \$6,000 a commercial minute to \$2,500 a minute for the latter part of May, \$3,000 for the first two weeks of June and graduating up to \$4,000 in July, August and September (CLOSED CIRCUIT, May 22).

At least partly spurred by this stimulus, orders appeared to pick up in the last couple of weeks. Advertising authorities reported, for instance, that General Mills had 21 minutes on the network during its last week, General Foods had nine or more and Armour was spending at a rate that appeared to approach \$10,000 a week with plans for further expansion.

Adolf meat tenderizer, Warner-Lambert and Block Drug were among other regulars, with budgets estimated unofficially at \$2,000 to \$6,000 a week, and Colgate reportedly had planned to start in July with around \$12,000 a week.

Some agencies called in orders even after the decision to cease operations had been made.

Some Hope Still ▪ Agency officials detected a note of at least remote hope in suggestions by United officials that a hugh on-rush of late orders—or new

The logo is a circular emblem with a rainbow arching over a black semi-circle. The rainbow consists of seven concentric bands of color: red, yellow, green, blue, red, yellow, and red from top to bottom. The black semi-circle contains the text 'COLOR IT LIVE' in white. A red horizontal banner cuts across the middle of the rainbow, containing the text 'WWJ-TV' in yellow. Below the banner, the word 'DETROIT' is written in yellow. The entire logo is set against a bright yellow background.

**COLOR
IT LIVE**

WWJ-TV

DETROIT



CROWDS PRESS TO SEE WWJ-TV STARS.

CAROL DUVALL, ED ALLEN AND LORENE BABCOCK HELP DETROITERS GET A LOT OUT OF "LIVING."

"TRAFFIC COURT" CURE DRIVING OFFENDERS.

"JUVENILE COURT" PONDERERS PERPLEXING TEENAGE PROBLEMS.

DICK WESTERKAMP QUESTIONS MICHIGAN'S GOVERNOR ROMNEY.

DON KREMER KEEPS TABS ON TOP SPORTS STORIES.

"BEAT THE CHAMP" PITS LOCAL AMATEURS AGAINST LEADING PROS.

S. L. A. MARSHALL PROBES VIETNAM.

SONNY ELIOT AND FRIEND CAVORT "AT THE ZOO."

MILKY MEANS SATURDAY MORNING MAGIC AND GAMES.

DWAYNE RILEY EXPLORES A "FEATURE STORY."

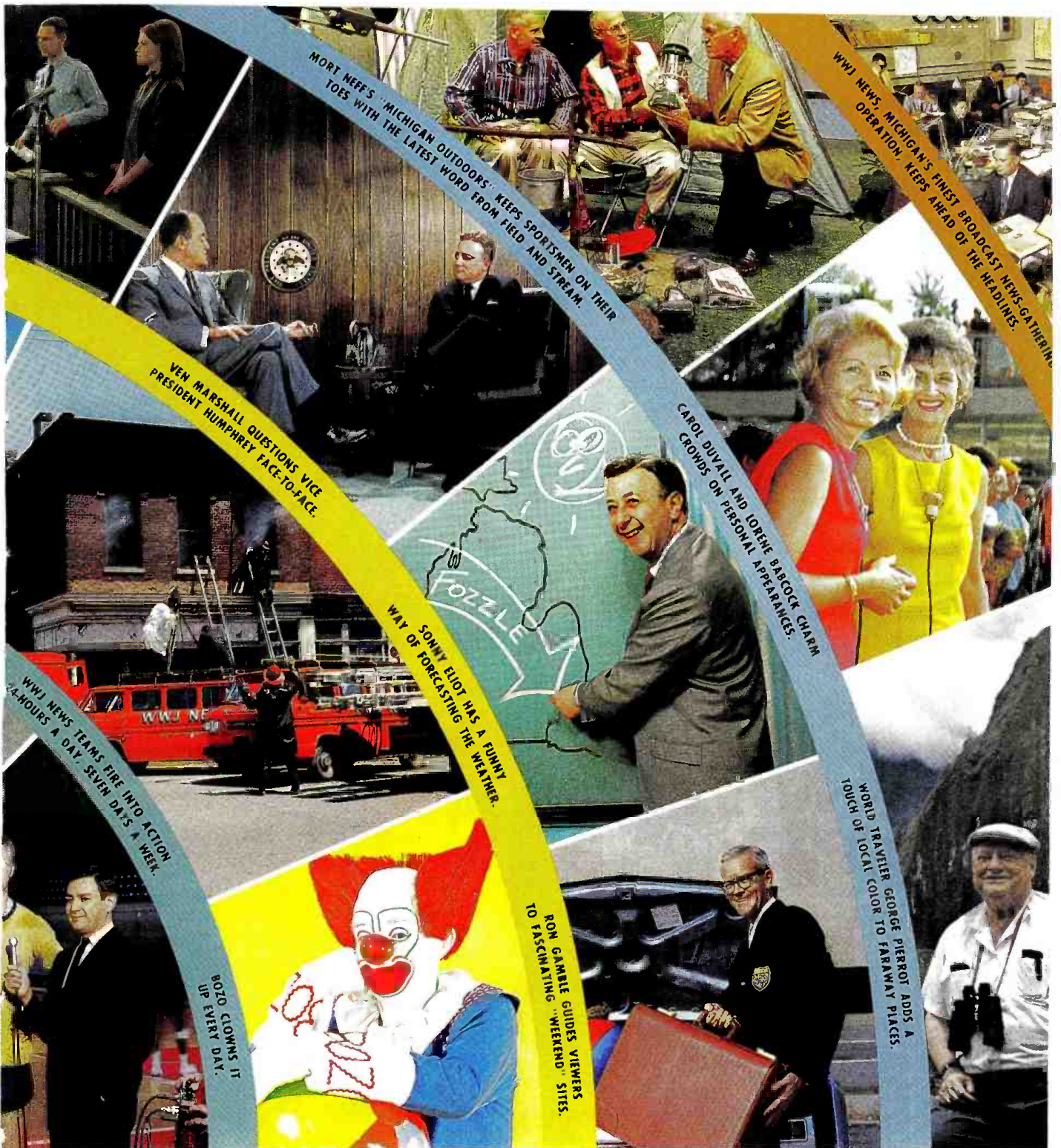
AL ACERMAN DIGS FOR SPORTS NEWS.



A rainbow around Detroit—a kaleidoscope of local, live productions expertly presented makes WWJ-TV a major force in the Detroit market, wins and holds the loyalties of impressive audiences for the station and its advertisers.

This, its 20th anniversary year, finds WWJ-TV with all studio operations in full color and with a production schedule that calls for more than 120 local, live organizations every week.

Big job? Yes, but WWJ-TV always thinks big. In programming. In promotion and merchandising, too. So color us live—and lively.

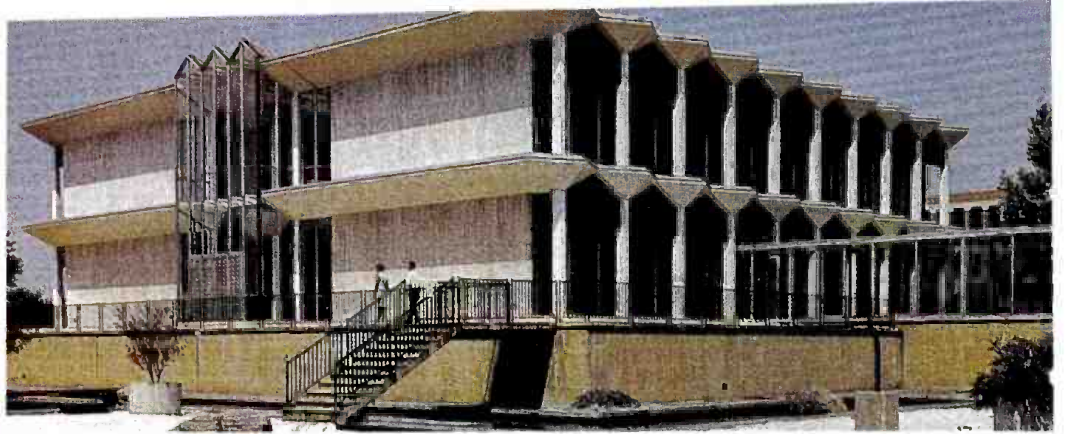


A good vantage point for viewing the unique WWJ-TV approach to television is 7 PM Monday through Saturday: "The George Pierrot Show," "Weekend," "Juvenile Court," "Michigan Outdoors," "Traffic Court," and "At the Zoo."

Or consider the morning hour-long "Living" show with Carol Duvall, Ed Allen, and Lorene Babcock; Sonny Eliot's inimitable weathercasts and "Almanac"; clown favorites Bozo and Milky.

WWJ-TV News features Dick Westerkamp, Ven Marshall, Dwayne Riley, Kirk Knight, John Hultman, George Kendall; military analyst S. L. A. Marshall; frequent instant news specials and documentaries. In sports, "Michigan's Sportscaster of the Year" Don Kremer and popular Al Ackerman; "Beat the Champ" nightly bowling shows.

All colorful personalities on colorful programs that paint the fascinating rainbow that delights Detroiters, that spells audience and sales for advertisers.



DISTINCTIVELY DETROIT

Since 1947, Michigan's First Television Station has firmly patterned its operation to meet the particular desires and needs of the people it serves. For Detroit is truly distinctive—in personality, culture, and economic stature.

Here the average family has a spendable income of over \$10,000 a year. Annual retail sales soar above \$6½ billion. Drug sales are 41% higher than the national average; general merchandise sales, 21% higher.

WWJ-TV reaches across 5,000 square miles of coverage area where over 7,000,000 people make up 1,700,000 television households. In fact, WWJ-TV offers you an \$11½ billion market; 67% of Michigan's population, 72% of its purchasing power.

Buy Detroit, the distinctive market. Buy WWJ-TV, the station that is distinctively Detroit.

In other words, "Color It Live."



OWNED AND OPERATED BY THE DETROIT NEWS.

AFFILIATED WITH NBC.

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

working capital from outside investors—might enable the network to resurrect itself even though termination notices had already gone out to stations.

For their part, stations carrying the United program found themselves scrambling Thursday to find substitute programing—in many cases for that same night.

One executive noted that termination clauses in the affiliation contracts called for 28 days' notice when in fact stations received less than 24 hours'.

In some cases, such as New York, where the programing was carried for the most part on a delayed basis, the pressure to find new programing was somewhat less acute but station executives reported another problem—to get newspaper program-log listings revised in time.

When Mr. Overmyer and Mr. Treyz originally announced plans for the network they envisioned eight hours of programing a night—two hours of news fed by United Press International and its UPI Newsfilm subsidiary, the two-hour *Las Vegas Show* and four hours to be developed in entertainment, sports, specials and public-service (BROADCASTING, July 18, 1966).

Subsequently the new Continental Football League was reported as signed to a three-year contract to start this coming fall.

UPI Postponement ■ When the McGlothlin-Garvey syndicate took over, firm program plans encompassed only *The Las Vegas Show* and the UPI newsfeed—and on the day United started, UPI announced it was postponing its participation until Sept. 11. UPI said changes in United's transmission base from Las Vegas to Los Angeles made the delay desirable (BROADCASTING, May 1).

The newsfilm service was to be provided by a new organization called UPITN, formed recently by a merger of UPI Newsfilm and Independent Television Newsfilm of Great Britain. Last Thursday, Burt Reinhardt, U.S. vice president and general manager of UPITN issued this statement:

"Our understanding is that the physical cable facilities of the United Network are being terminated. Our agreement was to transmit newsfilm over those facilities when they became nationwide in scope. This was never done. Apparently it will not be done.

"UPITN . . . has had discussions with others who operate video facilities and these discussions will be pursued.

"UPITN remains very much in the newsfilm business as before. We will continue to supply newsfilm footage to many top U. S. independents and foreign networks."

United and its affiliates operated on a basis calling for no exchange of money.

Out of six commercial-minute positions in each half-hour, the stations received two for local sale, the network reserved four for its own sale.

The arrangement with UPITN called for subscribing stations to pay United at rates ranging from a high of about \$1,000 to a low of less than \$100 a week, with United paying UPITN one-half of such revenues.

News Demand Small ■ Although deferment of the UPITN starting date left station acceptance of the news service undetermined, early reports had indicated demand was light.

The number of stations carrying *The Las Vegas Show* was originally reported at 125 but last week was pegged at 106, with the difference attributed primarily to dropouts after the show's starting date, originally set for April 3, was delayed to May 1 following the change in ownership to the McGlothlin-Garvey group.

The last-ditch nature of efforts to keep the network alive was indicated by Mr. Treyz's brief appearance on one of the final week's programs in what seemed clearly an appeal for advertiser support. Observers also thought they detected overtones of a per-inquiry deal in commercials that seemed to fill all available network positions on Memorial Day—an offer of flags available at \$4.98 from a post office box in Las Vegas.

BROADCAST ADVERTISING

TV darkens magazines' future

Publishers hear that 20-year decline in magazines will continue as the electronic media fully develop

The effects of the electronic media on the present and the future of the magazine-publishing industry were examined by a panel of speakers during the three-day spring meeting last week of the Magazine Publishers Association in White Sulphur Springs, W. Va.

Norman J. Johnson, assistant general sales manager for marketing and advertising, Chevrolet Motors Division, stressed that although 1966 circulation and advertising revenues were at an all-time high, magazines have shown "a serious decline during the past 20 years" as a national advertising medium. He noted that in 1945, 40% of national advertising was allocated to magazines, while in 1966, the share had slipped to 26%.

"Is this just the attrition that has been brought about by the advent of television, or is this evidence that the

magazine is considered to be less vital as a national communicating force than it was 20 years ago?" Mr. Johnson asked.

He mentioned that the \$1.3 billion spent in national magazine advertising in 1966 is a "staggering sum," but said he could understand the industry's desire for a larger share of the allocations. He pointed out that an advertiser must select media to meet certain criteria and he acknowledged that the reason Chevrolet apportions "a big part" of its budget to TV is that television combines sight, sound, motion and color to an significant degree.

Many Prefer TV ■ Mr. Johnson reported that a survey by R. H. Bruskin & Co. last fall of 375 auto dealers in 24 major markets showed that 71% considered TV to be the most effective medium in influencing salesroom visits;

20%, newspapers, and 16%, magazines. He added: "This would seem to be an alarming development when we consider our current large investment in magazine advertising. There may be many things that can be done to raise the local automobile dealers' blood pressure in regard to magazines. Maybe education is needed . . . maybe the coverage and significance of magazines needs to be interpreted in a more important way to the dealers."

Jerome D. Luntz, director of planning and development, McGraw-Hill Publications, spoke on the revolution in communications technology, citing the emergence of the computer and advances made in microfilm, audio-visual materials, Teletype and facsimile communications. These presage, he said, a proliferation in the availability of information in the years ahead and, for magazines, this will mean a continuation of the trend toward increasing competition for the reader's time.

He voiced the view that the magazines that will survive and prosper will be those that "cater to the reader's intellectual appetite, to his curiosity, to his desire to know the story behind the

BAR network billing report for week ending May 21

BAR network TV dollar revenue estimates—week ended May 21, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended		Cume	Day parts	Networks	Week ended		Cume
		May 21	May 1-21	Jan. 1- May 21			May 21	May 1-21	Jan. 1- May 21
Monday-Friday	ABC-TV	—	—	—	Sunday	ABC-TV	69.9	186.1	2,763.9
Sign-on 10 a.m.	CBS-TV	85.6	274.5	2,466.2	6-7:30 p.m.	CBS-TV	153.8	461.5	5,366.1
	NBC-TV	323.1	953.2	5,950.2		NBC-TV	44.0	152.0	3,756.8
	Total	408.7	1,277.7	8,416.4		Total	267.4	799.3	11,886.5
Monday-Friday	ABC-TV	1,283.3	3,886.5	29,338.7	Monday-Sunday	ABC-TV	3,805.1	12,809.6	108,167.0
10 a.m.-6 p.m.	CBS-TV	3,049.9	9,157.1	67,652.8	7:30-11 p.m.	CBS-TV	4,788.5	14,789.2	120,594.5
	NBC-TV	1,678.6	5,050.4	35,596.1		NBC-TV	4,567.3	14,506.3	123,575.0
	Total	6,011.8	18,094.0	132,587.6		Total	13,160.9	42,105.1	352,336.5
Saturday-Sunday	ABC-TV	861.7	2,270.0	18,215.6	Monday-Sunday	ABC-TV	311.9	1,014.9	3,712.3
Sign-on 6 p.m.	CBS-TV	743.8	2,065.3	19,697.2	11 p.m.-sign-off	CBS-TV	148.1	399.2	1,226.2
	NBC-TV	495.4	1,493.2	9,883.5		NBC-TV	387.5	1,176.6	7,706.7
	Total	2,100.9	5,828.5	47,796.3		Total	847.5	2,590.7	12,645.2
Monday-Saturday	ABC-TV	306.5	1,002.7	6,137.5	Network Totals	ABC-TV	6,638.1	21,169.5	168,334.7
6-7:30 p.m.	CBS-TV	499.7	1,499.0	12,463.0		CBS-TV	9,469.4	28,645.8	229,466.0
	NBC-TV	554.9	1,674.7	11,839.8	Grand totals	NBC-TV	8,050.8	25,006.4	198,632.1
	Total	1,361.1	4,176.4	30,440.3	All networks		\$24,158.3	\$74,821.7	\$596,108.8

story, to be entertained.”

TV Cost Decline ■ Dr. Jules Backman, research professor of economics, New York University, spoke on the theme of whether advertising is anti-competitive and wasteful, but during his talk he made several comparisons related to magazine and television advertising. He pointed out that over the past 10 years there has been a sharp increase in TV advertising, while the share of magazine advertising “has shown little change.” In addition the magazine cost per thousand has risen, he said, while the CPM for both TV and radio has declined.

The CPM for magazines has risen 22% over the past 10 years, according

to Mr. Backman, while similar costs for network TV, spot TV, network radio and spot radio have dropped by 19.8%, 7%, 31% and 5.2% respectively.

George E. Dashiell, division vice president, marketing, RCA's Graphic Systems Division, spoke on the growing relationship between the electronics and the publishing industries. He emphasized that “the printed word is still going to be a major means of communications,” and added:

“Today we can combine the speed of electronics, television and the computer with the permanence of the printed word through new techniques such as the RCA Videocomp all-electronic typesetter and the RCA Color

Scanner, which greatly shortens the time needed to produce high-quality color separations.”

Agency producers form business society

The formation of the Broadcast Advertising Producers Society of America (BASPA), consisting of approximately 50 agency commercial producers, has been announced in New York. Its aims are to promote the creative interests of the advertising producers, provide a forum for exchange of ideas and methods, and establish and maintain high standards of business practices, integrity and conduct among members.

Elected as officers of BASPA were Bob Gross, Grey Advertising, president; Don Franz, Leo Burnett Co., vice president and Lincoln Diamant, Grey Advertising, treasurer. Members now represent 16 top agencies, according to Mr. Gross, and within the next month BASPA will send out letters inviting other agency producers to join.

Meister Brau signs for '68 Chisox games

1968 baseball is off to an early start with Meister Brau Inc., Chicago, through BBDO there, buying a \$600,000 package of White Sox baseball for next season on WFLD(TV) Chicago and its new Milwaukee companion, ch. 24, still without call letters.

Sports announcer Jack Drees was also signed by WFLD to do the play-by-play. The brewery gets four spots in each of 144 games in the twin markets. The games will be in color.

A tentative trend toward clustering

Specials have proved to be a laboratory for experimentation with the “clustering” of commercials to reduce interruptions in the flow of programming. Spokesmen at all three networks express interest in the concept and report a degree of advertiser support for continuance of limited trials.

Jack Otter, NBC sales vice president, said AT&T was “happy” with clustering on the *Bell Telephone Hour* and would probably continue it next season.

Another instance of “clustering” in NBC specials was in the Project 20 production, “The Law and the Prophets,” sponsored by the American Gas Association, and an NBC spokesman said additional experiments in this area would be tried next season.

William Tankersley, CBS-TV vice president for program practices, said that General Telephone & Electronics would continue its policy of three commercial periods in *CBS Playhouse* three-act productions, one at the beginning of the show, one at the end of one act (leaving the other opening available for the station break) and one at the end of the show. He said: “There is a trend there, but it might be limited to the specific wishes of two or three sponsors.”

An ABC spokesman said the Ford Motor Co. had used clustering in its blockbuster movie, *The Robe*, and that the policy “might be continued next season in other blockbuster movies,” which ABC considers to be “special television events.”

THE MARTIAN STRIP...



We promised you'd have a winner if you stripped

MY FAVORITE MARTIAN

WELL,

ALBANY-SCHENECTADY-TROY

(Mon.-Fri. 4:30 pm) Rating 13 Share 33

Note: More than doubled rating of previous programming (Popeye/3 Stooges/Marvel Comics) and improved share of audience 57%* Feb./Mar. 1967

SEATTLE

(Mon.-Fri. 5:30 pm) Rating 13 Share 31

Note: #1 in total viewers in its time period Mar./Apr. 1967

LOS ANGELES

(Mon.-Fri. 6:30 pm) Rating 7 Share 14

Note: Leads all competitive programming on independent stations** Mar./Apr. 1967

AND...

just sold to CBS O&O's in Philadelphia and St. Louis for 1968 start, and to WKBD-TV, Detroit.

Also sold in these other happy markets: Chicago, WGN
Baltimore, WJZ-TV/Atlanta, WALI-TV/Fresno, KFRE-TV
San Francisco-Oakland, KTVU/Dayton, WLW-D/Scranton, WDAU-TV
Washington, WTTG/New York, WNEW-TV/Boston, WKBG-TV
Charlotte, WSOC-TV/Kansas City, KMBC-TV

MY FAVORITE MARTIAN

107 half-hours (32 in marvelous Martian color)

A three-season CBS Network success.

When you do

THE MARTIAN STRIP

the non-competition yells "take it off!"

Wolper Television Sales
A Division of Wolper Productions, Inc.
A Metromedia Company

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

8544 Sunset Blvd.
Hollywood, California 90069
(213) OL 2-7075



Data are based on Nielsen Co. estimates for the periods specified and are subject to qualifications described in said reports.
*Previous survey period: Oct. Nov. 1966. **Includes two telecasts of other programs.

TV documentaries better big-business image

Television as a solution to the problem of corporate public relations was suggested last week by Norman Cash, president of the Television Bureau of Advertising, in a speech to the Richmond, Va., Public Relations Association.

"It's possible," he said, "that the cost in both dollars and company efficiency would be improved if the company's message were produced as a subject of public interest and televised as a 30-minute documentary. The documentary approach could also be used for a company's annual report, and the production facilities of a local TV station can be utilized for taping or filming this and most of your other public relations activities."

Jefferson Airplane on mission for Strauss

Levi Strauss & Co., San Francisco, through Honig-Cooper & Harrington, same city, will engage in an ambitious broadcast campaign this summer pinpointed on the teen-age market, with the accent on the hippies.

Highlight of the campaign will be a series of so-called "groovy" radio spots featuring the Jefferson Airplane musical group. Plans call for these spots to play on some 250 radio stations across the country, most of them in the top-40 contemporary music category.

The record jacket for the spots will have a special message to disk jockeys. It will say: "These commercials will startle you, confuse you, perhaps make

you angry, perhaps make you laugh, or smile or wince, or maybe you will just shake your head vaguely. These commercials represent a step toward a more natural form of communications with the unique listening audience. Open and listen, learn something new about advertising."

In addition to the radio campaign, a 60-second TV commercial for Levi Sta-Prest slacks, already tested in four markets, is scheduled to be used on eight nighttime ABC-TV shows.

Agency appointments . . .

▪ Pacific Air Lines, San Francisco, has appointed MG&S Advertising, San Francisco, to handle its \$500,000 account. MG&S replaces Freeman & Gossage, interim agency selected after D'Arcy Advertising resigned the airlines business. D'Arcy reportedly left as result of dissatisfaction over Pacific's current "sweaty palms" campaign on radio and in print created by Stan Freberg (BROADCASTING, May 8). MG&S, through Robert Setrakian, member of the Pacific Air Lines board of directors, has several agency-client cross-ties, but MG&S is claimed not to be a house agency.

▪ Charles Bloom Inc., New York, manufacturer of fabrics, bedroom ensembles and pillows, has named Hockaday Associates Inc., that city, to handle advertising for its Bloomcraft label products. Account was formerly with Auerbach & Becker, New York.

▪ The Thunderbird hotel, Las Vegas, has appointed Jack Lawlor Advertising Inc., Los Angeles, to handle its advertising and promotion budget believed to add up to six figures annually. The major portion of the budget will be allotted to radio, newspapers, billboard

and regional editions of national magazines. The first phase of the hotel's new campaign, beginning this month, includes spot schedules on four radio stations in the Los Angeles market and two stations in San Diego.

▪ Liggett & Myers Tobacco Co., New York, names Weightman Inc., Philadelphia, as agency for Velvet, Granger, Masterpiece, and other smoking tobaccos. Tobaccos were previously assigned to J. Walter Thompson, New York, which will continue to handle L&M's Chesterfield and Lark cigarettes. Weightman is also agency for L&M's Allen Products division (Alpo dog and cat foods).

▪ J. M. Mathes Inc., New York, has been retained to handle advertising for Lea & Perrins' Worcestershire sauce.

▪ Holiday Magic Inc., Los Angeles (cosmetics) has appointed Cole Fischer Rogow, New York, to handle its \$1 million-plus account. All media will be used.

Speedata's food figures aid agency placements

Twenty-five of the nation's leading advertisers are subscribing to Speedata Inc.'s grocery product performance

measurement service, it was reported last week by George A. Wrisley, Jr., executive vice president of the company.



Mr. Wrisley

The year-old service now is operating in the Chicago, New England and Southern Cali-

fornia regions and in midsummer will begin to function in the New York area. Speedata, through the use of the computer, charts the movement on a weekly basis of products from almost 10,000 warehouses to retail outlets in the three areas, and, according to Mr. Wrisley, its performance figures have strong application for advertising and promotional activities.

"The performance of a particular brand of grocery product may dictate an increase in spot TV spending, a decrease, a realignment of the media mix or a change in the copy theme," Mr. Wrisley observed. "Unlike a TV-measurement rating which tells an advertiser how many people watched his show or commercial, Speedata tells him quickly what the sales of his product were in a particular area."

Speedata's clients include advertisers,

TV gives snowmobiles a big push

With a small TV advertising budget and a half-hour color documentary, snowmobiles have excited the winter recreation fancy of the sub-freezing north the way motorboats and water skiing have captured the summer water enthusiasts.

Polaris Enterprises Inc. began advertising the snowmobiles on KSTP-TV St. Paul-Minneapolis in 1966 and contracted with the station's film division to shoot the Winnipeg-St. Paul 500-mile snowmobile race. Filmed over the four-day race, the documentary was shown as a half-hour color special on KSTP-TV and

was later made available for distribution in the snow belt. So popular was the film that nearly 50 prints were produced to handle the demand. The documentary was selected for competition in the Cortina, Italy, film festival.

Allen Hetteen, president of Polaris, credits the TV promotion with quadrupling sales in two years and is looking to TV again to double sales this year. Polaris's agency, Colle-McVoy, Minneapolis, expects snowmobiles to replace children's sleds and to eventually become a family sport vehicle.

advertising agencies, brokers and media. He said several TV stations now are negotiating for the service though it is intended primarily for grocery-product advertisers and their agencies.

"Despite the speed of television in reaching consumers," Mr. Wrisley commented, "information feedback from the consumer to the manufacturer has changed little in many years, particularly the methods of obtaining data on purchasing decisions. To help bridge the gap, the computer is now being applied to the market-related task of preparing this vital market information."

Speedata is a subsidiary of Computer Applications Inc., an independent service organization active in computer-systems design, programming, engineering, operation and data processing for such clients as National Aeronautics and Space Administration, International Business Machines and Goddard Space Flight Center.

Pepsi's hot-weather push

With torrid days ahead, the Pepsi-Cola Co. is planning an advertising campaign on 10 New York radio stations alerting listeners to the weather when the temperature in the area hits 75 degrees. Weather reports will be interjected into disk jockey programs followed by the tag-line: "It's time to quench that big thirst with a cold Pepsi-Cola." The agency is BBDO, New York.

Under-25's like radio-TV

Conducting a one-man research survey may seem a difficult way of going about making a number of good points in a speech, but Whit Hobbs, senior vice president in charge of creative services at Benton & Bowles, New York, did just that.

In an effort to describe the under-25 market to a meeting of the Automotive Advertisers Council at Sea Island, Ga., he prepared his own survey, sent it out and compiled the results in order to buttress his observations.

The answers to one of the questions—how many hours spent with TV, radio, magazines and newspapers — indicated that: "Radio beats everything, especially in high school. TV is a strong second. Newspapers and magazines are a stand-off." Respondents also indicated they would rather have a date with Ursula Andress than with Lynda Bird Johnson.

Johnson blasts commercial policy

As FCC Commissioner Nicholas Johnson sees it, the commission's policy on overcommercialization is an inadequate barrier against a rising tide of commercials, at least on radio. If present trends continue, according to his reckoning, the entire radio hour may be swamped with advertising messages by 1994.

The commissioner expressed his views last week in dissenting to the commission's grant of a construction permit for a class B FM station in Tasley, Va., to the Accomack-Northampton Broadcasting Co., licensee of WESR Tasley, Va.

The commissioner, in a statement in which Commissioner Kenneth A. Cox concurred, took issue with the applicant's proposed commercial policy. The applicant intends "normally" to limit commercials to 18 minutes per hour, the standard set by the National Association of Broadcasters in its radio code, and the benchmark used by the commission for determining commercial-policy acceptability.

However, the commissioner added, "a careful reading" of the applicant's conditions and exceptions indicates that the standard "will be, in fact . . . 33 minutes of commercials per hour." He noted that the applicant said that the proposed station "will find it necessary to increase the percentage of commercial time during special occasions" but that commercial time would not exceed 55% in any hour.

Old Problem ■ The commissioner said that "few issues in the history of broadcasting have created as much concern and as little consensus as what to do about advertising." But in his view the history of the issue indicates the question is "not whether" the broadcast of advertising should be regulated but what should be done, and by whom.

He recalled that in a speech before the Iowa Association of Broadcasters last month he said that the commission "has not only failed to enforce standards any stricter than [broadcasters'] own, it has actually tended to depress the broadcasting industry's code standards to lower levels" (BROADCASTING, May 15).

"At the time I had no idea the characterization would so soon be borne out," he said. "Here is a perfect example. It is disgusting and discouraging, hilarious and serious, but seems to be firmly fixed as commission policy."

He noted that at the time broadcasting was being brought under federal regulation, the then secretary of com-

merce, Herbert Hoover, had said: "It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

The commissioner added: "Who in the 1934 Congress would have predicted that its emphasis on 'the public interest' in the then new Communications Act would be used to sanction 33 minutes of commercial per broadcast hour a mere 33 years later? Can the public be offered nothing save the realization that, at this rate, it will be 1994 before the radio hour is totally consumed with commercials?"

Alarm sounded on government meddling

"The advertising industry must take steps to ward off the encroachment of government interference" Tampa, Fla., advertising executive, Louis Benito warned in a speech to the Seattle Rotary Club.

Mr. Benito, who heads his own agency, noting that the advertising industry, through its associations and The Advertising Council has progressed in performance, standards and ethics, said that government encroachment threatened individual freedom.

Stressing that the industry is deeply concerned with the treat of government interference, he warned: "It presents the prospect of stifling future growth and endangers our standard of living."

Mr. Benito said that the government, by attempting to dictate packaging policies and the pricing and advertising of products, in time could "become a Frankenstein that could destroy the freedom of choice now enjoyed by consumers."

Mr. Benito was in Seattle to participate in the 23d annual meeting of the Affiliated Advertising Agencies International, a worldwide network of independent advertising firms. Host agency was Kraft, Smith & Ehrig, Seattle.

JWT drops Whitehall lines

The resignation by the J. Walter Thompson Co. as agency for various Whitehall Laboratories products was announced last week by the agency. The products are Conquest, Direxin, Dristan Nasal Mist, Dristan Cough Formula and Dualin and bill an approximate \$4 million, of which an estimated \$3.2 million is in broadcast. A spokesman for Whitehall said there is no immediate plan to assign the products to another agency. Whitehall is a division of American Home Products Corp., New York. The account had been at JWT for two years.

AN INDEPENDENT'S DECLARATION



WPHL-TV 17 PHILADELPHIA

...now remaking viewing patterns in
the Nation's 4th largest television market,
is proud to join the ranks of America's
distinguished independent stations represented by

METRO TV SALES

A DIVISION OF METROMEDIA, INC.

OFFICES: NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES, ST. LOUIS, PHILADELPHIA, DETROIT, ATLANTA.



Effective June 1, 1967

Commercials in production . . .

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

Goulding-Elliott-Greybar Productions Inc., 420 Lexington Avenue, New York 10017.

General Electric Co., Cleveland (large lamp division); nine 60's for radio. Victor B. Cowen, production manager. Agency: BBDO, Cleveland. Bernie Connor, account executive.

Gillette Co., Boston (Right Guard); six 60's for radio. Victor B. Cowen, production manager. Agency: BBDO, New York. Wally Butterworth, account executive.

Nationwide Insurance Co., Columbus, Ohio (insurance); two 30's for radio. Victor B. Cowen, production manager. Agency: Ogilvy & Mather, New York. Bill McIlwain, account executive. Larry Potlow, agency producer.

Jefferson Productions, 1 Julian Price Place, Charlotte, N.C. 28208.

Scholl Manufacturing Co., Chicago (foot aids); two 60's for TV, live on tape, color. Reg Dunlap, production manager. Agency: West, Weir & Bartel. New York. Dick Tobin, account executive. Carl Rigrod, agency producer.

Detroit Edison Co., Detroit (services); four 60's for TV, live on tape, color. Reg Dunlap, production manager. Agency: Campbell-Ewald, Detroit. Nick Schidner, agency producer.

Comet Rice Mills Inc., Dallas (rice); one 30 for TV, live on tape, color. Agency: Compton Advertising, New York. Bob Walters, agency producer.

Cook Paint & Varnish Co., Kansas City, Mo. (paint); two 60's for TV, live on tape, color. Agency: Garner Lyon, Greensboro, N.C. John Garner, agency producer.

National Dairy Products Corp., New York (Sealtest Ades); one 60 for TV, live on tape, color. Agency: N. W. Ayer & Son, Philadelphia. Carl Reiter, agency producer.

Tele-Tape Productions, 234 West 44th Street, New York 10036.

Procter & Gamble, Cincinnati (Duncan Hines cake mixes); three various lengths for TV, live on tape, color. Samuel Cox, production manager. Agency: Compton Advertising, New York. Micki Jansen, agency producer.

American Airlines, New York (new rates); ten 20's for TV, live on tape, color. Jack Cox, production manager. Agency: Doyle Dane Bernbach, New York. Merle Bloom, agency producer. (Services); one 20 for TV, live on tape, color. William Aucoin, production manager. Merle Bloom, Penny Hewett, agency producers.

North American Philips Co., New York (Nor-elco shavers); nine various lengths for TV, live on tape, color. Samuel Cox, production manager. Agency: LaRoche, McCaffrey & McCall, New York. Jay Bottomley, agency producer.

Ciarol Inc., New York (instant hairsetter); one 30 for TV, live on tape, color. William

Aucoin, production manager. Agency: Foote, Cone & Belding, New York. Arnold Walton, agency producer.

WXYZ-TV Commercial Videotape Division, 20777 West Ten Mile Road, Southfield, Mich. 48076.

Pontiac Division, General Motors, Pontiac, Mich. (new cars); four 20's for TV, live on tape, color. Ralph Dawson, production manager. Agency: MacManus, John & Adams, Bloomfield Hills, Mich. J. Bruckheimer, agency producer.

Lincoln-Mercury Division, Ford Motor Co., Detroit (Mercury Cougar); two 90's for TV, live on tape, color. Ralph Dawson, production manager. Agency: Kenyon & Eckhardt, Detroit. Sandy Forsyth, agency producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Jeffrey Martin Inc., Union, N.J. (Zizanie cologne); one 50 for radio, musical. Chuck Barclay, production manager. Agency: Wermen & Schorr, Philadelphia. Al Sessions, account executive. Paul Dietz, agency producer.

Gerald Productions, 421 West 54th Street, New York 10019.

J. B. Williams Co., New York (Aqua Velva); one 60, one 45, one 30, one 20, two 10's for TV, on film, color. G. Auerbach, production manager. Agency: Parkson Agency, New York. Don Blauhut, account executive and agency producer. Approximate cost: \$28,000. (Silicone lather); two 10's for TV, on film, color. Irwin Adler, production manager. Approximate cost: \$6,000.

Gene Lester Productions, 12642 Ventura Boulevard, Studio City, Calif. 91604.

20th Century-Fox, Beverly Hills ("Valley of the Dolls"); 12 various lengths for TV, on film, color. Dan Bresler, production manager.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38128.

Coppertone Corp., Miami (suntan lotion); one 60 for radio, jingle. Agency: Lake-Spiro-Shurman Inc., Memphis. Jane Zussman, account executive.



A chimp in a new TV commercial for Clorox emphasizes the idea that it doesn't pay to "monkey around" with weak bleaches. The 60-second color spot is one of a new group out of Honig-Cooper and Harrington, San Francisco, that will be started in July. Commercial was produced by EUE/Screen Gems. Eric Bellingall is agency account supervisor for Clorox. TV art director: Ronald Knapp. Copy writer: Lee Spangler.

Plough Inc., Memphis (Zemo skin lotion); one 60 for radio, jingle. Agency: Lake-Spiro-Shurman Inc., Memphis. Jane Zussman, account executive.

King Cotton stores, Memphis (meats); four 60's for TV. Larry Muhobarec, production manager. Agency: Rosegarten-Steinke, Memphis. Stanley Porter, account executive.

San Diego County Fair, San Diego; one 60 for radio, jingle. Bud Smalley, production manager. Agency: Knoth-Meads, San Diego. Dick Meads, account executive.

U. P. Bank, Memphis (services); one 60 for radio, jingle. Placed direct. Lee Wolder, account executive.

Florida Fun, Fort Lauderdale, Fla.; one 60 for radio, jingle. Bud Smalley, production manager. Agency: George Evans Co., Fort Lauderdale. George Evans, account executive.

Cash register rings for ABC's sports

ABC said last week it has a sales success for its weekend sports series on both TV and radio.

The network is "virtually sold out for 1967" for *ABC's Wide World of Sports* on television, while the radio network has 88% sponsorship set for its initial 52-week run of *ABC Radio's World of Sports* which was to begin this past weekend (June 3).

ABC Radio also reported it has full sponsorship of its new sports program from Sept. 23 through June 3, 1968. ABC-TV has sold availabilities for its Saturday sports series in the second and fourth quarter, leaving only scattered minutes available in the third period. The TV network said 11 long-term advertisers have signed for its show.

ABC Radio was set to begin airing its new sports highlight program last weekend with 24 three-and-one-half-minute segments, and continue each subsequent weekend through the next 16 weeks on a scatter-plan basis with about 10 sponsors. Starting on the weekend of Sept. 23, ABC Radio has sold all of the time to three sponsors: Lincoln-Mercury, Division of Ford Motor Co., through Kenyon & Eckhardt, for 12 spots a weekend; Schick Safety Razor Co., division of Eversharp Inc., through Compton Advertising, for nine spots; and Wynn Oil Co., through Needham, Harper & Steers, for two spots on *World of Wheels*, a feature within the sports package.

Hot-Weather Buys ■ This summer, ABC Radio's sports package will have the following advertisers: P. Lorillard (Kent), through Grey Advertising; Schick, through Compton; Liggett & Myers (L&M) and Ford Motor Co., both through J. Walter Thompson; AP Parts, through Carr Liggett Advertis-

Fragmented Los Angeles sprouts a variety of local agencies

What's the toughest market in the country for big advertising agencies? It's Los Angeles, by far. That's the opinion of the three principals in Anderson-McConnell Advertising Agency Inc., a local shop that just completed its 20th year in business. Its longevity points up the seeming paradox of Los Angeles in the advertising scheme of things: a pitfall for many national agencies; a potential paradise for local agencies.

For, according to Douglas E. Anderson, president of A-M, Los Angeles actually is a market of many markets. The 65 communities in and around Los Angeles are each separate markets unto themselves. On a broader view, the market encompasses some 12-million people in a five-county area.

Mervyn G. Oakner, vice president and account supervisor and a second partner in the agency, explains that this size and inherent potential make Los Angeles a perpetual lure and challenge to agencies. Over the years big national agencies have tried to break into the market by buying up local shops but most ultimately were defeated by overburdening economics and a failure to understand the subtle characteristics and enormous complexities of the sprawling scene.

The agency executive points out that manufacturers who can claim 7% or 8% shares of the market in other areas come away with a 1% share in Los Angeles. That's because everything is so fragmented. Four or five drug chains are in dominant positions in Los Angeles, for example, unheard of in other markets where one or two chains carve predominant shares.

Thus national advertising, it's claimed, is not effective. A few na-



Mr. Anderson



Mr. McConnell



Mr. Oakner

tional spots bought here and there have a tendency to sink into the market's yawning decentralization. National brand managers, some of whom have never been west of Jersey City, likewise tend to treat Los Angeles as an enigma that's not likely to be solved easily.

But, says Doug Anderson, Los Angeles is a great market for local agencies. The sheer physical growth of the market has spawned a wave of one-man and two-man shops. Altogether there are about 500 agencies operating in the Los Angeles locale.

Local agencies have the advantages, Mr. Anderson feels, because they have an instinctive sense about the market. They can buy more knowledgeably by the specific kinds of people an advertiser wants. They probably can work out more tailored and possibly more effective promotion and merchandising programs. These combine to make Los Angeles a market where—with such notable exceptions as Foote, Cone & Belding—many national agencies are merely left to service national accounts.

Still, according to George A. McConnell, executive vice president of A-M and a third partner in the agency, more than a dozen large national advertisers and many important regional advertisers are located in Southern California. Their presence is reflected by the growing maturity of the creativity and salesmanship among agencies in the market. It's also reflected by Anderson-McConnell's own position of peak activity at present.

The agency, which will bill between \$4 million and \$5 million this year, represents 13 industries. Though diversified, it's most heavy in food and package-goods accounts. Started just after World War II, the agency's great growth took place in the last eight years. This growth blossomed on the strength of intense broadcasting activity. Radio and television brings in between 60% and 70% of Anderson-McConnell's total billings. Among the agency's broadcast accounts are Shontex Inc., Thriftimart Inc., Wallichs Music City, Calavo Growers, Golds Furniture Co. and Hoffman Candy Co.

ing; William Wrigley Jr. Co., through Arthur Meyerhoff Associates; Frigidaire division of General Motors Corp., through Dancer, Fitzgerald, Sample Advertising; Philco Corp., through BBDO; Wynn Oil and International Mineral & Chemical Corp., both through Needham, Harper & Steers.

ABC-TV's long-term *Wide World of Sports* sponsors are: Allstate Insurance and United Air Lines, both through Leo Burnett; Bristol-Myers Co., through Young & Rubicam; Ford Motor Co., through J. Walter Thompson; John Hancock Mutual Life Insurance, through McCann-Erickson; Liggett &

Myers Tobacco Co., through Compton Advertising; National Brewing Co., through W. B. Doner & Co.; Noxell Corp., through William Esty Co.; Shell Oil, through Ogilvy & Mather; Stewart-Warner Corp., through Earle Ludgin & Co.; and J. B. Williams Co., through Parkson Advertising Agency.

Also in advertising . . .

Production alliance ■ Hixson & Jorgensen Inc., Los Angeles-based advertising agency has signed a one-year contract with Bob Sande Production Associates for commercial production and consult-

ing services. Mr. Sande, who previously produced award-winning spots for such H&J clients as Richfield Oil, Pacific Finance and Yamaha International Corp., has announced plans to create and produce TV and radio commercials and documentary, business and educational films under his own company banner. Under terms of Mr. Sande's agreement with the agency, his company will be able to produce commercials for other products noncompetitive with H&J's broadcast clients.

Fast service ■ Video Prints Inc., New York, has begun Post-Haste, an airmail forwarding service designed to cut

down on shipping time and costs on the delivery of TV commercials and film prints originating from New York. The service does all processing and metering of shipments at its offices and delivers them directly to airports. Video Prints intends to institute the service shortly in Chicago and Hollywood.

Movie habits ■ A study commissioned by Capital Cities Broadcasting's WPAT Paterson, N. J., to help motion-picture advertisers and their agencies in planning radio campaigns finds that 6% of adults and teen-agers in Metropolitan New York go to the movies once a week, 12% go twice a month and 15% go once in six months, but 37% "never" go or at least go less often than once in six months. Study, with breakdowns by sex, age and movie-attendance frequency, was initiated by Robert Salk, WPAT director of special projects, and conducted among 1,206 adults and teen-agers by Motivation Analysis Inc., New York.

Millions of groceries ■ WPIX-TV New York last week credited its "Grocery Store Distribution Study" service to advertisers for bringing almost \$2 million in billing to the station since GSDS was inaugurated two years ago. David Partridge, director of marketing services for WPIX said 32 advertisers have taken advantage of GSDS, which reports to clients of the availability of their products in 2,800 supermarkets in the New

York area. The service began at WPIX with five clients in June 1965.

Viability ■ Viafilm Ltd., New York, a TV commercial production company, was formed last week by director Ira Marvin and cinematographer Zoli Vidor. The new firm is located at 225 East 46th Street.

Business briefly . . .

F & M Schaefer Brewing Co., New York, through BBDO, New York, has signed for half sponsorship of two 90-minute track and field color specials that are being carried on 15 stations in the northeast on a delayed basis in June. The programs are being produced and released by Madison Square Garden-RKO Sports.

Procter & Gamble, Cincinnati, has purchased time in 10 NBC-TV nighttime series, through Tatham-Laird & Kudner, New York. **Shulton Inc.**, New York, via Benton & Bowles, same city, is newly signed as sponsor in nine series.

Quaker Oats Co., via J. Walter Thompson Co., both Chicago, has purchased time in seven NBC-TV nighttime series; **Carnation Co.**, Los Angeles, through Jack Tinker & Partners, New York, is in 12 shows in the nighttime schedule as well as in *The Frank McGee Saturday Report*.

Louisiana group eases statewide buys

Louisiana Broadcast Representatives, Baton Rouge, has made it convenient for timebuyers in Louisiana to purchase spots on any or all of its 87 state represented radio outlets. LBR also represents 68 stations regionally and 45 nationally.

Jerry D. Turk, president, announced that LBR has made available a published directory of rates and information on its represented stations as a convenient method through which timebuyers can place one order for any number of stations and pay for them with one check. The advertiser or agency need not worry over rate changes because LBR guarantees the rates for the year.

Other services include copy and tape production and reproduction services and a complete custom-music production service.

LBR is at P.O. Box 66471, Central City Station, Baton Rouge 70806.

Rep appointments . . .

■ WAFB-TV Baton Rouge: Katz Television, New York.

■ WPHL-TV Philadelphia: Metro TV Sales, New York.

■ WPIX-FM New York: McGavren-Guild, New York.

THE MEDIA

AMST denies pressure tactics

Jack Harris replies that meetings with commissioners were on broad CATV policy

Jack Harris, president of the Association of Maximum Service Telecasters, last week told the FCC that his visit to four FCC commissioners last month with four of his colleagues cannot be construed as an ex-parte approach that was meant to influence in any way pending CATV cases.

The meetings were for the purpose of discussing general CATV policies, he stressed, and to let the commissioners know the fears of AMST members that waivers being granted CATV's on the importation of distant signals indicated

an "erosion" of FCC policy on CATV regulation.

Following reports of the visit to the FCC commissioners a number of CATV systems, with cases pending before the commission, raised the question of off-the-record consultations (BROADCASTING, May 22).

Mr. Harris, president of KPRC-TV Houston, and his colleagues met with FCC Chairman Rosel H. Hyde, and Commissioners Robert E. Lee, Kenneth A. Cox and Nicholas Johnson. Accompanying Mr. Harris were C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp.; Laurence E. Richardson, president, Post-Newsweek Stations; Lester W. Lindow, AMST executive director, and Ernest W. Jennes, counsel for AMST.

"At the onset," said Mr. Harris in a May 30 letter to Ben F. Waple, secretary of the FCC, "I wish to make clear that the meetings involved no breach of the proprieties, nor of any rules or regulations of the commission."

Set Terms ■ Mr. Harris noted that at the start of each of the meetings with

the commissioners it was expressly made clear that the discussion was to be on the commission's distant-signal policy and general policy and that "they did not deal with, and were stated and understood not to deal with, the merits or outcome of any case pending before the commission." Each commissioner was requested to terminate the meeting if at any point the conversation approached any improper area, Mr. Harris stated. "No such situation arose," he said.

In a detailed exposition of how the delegation came to be chosen and exactly what was said to each commissioner, Mr. Harris noted that Henry Geller, FCC general counsel, was present during most of the meeting with Mr. Hyde; that originally the group was to include Harold Essex, president-general manager of wsjs-tv Winston-Salem-Greensboro, N. C., but illness prevented Mr. Essex from attending; and that Mr. Jennes advised the group that discussion with the commissioners must be limited to matters of general CATV policy and that no discussion or

Efficiency Experts at work...

- This is the Katz Agency New York Office Group that represents WMAR-TV. Efficiency experts all! They know the best "buys"—the most efficient "buys"—in the Baltimore Metro market. They have the complete figures and demographics straight from the computer. And they can fill you in on all of the facts on WMAR-TV's own line-up of proven, well-established, participating programs: MOVIES from the million dollar library, ROMPER ROOM, DIALING FOR DOLLARS, DIVORCE COURT, THE WOMAN'S ANGLE, GIGANTOR and the CBS Network schedule. Plus adjacent spot availabilities.
- For your most efficient "buys" in Baltimore . . . call your Katz man or Tony Lang, WMAR-TV Sales Manager.

Your Katz Man Knows Baltimore's Best Buys!

Left to right:
Standing— Jack Wright,
Tony Lang (WMAR-TV),
Mike Membrado,
Jack Beauchamp.
Seated— Ken Mills,
Larry Reilly, Mal Kahn,
Ollie Blackwell,
Charlie Digney,
Robert Lefko.

*No Wonder.... In Maryland
Most People Watch* **COLOR-FULL**
WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212 
Represented Nationally by THE KATZ AGENCY, INC.



NCTA putting final touches to Chicago agenda

A panel of electronic bigwigs addressing themselves to the future of electronic communications has been scheduled as the kickoff session

of the 16th annual convention of the National Community Television Association in Chicago June 25-28.

Not limited to a discussion of

CATV, the Monday morning panel (June 26) on the "Communications Explosion" will consist of James McCormack, chairman of the Communications Satellite Corp.; James D. O'Connell, director of telecommunications management and telecommunications adviser to the President; Dr. John R. Pierce, Bell Laboratories, and Dr. Allen E. Puckett, Hughes Aircraft Co.

Luncheon speaker on Tuesday will be FCC Commissioner Lee Loevinger. Other FCC guests have not yet been determined, but it's understood some members of the CATV Task Force will be on hand to discuss CATV matters individually with cable operators.

Also expected to be present are Hollis Seavey, government relations, and Kenneth F. Gross, attorney, both from the National Association of Broadcasters. The NAB board is meeting during the same week in Williamsburg, Va.

The convention will also hear reports from Frederick W. Ford, president of NCTA, and from Alfred R. Stern, TV Communications Corp., who is chairman of the trade association.



Planners for the 16th annual convention of the National Community Television Association in Chicago June 25-28 nail down last-minute arrangements.

They are (l to r) Sam Street, NCTA director of convention and

field services; Ralph Demgen, Willmark, Minn.; Wally Briscoe, NCTA managing director; Robert Regan, Mankato, Minn., who is chairman of the convention committee, and Philip Franklin, Entron Inc., Silver Spring, Md.

reference should be made to pending cases.

During the individual meetings with the four commissioners (Mr. Hyde, one hour; Mr. Cox, 30 minutes; Mr. Lee, 40 minutes, and Mr. Johnson, 45 minutes), the subject of distant signals was discussed, Mr. Harris said, as well as the effect of the enactment of a copyright law on FCC regulation (there should be no relaxation by the FCC if this happens, it was stressed); commission action on microwave applications "in isolation and without regard to their potential for nationwide long haul microwave CATV networks"; program origination "and the danger of CATV turning into a national system of wired pay TV."

Copyright Problem ■ The situation following adoption of a copyright law was discussed at length with Mr. Hyde, Mr. Harris noted. He and Mr. Petersmeyer, Mr. Harris said, pointed to the possibility that major-market TV owners, who represent the most substantial portion of the revenues obtained by program distributors for their copyright programming, are in a position to bargain

for exhibition rights wherever their stations are being received. If, however, CATV's made these TV signals available in other markets, the local TV stations would be unable to bargain for exclusive rights for copyrighted programs, he said.

Mr. Harris asked that his letter be made part of the public files, as were the two documents left with the commissioners after their visits.

In a formal response to the petition from Multivision Northwest Inc., Dalton, Ga.—the first of a number raising the ex parte issue—AMST defended the conversations as innocent of any attempt to undermine commission's prohibitions on off-the-record communications with commissioners in adjudicatory cases. Calling attention to Mr. Harris's letter, AMST asked the FCC to dismiss the Multivision Northwest petition.

KWIN to CBS

KWIN Ashland, Ore., has joined CBS Radio as an affiliate. The station is owned by Rogue Broadcasters Inc., and operates fulltime on 580 kc with 1 kw.

17-year antitrust suit brings WEOL \$96,000

An award of \$96,000 in damages was made last week to WEOL Elyria, Ohio, in its treble-damage antitrust civil suit against the *Lorain (Ohio) Journal*. The litigation was instituted by the radio station against the newspaper 17 years ago on charges that the newspaper attempted to persuade advertisers to boycott the station.

U. S. District Judge Ben Green found that WEOL had suffered a loss of \$32,000 during the years 1949-51 inclusive. During this period, the *Lorain Journal* refused to sell advertising space to any advertiser using the then new station in the Elyria-Lorain market. In 1951 the Department of Justice successfully brought an antitrust suit against the newspaper for this practice.

Judge Green's findings are the third in the case. In the first round, a federal judge decided that WEOL had suffered no losses. This was reversed by an appeals court. In the second round, the same judge determined that WEOL's

Together again? When television's King and Queen of Comedy get together, the result is a natural and, naturally, hilarious... as you and millions of Americans coast to coast will see when Danny Thomas joins Lucille Ball on "Lucy Makes Room for Danny," Thursday, June 8, at 7:30 pm (EDT) on the CBS Television Network.

As you enjoy the show, *keep one thing in mind*. The wonderful magic that happens when these two great stars meet can happen again and again on *your* station...when you run their fantastically successful series, "I Love Lucy" and "Make Room for Daddy," back-to-back. It's a natural-born comedy hour sure to make audiences double up with laughter and ratings move up on the double!

Why not let Danny and Lucy join farces for you? We'll be glad to act as matchmaker...naturally.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS.

CBS FILMS

Naturally!



losses due to the intimidation of advertisers by the newspaper amounted to \$10,000. Again this was reversed on appeal by WEOL.

In the latest decision, Judge Green calculated that WEOL suffered a \$40,000 loss of revenue because of the boycott. He then subtracted 20% of this sum as the cost of acquiring what would have been the increased sales, leaving the \$32,000 figure. This was trebled under the antitrust laws.

Friendly's one-way profit-sharing plan

Fred Friendly, former president of CBS News, thinks the \$30 million a year he's convinced satellite TV will save commercial TV should be used to aid educational TV. Mr. Friendly, now a television consultant to the Ford Foundation, told a banquet audience in Los Angeles on May 26 that commercial television profits by doing its worst. "It's making so much money doing its worst it can't afford to do its best," he claimed.

"Commercial television," he continued, "has all the money and people, but no air time" for public-service pro-

gramming. Educational television has all the air time, but no money or people.

The solution to this impasse, he indicated, could be satellites. "Right now the networks pay the telephone companies \$60 million a year for the circuits that enable them to send their programs around the country. Satellites will cut that cost to \$25 or \$30 million," the former network executive contended.

"That saving should go to the public," he emphasized. "The American people have poured \$25 billion into the rocket research that led to satellites."

Mr. Friendly was speaking to an audience honoring five foreign journalists. They were being given awards at the event sponsored by the University of California at Los Angeles.

Changing hands . . .

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

■ **KNUS-FM Dallas:** Sold by The McLendon Corp., group broadcast owner, to Giles Miller Sr. for \$125,000. Mr. Miller is president of KPCN Grand Prairie, Tex. McLendon group is buying WIFJ-TV Philadelphia (BROADCASTING, April 24) and has to dispose of one FM to remain within the limit

of seven. **KNUS-FM** operates in 98.7 mc with 17 kw. Broker: Blackburn & Co.

■ **WHRN Herndon, Va.:** Sold by Billy B. Shiflett and associates to J. Stewart Brinsfield Sr. and son for \$85,000. Messrs. Brinsfield own **WCBC(FM)** Catonsville, Md. and have interest in **WCIR** Beckley, W. Va. **WHRN** is daytimer on 1440 kc with 1 kw. Broker: Chapman Co.

Approved ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 93).*

■ **KLIV San Jose, Calif.:** Sold by Riley R. Gibson and associates to Robert S. Kieve, Maurice Forman and Fred A. German for \$974,000. Buyers 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 on 1590 kc with 5 kw days and 500 w nights.

■ **WJEH-AM-FM Gallipolis, Ohio:** Sold by John E. Halliday to Paul E. Wagner for \$250,000. Mr. Wagner, former broadcaster, is vice president of R. C. Crisler & Co., Cincinnati station brokerage firm. **WJEH** operates daytime only on 990 kc with 1 kw. **WJEH-FM** is on 101.5 mc with 15.5 kw.

■ **WJPF Herrin, Ill.:** Sold by Charles R. Cook to Robert A. Ferrari, John C. Garavalia, Arthur L. Lenzine, Ervin Coppi and Stanley Roszkowski for \$165,000. **WJPF** operates daytime on 1340 kc with 1 kw.

■ **KSTT-AM-TV Davenport, Iowa:** 50% interest sold by Arthur Epstein to Frederick Epstein (already 50% owner) for \$145,000. **KSTT** operates fulltime on 1170 kc with 1 kw. **KSTT-TV** (ch. 18) (not yet in operation) will operate with 251 kw visual front an antenna height of 220 feet above average terrain.

■ **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.

■ **WANE-TV Fort Wayne, WISH-TV Indianapolis, both Indiana, KXTV(TV) Sacramento, Calif., KOTV(TV) Tulsa, Okla. and KHOU-TV Houston:** Sold by Whitney Communications Corp., to John Hay Whitney. Mr. Whitney owns about 99% of Whitney Communications Corp., which in turn owns approximately 99% of Corinthian Broadcasting. Transfer is to activate sale of stock to public (see page 76).

"ratings" are important to Blackburn, too!

Not the kind that show which TV program the public prefers . . . but the ones that our satisfied clients give us. That attest to the completeness of our service and the advantages of dealing with the reliable broker. When you have a TV or radio property to buy or sell—check the "ratings" and consult Blackburn.

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9465 Wilshire Blvd.
274-8151



It's now Kops-Monahan

Name of Kops Communications Inc. was changed last Thursday (June 1) to Kops-Monahan Communications Inc. Daniel W. Kops (left), president of the New Haven-based group station owner, said the change reflects the important supporting role being played in the firm's expansion by Richard J. Monahan (right), executive vice president, who joined the company in 1949. No changes in corporate responsibility are contemplated. Kops-Monahan Communications operates WAVZ New Haven and WTRY Albany-Troy-Schenectady, N. Y., and is planning construction of WCKI(FM) Hamden, Conn., and WDKC(FM) Albany, N. Y. Other acquisitions in broadcasting are also expected to be made by Kops-Monahan Communications, according to a statement last week by Mr. Kops.

Mr. Monahan started in radio at WEIM Fitchburg, Mass., and later worked at KHMO Hannibal, Mo.

COMMUNITY TELEVISION

■ Ohio Cablevision Inc., Findlay, Ohio: 50% interest sold by Cox Broadcasting Corp. to Cablevision Enterprises Inc. for \$500,000. Cablevision Enterprises, which now owns 100%, also owns systems in Tiffin and Fostoria, both Ohio, is owned by Amos B. Hostetter, 33 1/3%; R. C. Crisler (station broker), 20%; Arthur O. Choate Jr., 10%, and others. Cox, a multiple CATV owner, acquired its 50% interest in the Findlay system in 1964. At the end of 1966, the Findlay system served approximately 3,800 subscribers. Cox holds a 45% interest in cable systems serving Toledo and Cleveland. It also has agreed to purchase remaining 50% of Bakersfield, Calif., CATV, and 100% of Mission Cable TV Inc., serving San Diego, both from Trans-Video Corp., for 155,000

shares of Cox treasury stock valued at the time of announcement at about \$7.3 million (BROADCASTING, March 13).

■ New York-Penn Microwave Corp.: 50% interest sold by Warren Fribley and wife to Newhouse Microwave Inc. for \$300,000. Newhouse Microwave already owns the other 50% of New York-Penn Microwave, which carries New York City independent TV stations to CATV systems along southern tier of New York and into Pennsylvania. Pending before the FCC is an application to extend this service into West Virginia. Newhouse Broadcasting Co., multiple CATV and station owner, also owns Eastern Microwave Co., carrying New York City independents to upstate New York CATV systems. Broker: Daniels & Associates.

Judges have opposite views on CATV

The CATV situation in Ashtabula, Ohio, has become "curiouser and curiouser," with two local circuit judges issuing completely divergent views on the place of cable systems in the regulatory scheme of things.

Until two weeks ago, Ashtabulans were faced with two CATV permits,

both duly authorized by the governing council—one held by Ashtabula Cable Co., and the other by Time-Life Broadcast Inc. (BROADCASTING, May 29). Ashtabula Cable, claiming it could not arrange for pole-line rights with the Ashtabula Telephone Co., began construction of an underground system but more recently began placing its poles above ground. Time-Life signed a contract with the telephone company for a lease-back facility. Before the city issued a franchise to Time-Life the city sued and received an injunction against Time-Life and the telephone company. Common Pleas Judge Thomas Lambros also held the CATV is a public utility and should be regulated by the Ohio Public Utilities Commission.

Subsequent to that ruling, Common Pleas Judge Roland Pontius, in granting an injunction to a citizen opposed to Ashtabula Cable's above-ground telephone pole construction, declared that CATV is not a public utility.

Last week, Judge Lambros held a new hearing on the city's suit against Time-Life and the telephone company in the light of the ruling by Judge Pontius. Judge Lambros promised to rule this week on a motion by Time-Life and the telephone company seeking to lift his restraining order against their completing construction.

WHAT IS YOUR STATION WORTH?

Over the years the firm of Hamilton-Landis & Associates, Inc., have appraised many millions of dollars worth of broadcast properties.

These appraisals have been made for various reasons. Some were for the purpose of a station obtaining a bank loan. Others for insurance reasons. And many because the owners wanted to establish sale prices.

We will be happy to provide you with a realistic evaluation of your holdings documented in an attractively bound report.

Our services are thorough and the price reasonable.

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University stakes claim in TV research

WAYNE STATE HAS BIG PLANS FOR PROJECTED LABORATORY BUILDING

Will some of the next major advances in creative programming and advertising come out of the university research laboratories of the nation before they are discovered in the broadcast studio or advertising agency?

Wayne State University in Detroit thinks so and is betting big money on expanded facilities to make it so if it can. The school reported last week that this summer it expects to break ground on a new \$5-million language and speech laboratories building as part of its continuing interest in the basic communication arts.

Wayne State has pioneered in mass communications since 1936, starting first with radio. The university since 1952 has operated WDET-FM Detroit and is part of the educational television council operating WTVS(TV) (ch. 36) Detroit. It also enjoys close working relationships with the area's commercial radio-TV outlets.

Even before the new plans evolved, however, Wayne State already was deeply involved in several areas of research having possible application in broadcasting and advertising. With the new laboratory the research will go still deeper. Among the areas:

▪ Subliminal advertising techniques

in television, a subject that stirred extensive controversy a decade ago but died out after many protests and insufficient documentation. The latest research findings, though, indicate there really is more to it than meets the eye—and that's no pun. "Subception" is the word preferred over "subliminal."

▪ Compressed, and expanded, speech and music. Newly refined and rather expensive equipment is now available to make long commercials or short ones fit a prescribed time precisely. Same for programs, spoken or musical, without change of pitch. This gear is already in limited use in broadcasting, especially to synchronize music in films.

▪ Productional manipulative feedback, otherwise known as "PMF" to Wayne State researchers and best described to anyone else as creative combination of the TV special-effects generator and video-tape recorder so as to accelerate the learning process through unique visual emphases. The technique is said to have direct application to commercial production today.

Wayne State's speech department recently experimented extensively with subliminal or subception television on a closed-circuit system. Test and control panels of students were involved.

"I was as shocked as anybody that it worked," said Dr. Raymond S. Ross, professor of speech in the college of liberal arts and under whose direction much of the new research is being conducted or planned.

Primitive Research ▪ But he cautioned that the subception condition is fraught with many qualifications and research is still primitive although it has been conducted off and on for nearly a century. His greatest concern, however, is over the ethical considerations of subliminal advertising as well as improper use of productional manipulative feedback, especially if they ever were to become political tools. But research must go on, he noted, just as it did in the field of atomic energy despite the bomb.

Professor Ross explained that the school's subception experiment proved prestige enhancement could be effected without the conscious knowledge of the viewer. In the research a television speaker named Ken Orear discussed the subject of water pollution. This video tape was played before test groups and in some cases the tape had subliminal messages added, unknown to the viewers.

One of the test groups was subjected to a subliminal projection of "Dr. Ken Orear" as he talked. Although the viewers never saw the flashing of "Doctor" they remembered more and thought more highly of his talk than did the alternate group who listened only to "Mr. Ken Orear." The research comprised the doctoral thesis of John Douglas Gibb, now an assistant professor of speech at the University of New Mexico in Albuquerque.

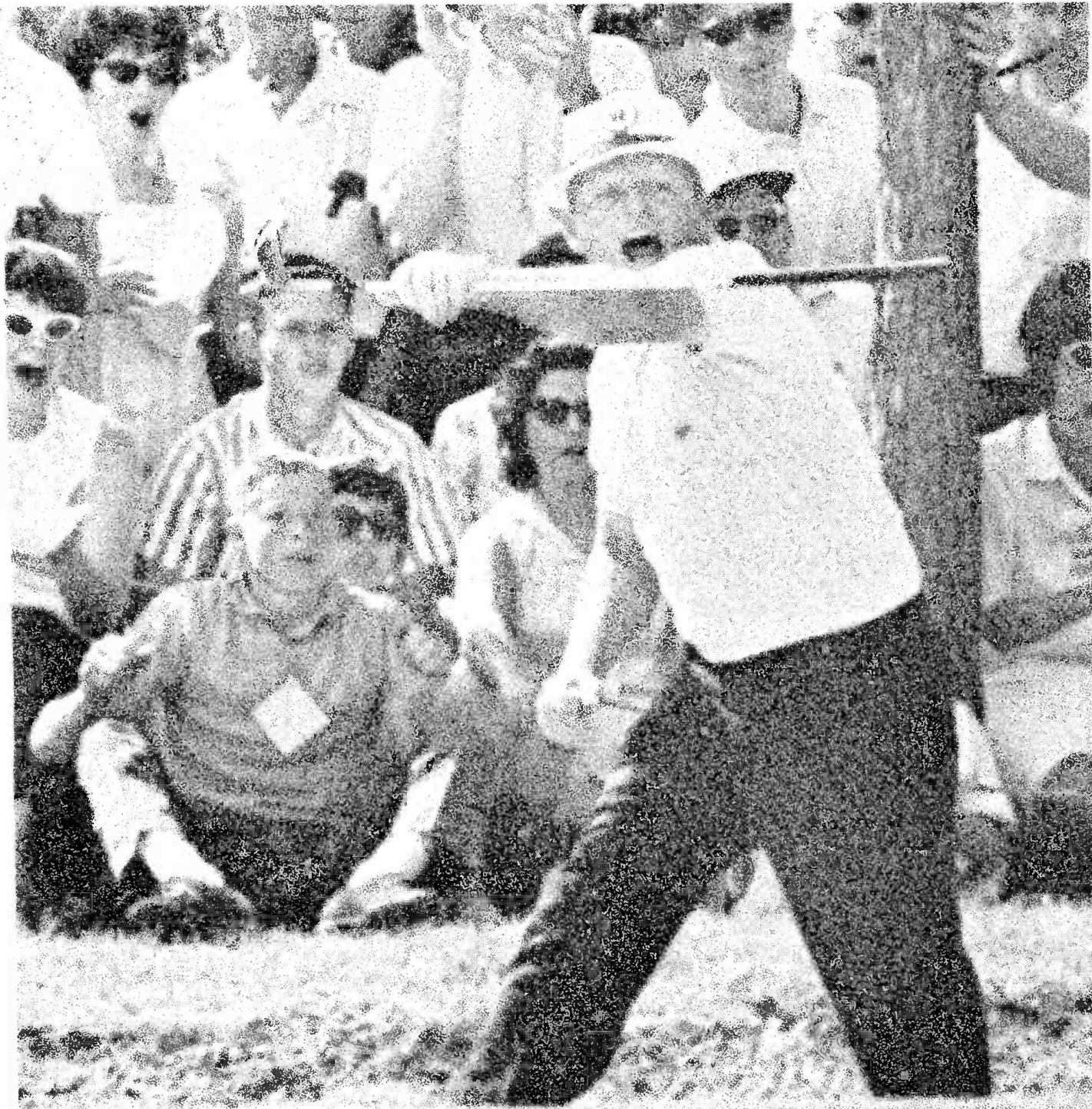
Dr. Ross said subliminal communication appears to be practical for most people if the message flashings are held at a rate above the psychological level of the viewer (so he can physically "sense" them even though he doesn't "see" them) but are rendered below the conscious level of perception where they would annoy or interrupt him in his viewing of the normal program or commercial material. But these levels vary with the individual, with viewing conditions and with other things like fatigue, hunger, etc., hence much is still to be learned, he added.

Pop Corn Sales ▪ The public protest over subliminal advertising a decade ago stemmed from a test of the technique in a New Jersey theater and the test was said to have stimulated increased refreshment sales, Dr. Ross



Wayne State University's Dr. Raymond Ross (c) watches class performance in Speech 0520 and gives cues to university staff assistants, Linda Garin (l) and Jim Wotring, during recording session for a productional

manipulative feedback experiment which uses the TV special effects generator and video tape recorder for imaginative creations having possible use in TV commercial production today.



“Get legs, baby, legs...”

WJR was there.

The place, Warwick Hills Country Club. The event, the 1966 Annual Buick Open. The action, Phil Rodgers as he blasts out of the trap on 17 to within inches of the cup—and victory. From then on he walked home, easily paring both 17 and 18.

It was a big win for Phil Rodgers, and a big win for WJR. For the 9th year in a row WJR's Sports Director Bob Reynolds covered the Michigan classic on radio. Typical.

When it comes to sports, people come to WJR. And why not? Reynolds' coverage includes both Lion and

Michigan State football. What's more, veteran play-by-play announcer Ernie Harwell lets you in on every Tiger game. Sportscaster Paul Carey makes points in basketball. And Detroit's most popular disk jockey, J. P. McCarthy, gets in on the act with interviews of sports personalities on his Monday morning show.

Maybe that's why when they talk about sports reach in Michigan, they talk about WJR. It's the grabber.

Your Henry I. Christal Representative will give you the whole story.

WJR's there with by far the largest audience in Michigan.

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recalled. There are about 100 other experiments of even a more scientific nature over the years, he said, but these didn't arouse attention as they were reported in the popular press. A lot of this work has taken place since World War II although early inquiry is recorded in 1898.

Professor Ross is more excited over the possibilities of "PMF" than subception, however, as far as image enhancement or conditioned communications possibilities are concerned. For about two years now he has used productional manipulative feedback or PMF as a teaching technique in speech classes. The tools are the TV special-effects generator and the video-tape recorder.

PMF works this way. A speech class meets in the TV studio. The discussion panel of students or the speaking student perform as they would in any class. But their performance in this case is televised with multiple cameras and recorded. Further in this case the teacher also is located behind the control panel where he acts as any TV director, calling the shots of the student technical crew who man the cameras and control-room gear.

The student's weaknesses or strong points in his performing are exaggerated and "mirrored" in highly imaginative ways through an adroit "playing" of the special-effects generator, auxiliary sound effects and other equipment. The result is a stream of split screens, blow-ups and other visual impressions of the student in action. As he sees the tape playback he learns how to improve.

Brainwashing Easy ■ The impact of the exaggerations and distortions is fantastic, Professor Ross related, and if not done properly can be just as devastating. "You can brainwash someone as easily as you can build him up,"

he said, emphasizing the care required. But the point is that the creative techniques involved have wide implication for commercial production, he said, a field that too long has been tied to its tools mechanically and is just now learning how to use them creatively.

Compressed and/or expanded speech and music is another area with immediate commercial application that holds great interest for Dr. Ross. He presently is starting pilot studies with direct application in education.

The basic equipment is a small but very sophisticated machine called the Eltro Mark II tempo regulator. It is priced at just under \$4,000 and is produced and sold by Gotham Audio Corp., New York. The inventor was a German now deceased. Gotham exhibited the machine this year at the Chicago convention of the National Association of Broadcasters.

None have been sold to stations so far but a number of the Mark II machines are being used in educational institutions for research, Gotham Audio reported Thursday (May 31). Station interest is considerable since the NAB, however, the company said. Some of the machines are in use in professional recording studios.

KIMN Denver purchased an earlier model from Gotham about two years ago but hasn't used it much because "it was just too much work" re-recording everything, the station reported. For a while it was used to condense national auto commercials by 10% so local dealer tags could be added. KIMN said it originally hoped to use it "to squeeze another record into each hour," but never bothered because of the extra work.

Gotham Audio said the machines are in use in New York regularly at

Gotham Recording Studios (no relation to Gotham Audio) where radio commercials for the STP auto oil additive were made using the technique and were used in the Clay-Terrell fight broadcast. The units also are reported in use at Leacock-Penebaker, New York, for precise musical timing in TV commercials and for similar purposes in CBS-TV's *To Tell the Truth*. Motown Records, Detroit, popular-music recording firm, also is said to have such a machine.

Lifesaver ■ Universal Recording in Chicago has an older model Eltro tempo regulator but it is used mostly to bail out a producer from an expensive timing or synchronizing mistake when the production can't be done over easily. It is used for this purpose at motion picture special process firms often, it was noted.

Universal Recording's machine is being used also experimentally for possible radio program fare. The experimenter is Ken Nordine, head of the Ken Nordine Group, Chicago freelance commercial production firm. Mr. Nordine said he was involved in the production of the STP commercials at Gotham and to his knowledge this was the first time the technique was used to create a broadcast commercial although he has experimented with the technique for some eight years outside of broadcasting.

At Universal he is recording an experimental series of programs for radio that he plans to offer soon for syndication. The series is called *New Nordine* and features unusual musical scoring behind talk. It is to be offered in a five-a-week format and a 26-week supply of shows already has been completed.

But none of this research progress is going to help Dr. Ross and his relations with the neighborhood kids. They won't look at television in his house with his kids any more. Not since the day he told them in jest that he had inserted school work subliminally into *Batman*. "They just won't come around anymore," he mused.

Hyde hits the trail to Alaska

FCC Chairman Rosel H. Hyde is on an extensive touring and speaking trip this week with speeches set in Fairbanks, Alaska on Wednesday (June 7) and Salt Lake City on Saturday (June 10). During the week, he also will visit broadcasting facilities in Alaska and receive an honorary degree from the University of Utah.

The chairman was to arrive in Alaska on Sunday (June 4) and meet with broadcasters in Sitka and Ketchikan before going to Juneau today (June 5) for a meeting with Governor Walter J. Hickel and C. L. Buck, state director of communications. Tuesday he is to meet with

state officials in Anchorage.

Wednesday he will speak at a joint meeting of the Alaska Broadcasters Association and the Alaska AP. The speech is to be carried statewide and fed to 54 stations of the Armed Forces Radio Network. While in Alaska, which is celebrating its 100th birthday with the Alaska 67 Exposition, the chairman will take part in a federal communications salute day at the exposition.

Mr. Hyde will be in Salt Lake City Friday (June 9) to receive a doctor in laws (LL.D) degree from the University of Utah. On Saturday he'll be convocation speaker at the university's School of Business.

Radio-code list grows with 20-station gain

The radio code of the National Association of Broadcasters showed a net gain of 20 stations between March 15 and April 15, with 28 additions and eight withdrawals. In the same period, the TV code added three stations and lost two.

The TV additions were: WEAT-TV West Palm Beach, Fla.; WHIZ-TV Zanesville, Ohio, and WKOW-TV Madison, Wis. TV withdrawals were: WDHO-TV Toledo, Ohio, and KBMT(TV) Beaumont, Tex.

Radio additions: WETU Wetumpka,

BEELINE[®] COUNTRY . . . AWFULLY BIG IN FAMILY INCOME



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

The average household in our 21-county Sacramento market has an effective buying income of \$7866 per year. This exceeds the income averages of 35 states . . . including Florida and Texas.

Carry your message home to the 1.4 million members of this affluent society . . . advertise on Beeline Radio KFBK. KFBK is just one of four Beeline stations which can open doors in California's rich Inland Valley.

Data Source: Sales Managements' Survey of Buying Power, 1966

McCLATCHY BROADCASTING
KATZ RADIO, NATIONAL REPRESENTATIVE



KFBK Sacramento
KBEE Modesto
KMJ Fresno
KOH Reno

WHOD-AM-FM Jackson, WNUZ Talladega and WWSM Rainsville, all Alabama; KNFH Sierra Vista, Ariz.; WBAR Barstow, WEAT West Palm Beach, WGNP-AM-FM Indian Rocks Beach, WIPC Lake Wales and WGKR Perry, all Florida; WOKS Columbus and WYNX Smyrna, both Georgia; KCCN Honolulu; WKRS Waukegan, Ill.; WTCJ Tell City and wxvw Jeffersonville, both Indiana; KNCB Vivian, La.; WHFI(FM) Birmingham, Mich.;

WKPM Princeton, Minn.; WMDC Hazelhurst, Miss.; WLKW Providence, R.I.; KBUS Mexia, Tex.; WFAD Middlebury and WVMT Burlington, both Vermont; WGEZ Beloit and WVLR-FM Sauk City, both Wisconsin.

Radio withdrawals: KROP Brawley, Calif.; WOCN Miami; KBIM-AM-FM Roswell, N.M.; KWJJ Portland, Ore.; WMRB Greenville, S.C.; KDYL Tooele, Utah; WHHV Hillsville, Va.

Small markets want protection

NAB group, in organizational meeting, asks FCC to give it same CATV deal it gave top-100 markets

The small-market TV broadcasters, those that the FCC felt didn't need protection from community antenna TV's importing signals into their market, last week emphatically said they did need the protection and asked the FCC to do something about it.

Seven members of the National Association of Broadcasters' newly formed secondary-market TV committee spent about three-fourths of the inaugural meeting in Washington last Thursday (June 1) discussing CATV and its effects on them. As one committee member put it: "We started with CATV, then moved on to CATV and then decided to tackle CATV."

They unanimously endorsed the NAB's stand that importation of signal protection be extended to all markets, not just the top 100 that are covered

by the FCC's rules.

The committee members, all from markets of less than 100,000, also wholeheartedly endorsed NAB's stand on proposed copyright legislation. NAB believes if CATV's are given any degree of exemption from copyright under the law, they then should not be permitted programs in connection with stations.

Several members of the committee also had criticism of the way the television rating services are covering the secondary markets. In general they feel the ratings firms are not spending as proportionate an amount of time, money and effort in their small-market reports as they are in the major markets.

The committee members are preparing detailed critiques of these services and will submit them to NAB's

research department for study, with an eye toward getting the research services to make the necessary adjustments.

Retail Sales - Another area in which the committee felt secondary-market operators take it on the chin is in measuring retail sales of specific categories. It asked the NAB to study a long-range project, possibly developing methodology, that would enable it to show precisely what is sold in secondary markets.

As it stands now, the committee charged, sales in a small market are generally credited to the metro area where the distributor is located. Thus a national buyer looks too often to the metro station when the sales may actually be generated in a nearby secondary market.

The committee also asked the NAB staff to develop a questionnaire to determine the needs of the secondary markets in recruiting, training and holding personnel.

Several NAB executives used uncharacteristic phrases in describing the meeting and the committee. "It was very lively," said one. And another couldn't get over the idea that the members wanted to move and move fast, and as a result set another meeting for July 13. Traditionally, NAB committees don't hold summer meetings, particularly in hot-and-humid Washington.

NAB meets to pave way to Williamsburg

Preparations for the joint board meeting of National Association of Broadcasters (June 26-30) get underway with a full head of steam this week. Two NAB committee meetings are scheduled this week with at least three more planned prior to board sessions.

Today (June 5), the American Values Committee meets in New York; Wednesday (June 7) the executive committee meets in Washington; on June 14 the Engineering Advisory Committee meets in Washington; on June 19 the Future of Broadcasting Committee meets in Washington, and on June 23 the selection committee meets in Washington.

The major meeting this week will be the executive committee session with probable discussion on the public television bill, the newly created All-Channel Television Society (ACTS) and the selection committee.

The NAB has testified before the Senate that it does not oppose creation of a Corp. for Public Broadcasting, but it favors the subsidizing of such a system through federal funds passed



Attending last week's inaugural meeting of the NAB secondary-market TV committee were seated (l-r): William Carlisle, NAB vice president for station services; Vincent Wasilewski, NAB president; Hamilton Shea, WSVATV Harrisonburg, Va., chairman, and Marshall H. Pengra, KLTV(TV) Tyler, Tex. Standing (l-r): James W. Higgins,

WWNY-TV Carthage-Watertown, N. Y.; Thomas E. Young, KAUS-TV Austin, Minn.; Ray Johnson, KMED-TV Medford, Ore.; Dale Moore, KGVO-TV Missoula, Mont., and Allan Land, WHIZ-TV Zanesville, Ohio.

Absent from the meeting was Raymond E. Carow of WALB-TV Albany, Ga.

The CBS Radio sports team: All giants.

This is the big sportscasting team in network radio.

Phil Rizzuto's "Sports Time" has been sold out all of '67—the first availability opens in July. Frank Gifford's "Worldwide Sports" has chalked up some major success stories. And "Jack Drees on Sports" is sold out until the end of the year.

It figures.

Jack Drees was a great basketball player. Frank Gifford was an All-Pro flankerback in the NFL. And Phil Rizzuto spent 16 starring years with the New York Yankees.

In other words, our team is all giants. And sports fans are big on giants. It's that simple.

Now, if you want to reach the fans, put your money on the favorites—the CBS Radio giants. As we said before, they're head and shoulders over everybody.



CBS RADIO NETWORK



through the states. Although no date has been set for House hearings on the bill, the committee is expected to take a look at the Senate action and decide if a tougher stand should be taken in the House.

Acts Briefing ■ The committee will also be briefed on creation of ACTS (BROADCASTING, May 29), which was formed by 26 UHF operators to further their cause outside the NAB arena. The main anti-NAB position has been taken by ACTS's temporary secretary, Robert Adams, a communications consultant, and the executive committee wants to know just how deeply rooted this feel-

ing is among the UHFers.

Last January the TV board postponed any action on creation of a UHF committee until the June board meetings. It is possible the executive committee will recommend that the TV board reconsider and create a UHF committee within NAB.

The selection committee, made up of retiring board members, was originally set up to choose a chairman who would receive a \$50,000 salary. It now functions, in effect, as a nominating committee and its main role is to screen potential candidates and recommend one or more for board approval. How-

ever, the chairmanship no longer carries a salary and some NAB members are questioning the need for the committee's future existence.

Joint board meeting will be at Williamsburg, Va.

Lawyers' actions raise ethical questions

Counsel for two competing applicants in a comparative hearing for a television construction permit face disqualification from that proceeding in an unusual hearing ordered by the FCC last week.

The counsel named in the order were the firms of Philipson, Lyon & Chase, representing Alabama Television Co., and Putbren & Fisher, representing Birmingham Broadcasting Co. Along with two other applicants, the companies are competing for channel 21 in Birmingham, Ala. However, Seymour Chase has withdrawn from the Philipson firm, which is now Philipson, Lyon, Nellis and Mallios.

The hearing order issued last week grows out of a controversy among the counsel that was touched off last December when it was disclosed that Mr. Chase and Jason Shrinsky, then an attorney in Putbren & Fisher assigned to the channel 21 case, had held talks leading to Mr. Shrinsky's employment by the Philipson firm.

Birmingham, claiming it had been prejudiced, moved for the disqualification of Mr. Chase's firm and the dismissal of the Alabama application. Alabama, in a subsequent pleading, accused Birmingham of raising the issue with the "ulterior, conspiratorial motive of securing a merger" with Alabama.

The commission said the questions raised by the charges and countercharges should be resolved before the hearing returns to the comparative considerations. It directed the examiner, David I. Kraushaar, to expedite the hearing and to certify the proceeding to the commission for a decision without preparing an initial decision.

The hearing involves questions as to whether the law firms or members of firms engaged in conduct in connection with the comparative hearing which requires their disqualification from continuing as counsel in that proceeding. Another issue involves the determination of the facts as to the participation, if any, of the principals of Birmingham and Alabama.

Mr. Shrinsky, who did not join Mr. Chase and who is now with another communications law firm, was made a party to the proceeding.

The Spotlight Is on

Spotmaster

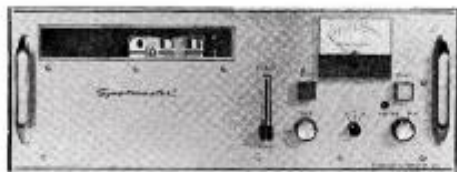
Superior Tape Cartridge Recording and Playback Equipment



Model 500 Super B



Model 400-A



Model 500-BR

COMPACT 500 SUPER B SERIES—Completely solid state, handsome Super B equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Super B specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

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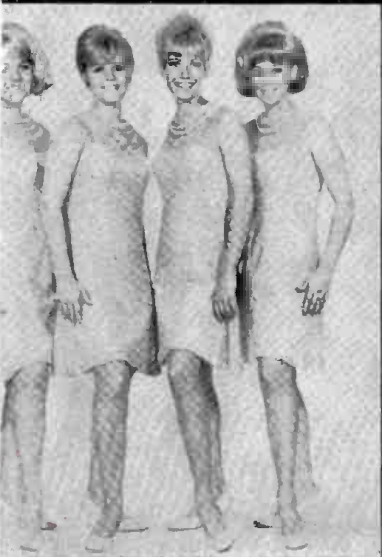
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Alvino Rey Orchestra will entertain
your viewers for Thanksgiving, Christmas,
Valentine's Day, Easter & Mother's Day.
Just say the word.**



■ Five one-hour, full-color KING FAMILY HOLIDAY SPECIALS on tape are now available. ■ Within three days after the first announcement of the show, 20 major stations bought the package. ■ Comments ranged from "wonderful idea" to "extremely saleable," "good merchandising possibilities," to "wish there were ten shows instead of five." ■ The KING FAMILY HOLIDAY SPECIALS are the

smartest buy and the easiest sponsor sale you'll ever make. ■

With maximum results in ratings, profit and prestige for your

station. ■ For full information, call Dick Dinsmore

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THE KING FAMILY HOLIDAY SPECIALS ■ North

American Television Associates / Sunset-Vine Tower

/ Hollywood, California 90028



CBS-TV meeting has full agenda

Affiliates in New York to discuss code standards and cigarette advertising

CBS's annual round of talks with TV affiliates in New York this week is expected to explore such futures as the proposed revision of TV commercial-code standards and the status of cigarette advertising.

The 1967 general conference of the CBS-TV affiliates will be held Tuesday and Wednesday of this week.

A subject that may get considerable attention at the meeting is one that's not officially on the agenda: that of CBS-TV's late-night programing plans for the spring of 1968.

With the phase-out of the United Network's *Las Vegas Show* (see page 34), affiliate interest in what CBS has in the wings as a late-night program is expected to be intensified. Network officials last week were reticent to discuss these plans, nor would they speculate how far along they are in preparations.

CBS officials, however, anticipate they'll discuss the time-standards section of the National Association of Broadcasters television code in anticipation of the TV code board meeting scheduled for June 28 in Williamsburg, Va. Affiliate approval of the proposed

revisions is expected.

A reading of smoke signals that have been sent up in Congress on possible new controls on cigarette advertising (BROADCASTING, May '22) and related developments are certain to demand some discussion at the conference, according to CBS sources.

CBS-TV recently was involved in a cancellation by R. J. Reynolds Tobacco of a half sponsorship of *Beverly Hills* next season. Reynolds said it would discontinue its advertising on the *Hillbillies*, effective with the end of the current seasonal contract (BROADCASTING, May 15), and related its move to the code regulation that a code member should not advertise cigarettes on a TV program series if more than 45% of its audience is under 21 years of age.

Some 750 persons from the affiliates are expected to attend the conference at which a number of CBS executives will speak.

Fall Shows ■ It was pointed out that a main thrust of this year's meeting would be full-length presentation of several shows in the fall schedule, with an emphasis on new shows. One of the films to be shown, *Cimarron Strip*, runs 90 minutes, while such one-hour films as *Dundee and the Culhane* also will be run in total length. Other fall programs for showing or mention on the agenda: *Gentle Ben*, *Mannix*, a preview of Thursday and Friday night movies, *Good Morning World*, a report on the new *The Carol Burnett Show* and *He & She*.

Programing areas, in addition to plans for CBS's late-night entry in the spring of 1968, will be discussed and analyzed by Michael H. Dann, senior vice president—programs; Perry Laf-

ferty, vice president—programs, Hollywood; Fred Silverman, vice president—daytime programs and development; and Michael Campus, director of special programs.

They are expected to point out the trends in network programing, such as the move to the longer show form, the high cost of production and the "creative crisis"—the need for TV to stimulate and entice talent. Also to be discussed are new program changes in the daytime including the recently announced shuffle in Saturday's children shows (BROADCASTING, May 29).

The CBS position on proposed changes in the commercial time standards and a possible discussion on cigarette advertising are slated in a session at which a report will be made by William H. Tankersley, vice president—program practices, and at a closed session late Tuesday afternoon.

News Technology ■ Reports covering the use of satellites and new color developments in mobile equipment, particularly for such coverage as the political conventions, are to be made by William B. Lodge, vice president for affiliate relations and engineering, and on news coverage by Richard S. Salant, CBS News president. Mr. Salant is expected to touch on plans for coverage of the primaries next spring and the political conventions in the summer; for programing the CBS news hour, Tuesday at 10 p.m., and for the continuation in the fall of *The 21st Century*.

CBS's position in TV sales and in audience will be presented by Jay Eliasberg, CBS-TV director of research, and Frank M. Smith Jr., vice president—sales.

Among other speakers are CBS news correspondent Walter Cronkite; Leon R. Brooks, CBS Inc. general counsel; John Cowden, vice president—information services, CBS-TV; Carl Ward, vice president—affiliate relations, and William C. McPhail, vice president—sports.

CBS-TV's president Thomas H. Dawson and John A. Schneider, president of the CBS/Broadcast Group, will also address the convention. (Mr. Schneider's speech is slated for the luncheon Wednesday.) All sessions will take place at the Hilton in New York.

Media reports . . .

New sales office ■ WVNJ-AM-FM Newark, N. J., has relocated its national sales office to 510 Madison Avenue, New York.

Broker moves ■ The Washington office of Chapman Co. has moved to the National Press building. New phone number is NA 8-1133. Walter Grimes, of W. B. Grimes and Co., with offices also in the National Press building, heads the Chapman office.

Government newspaper has a still birth

A controversial war-on-poverty application asking for Office of Economic Opportunity funds to establish a weekly newspaper in North Carolina and buy time on two local radio stations has been withdrawn, the OEO has announced.

Newspaper accounts of the plan touched off a storm of criticism on Capitol Hill. Seen as putting the government into the newspaper business, and using tax revenues for the purpose, the proposal was termed an attack on press freedom. Most critics mentioned the radio aspects of the plan, but only in passing, focusing their fire mainly on the idea of circulating a newspaper, free of charge to subscribers, with community news of a general nature, editorials, and simulated advertise-

ments encouraging residents of a four-county area to participate in OEO-sponsored community-action programs.

In addition to publishing a newspaper, the plan provided for the purchase of broadcast time from each of two local radio stations, WATA Boone, N. C., and WTOE Spruce Pine, N. C., at a total cost of \$15,000 yearly. The stations had offered to contribute additional time and one member of the project's governing board was to have been "a representative from one of the two local radio stations . . . with the concurrence of the stations' owners."

Money was to have been provided by the OEO to purchase two mobile vans for field recording of material to be broadcast.

What's the value of a Byline?

Years of a man's professional life can pass before he rates a byline.

Some never make it.

Those that do can usually be depended on to deliver their story with the integrity and skill befitting their byline.

We make medicines for doctors to prescribe. And, we make them with integrity and skill.

Whether life-saving or not, we feel they demand that we put ourselves on the line—and we do.



LEDERLE LABORATORIES

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

Critics tear into copyright bill

Federal Bar Association briefing places CATV's hope on Senate relief from copyright liability

Provisions of the copyright law revision bill now before the Senate came under fire last week in New York during a briefing sponsored by the Federal Bar Association.

CATV interests also took the opportunity to express hope that the Senate would insert some exemption from copyright liability into the bill. The bill (H.R. 2512) was passed by the House (BROADCASTING, April 17), but a key passage, one which would have provided partial exemption for CATV systems, was deleted by a vote of 57 to 17. The bill went to the Senate without the crucial provision—Section 111—and in its present form imposes total copyright liability on all CATV systems.

As it stands, the bill along with a recent court decision that held a CATV system liable for copyright infringement (BROADCASTING, May 29), have left the cable industry with but one hope: that a Senate bill will relax the stringent provisions of the House measure.

Inclusion by the Senate of exemption provisions as embodied in the now-deleted Section 111 or similar language appears to be the only hope for an industry faced with paying millions each year in copyright fees. On May 22, a unanimous three-judge ruling handed down by the U. S. Second Court in New York affirmed an earlier decision that the Fortnightly Corporation had infringed upon the copyrights of United Artists. The only judicial redress available to CATV interests now appears to be an appeal to the Supreme Court, a long, expensive process with no guarantee of success.

Senate Relief ■ According to E. Stratford Smith, a Washington communications attorney and a participant in the New York briefing, CATV hopes for relief from the Senate, possibly in the form of a reinclusion of Section 111, or, preferably, something more liberal. While CATV interests would welcome relief from the Senate regardless of the wording, Mr. Smith said the cable industry still had reservations about what form the exemptions should take. Mr. Smith said the deleted section provided for a ban on most local program originations by CATV systems. He asked rhetorically: "What does a ban on local program origination have to do with copyright revision? Denial

of program origination [a provision that might be considered by the Senate] could only hurt copyright owners," he said. "Cable system operators would buy programs."

Speaking of a provision in Section 111 providing that copyright exemption would be lost if CATV systems carried pay-television programs, Mr. Smith said that such a provision was "more to protect broadcasters than copyright owners. Why use copyright law to get at pay TV and CATV?" he asked.

Mr. Smith also questioned the language of Section 111 which dealt with CATV news originations and which it is felt may serve as a model for the Senate measure. The section provided, among other things, that CATV systems could originate news and still retain their copyright exemptions, so long as no editorial comments were made. "What's editorial comment in a news broadcast?" Mr. Smith asked. "Will the [copyright] register decide what is editorial comment, and then determine if there has been a copyright infringement?"

Defining Terms ■ Mr. Smith's concern over the question of editorial comment was shared by Richard Jencks, deputy general counsel for CBS Inc., who said it would be difficult to deter-

mine just what the phrase means. Mr. Jencks implied that it would be harmful if a provision were adopted which would prevent CATV from providing a public service.

Mr. Jencks said he believes Section 111 probably will be the basis for a partial copyright exemption for CATV by the Senate, but he disagreed with Mr. Smith's assertion that the section, or one akin to it, imposes an outright ban on local origination. It should be emphasized, he said, that the section did not stop local program origination by a system that pays copyright fees. He said it would be unfair if CATV systems were allowed to pay syndicators for programming with money it saved by picking broadcasters' signals from the air for free. "The key issue in any CATV-copyright compromise in the Senate is the restriction on program origination," Mr. Jencks said.

Mr. Smith said CATV systems were willing to pay copyright fees as long as they were "reasonable." He also indicated industry support for a system of statutory fees subject to revision at predetermined intervals.

In an earlier session of the copyright revision briefing, Eugene Aleinikoff, general counsel of National Educational Television, said there were some questions in his mind about public television (as opposed to instructional TV) and the new copyright bill. "Public television needs the best material it can get," he said, but does not have the funds to match commercial broadcasters. "What ETV wants is to make sure there is a mechanism with which it can obtain copyright clearances quickly and economically." He said that a subsidized-TV program on modern music could not omit the compositions of Gershwin, Prokofieff or Stravinsky, but these works are covered by copyrights; the new bill also only gives slight relief for dramatic presentations by ETV.

Publicizing food prices

In about four weeks Timothy W. Costello, New York deputy mayor, will begin weekly broadcasts over municipal WNYC, alerting consumers to food price variations among neighborhoods. The information will also be supplied to local radio and television stations and newspapers.

Dr. Costello said last week that Dr. Carleton Wright, dean of the Cornell University extension service, will act as a consultant to the recently established mayor's council on consumer affairs, which is organizing the reporting system. Consumers, and labor and management in the food industry will also cooperate with the mayor's council.

Have features, will sell

A new Hollywood-based TV distribution firm, offering 16 feature films for first-run station release, has been formed. Called American Releasing Co., it's headed by Frank D. Smith, former vice president and general sales manager of Pathe News Inc.

A package being offered includes color as well as black and white movies produced in the last two years. The company also has five Judy Garland specials, 39 half-hour color *Captain Grief* shows and 52 half-hour wrestling programs. It expects to acquire 39 half-hour discotheque shows produced on location in major cities of the world.

Here's the algorithmic scoop about the Eastern Iowa Market

Our sociologists have been tooling around Iowa, studying the aborigines and their tribal customs, looking for hayseeds. With singular unanimity they report: 1. The incidence of straw chowers is slightly less than negligible. 2. The road to the country club is paved. 3. The inside of an Iowan's head looks pretty much like the inside of a New Yorker's, except for his nasal passages, which are clearer.

One of our recurrent mathematical problems is that involved in dispelling the *Iowa = corn* image. We have nothing against corn; some of our best friends are corn products. However, Iowa's industry long ago outdistanced Iowa farms. Less than 30% of Iowa's labor force is

directly employed in agricultural production. Of *Fortune's* top 500 firms, 115 have Iowa locations. In 1966 Iowa's income from farm marketing was \$3.3 billion. That, admittedly, ain't hay—but it's almost peanuts compared to Iowa's \$10.2 billion industrial output the same

year. Factory employment averaged better than 200,000 a month in 1966. The unemployment ratio in 1966 was 1.4%—about a third of the national figure.

What's sauce for Iowa is saucier for Eastern Iowa, or WMTland, because 60% of Iowa's population and purchasing power, and four of Iowa's eight largest population centers, are within kilocycling range. The wonders of communication make our audience as aware of new products and new ideas as the most sophisticated commuters.

For a definition of algorithmic and other arcana, write us, or see the man from Katz, our national representative.

The WMT Stations

Mail Address: Cedar Rapids, Iowa
WMT, WMT-FM, WMT-TV
KWMT, KWMT-FM, Fort Dodge
Represented by The Katz Agency

Every facet of broadcasting brings car dealer a profit

Cal Worthington is a towering Texan, once removed, who is plying the broadcast field in Southern California from every conceivable angle. For the last 17 years he's been a heavy used-car advertiser on local radio. During 15 of those years he's been doing the same kind of advertising on local television. For much of that time he's been a disk jockey on radio, produced several country-and-western music and variety programs on local TV stations, been the on-camera host of these programs and headed his own advertising agency. Currently he pilots his own traffic-monitoring airplane, reports on traffic conditions and sells the service to three Southern California radio stations. This is besides owning a Dodge automobile dealership and three western ranches encompassing more than a million acres of grazing and other land in three states.

For almost two decades, broadcasting in one form or another, from one direction or another, has been Cal Worthington's means to consistently profitable ends. "I've made millions because of broadcasting," he says today. "Of course, I haven't been able to hang on to all of it, but broadcasting made it possible to get."

Mr. Worthington, a captain in the 8th Air Force in World War II and the pilot of a bomber, left Corpus Christi in 1947 and settled in Southern California. In 1950 he got into the car business, opening a Hudson car dealership in the central section of Los Angeles. A year later he was persuaded to buy a 15-minute program on KXLA Pasadena (now KRLA) and act as his own disk jockey. Still

another year later he began advertising his cars for the first time on television. Soon he was not only working morning and evening disk jockey programs on radio but also was doing his own used-car pitch in numerous television spots.

His approach on mike or camera was consistent. He leaned on his Texan, tall-in-the-saddle background. He played the western theme for all it was worth, but sincerely, not as a put-on or as a clown. He even yodeled his own cowboy tune during his television spots.

By 1956, Mr. Worthington switched to a Dodge dealership and increased his broadcast-advertising expenditures. He also produced and appeared on such local TV series as *Cal's Corral* and *Country Music Time*. Both were carried for many seasons and until recently on KCOP (TV) Los Angeles.

Per-Car Budget ■ At the peak of his broadcast activity, maybe two seasons ago, Mr. Worthington had five automobile dealerships in Southern California and was spending an average of \$80,000 a month in radio and TV advertising. But lately the bottom has dropped out of the automobile market in the Los Angeles area. Where he used to be able to sell an automobile for every \$20 worth of broadcast advertising expenditures, Mr. Worthington discovered that it takes at least \$150 a car now.

Last year, finding himself down to one dealership, he fought to keep his name and image as a low-keyed, public-spirited businessman before the public. Having purchased an airplane to commute among his three

ranches in Nevada, Idaho and California, he decided to put the craft to even more practical use. He began a traffic monitoring service and syndicated it through his own agency, Far West Advertising.

Currently, four hours a day—7-9:05 a.m. and 4-6:05 p.m.—five days a week at 15-minute intervals, Cal Worthington in air unit 57 reports on freeway conditions to KLAC Los Angeles, KFOX Long Beach and KEZY Anaheim. He believes that his is the only such syndicated service offered in the West.

He delivers 18 reports a day to each of the stations, none of which are in a competitive situation with one another. His air unit 57, a high-powered, glider-type bush craft, carries two microphones and four two-way radios (he also owns two other planes). Mr. Worthington makes his reports live to KLAC and then immediately begins a seven-second countdown before delivering a report to KEZY, followed immediately by another such delay and his final report of the interval to KFOX. The last two named stations tape the reports and play them about a minute after they are recorded. The traffic reports for the three stations are similar, with a change of emphasis made to suit individual locales.

In all, Cal Worthington covers some 600 miles a day monitoring traffic for the three radio stations. His afternoons are devoted to the automobile dealership and other businesses. Although, Mr. Worthington has used a considerable amount of print advertising, he claims that traditionally about 95% of his business has been generated by broadcasting.

WXUR seeks rehearing on fairness doctrine

Embattled WXUR-AM-FM Media, Pa., last week asked the U. S. Appeals Court for the District of Columbia to rehear by all nine judges its appeal against the FCC. This followed an unsigned decision by a three-judge appeals court panel May 18 dismissing the appeal.

The Media stations, owned by Faith Theological Seminary, which is headed by Dr. Carl McIntire, appealed to the court in March against a January 1967 FCC order setting for hearing applications for license renewal. In its appeal, WXUR charged that the FCC had

raised issues not only involving that agency's fairness doctrine but also religious questions also contravening the First Amendment.

This appeal was dismissed for lack of jurisdiction by a three-court panel consisting of Chief Judge David L. Bazelon, and Circuit Judges Edward A. Tamm and Harold Leventhal.

In asking for a rehearing en banc, WXUR attorneys claim that the panel apparently was saying that the stations must battle for their veivs at the FCC before going to court. But, they added, the commission already has announced that it intends to abide by its fairness policy which they say makes it futile to proceed at the commission.

Humphrey on live NET

Live networking of some 75 non-commercial stations on June 9 was announced May 26 by National Educational Television for presentation of a one-hour show that will have as its star Vice President Hubert H. Humphrey.

Slotted for 9-10 p.m. EDT, the program will have the vice president questioned by diverse groups including members of the League of Women Voters in Philadelphia, Junior Chamber of Commerce in Athens, Ga., Los Angeles local of United Auto Workers and students from the Milwaukee campus of University of Wisconsin.

A true fish story

WTMJ's "Ask Your Neighbor" show proved to be the perfect fishing spot for the Walter Meier Company, food brokers for Icelandic brand fish. Using this program once weekly as their only advertising medium, they increased sales from hundreds of cases per month to *thousands* . . . gained product representation in *eleven* chain food stores . . . and achieved recognition as the *Number One* U.S. broker for Icelandic brand fish!*

"Ask Your Neighbor" isn't the only WTMJ program luring listeners these days. Contact our representatives for details on our complete new radio line-up . . . they'll find a perfect spot for you too.

*Based on sales versus population throughout the United States.

**Pick a spot,
any spot,
and you're sure to
pick a winner!**



MILWAUKEE RESPONDS TO **WTMJ** RADIO 62 • 5000 WATTS/NBC

Represented by: HENRY I. CHRISTAL CO., INC., New York • Chicago • Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis
BROADCASTING, June 5, 1967

Radio series sales . . .

Grand Ole Opry (Wsm Inc.): WGOH Grayson, Ky.; WJMB Brookhaven, Miss.; WQSN Charleston, S. C.; WHOL Allentown, Pa.; WMMN Fairmont, W. Va., and WKMF Flint, Mich.

All Time Heavyweight Championship Tournament (Woroner Productions Inc.): WABI Bangor, WEGP Presque Isle, and WCOU Lewiston, both Maine; WTAE Pittsburgh; WFBR Baltimore; KGVM-FM Idaho Falls, Idaho; KARR Great Falls, Mont.; KFKA Greeley, and KSCJ Pueblo, both Colorado; WATR Waterbury, Conn.; WILM Wilmington and WDOV Dover, both Delaware; WMBV Milledale, N. J.; WCUM Cumberland,

Md.; KNOP North Platte and KHAS Hastings, both Nebraska; KERR(FM) Salinas, Calif.; KTUC Tucson, Ariz.; WSAU Wausau, Wis.; KGEZ Kalispell, Mont.; WIBX Utica-Rome, N. Y.; WERE Cleveland and KDAL Duluth.

Myron J. Bennett's Talk Digest (World Wide Productions): KFRE-FM Fresno, and XEMO Tijuana, Mex.-San Diego, both California; KOA Denver; WFBR Baltimore and KIZZ El Paso, Tex.

Anniversaries In Sound (Triangle): WEIM Fitchburg and WSAR Fall River, both Massachusetts; WGIR Manchester, WHEB Portsmouth, and WTSV Claremont, all New Hampshire; KOVC Valley City and KEYJ Jamestown, both North Dakota, and KBMW Wahpeton, N. D.-

Breckenridge, Minn.

Amazon Ace (Spot Productions): KFJZ Fort Worth, KTSA San Antonio, KNUZ Houston, and KLIF Dallas, all Texas; KXOK St. Louis; WKLO Louisville, Ky.; KTOK Oklahoma City; KIOA Des Moines and KSTT Davenport, both Iowa; WGH Newport News, Va.; WFUN Miami, Fla.; KEYN Wichita and KUDL Overland Park, both Kansas; WHHY Montgomery, Ala., and WKGN Knoxville, Tenn.

Love and Marriage (F-P Productions): WBKV West Bend, Wis.; WNOA Norton, Va., and WKYR Cumberland, Md.

Take Five to Laugh (F-P Produc-

Westin gives details of PBL's plans

The organizational and programing approach of the Public Broadcast Laboratory was outlined last week in New York by its director, Av Westin. PBL will produce a series of 26 two-hour news and cultural-affairs shows, to be carried weekly on Sunday nights, starting Oct. 29, by affiliates of National Educational Television (NET). Mr. Westin was speaking to the Deadline Club of Sigma Delta Chi, the national journalism society.

Under a "very strong" editorial policy board (BROADCASTING, May 22), PBL is organized on the "desk" system: cultural affairs, foreign affairs, national affairs, the social sciences, and the natural and physical sciences. Mr. Westin said experienced editors and reporters will carry out investigative and trends reporting in their areas, frequently in collaboration with the staffs of affiliated stations.

Stations will cover developments in their local areas, with a view to suggesting program themes and approaches, and carrying out local production for assembly into the PBL show.

This cooperative, decentralized relationship between PBL and stations is the basis for what Mr. Westin called "a different kind of network . . . not conceived as 'big brother' dominating all the transmitters of the individual stations." The concept of decentralized networking is significant in light of the apparent differences between Ford Foundation and Carnegie Commission proposals for the Corp. for Public Broadcasting along the lines of decentralization,

which the commission favored, vs. regular networking, advocated by Ford.

Many Experts ■ Another aspect of the PBL operation outlined by Mr. Westin is its extensive involvement with professionals and academics in various disciplines. In addition to its editorial policy board, the PBL operation will be aided and, in part at least, guided by "boards of experts." One such is a recently constituted group of six legal experts, who will be meeting in New York in mid-June to frame proposals for PBL coverage in that area.

Beyond these consultative functions, academics will be on-camera as analysts and commentators in a variety of interview, symposium and seminar formats, and even as reporters. Mr. Westin was highly critical of commercial networks that he said "with few exceptions seem to be content to have their credit line in newspapers attached to quotes from their Sunday interview shows. They are not breaking news—their guests are."

The question of how to turn college professors into investigative reporters was not the only one left open by Mr. Westin's presentation. In the question period after his speech, a number of points were raised but in some respects left dangling.

One of the biggest concerned the role Fred Friendly will have in relation to the PBL operation. Mr. Westin said that while Mr. Friendly had "taken himself out of the operations area . . . his proposals for coverage would receive the same

consideration as everyone else's."

Cup in Hand ■ In addition, Mr. Westin said that in his role as TV consultant to the Ford Foundation, Mr. Friendly "would be around when we go back for more money," which seemed to open again the question of PBL financing and perspective as a Ford Foundation-endowed TV

news organization.

In response to a question about the future of PBL, after its two-year demonstration period ends, Mr. Westin suggested that its becoming "the news" and public af-



Mr. Westin

airs division of the government-subsidized Corp. for Public Broadcasting is a possibility. I can't speak for Ford, but we wouldn't have left our network jobs—we weren't unemployed—if we hadn't felt that we would be around for a long time."

Mr. Westin also somewhat blurred his promise to NET affiliates at their convention in New York (BROADCASTING, April 24) to interconnect all of them, by defining that as "a commitment in principal." "There is a cost factor involved. . . . We are in negotiations with AT&T now. . . ."

He also raised the possibility of switching the PBL broadcast to a different night by remarking: "We are in a position to switch nights . . . on the basis of consultation with our affiliates."

tions): WCNL Newport, N. H.

Wonderful World of Sports (F-P Productions): WBLY Springfield and WMVR Sidney, both Ohio, and WRKD Rockland, Me.

Bird Watching Society (A.R.B. Productions): WGAC Augusta, Ga.; WINQ Tampa, Fla., and WBEN Buffalo, N. Y.

Rush to Judgment (Ted White Productions): KEST Boise and KSNM Pocatello, both Idaho; WBUD Trenton, N. J., and WDRK(FM) Greenville, Ohio.

John Doremus Show (Functional Media Inc.): WAQY Birmingham, Ala.; WCWA Toledo, Ohio, and KMAW-FM Lawton, Okla.

Dream World Series (Triangle); KBMW Wahpeton, N. D.-Breckenridge, Minn.; KWAD Wadena and KLOH Pipestone, both Minnesota; KEYJ Jamestown and KOVC Valley City, both North Dakota; and WSMN Nashua and WLNH Laconia, both New Hampshire.

Arnold Palmer Show (Woroner Productions): KOBE Las Cruces, N. M.

Promenade Concert (L&S Program Planners): WGMS and WGMS-FM, both Washington.

Americana (L&S Program Planners): Armed Forces Radio Service.

All That Jazz (L&S Program Planners): Armed Forces Radio Service.

TV series sales . . .

Hayride (ABC Films): WBEN-TV Buffalo, N. Y.; WQAD-TV Moline and WIRL-TV Peoria, both Ill., and WAVE-TV Louisville, Ky.

Virginia Graham's Girl Talk (ABC Films): WBAL-TV Baltimore, WGN-TV Chicago, and KONO-TV San Antonio, Tex.

Combat! (ABC Films): WHNB-TV New Britain-Hartford, Conn.; KPHO-TV Phoenix, and WTVO(TV) Rockford, Ill.

Hurdy Gurdy (ABC Films): KTAR-TV Mesa-Phoenix, and WXYZ-TV Detroit.

Wagon Train (MCA): WJAN(TV) Canton, Ohio; KPLR-TV St. Louis; KHQ-TV Spokane, Wash.; KGBT-TV Harlingen, Tex.; WBRE-TV Wilkes-Barre-Scranton, Pa., and WGBS-TV Miami.

McHale's Navy (MCA): KOAM-TV Pittsburg, Kan.; WFLD(TV) Chicago; WIMA Lima, Ohio; WDAM-TV Laurel-Hattiesburg, Miss., and WGBS-TV Miami.

Leave It to Beaver (MCA): WLVA-TV Lynchburg, Va., and WGBS-TV Miami.

20th Century-Fox TV Hours (National Telefilm Associates): WIBW-TV Topeka, Kan., and KIRO-TV Seattle.

BROADCASTING, June 5, 1967

Austin UHF fights for nonduplication

KHFI-TV (ch. 42) Austin, Tex., told the FCC last week that it ought to deny the request of Capital Cable Co., a CATV system in that city, which seeks FCC permission to waive the nonduplication rule as it applies to the UHF station.

Capital Cable, which is 50%-owned by Texas Broadcasting Co., licensee of KTBC-TV also in Austin, claimed that the difficulties of protecting KHFI-TV, which carries programs of all three TV networks, could prove ruinous (BROADCASTING, May 8).

The UHF outlet observed in its opposition last week that KTBC-TV holds a primary affiliation with all three TV networks and has first rights to all programs, thus leaving second choice to KHFI-TV. "It is readily apparent," KHFI-TV said, that it is being "whipsawed." KHFI-TV claimed that KTBC-TV has "precluded" it from securing a primary network affiliation, while Capital, half owned by KTBC-TV, attempts to escape nonduplication protection on the basis of KHFI-TV's multiple-network programming.

To Capital's claim of financial difficulties, KHFI-TV said its losses were \$110,252.19 during the four-month period ending April 30 in its TV as well as AM and FM operations. Losses attributable to its TV, KHFI said, were \$87,949.76. Capital, on the other hand, it added, is one of the 15 largest systems in the country with 12,000 subscribers and a potential of 25,000 customers. KHFI-TV said that Capital's revenues for the year ended Feb. 1, 1965, were \$274,222; and for the year ended Feb. 1, 1966, \$439,481. At the present level, KHFI-TV said, Capital's annual revenues will exceed \$710,000.

The charge by Capital that switching complexities and equipment breakdown are too great a burden was answered by KHFI-TV which claimed that during a two-month trial period, Capital performed six manual switching functions and corrected three switching failures.

Texas Broadcasting is owned by President Johnson's wife and daughters. This ownership was placed in trust when the President assumed his office.

Miss Wool set for TV

A nationwide lineup of more than 100 TV stations will carry a live color program on the Miss Wool of America pageant on June 30 (8-9 p.m.). The pageant will originate from San Angelo,



SUPERFUN is hundreds of fully produced comedy sketches that will make your station sound and sell better.

SUPERFUN is the only radio comedy service in the world.

SUPERFUN may be available in your market. **FOR YOUR FREE DEMO ALBUM, WRITE:**

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and the program will be produced by Alexander Cantwell. The Wool Council will provide production and line costs for the special and stations will be permitted to sell time to local and regional advertisers.

Latin communications gap hit by ABC newsmen

Bananas, revolutions, sombreros and siestas make up what Latin American correspondent Merwin Sigale considers an appallingly naive United States stereotype of Latin America. Even at the most fundamental political, economic and geographic levels there exist disturbing Latin American misconceptions of the U. S. as well. Images have not faded as policies have changed.

In an address to the Alabama Broadcasters Association in Huntsville, Mr. Sigale, Miami bureau chief for ABC News, conveyed an acute concern over what he termed "a crisis . . . no less real—and in the long run, no less important" than the Middle East crisis or the Vietnam war. "This communications gap," he said, "must be dealt with in the interest of wholesome relations between the United States and Latin America. We as broadcasters, can and should play a role in meeting this crisis of communications."

In reference to a proposed Panamanian satellite ground station, he remarked: "Satellites are making global radio and television a reality. The live image of the U. S. will soon be available in Latin America. It is our responsibility as broadcasters to make our live image a real and fair and truthful one, and at the same time to provide the American people with more and better information about Latin America."

NAB radio clinics swing east next week

The second half of the National Association of Broadcasters radio program clinics opens and closes this week. Sessions will be in Nashville on June 4-5, Detroit on June 6-7 and Philadelphia on June 8-9.

Registration for those three was at 225 last Thursday (June 1). Attendance at the first three clinics in Salt Lake City, Oklahoma City, and Palo Alto, Calif. (BROADCASTING, May 29), was about 200.

Discussing "How to be a hero in your own home town" will be Marianne B. Campbell, Avco Broadcasting Corp., in Nashville and Detroit; Richard R.

Ferry Jr., WACE Springfield, Mass., in Detroit, and Harry Thayer, WGHQ Kingston, N. Y., in Philadelphia.

"Finding the FM niche" will be covered by Michael Lareau, WOOD-FM Grand Rapids, Mich., in all three cities. "How to get and hold listeners" will be discussed in Nashville and Detroit by Irv Lichenstein, WWDC Washington, and in Philadelphia by Philip Nolan, Westinghouse Broadcasting Co., New York.

"How to be humorous on the air" will be handled by John Barrett, KRLA Pasadena, Calif., at Nashville and Detroit, and by Andrew Ockershausen, WMAL Washington, in Philadelphia.

Field obtains two series for TV syndication

Field Communications Corp., which only last September moved into the television distribution field in a major way, has just come through a period of important acquisition. The separate syndication department in Hollywood of the Chicago-based Field Communications UHF operation has acquired 26 half-hour color shows each of the *Territory Underwater* and *Ski-Breed* series. Another new property for Field is *Your Pet's Best Friend*, a five-minute color series. In addition, Field has acquired a special, *The Price of a Record*, the life story of the late race driver Don Campbell. This program may be headed for sale to a group of network-owned stations.

The major Field film package, *Hawaii Calls*, currently is being seen in 31 domestic markets with projections calling for sale to an additional 40 markets by fall. Consideration is being given to the production of another 26 half-hour color programs in the series to add to the 26 already in distribution. All told, Field Communications is syndicating a total of 17 color packages.

In setting up its distribution arm, Field purchased all of the syndicated products of Cardinal Programs Inc., Los Angeles (BROADCASTING, Sept. 12, 1966). Included were eight different color film series, comprising more than 320 different programs.

Radio first with news of paper's demise

Major Market Radio Inc., New York station representative, commissioned a local coincidental telephone survey of 300 men and women, asking how they first heard of the New York *World-Journal-Tribune's* closing May 5. Radio scored a beat, reporting the news at

10:30 a.m., and carried the survey.

Most striking is the finding that 42.7% of men interviewed got the news from radio. Wilmot Losee, MMR president, commented: "We've long known men are reachable through radio even during so-called business hours, but many advertisers and agencies still insist that driving times are the only hours when men tune in."

Of the remaining 57.3% of the 117 men interviewed, television and newspapers were the first source of 16.2% each.

Of 183 women interviewed, 33.3% first heard from radio, 35.5% from television, and only 3.7% from a newspaper.

Mr. Losee is presenting the results of the survey to former *World-Journal-Tribune* advertisers.

Three markets pick up WWL's Garrison special

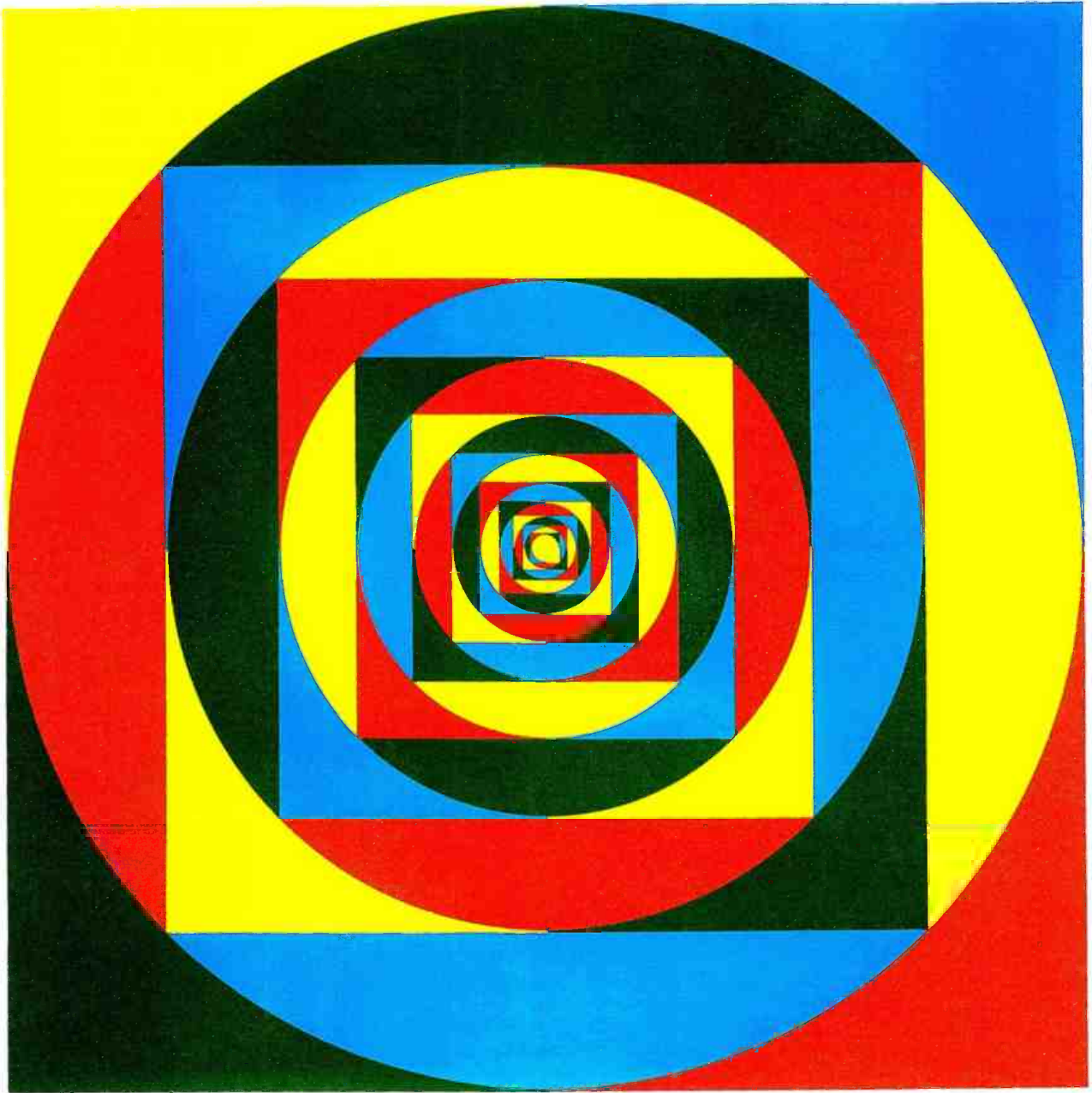
The Garrison Investigation—The First 90 Days, telecast on WWL-TV New Orleans May 28, has already been sold in three markets including Los Angeles, and a number of other markets, including New York, are considering airing the one-hour special.

Newsman Bob Jones, who wrote the show, was featured with District Attorney James Garrison in a 23-minute interview in which Mr. Garrison presented his investigation of the Kennedy assassination along with his theories involving Lee Harvey Oswald, the CIA and New Orleans-businessman Clay Shaw. In the show, Mr. Jones went back and traced the entire investigation from the day Mr. Garrison announced he had "solved" the assassination to the present. WWL-TV expects to repeat the special soon.

Program notes . . .

MGM documentaries ■ Metro-Goldwyn-Mayer has formed a new department on the West Coast to produce television documentaries and specials. Also included in the department's plans are feature-length documentaries for theatrical distribution. Named to head the documentary operation are Irwin Rosen, Nicholas L. Noxon. Both are moving over from positions with Wolper Productions, Los Angeles.

Speedy cartoon ■ Trans-Lux Television, New York, reports that it is placing into syndication a half-hour color cartoon series, *Speed Racer*, and has made its initial sale to WPIX(TV) New York. The 52-episode series centers on automobile racing and was acquired by Trans-Lux through negotiations with K. Fujita As-



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And it's durable. 78V will perform with a minimum of dropouts long after other tapes have failed.

Of course, the best test of a great tape is how well it performs on your recorder.

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Contact us, and we'll dispatch our man with a reel. We'll also send you more information—including specs—on 78V if you'll write us at

700 Memorex Park, Santa Clara, California 95050.

**78V begins
where other color video tapes
leave off.**

MEMOREX

sociates, Tokyo.

All that glitters ■ Official Films Inc., New York, has acquired worldwide TV rights to a 90-minute color special, *The Golden Tee*, which features golf instruction by 10 professionals. The film is described as "the first complete movie book on golf."

Water show ■ Bob Stewart Productions, New York, has gained rights from Cypress Gardens (tourist attraction) in Florida for the production of a one-hour "water spectacular" TV special there. Chester Feldman, company's executive vice president, will produce the filmed program.

Modern mood ■ Corelli-Jacobs Film Music Inc., New York, is offering an additional 10 hours of new recordings to its De Wolfe Mood Music Library. Selections are available on disc or tape for radio, film and video-tape use. Recordings emphasize the young, modern sound.

Quick study ■ *The Learning Process*, an NBC News one-hour special will pre-empt the *Bob Hope Chrysler Theater*, Wednesday, June 21 (9-10 p.m.). The documentary on education will be sponsored by McDonald Systems Inc., through D'Arcy Advertising, and the Insurance Co. of North America, through N. W. Ayer & Son, New York.

On the (sales) march ■ Warner Bros. Television Division, New York, reports its off-network series, *F Troop*, newly placed in syndication, has been sold in 23 markets, with 11 new sales completed in May. Of the total, nine sales said to be in the "top-10" markets are identified as: New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Cleveland and Washington.

For funeral directors ■ Lo-Will Co., Akron, Ohio is producing a weekly 15-minute radio program designed for funeral directors. The series, entitled *A Lamplighter's Serenade*, will feature readings and music in a light vein.

Commercial talent ■ Thomas F. Carroll, formerly executive assistant to Don Soviero, president of S.A.C. (Shaw Artists Corp.) Talent Agency, has established his own radio and television commercial talent agency, Thomas F. Carroll Inc., at 1550 Lake Shore Drive, Chicago (312-943-0750).

ABC theater ■ *Of Mice and Men*, a two-hour adaptation of the John Steinbeck classic, produced by David Susskind's Talent Associates, will be presented during the 1967-68 season as an "ABC Theater Night." George Segal, Nicol Williamson, Franchot Tone, Joey

Heatherton and Donald Moffat will star.

On soccer kick ■ Film reel made available to TV stations by the British Information Service in its *British Calendar* quarter-hour series includes a sequence of soccer play between England and Scotland at Wembley, "as soccer comes to the U. S." Films are free with nominal shipping charge from 845 Third Avenue, New York 10022.

Atomic program ■ Argonne National Laboratory, Argonne, Ill., is offering radio stations a new series of nine and one-half minute programs, *House of Science*, which explores current progress in atomic research departments there. Ed Ronne is producer.

'Place' replacement ■ *Our Place*, a variety hour featuring the Doodletown Pipers, Burns and Schreiber, and the dog puppet "Rowlf," will premiere Sunday, July 2 (9-10 p.m.) as the summer replacement of CBS-TV's *The Smothers Brothers Comedy Hour*.

On the move ■ Showcorporation, New York, distributor of features to television and theaters, has moved headquarters to 10 East 49th Street, New York 10017. Telephone number is 421-8830.

Tapped 'Africa' ■ ABC News last week used some topical footage of more than 600,000 feet of film it has on tap for its *Africa* project that will be telecast on ABC-TV on Sept. 10 (7-11 p.m. EDT). ABC-TV on May 31 ran an interview with Eastern Nigeria's military governor, Lieutenant Colonel Odumegwu Ojukwu, during the *Peter Jennings with the News* early evening program. The interview was telecast in view of reports that the eastern section of the country had declared independence as the Republic of Biafra. The interview, which had been filmed in advance for the *Africa* project, touched on the worsening situation in Eastern Nigeria.

Metromedia's TV news swaps

Plans to increase an exchange of news and news features among the Metromedia TV stations in New York, Los Angeles, Washington and Kansas City, Mo., were announced by the company last week.

Dick Woolen, vice president-programming, for Metromedia's TV division said: "With each of our stations located in a major news center, it makes sense to expand our exchange of news stories and ideas for news stories." The stations that will participate in the exchange are WNEW-TV New York, KTTV (TV) Los Angeles, WTTG (TV) Washington and KMBC-TV Kansas City.

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

STONE REPRESENTATIVES, INC.

WEATHER INSTRUMENTS

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(Colorful dials for color TV)

Manufacturers of Precision
Meteorological Instruments
In Use Around the World
TEXAS ELECTRONICS, INC.
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5529 Redfield Street Dallas, Texas

Corinthian files to go public

SEC registration shows Whitney will offer 22% interest;
829,107 shares to sell at \$26 top, possible \$21.5 million

Corinthian Broadcasting Corp. took the second step last week in its march toward going public. It registered with the Securities and Exchange Commission in Washington to offer to the public 829,107 shares of common stock.

John Hay Whitney, financier and former publisher of the now defunct *New York Herald Tribune*, will sell 750,000 shares; after that initial offering 10 other stockholders intend at various times to sell the remaining 79,197 shares. Mr. Whitney's sales constitutes 22% of Corinthian ownership.



Mr. Whitney

The registration form reported that the stock would be sold at a maximum of \$26 per share. Mr. Whitney would realize \$19.5 million; the other 10 selling stockholders, \$2,056,782.

The stock will be sold through Goldman, Sachs & Co., New York.

Following the public sale, the SEC registration stated, Corinthian will seek a listing on the Stock Exchange.

FCC Approval ■ The registration with the SEC followed by two days FCC approval of control of Corinthian from Whitney Communications Corp. to Mr. Whitney personally. After the offering, Mr. Whitney directly and indirectly will own 57.9% of Corinthian.

In a seven-year review of consolidated income, the filing last week showed that Corinthian revenues had moved from \$10.8 million in 1961 to \$18.4 million in 1967; that net income

after taxes had moved from \$818,064 in 1961 to \$3.7 million in 1967.

These figures, it was reported, also include operating revenues of \$617,000 in 1961 and \$104,000 in 1966 and net loss of \$2,000 in 1961 and net income of \$13,000 in 1966 for the radio stations owned by Corinthian. Corinthian sold one radio station in 1964, and a second in 1966.

As of April 30, Corinthian showed total assets of \$35 million, of which \$7.2 million were current assets. Total current liabilities were listed as \$5.8 million; long term bank debt, \$12 million, and retained earnings of \$12.5 million.

Station Holdings ■ The company, an outgrowth of Mr. Whitney's and his associate's purchase of KOTV(TV) Tulsa in 1954 for \$4 million, now owns KOTV, and WISH-TV Indianapolis, WANE-TV Fort Wayne, Ind. (the only UHF), KHOU-TV Houston and KXTV(TV) Sacramento, Calif. The Indianapolis and Fort Wayne stations were bought in 1956 for the then record price of \$10 million; Houston was purchased in the same year for \$4.25 million, and Sacramento in 1958 for \$4.5 million.

Corinthian sold WISH-AM-FM in 1964 for \$1.25 million; WANE in 1966 for \$250,000.

The company said it anticipates further acquisitions in broadcasting or nonbroadcast fields, although it stressed that no negotiations are now underway.

It reported that it receives 15% of its operating revenues from network payments (all Corinthian stations are CBS), 58% from national spot, 24% from local advertising, and 3% from miscellaneous. It also reported it has 385 fulltime employees, and that it

spent \$2 million, mostly for color equipment, in capital expenditures for equipment in the last three years. For the current fiscal year, which ends April 30, the company said it expects to spend \$1 million in equipment, of which \$600,000 is for equipping the new Sacramento studio-office building.

Also Selling ■ Other shareholders who expect to sell after Oct. 15 include C. Wrede Petersmeyer, president of the company, who is selling 49,000 shares, retaining 116,000; James C. Richdale Jr., vice president-general manager of the Houston station, 2,585, retaining 5,177; George G. Jacobs, engineering director, 3,740, retaining 8,635; Donald L. Kearney, sales director, 4,400, retaining 7,975; Robert S. Wilson, vice president and general manager, Sacramento, 4,997, retaining 5,500.

During the last year, Mr. Petersmeyer received \$75,555 as total remuneration, including profit sharing retirement of \$9,855; Charles H. Tower, executive vice president, \$43,315, including \$5,625 for retirement; Mr. Richdale, \$63,279 including \$24,700 bonus on station profits; Robert B. McConnell, vice president-general manager, Indianapolis, \$57,659 including \$15,600 bonus and in addition \$10,000 credit as deferred compensation.

As of June 1, Mr. Whitney, one-time ambassador to England and part owner of the defunct *New York World-Journal-Tribune*, personally owned 48.6% of Corinthian, and 31.4% of the 39.1% owned under the name of Whitney Communications Corp. Corinthian has 4.5 million shares authorized, and 3,384,259 outstanding.

Mr. Whitney, through Whitcom Inc., a new company, now owns WGHQ-AM-FM Kingston, and WVOX-AM-FM New Rochelle, both New York, which previously had been owned by Mr. Whitney and associates.

Rollins diversifies into wallpaper firm

Rollins Inc., Wilmington, Del., diversified firm with group broadcast holdings, has announced an agreement to acquire Dwoskin Inc., Atlanta-based wholesale distributor of wallpaper and wall coverings.

Rollins has established Rollins Wallcoverings Inc., a wholly-owned subsidiary of Rollins Inc., and is issuing a reported 40,000 shares of preferred stock in Rollins Wallcoverings to the Dwoskin stockholders. This preferred stock, earning \$3 per share in annual dividends, is convertible during the first four years into Rollins Inc. common with a maximum of 66,336 shares and

Higher color-TV-set sales predicted

Weekly research comment of brokerage firm Paine, Webber, Jackson & Curtis, New York, on color-television-set stocks quotes industry sources as predicting a 30% to 50% increase in unit sales, somewhat less in dollar sales because of lower average prices for 1967. Nevertheless, the firm is far from bullish, seeing "no need to hurry into new commit-

ments, since first-half earnings comparisons may be unimpressive in a number of instances."

The Paine, Webber report notes the decline of color-TV stock prices in the last nine months of 1966, and their relative stagnation during first-quarter 1967, only relieved somewhat by reaction to RCA's 16% rise in first-quarter 1967 earnings per share.

In Iowa who delivers more in the afternoon?

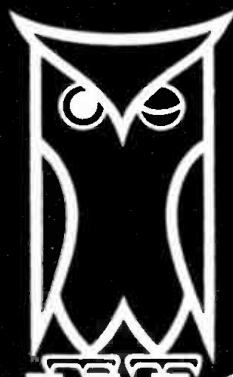
50.4% MORE
adults (12 Noon - 6 PM) than Station 2

45.0% MORE
women (12 Noon - 6 PM) than Station 2

56.3% MORE
men (12 Noon - 6 PM) than Station 2

PLUS 64.5% MORE
net unduplicated homes weekly
than Station 2

SOURCE:
93-County Pulse Area Survey
Sept.-Oct., 1966



WHO RADIO

...that's who!

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Broadcasters' repair, modification, and overhaul needs are strictly behind the scenes. And RCA Service Company experts keep on providing service to keep all your broadcast equipment operating at peak performance. Take advantage of RCA's experience in AM, FM & TV servicing—on a contract or per-call basis.

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a minimum of 57,140 shares depending on the time of conversion. At the end of four years, additional common shares of Rollins Inc. may be issued depending on the increased earnings after taxes of Dvoskin companies and the market price of Rollins Inc.

In addition to its wallcovering business, Dvoskin also has a painting and decorating division, and recently opened a decorative fabric division. Another division of Dvoskin is Datafax, a computer-service organization.

The acquisition will add more than \$9 million a year to Rollins's revenues, the announcement said. Rollins's fiscal year ended April 30, but a final report has not been issued. In fiscal 1966, Rollins' revenues were \$70.6 million.

Rollins owns three TV and seven radio stations, as well as exterminating, pesticide, chemicals, outdoor advertising, advertising agency and consumer finance businesses.

Ameco's drop continues through third quarter

Net loss and a drop in net sales for the nine-month period ended March 31 have been reported by Ameco Inc., Phoenix, manufacturer of CATV equipment.

Bruce Merrill, president of the company, attributed Ameco's continuing losses to the firm's inability to correctly assess its share of the CATV-equipment market and a substantial downward inventory evaluation adjustment during the third quarter.

Mr. Merrill predicted substantial sales volume for the next fiscal year in new solid state CATV headend equipment and a line of CATV amplifiers.

Warner board okays sale to Seven Arts

The Board of Warner Brothers Pictures Corp. May 26 approved an amended offer of Seven Arts Associated Corp. to buy all assets of Warner Brothers and to assume all of its liabilities. Though no value was placed on the transaction, it is estimated to exceed \$80 million in cash and stock.

The sale is contingent on approval by shareholders of Warner Brothers and Seven Arts Production Ltd., parent company of Seven Arts Associated.

Last fall Seven Arts had acquired approximately one-third of the shares in Warner Brothers held by President Jack L. Warner and related interests

"Ameco," he said, "is currently quoting this new equipment in turnkey bids on several million dollars of new CATV construction." However, he added, "our slippage in the market was so severe that we anticipate we will be several months into our next fiscal year before a turn-around of any consequence is achieved."

For nine months ended March 31:

	1967	1966
Earned per share (loss)	\$(0.861)	\$0.326
Net sales	4,787,390	8,954,791
Income (loss) before taxes and special item	(1,123,621)	767,317
Net income (loss)	(1,033,621)	391,331
Common shares outstanding	1,200,000	1,200,000

Adler to handle details of CBS-Holt merger

Norman A. Adler has been appointed vice president, general executive of CBS Inc., effective July 17 with initial



Mr. Adler

duties to include assisting the merger between CBS and the New York publishing firm of Holt, Rinehart & Winston.

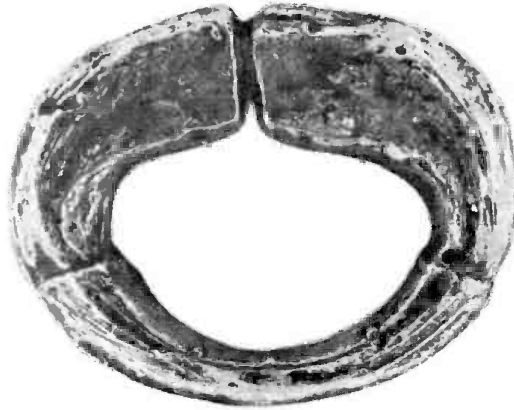
Until he assumes the newly established post, Mr. Adler will continue as vice president and general manager of CBS Educational Services Division, which he organized last summer when the network announced its intention to make a major entry into the educational-services field. CBS plans to transfer its educational activities to Holt when the pro-

for approximately \$31.5 million.

Involved in the latest transaction are more than 3.3 million shares of Warner stock, which, according to the agreement, will be exchanged on this basis: for each share of Warner stock, shareholders will receive \$5 in cash, one-third of a common share of Seven Arts and \$10 principal amount of 5% convertible subordinated debenture due 1988. The debentures are not redeemable before June 30, 1970, and conversion price is to be 10% above the Seven Arts market price on the date of the special meeting of Warner stockholders but not to exceed \$33 per share.

In 1,000 B.C.

**When Egyptians Wore Money On Their Fingers
This Gold Ring Was The Dominant Coin**



In 1967

**In The Portland, Oregon Television Market
THIS KOIN IS DOMINANT**

KOIN-TV



KOIN-TV GUARANTEES to reach more viewers during the total day, sign-on to sign-off, than any other Portland TV station. Any current ARB or NSI Report, subject to their own qualifications, will tell you why.

KOIN-TV CHANNEL 6
PORTLAND, OREGON

One Of America's Great Influence Stations

Represented Nationally by Harrington, Righter & Parsons, Inc.

**We get
channels
you
can't get
anywhere
else.**



In June: The new and ominous mood of Capitol Hill—its threat to the television business. The 1967-68 season laid out in detail, including price tags on all prime-time minutes. The over-50 population: a \$150-billion market that TV may be ignoring. 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.

posed merger is consummated.

Mr. Adler joined CBS in 1951 as a general attorney. He subsequently organized the Columbia Record Club and, in 1960, was named president of the Columbia Records Division.

Movielab to market 200,000 shares

Movielab Inc., New York film developers and printers for television, theater and other related uses, filed a registration with the Securities and Exchange Commission for the sale of 200,000 shares of common stock to be sold by Saul Jeffee, president and board chairman, and his wife, Beatrice Jeffee.

The stock is to be sold at \$20 per share maximum to achieve an aggregate price of \$4 million.

Mr. Jeffee proposes to sell 155,783 of his holdings of 607,930 shares, and his wife proposes to sell all of her holdings of 44,217 shares. Movielab has 1,007,470 common shares outstanding of which management officials and directors own 66.5%.

For the first quarter ended April 1, Movielab's net sales were \$2,959,291; net income \$306,138, and per share earnings \$0.30.

The company's total current assets as of April 1 were \$4,752,359; current liabilities \$1,901,621; long-term debt \$2,105,000, and shareholders equity totaled \$5,244,641.

EQUIPMENT & ENGINEERING

FCC to probe interference

NY Port Authority head sees 'no basis' for trade center complaints

The FCC has agreed to hold hearings in New York on television reception interference problems expected to result from impending construction of a Port of New York Authority skyscraper project. Announcement of the FCC acquiescence to a request in a letter sent by 24 New York-area congressmen was made by Representative Richard L. Ottinger (D-N. Y.).

The congressman said he met with Commissioner Robert E. Lee in his office last Thursday morning (June 1) and that the commissioner said he could speak for the whole commission in promising the hearings. Date for the start of the hearing is to be set by the commission.

Congressman Ottinger was among five members of Congress who held a news conference two weeks ago asking that construction of the towers be stayed pending a thorough review of the television reception problem. The petitioning congressmen cited estimates that six-million households may suffer some or total loss of reception during the construction period.

In New York Austin J. Tobin, executive director of the Port of New York Authority last week told Representative James H. Scheuer (D-N.Y.) that there exists "no factual basis for the statement

that 'as many as six million households' will suffer 'serious television interference' for 'at least a two-year period' during construction of a 110-story World Trade Center in lower Manhattan.

Mr. Tobin in a letter to Representative Scheuer said viewers in Brooklyn, Queens, Long Island, New Jersey, Staten Island or Rockland county will not be bothered by TV interference. He acknowledged that "a small minority of the viewers would be affected temporarily" in Manhattan, the Bronx, Westchester and small parts of Connecticut, but said that interference would last "less than one year" between construction of the trade center's steel frame and installation of TV transmitters, now atop the 102-story Empire State building, onto the trade center's north tower.

The Port Authority, which is building the 1,350-foot-high twin towers, also issued a recent engineering study by Alford Manufacturing Co., Winchester, Mass., to reinforce its previous statements that TV reception would be "permanently improved" once TV stations move their equipment to the trade center. Alford indicated that TV interference at "a relatively low level will occur initially as the upper portion of the steel structure" is erected, and "will increase as the upper portion of the second trade center building is constructed." But the Port Authority said no definite construction plans had been decided upon as to when the nine TV stations could move onto the first tower thus ending interference before the effects of the second tower become apparent.

Why Move? Representative Scheuer last Friday (June 2) was scheduled to meet with representatives of the TV broadcasters all-industry committee in



One of Memphis' most elegant restaurants, the Summit Club, atop new First National Bank Building.

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You see it in elegant restaurants, in busy department stores, in the way Memphians enjoy life. There's money in Memphis—to be spent and to be made. Take the period from 1960–1965. Retail sales in Memphis grew faster than in New York, Chicago, and Los Angeles combined. Up 42.1%. Compare that to Atlanta (down 11.7%) and you see what's happening in this big, bright, bustling capital of the Mid-South. Here's how some of the money is spent:

Automotive sales—\$634,925,000
 Food sales—\$642,761,000
 Total retail sales—\$3,000,784,000

Shouldn't you be selling hardest where the money is? To reach the total Memphis market of 2,587,600** people takes television. Ask your Blair, Katz, or RKO representative for all the facts of the good life in Memphis. Buy the total Memphis market. WHBQ-TV, WREC-TV, WMC-TV.

Buy the total Memphis market

WHBQ-TV
WREC-TV
WMC-TV

MEMPHIS
 TELEVISION

Sources:
 *Sales Management's 1966 Survey of Buying Power.
 **ARB, January, 1967, Television Audience Estimates.

New York. That group, composed of engineers and lawyers from the nine TV stations, planned to show him their findings on the anticipated TV interference problem, as well as to explain the broadcasters' decision to move to the trade center.

Representative Scheuer plans to attend a New York City board of estimate meeting on June 16 that will rule on closing of city streets adjacent to the trade center site.

Mr. Scheuer's concern was voiced late last month when he and other congressmen of the New York area petitioned the FCC to hold a hearing on the TV interference that might result from erection of the trade center.

This interest developed from a letter sent by FCC Chairman Rosel H. Hyde to the governors of New York and Connecticut and to congressmen in those states warning of the TV interference problem (BROADCASTING, May 29, 22).

PA Offers Proof ■ The findings of the Port Authority-Alford report indicated that most viewers outside of Manhattan now normally receive "good" TV reception, but that those who live within the borough's limits generally get "poor" reception because of varied building heights that produce "multipath degradation" (signals on different paths that give multiple images, or shadows, on a TV screen) and because of an overloading of TV receivers with too much signal, particularly within a two-mile radius of the Empire State building.

Alford argued that the trade center will provide adequate space above the 1,400-foot level for the main TV antennas of the nine stations and additional room for stand-by antennas for those same channels. Based on experience, Alford claimed that once the center of radiation is raised, TV reception will improve.

The trade center, Alford asserted, will raise the TV station's transmission to a higher radiation center from the one now at the Empire State.

Less Overloading ■ As to "poor" reception, Alford said that transmission from the trade center will decrease signal overloading, but not affect the multipath degradation, which is associated with tall buildings.

The engineering firm referred to a report received by the TV committee that estimates population within a two-mile radius of the trade center at approximately 370,000 persons, while in the same area around the Empire State, the figure is approximately 570,000 people.

Alford indicated that potential signal reflection of broadcasts from the trade center bouncing back (southward) off the Empire State would not "exceed 8% of the direct signal"—an amount it

considered "unobjectionable."

Alford also said that in Manhattan some roof antennas may have to be re-oriented, but indicated that "between 60%-80% of all TV receiving antennas are rabbit ears" which are ordinarily re-adjusted each time a channel is changed.

Set makers huddle on X-ray problem

The spectre of the congressional investigation of automobile safety is haunting manufacturers of TV sets as they gather in Chicago this week for the 43d annual convention of the Electronic Industries Association.

Certain to be a major topic among set makers, as well as of representatives of tube manufacturers, is the delicate question of possible harmful radiation from TV sets, especially from color TV receivers with their higher voltages.

The topic popped into scare headlines last month when General Electric Co. announced it was recalling 90,000 large-screen, color-TV sets for modification because "some of the sets may emit soft X-radiation in excess of desirable levels" (BROADCASTING, May 22). This was followed by a call for a congressional investigation by Representative Paul Rogers (D-Fla.), a member of the House Commerce Committee's Subcommittee on Public Safety.

The radiation issue was high on the agenda last Thursday (May 31) of a special meeting of the executive committee of EIA's consumer products division. Meeting at O'Hare Inn in Chicago, the committee took no action other

than to explore how to keep open lines of communication with congressmen and other officials. They were agreed that engineering data so far disclosed no health problem to TV viewers.

The consumer products executive committee normally meets during the annual EIA convention. Eight major set makers, however, are introducing their new 1968 product line this week and their representatives could not attend this week's meetings. Hence, in light of the radiation problem, the meeting of the consumer products group was advanced by one week. Radiation was only one of the subjects on the agenda, it was reported.

Burn, Baby ■ The radiation issue has cropped up ever since 1949 but the industry has worked carefully to police itself and to explain its safeguards to those who may be concerned. The most recent occurrence was two years ago when Dr. John Ott stated that sustained viewing of color TV by mice caused brain damage in the rodents. In rebuttal, EIA then quoted clearance for TV sets by the National Council on Radiation Protection and established an ad hoc committee on the subject. This committee is headed by J. L. Sheldon, Corning Glass. The committee conferred with U. S. Public Health Service officials as well as the National Center for Radiological Health. During the course of its conferences, the committee reported that PHS suggested that TV set manufacturers furnish data on X-ray emanations from TV sets. Reports from 18 out of 21 manufacturers have been forwarded to PHS officials, EIA said last week.

NCTA convention to have AT&T exhibit

For the first time, the giant AT&T will be an exhibitor at the annual convention of the National Community Television Association, scheduled June 25-29 in Chicago.

Perhaps because the CATV industry and the telephone companies are not on the best terms, the AT&T exhibit, comprising two booths, will be an unattended, automatic graphic presentation of the Bell Systems activities in CATV, and in educational TV, closed circuit TV and broadcasting.

The CATV industry at present is battling the telephone companies' entry into the cable-facilities field. FCC hearings began last week on the petitions of NCTA and cable operators seeking an FCC order prohibiting telephone companies from offering CATV facilities on a lease-back arrangement (BROADCASTING, Oct. 17, 1966 et seq.). The hearing started with the question of whether

One-man TV station

Sometimes it pays to "think small."

CBS Laboratories, Stamford, Conn., has developed a portable one-man television station for field use by the U. S. Air Force. The battery-powered station includes a backpack transmitter, and, according to CBS Laboratories, "the smallest TV camera yet designed that can deliver pictures of full studio quality." The portable station will be operated by radio from a mobile van, making it possible to superimpose scenes while in the field. A company spokesman said that all that is required of the camera operator is to aim the camera and focus it.

Now, your viewers can watch the National Football League games they didn't watch.

Starting Sept. 13th, we're kicking off three new half-hour color shows.

NFL East. (Highlights of 4 games from the preceding Sunday)

NFL West. (Highlights of 4 games from the preceding Sunday)

NFL Game of the Week. (Most exciting game of the week)

Buy one, two or three shows for 15 consecutive weeks.

These shows, produced exclusively by NFL Films, feature ground level cameras and slow/superslow motion techniques.

All the fat's been trimmed out.

No pre-game ceremonies.

No team time-outs.

No officials' time-outs.

No half-time shows.

Just 30 minutes of hard-nose football.

And in color.

You'll be amazed how fast

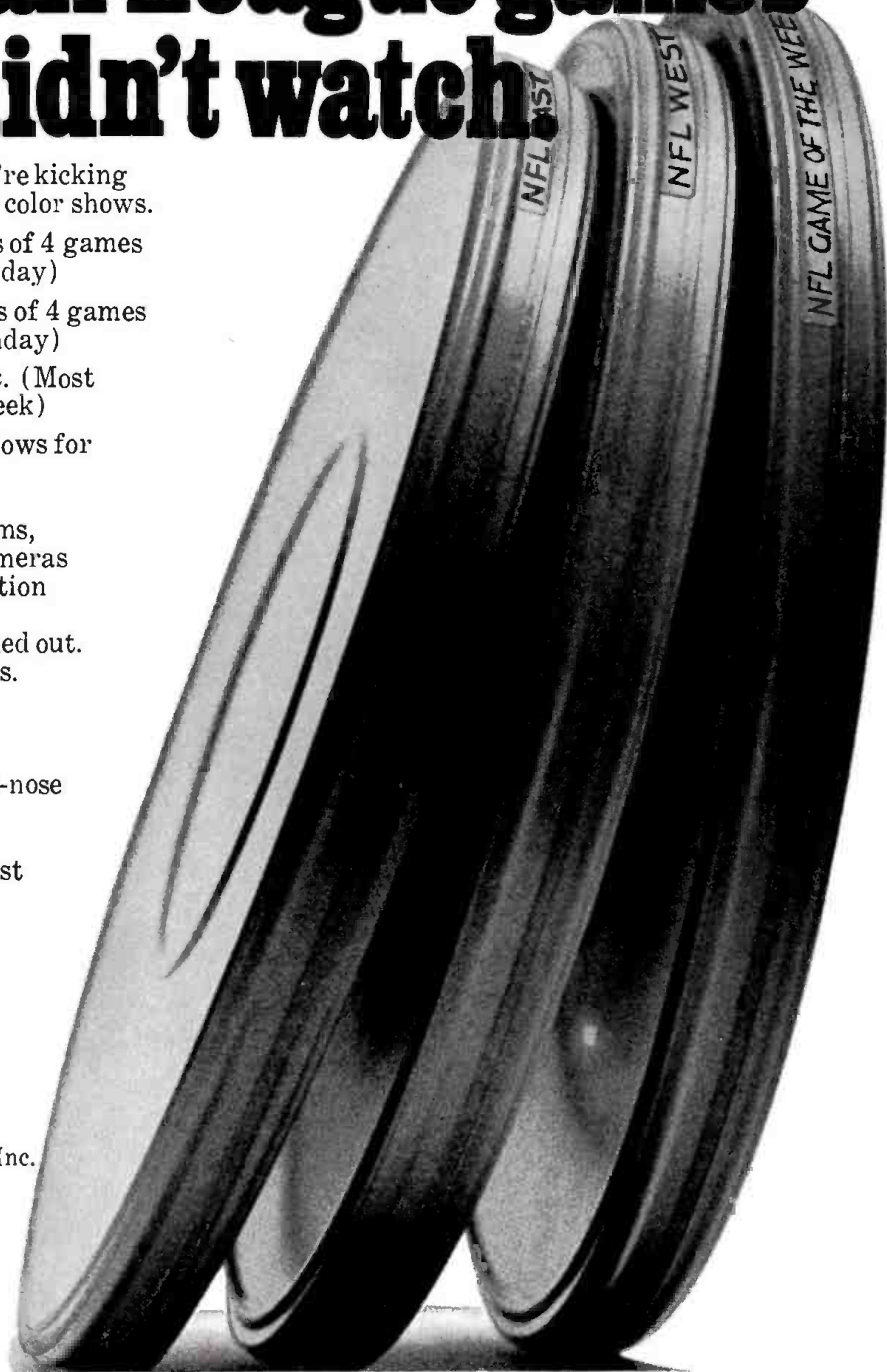
football fans turn into

station fans.

You'll be seeing us.

NFL 
FILMS Inc.

One Rockefeller Plaza
New York, N.Y. 10020
Phone: (212) 765-2050



telephone companies are required, or should be required, to secure a certificate of necessity from the FCC before engaging in CATV installations.

Electronic media prepare for education's needs

The learning industry will place a tremendous demand on television, audio-visual media and film production. This demand will strain the capabilities of available manpower and technology. The communications business must prepare now to cope with this need. This is what Neal Keehn, vice president, DeLuxe-General Film Laboratories, Hollywood, told University of Southern California Cinema School students last week. Mr. Keehn was moderator of a panel of film and television-industry executives sponsored by the Society of Motion Picture and Television Engineers.

Panelist Ted Fogleman, vice president, Consolidated Film Industries, Hollywood, suggested to the group that among the breakthroughs in film technology to watch is ABC's creation of color film from a single strip of black-and-white film. He also noted the evolution of thermoplastic recording of pictures by an electron beam, causing deformation of plastic surfaces. This, he pointed out, combines the advantages of both film and video tape. As another breakthrough, Mr. Fogleman also cited electrophotography which gives resolution of 1,000 lines mm., a desirable result previously believed impossible to obtain.

The advent of high-band recording has given video tape the quality required to make many copies of the original, Frank Gaskings, manager of Video Product Planning, Ampex Corp., Redwood City, Calif. said. He pointed to today's microminiaturization of transistors and circuit components as the prelude to wrist-watch-type television sets with people able to be in constant touch with home or office, no matter where they travel. Mr. Gaskings

also indicated that further development of lasers in photography will lead to three-dimensional pictures, both still and in motion, that could be viewed in solid form from practically any angle.

Use of coded pulsing light to reproduce the sensation of color in black-and-white television receivers was described by James Butterfield, president, Color-Tel Corp., Los Angeles. He indicated that this invention was designed primarily for use in bringing color commercials to monochrome-TV-set viewers but that future applications could be unlimited. The device makes use of the brain's color response to pulsing white light which bypasses the color sensor of the eye.

Audio-visual technology will never replace teachers, nor will computers give many answers to the needs for accelerated learning required today, William H. McCallum, executive vice president, Modern Learning Aids, Los Angeles, predicted. Audio-visual breakthroughs such as cartridge-loaded projectors, programed learning and regional educational television via satellite will all place greater stress on individualized counsel by teachers.

Technical topics . . .

Order ■ Visual Electronics Corp., New York, last week reported that wcco-TV Minneapolis-St. Paul has ordered six Norelco PC-70 three-tube Plumbicon color cameras. Three of the units will be installed in wcco-TV's 40-foot, 20-ton mobile production center van and three in its studios. Visual said the station plans "elaborate" color coverage of the Minnesota state fair and National Football League coverage in the Twin City area.

Name change ■ Name of Kaiser-Cox Corp., Phoenix manufacturer of CATV equipment, has been changed to Kaiser CATV Corp. Kaiser, a subsidiary of Kaiser Aerospace & Electronics Corp., originally was jointly owned by Kaiser and Cox Broadcasting Corp. Cox sold out on Dec. 31, 1966.

Developing machine ■ DeLuxe Laboratories, West Coast division, is introducing a 35mm developing machine at the company's General Film Laboratories, Hollywood. The new unit is said to be capable of processing color positive film at more than 200 feet per minute and color negative film at 100 feet per minute. Among advantages claimed for the machine are its low initial cost of construction, minimum maintenance, a detector that warns of breaks in the film, an electric film brake used for splicing rolls continuously, a safety feature that minimizes damage resulting from the loss of the end of a roll and high pressure air and water rinse that eliminates the need for dangling hoses.

Lighting handbook ■ Sylvania Electric Products Inc. has compiled a lighting handbook and lamp slide rules for television, theater and professional photography. The handbook supplies the lighting engineer or technician with a guide to Sylvania's line of tungsten-halogen lamps as well as information on theatrical lighting applications.

RCA contract ■ Kkog(TV), new channel 16 outlet being constructed in Ventura, Calif., has just signed a \$149,721 transmitting plant contract with RCA. Tower construction and installation will be by Rohn Manufacturing Co.

Simplification through nonduplication ■ CATV operators can now preprogram channel, time and day for an entire weekly schedule. Once they have encoded this information on the drum of the TMP-205, a multichannel, electro-optical nonduplication switcher, it performs all switching functions repeating the schedule each week. The unit, developed by TeleMation Inc., may be programmed to switch accurately on any selected minute, as well as odd-second intervals by inserting rubber plugs into perforations in a metal drum; little or no additional maintenance involved. Details may be obtained from TeleMation Inc., 2275 South West Temple, Salt Lake City (801) 486-7564.

FANFARE

Columbia awards scheduled

Columbia University's School of Journalism for the first time has found two unusually deserving candidates for its annual award. Otis Chandler, publisher of the *Los Angeles Times*, and Edgar B. Stern Jr., president of the Royal Street Corp. (WDSU-AM-FM-TV New Orleans and WALA-TV Mobile, Ala.) were to be recognized today (June 5) at a luncheon at the univer-

sity. In the past Columbia Journalism awards were presented to only one candidate and on two occasions no award was voted.

Drumbeats . . .

TV safety test ■ Dr. Carl Dolce, head of the New Orleans school system, said that WWL-TV's locally televised summer Safety Test was "an example of television's unmatched ability to in-

form and to teach." Narrated by Phil Johnson, WWL-TV editorial director, and written by Leo McLean, the test covered aspects of home, water, playground and traffic safety. With the help of WYES-TV, The New Orleans ETV station, it is said to have reached nearly 250,000 students in the New Orleans area.

Stressing safety ■ WCAU-TV Philadelphia's 25-minute *Design for Danger* program on automobile accidents was



Dick Wheeler used to think his radio station was too small for an IBM system.

Every morning at 9:30 Dick Wheeler's new IBM system gives him a complete and up-to-the-minute sales analysis—broken down by product.

It tells his 7 salesmen what products to go after. And exactly how many spots they have to sell—today, tomorrow, and the rest of the year.

It sets up all his programs. And schedules an average of 179 commercials a day—with no conflicts.

His system even coordinates his traffic and accounting activities. And each month it calculates and prints out over 250 invoices.

Dick is president of radio station KTLN in Denver. He employs 38 people. His \$425-a-month IBM system has given him something very important—control over his company.

Send in the coupon. Maybe a small IBM system can do something big for you, too.

IBM Data Processing Division, 112 East Post Road
Dept. 805-153, White Plains, New York 10601
Send me your brochure on small IBM systems for
radio and television stations.

Name _____
Title _____
Firm _____
Address _____
City _____ State _____

IBM®



Some ribs to save some bones

The National Safety Council and Needham, Harper & Steers, Chicago, have credited broadcasting with much help in getting seat belts installed in America's autos. Now they are enlisting the wry humor of Bob and Ray to cajole car passengers into using them.

Work session to produce the 1967

radio spots includes (l to r): Bob Elliott and Ray Goulding; their agent, Vic Cowen; Russ Downie, NH&S producer; Mrs. L. S. Schwartz, Midwest director, advertising council, and Robert DaVee, account executive, NH&S. Color TV spots also are being produced by NH&S for the traffic safety drive.

chosen by the National Safety Council as one of 14 motion picture winners in safety films for 1966. Other winners were nonbroadcast groups. Merit awards for TV spots were given to the National Ski Patrol, Denver, for ski safety and to the Reader's Digest Asso-

ciation for *Tailgating: Invitation to Tragedy*.

Massive junket ■ The Screen Gems Inc. "Good Neighbor Star Flights" to Expo '67 in Montreal and other points in Canada took off on the first leg of what's purported to be a million-dollar

junket to promote the production company's 1967-68 network-TV season. Reported on board for the nine-day trip were some 80 TV editors and columnists, top Screen Gems executives and stars of the company's seven network shows to be produced for NBC and ABC. The junket is to be filmed in color for showing on the networks as promotion for the Screen Gems-produced shows. Besides Montreal, other cities visited include Toronto, Quebec and Ottawa.

Emergency rescue effort ■ KHMO Hannibal, Mo., acted as a focal point in both rescue efforts and broadcasting of news during a recent search for three local boys believed to be trapped in a cave. The station organized a 24-hour operation with broadcast appeals for volunteers and on-the-spot news broadcasts. KHMO also spearheaded a fund drive which resulted in contributions in excess of \$25,000 being donated to the local Mark Twain Emergency squad.

At the fair ■ The CBS/FM Music Programming Service ("The Young Sound") is being played regularly at the International Youth Pavilion at Expo '67 in Montreal. CBS is supplying tapes of the contemporary music for the duration of the fair for use in exhibit areas and during performance intermissions at two theaters. The programing is currently broadcast on the seven CBS-owned FM stations and is distributed to other stations across the country. Expo officials also plan to make available to radio stations promotional audio tapes which use *The Young Sound* music excerpts for bridging.

INTERNATIONAL

Set sales lag blamed on British government

Britain's radio and television set sales fell \$56 million during 1966, according to the British Radio Equipment Manufacturers' Association. Sales were \$205.8 million compared with \$261.8 million for 1965.

Sir Jules Thorn, president of the association and chief of Thorn Electrical Industries, laid the blame squarely at the government's door. "It is doubtful," he said, "if any industry has been more adversely affected by the government's restrictive measures."

Sir Jules was more cheerful about BBC plans to launch color TV in July. Although this meant an initial demand four or five months earlier than expected, he predicted that by the end of the year the industry would be produc-

ing at a rate more than adequate to meet consumer needs.

Color transmissions via BBC-2 will commence July 1, and take up about five hours weekly. After Dec. 2, official opening date of the corporation's color service, the majority of BBC-2 programs will be in color and showing up to 25 hours of color per week.

Future is contest theme

The fourth International Television Contest is scheduled to be held in West Berlin Aug. 29 through Sept. 3. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesallee, Berlin 15.

RCA gears for expected color demand in Europe

President Robert W. Sarnoff last week said RCA plans to build a new color-TV picture-tube plant in Italy in anticipation of a color-TV sales growth in Europe, which, he estimates, will run to approximately 300,000 sets in 1968 and upward to 3.5-million sets in 1975.

Mr. Sarnoff said the new plant, RCA Colore S.p.A., which will become a subsidiary of RCA Italiana S.p.A. in Rome, marks RCA's second such venture into the European Common Market. Last August the corporation reported it had a two-thirds ownership in a plant in Skelsmersdale, England, that is expected to open sometime this summer. (RCA's other color tube plants are in Midland, Canada; Marion, Ind.; and Lancaster and Scranton, both Penn-

sylvania.) The two new European facilities will service some six countries, which are expected to begin colorcasts this year: West Germany, Great Britain, France, Monaco, Spain and the Netherlands.

FC&B buys Spain's Admart

Foot Cone & Belding Inc., New York, has purchased Admart International, one of the ten largest advertising agencies in Spain. Guillermo Garcia Ferrada, who had headed Admart, will continue as general manager of FCB-Admart International, and join the agency's European operations committee.

Among FCB-Admart clients are Artextil, B.V.D., Gold Bond trading stamps, Imperial Chemical Industries and Trans World Airlines. With the acquisition of this new office, FC&B is now represented with 22 offices in 13 countries.

Abroad in brief . . .

ABC associate ■ CJDC and CJDC-TV Dawson Creek, B. C., Canada, have joined ABC International and Worldvision Network as associates. ABC International will act as the stations' sales representatives.

JWT's Danish thrust ■ J. Walter Thompson Co., New York, announces its first post-war operation in Scandinavia through a merger with the Danish agency, Ulrich & Parrild Reklambeureau, a/s. The new agency will operate under the name of J. Walter Thompson Co. a/s with headquarters in Copenhagen. It becomes the 57th JWT office in the world and re-establishes the presence of the company in Scandinavia where it operated in Stockholm before World War II.

Foreign "Emmy" awards ■ The National Academy of TV Arts and Sciences in Washington awarded its only foreign "Emmy" awards to two British firms. The winners were Rediffusion Television Ltd. for the best entertainment film, a production of Harold Pinter's black comedy, *The Caretaker*, and Tyne Tees Television Ltd. for the best news-documentary, an essay on an automated shipyard in Sweden, *Big Deal at Gothenberg*. The awards, now in their fifth year, were made from among 66 entries submitted by 37 foreign broadcast organizations.

"Open Door" policy ■ 3C International Ltd., New York, a newly formed television production and distribution firm specializing in foreign markets, has acquired 93 one-hour episodes of *Roller Derby* for distribution in all markets

outside the U. S. and Canada. Also available are 26 one-hour programs of *Perspective on Greatness* for all foreign markets, and 75 one-half hours of William Cayton's *Greatest Fights of The Century* for showing in Japan. The firm is now distributing its first acquired property, *Courageous Cat and Minute Mouse* in all foreign markets.

An agency by any other name ■ Corbin Advertising Associates, British West Indies, has changed its name to Corbin-Compton Ltd. Compton Advertising, New York and Garland-Compton Ltd., London, share a minority interest in

the Caribbean ad firm.

Publicity merger ■ Norman, Craig & Kummel Inc., New York, has announced that publicity agencies Bell & Cole and Arks Publicity in London have merged with Crane-NCK, that city, becoming partners in the NCK/Europe group. Joining Crane-NCK will be Ann Butler, Arks managing director, and Eric Cutler, chairman, and Frank Gianotti, managing director, both of Bell & Cole. NC&K said both agencies will continue serving their clients. Miss Butler will also serve as a B&C board director.

LOOK BEFORE YOU SLUG!

It's fashionable these days to slug the automobile insurance business. Everyone's doing it—office holders, politicians, columnists, the man on the street. Rates have been going up. Many people are puzzled . . . and some are mad.

If you have a man on your staff who wants to put the hammer on the auto insurers, we welcome a thorough study of our problems. We believe in competent, analytical reporting. But before your man writes about auto insurance, give him this 16-question test:

- | | |
|---|---|
| 1. What's UM coverage with insolvency protection? | 9. What new services and coverages have been developed? |
| 2. Hospital costs have gone up 35%, 103% or 354%? | 10. Why is compulsory insurance a failure? |
| 3. Can any other segment of the American community match our contributions in traffic safety? | 11. What is special risk coverage? |
| 4. Who defends the public? | 12. What does the Insurance Institute for Highway Safety do? |
| 5. What factors affect rates? | 13. Are traffic accident injuries and deaths increasing faster than motor vehicle registrations? |
| 6. How do insurance company profits compare with other American industries? | 14. What do cancellation studies show? |
| 7. What is the insurance business doing to hold down rates? | 15. Has the business shirked its responsibilities? |
| 8. What's an Assigned Risk Plan? | 16. Insurance companies pay over \$800 million a year in taxes and fees. How much of this is used to regulate the business? |

If your man can't score 100% on this test, tell him to write or phone for our new booklet, "Let's Look at the Record." Or better yet, arrange to have him sit down and grill us or some of our company people.

OUR COMPANIES HAVE TO PASS A TEST TO WRITE INSURANCE IN YOUR STATE.
WHY SHOULDN'T YOUR MAN HAVE TO PASS A TEST TO WRITE ABOUT INSURANCE?

NATIONAL ASSOCIATION OF INDEPENDENT INSURERS

30 West Monroe Street

Tel.: 263-6038

Chicago, Illinois 60603

Vestal Lemmon, General Manager
Roger Dove, Public Relations Director

BROADCAST ADVERTISING



Mr. Tommaney

James J. Tommaney, director of research for LaRoche, McCaffrey and McCall, New York, named senior VP, media, broadcasting and research. **Mary Grace Hannon** and **Edmund W. Peaslee Jr.**, associate research

directors at LM&M, New York, appointed co-research directors.

Edgar Marvin, VP and associate creative director at Lennen & Newell, New York, joins Norman, Craig & Kummel there as VP and member of creative plans board. **John H. Thomas Jr.**, VP and account supervisor at Grey Advertising, New York, joins NC&K, that city, as VP and account supervisor.

E. William Dey Jr., director of advertising and sales promotion for The Angostura-Wuppermann Corp., Elmhurst, N. Y., named VP and general manager of Wyse Advertising, New

York.

Joseph A. Vodneck, copy chief and creative group supervisor for Hixson & Jorgensen, Los Angeles, named VP-associate creative director.

John G. Lyon, regional manager, automotive accounts, for The Patten Co., Huntington Woods, Mich., named VP.



Miss Everds



Miss Norton

Martha Everds and **Ruth Norton**, creative supervisors, Grey Advertising, New York, elected VP's.

Vic Sabatini, manager of grocery division for Hearst Advertising Services, appointed director of client services for

KPOL Los Angeles.



Mr. Whalen

Jay A. Whalen, national sales manager of WHN New York, appointed director of national radio sales for Rollins Broadcasting, national sales division of Rollins Inc., Wilmington, Del. **Kenneth R. Irving**, with Spielman Co. of Philadelphia, named media division (radio, television and outdoor advertising) sales promotion manager of Rollins, Wilmington.

Bernard Black, VP, Chalek and Dreyer Inc., New York, joins Venet Advertising, same city, as VP.

Robert Brandson, The Bowes Co., Los Angeles, elected president, Western States Advertising Agencies Association.

Gordon A. Norberg, with D'Arcy Advertising, Chicago, joins Marvin H. Frank & Co. there as director of marketing.

Edward J. Peguillan, account supervisor, BBDO, New York, named director of advertising, Chemical Bank New York Trust Co.

Stanford M. Horn, sales service coordinator for KNEW Oakland, Calif., named advertising and promotion director.

Gordon French, national sales manager for KNXT(TV) Los Angeles and CBS-TV Pacific Network, named general sales manager for station and regional network. He replaces **Ralph Daniels**, named VP of CBS Television Stations Division and general manager of WCBS-TV New York (BROADCASTING, May 22).

Morton Sidley, general sales manager for KPEO El Cajon, Calif., resigns. No future plans announced.

Richard G. McCloskey, account executive at cKLW-TV Windsor, Ont.-Detroit, appointed sales manager.



Mr. Long

Jack C. Long, VP, TV sales manager for WSIX-TV Nashville, named general sales manager of WVUE(TV) New Orleans.

William E. Miller, assistant sales manager of WBZ Boston, named general sales manager

of WLW Cincinnati.

Frank Dougherty, formerly Los Angeles area manager for Venard, Torbet & McConnell, and San Francisco office manager for Harrington, Righter & Parsons, appointed manager of San



Daly named new VOA chief

John Charles Daly, who began his broadcasting career in Washington, 30 years ago, will be back on full-time duty in Washington "around Labor Day" to replace John Chancellor as director of the Voice of America (CLOSED CIRCUIT, May 29). Mr. Daly said he plans to spend "two or three days a week" until then in Washington studying the Voice's operation with Mr. Chancellor, who is set to rejoin NBC News as national affairs correspondent.

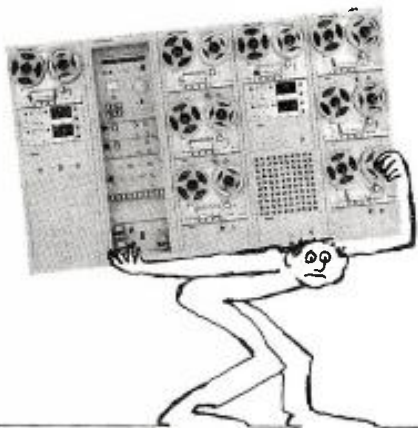
Mr. Daly, 53, joined CBS as correspondent and news analyst in 1937,

moved to ABC in 1949 and served as ABC VP in charge of news, special events and public affairs from 1953 to 1960. In the past several years he has appeared on television chiefly as moderator of CBS's *What's My Line?*

Mr. Daly's appointment as head of the U. S. Information Agency's international broadcasting arm was announced officially last Monday (May 29) at a joint conference held by (l to r) Leonard Marks, USIA director; Mr. Daly, and Mr. Chancellor.

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the HARD WAY!



the EASY WAY!



Now! 3 Schafer mobile demonstration units. That's our demomobility. We'll come to you...to prove our automation system, its operation, reliability, leaseability, and personality. To save you time and money, Schafer has 3 mobile units that are available now and they are manned by capable personnel...namely Paul Schafer, Dallas Barnard, John Price, Jerry Bassett and Milt Kray. They are all waiting, with bated breath, to zip out to your operation and show you why Schafer's Broadcast Automation Systems are your best buy or lease. This is just one more sample of Schafer's ability to respond to the requirements of the broadcast industry. Call or write us for an appointment and we'll show you our demomobility.

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BROADCASTING, June 5, 1987

Francisco office of Grant Webb & Co.

Charles A. Noell, assistant sales manager of WSJS-TV Winston-Salem-Greensboro, N. C., named sales manager.

Edward J. Keady, account executive with McElwee and Co., Augusta, Ga., appointed national sales manager of Fuqua Communications Inc. (group owner), that city.

Charles W. Haines named corporate media research manager at Gardner Advertising, St. Louis.

George H. Forney, with BBDO, New York, appointed account executive for D'Arcy Advertising, that city.

Clifton Conley, account executive with WFTV(TV) Orlando, Fla., appointed regional sales executive.

John K. Andariese, with H-R Television, New York, and **Joseph C. Dimino**, with Young & Rubicam, New York, appointed to sales staff of Storer Television Sales, that city.

Thomas F. Wilhelm, with WBAL Baltimore, joins WCBM there as account executive.

MEDIA



Mr. Rippey

T. A. (Tom) Rippey, from 1954 to 1962 secretary and treasurer of Hauser, Murdoch, Rippey and Co., Dallas stock brokerage firm, joins KPCN Grand Prairie, Tex., as VP.

Albert B. Shepard of Media Survey Inc. re-elected president of International Radio and Television Foundation, New York. Other officers named: **Edward P. Shurick**, H-R Representatives, and **Robert H. Teter**, WNBC-TV New Haven, Conn., VP's; **Mary L. McKenna**, Metro-media Inc., secretary; and **Sol J. Paul**, *Television Age*, treasurer. **Howard S. Meighan** continues as board chairman.



Mr. Allan

Robert E. Allan, director of marketing for Telesis Corp., Chicago, also named VP in charge of CATV operations.

Keith Swinehart, station manager of KHVH Honolulu, named VP-television.

William F. MacCrystall, station manager of KHVH, named VP-radio.

Herbert J. Weber, VP and general manager of WOHO Toledo, Ohio, named VP and general manager of WLYV Ft. Wayne, Ind. **Paul J. Haller**, station manager of WLAV Grand Rapids, Mich., named VP. WLAV-AM-FM and WLYV are both operated by Shepard Broadcasting Corp.

David Feldman, professor in department of sociology at San Diego State College, named VP, research and sales for KSDO-AM-FM San Diego. **Arthur Plaut**, who headed his own advertising and PR agency in Cincinnati, named VP for administration and community relations.

Harry Putnam, operations manager for Britain Radio and Radio England, pirate stations off Great Britain, named manager of WTOW-AM-FM Towson, Md.

Terrence S. Ford, with sales staff of WFAA Dallas, appointed manager of WFAA-FM.

Daniel D. Calibraro, assistant to president of WGN Continental Broadcasting Co., Chicago, also elected VP of WGN Televents Inc., WGN's CATV system in Michigan. **Justin N. Liss**, assistant controller of WGN Continental, Chicago, elected controller of all WGN Continental subsidiary companies, including KDAL-AM-FM Duluth, Minn.;

KWGN-TV Denver; WGN Televents Inc.; WGN Continental Productions Co., and WGN Continental Sales Co.

William L. Hedgpeh, program director of WTOP Washington, appointed station manager of WTOP-FM.

Robert S. Stevens, manager of station operations at WTAE-AM-FM Pittsburgh, appointed station manager of KXYZ-AM-FM Houston.

Edwin J. Stevens, KFAC Los Angeles, elected chairman of Southern California Broadcasters Association. **John Barrett**, KRLA Pasadena, elected vice chairman; **Jack Thayer**, KLAC Los Angeles, elected secretary; **William Beaton**, KIEV Glendale, elected treasurer. **Robert M. Light** remains president.

Paul Snyder, Conshocton, elected president of Ohio Cable TV Association. Other officers chosen: **Oscar Baker**, Piqua, VP; **J. T. Hoey**, Chillicothe, secretary-treasurer.

Otto Miller, Tuscaloosa, elected president of Alabama Cable Television Association. Other officers elected: **Carroll Eddins**, Cullman, VP; **Jimmy Ballentine**, Russellville, secretary-treasurer.

Jack Shelley, associate professor Iowa State University School of Journalism, also appointed executive secretary of Iowa Broadcasters Association.

John R. Wilson, on accounting staff of Rust Craft Greeting Cards, Dedham, Mass., named controller of subsidiary Rust Craft Broadcasting Co. (group owner), New York.



Mr. Shone



Mr. Whalen

Arthur Shone, sales manager of WAVI Dayton, Ohio, appointed general manager. **Joseph B. Whalen**, news director of WAVI, named general manager of WDAO(FM) Dayton. **Paul Rogers** named acting news director to fill Mr. Whalen's vacated position.

John N. Boomer, member of corporate audit staff of General Electric Co., New York, named manager-business analysis for General Electric Broad-

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casting Co. (WGY, WGFMB[FM] and WRGB[TV] Schenectady, N. Y., and WSIX-AM-FM-TV Nashville) and General Electric Cablevision Co. Maynard L. Farren named manager-accounting for WGY, WGFMB and WRGB.

Gene G. Cook, general manager of WTAF-TV Marion, Ind., named general manager of KGSC-TV San Jose, Calif. Arden D. Moser, with WCFT-TV Tuscaloosa, Ala., named operations manager of KGSC-TV.



Mr. Cook

Betty May, research manager at WCCO-TV Minneapolis-St. Paul, named operations manager.

PROGRAMING

Gil Cohen, director of foreign sales administration for ABC Films Inc., New York, named VP-foreign sales.



Mr. Cohen

Jerome Lee, formerly with MCA-TV and Embassy Pictures, both New York, joins Official Films Inc., that city, as western television sales manager.

Martin O'Malley, with Manhattan Color Laboratory, New York, appointed national sales manager.

Richard Bluel, producer of *Green Hornet* series, signed to develop and produce new properties for Screen Gems, Hollywood.

Sidney Sheldon, who in association with Screen Gems Inc., created, wrote and produced *I Dream of Jeannie*, signed with Paramount TV Productions to create and produce TV pilots.

Wayne Hickox, production manager for KDEO El Cajon, Calif., named program director.

John W. Nelsen, with WGO Salamanca, N. Y., named program director.

Tom Edwards, formerly with KWC Stockton, KONG Visalia, both California and WROU Roanoke, Va., named music director at KFOG(FM) San Francisco.

Alden H. Livingston, advertising executive of E. I. du Pont de Nemours & Co., Wilmington, Del., re-elected president of Council on International Nontheatrical Events. Reid H. Ray, film producer from St. Paul, elected first VP of CINE. Newly elected VP's-at-large are Rev. David Poindexter of National Council of Churches, New York, and Dr. Don G. Williams, University of Missouri at Kansas City. Six VP's re-elected are: J. Edward Oglesby, State Department of Education, Rich-

mond, Va., for film selection; Dr. Anna L. Hyer, National Education Association, Washington, for festivals; Thomas W. Hope, Eastman Kodak Co., Rochester, N. Y., for information; Charles Dana Bennett, Farm Film Foundation, Washington, for finances; Brig. Gen. (Ret.) Willard Webb of Clifton, Va., for awards and exhibition; and Ralph Greer, American Medical Association, Chicago. Alfred E. Bruch of Capital Film Laboratories, Washington, elected treasurer.

Turnley Walker, author-actor, joins KLAC Los Angeles as on-air reviewer of cultural activities.

Kyle Rote, former college and professional football star, signed to long-term contract by NBC as sportscaster for WNBC-TV New York, for NBC Radio's weekend *Monitor*, and as color commentator on NBC-TV's American Football League coverage.

NEWS

Lee Townsend, city editor of former *New York World Journal Tribune*, named night news manager of CBS News, New York.

Isaac M. Flores, former correspondent in Havana for AP, named service's correspondent in Lisbon where he succeeds Denis F. Redmont, who joins AP staff in Rome.

Mason Altiery, director of news at KHVH-AM-TV Honolulu, named VP-news.

Kenneth S. Reed, director of programs and operations, WINS New York, named election coverage coordinator for parent company, Westinghouse Broadcasting Co., that city. Stan Brooks, assistant chief of WBC's news bureau in Washington, named executive editor of WINS; William Rohrer, station's executive producer, appointed operations manager. Mr. Brooks will be responsible for news content of all-news, WINS; Mr. Rohrer for station's broadcast operations.

John Madigan, news director, WBBM-TV Chicago, named to new post of political editor. He is succeeded by Robert Ferrante, who was at KDKA-TV Pittsburgh.

Tom Marr, with WTAR Norfolk, Va., joins WFBR Baltimore, as evening news editor.

Eunice Borstad, KDLM Detroit Lakes, elected president of UPI Broadcasters of Minnesota.

Wes Adams, news editor of WINK-TV Fort Myers, Fla., joins documentary staff at WCKT(TV) Miami, as writer-producer.

Ken Booth of WLCS Baton Rouge elected president of Louisiana-Missis-

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issippi AP Broadcasters Association. Other new officers: **Dave McClelland** of KTAL-TV Texarkana, Tex.-Shreveport, La., VP, and **Keith Glatzer** of WDAM-TV Laurel-Hattiesburg, Miss., VP.

FANFARE

Lev Flournoy, board chairman of Flournoy and Gibbs Inc., Toledo, Ohio, retires. Mr. Flournoy, who founded operation in 1938, has sold his stock in company to long-time associates. After vacation, Mr. Flournoy will engage in consultative and advisory PR work.

Jo Ann Indahl, previously promotion director of KCMO Kansas City, Mo., and merchandising manager and promotion director of KMBC Kansas City, Mo., appointed promotion director for WDAF, that city.

Bob Wieder, copy writer-producer for on-air promotions department of ABC, Hollywood, appointed publicity manager for KTVU(TV) Oakland-San Francisco.

James E. Gorman, advertising and sales promotion manager of Tidewater Oil Co., New York, also appointed PR manager for company's eastern division.

Paul R. Wachsmith, promotion writer for ABC Radio, New York, appointed copy writer and administrative assistant in promotion department of CBS Films, that city.

Linda Gray, with noncommercial WUFT(TV) Gainesville, Fla., appointed promotion assistant at WJXT(TV) Jacksonville, Fla.

Donna Chaban, associated with Alessandro Baccari & Associates Public Relations, San Francisco, joins KCBS there in charge of publicity.

EQUIPMENT & ENGINEERING

Palmer Derby, assistant general manager of microwave and power tube division of Raytheon Co., Waltham, Mass., and **Floyd T. Wimberly**, manager of advanced systems at Raytheon's

missile systems division, Bedford, Mass., elected VP's.



Mr. Wallenhaupt

Lee R. Wallenhaupt, operations manager of WSJS-AM-FM-TV Winston-Salem-Greensboro, N. C., named director of engineering, succeeding **Phil Hedrick**, who retired.



Mr. Stadig

Neal Dempsey, advertising assistant for Lenkurt Electric, San Carlos, Calif., named assistant advertising manager for Memorex Corp., Santa Clara, Calif.

Sidney V. Stadig, director of color television engineering for Westinghouse Broadcasting Co., New York, appointed director of engineering of WBC Productions Inc., that city.

Richard J. Raiczky, after 15 years with RCA, New York, joins Stainless Inc., North Wales, Pa., as product administrator of broadcast division.

ALLIED FIELDS

Joseph Chachkin, FCC attorney with hearing division of Broadcast Bureau, has resigned to join Washington law office of Samuel Miller. During last three years he has specialized in CATV hearing cases.

Alan Raywid, formerly special assistant to U. S. Attorney General, becomes member of Washington law firm of Cole & Zylstra, and firm's name has been changed to Cole, Zylstra & Raywid.

Donald H. McCollum, **Malcolm P. Murphy** and **Robert J. Dubin** receive new responsibilities in formation by **Leonard Kudisch**, president, of new management team at **Schwerin Research Corp.**, New York. Mr. McCollum, executive VP, placed in charge of plan-

ning and development, reporting to board chairman **Horace Schwerin**; Mr. **Murphy** elevated from senior VP to executive VP and general manager; Mr. **Dubin** from VP to senior VP and director of client service.

Don Nelson, formerly director, radio-television center, University of Connecticut, Storrs, and supervisor of television production, department of education, Pago Pago, American Samoa, moves to University of Hawaii, Honolulu, for graduate work in educational communications.

INTERNATIONAL



Mr. Cooke

William F. Cooke, manager of television sales operations for Canadian Broadcasting Corp., Toronto, appointed Canadian division manager of MGM-TV, that city.

Steve Goldhor, director; **Rosemary Latimer**, supervising editor; and **Gil Novis**, production manager, appointed to staff of Film Art Corp., Toronto.

DEATHS

Robert Pringle Scott, 61, who was president of CKDM Dauphin, Man., died May 23 after brief illness. He is survived by his wife, Frances, daughter and son.

Allan Sangster, 64, long-time personality of Canadian Broadcasting Corp. and VP of Toronto branch of Association of Canadian Television and Radio Artists, died May 20 in hospital in Newmarket, Ont., near Toronto. He died few days after suffering heart attack. He is survived by his wife.

George F. Stone, 64, character actor in movies, stage and television, died May 26 in the Motion Picture Country House and Hospital, Los Angeles, as aftermath of stroke. Mr. Stone appeared regularly in *Perry Mason* series.

Philip Coolidge, 58, character actor who appeared on television, in films and on Broadway, died of lung cancer May 23 in Cedars of Lebanon hospital in Los Angeles. On television his credits included *Playhouse 90*, *Climax*, *Studio One*, *Robert Montgomery Show*, *The Farmer's Daughter*, and *Wonderful World of Color*. Before making his stage debut in 1930 he was radio announcer in Boston.

Peter A. Rasmussen, 77, founder of Viking of Minneapolis, manufacturer of tape recorders, died May 19 of heart ailment. Mr. Rasmussen retired less than year ago as board chairman, and sold Viking of Minneapolis to The Telex Corp. He is survived by his wife, Elin, and three daughters.

Broadcasting
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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 25 through May 31, and based on filings, authorizations and other actions of the FCC.

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

West Palm Beach, Fla.—Jud Inc. Seeks UHF ch. 25 (536-542 mc); ERP 690 kw vis., 138 kw aur. Ant. height above average terrain 626.1 ft.; ant. height above ground 653.5 ft. P.O. address: Box 109, Kittanning, Pa. 16201. Estimated construction cost \$628,000; first-year operating cost \$360,000; revenue \$380,000. Geographic coordinates 26° 56' 35" north lat.; 80° 10' 23" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Cohen & Berfield; consulting engineer Raymond Rohrer & Associates, both Washington. Principals: Jud L. Sedwick, president (99.6%) et al. Jud Inc. has application for new AM in Ellwood City, Pa. Mr. Sedwick is in investments; has 50% interest in National Cable Television Corp.; Connellsville, Pa. (CATV); 98% interest in CATV construction company; 98% interest in telephone and power line construction company; partner in farm and holder in garage. Ann. May 29.

Gulfport, Miss.—Charles W. Dowdy. Seeks UHF ch. 25 (536-542 mc); ERP 194 kw vis., 38.3 kw aur. Ant. height above average terrain 410 ft.; ant. height above ground 455 ft. P.O. address: Box 370, Gulfport 39051. Estimated construction cost \$214,700; first-year operating cost \$115,000; revenue \$230,000. Geographic coordinates 30° 22' 11" north lat.; 89° 07' 10" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Prince & Paul, Washington; consulting engineer Palmer A. Greer, Greenville, S. C. Principals: Mr. Dowdy has interest in WROA-AM-FM Gulfport, Miss. Ann. May 31.

Utica, N. Y.—Roy H. Park Broadcasting Inc. Seeks UHF ch. 20 (506-512 mc); ERP 826 kw vis., 123.9 kw aur. Ant. height above average terrain 798 ft.; ant. height above ground 427 ft. P.O. address: 408 East State Street, Ithaca, N. Y. 14851. Estimated construction cost \$882,500; first-year operating cost \$315,000; revenue \$170,000. Geographic coordinates 43° 08' 43" north lat.; 75° 10' 35" west long. Type trans. GE TT-59-A. Type ant. GE TY-25-B. Legal counsel Midlen and Harrison; consulting engineer A. D. Ring & Associates, both Washington. Principals: Roy H. Park, president (100%) et al. Mr. Park is in insurance, banking, citrus concern, consolidated mills company and other investments. Mr. Park owns and operates WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WNCT Greenville, N. C.; WTVR-AM-FM-TV Richmond, Va., and WECT(TV) Wilmington, N. C. Ann. May 31.

OTHER ACTIONS

Review board in Chicago television broadcast proceeding, Docs. 15688 and 15708, granted petition for continuance of oral argument filed May 18 by Chicagoland TV Co. to extent of rescheduling oral argument before panel of review board from June 15 at 10 a.m. to June 27 at 10 a.m., in room 7134, New Post Office building, Washington. Board Member Slone absent. Action May 23.

ACTION ON MOTION

By Chief Hearing Examiner James D. Cunningham on May 22 designated Hearing Examiner Thomas H. Donahue to serve as presiding officer in proceeding on TV applications of Charles F. Grisham, Tine W. Davis, Aaron Aronov and Bryghte D. Codbold d/b as Gala Broadcasting Co. and Inland Broadcasting Co., both Columbus, Ga.; scheduled prehearing conference for June 21, and hearing for July 17. (Docs. 17449-50).

RULEMAKING ACTION

FCC has assigned UHF ch. 25 as a first unreserved channel at Hagerstown, Md. In making assignment, commission granted a petition by Regional Broadcasting Co., licensee WHAG-AM-FM Halfway, Md., for reconsideration of Fifth Report and Order (Doc. 14229) which revised table of assignments for UHF TV channels. Table of assignments is further amended by the substitution of educational ch. *55 for educational ch. *25 at State College, Pa., and commercial ch. 47 for commercial ch. 48 at Altoona, Pa. Action by Commission, Commissioners Hyde (chairman), Lee, Cox and Loevinger, by memorandum opinion and order, May 26.

CALL LETTER ACTIONS

Medallion Broadcasters Inc., Sioux City, Iowa. Granted KMEG(TV).
Nebraska Educational TV Commission Bassett, Neb. Granted KMNE-TV.

Existing TV stations

FINAL ACTIONS

KBSA(TV) Guasti, Calif.—Broadcast Bureau granted mod. of CP to specify studio location as 1541 North Vine St., Los Angeles. Action May 23.

*WGBX(TV) Boston — Broadcast Bureau granted mod. of CP to change ERP to 295 kw vis., 58.9 kw aur., ant. height to 1,090 ft., change type trans. and type ant. Action May 26.

KNIO-TV Omaha — Broadcast Bureau granted mod. of CP to change name to Transamerica TV Inc. Action May 23.

WPTZ(TV) North Pole, N. Y.—Broadcast Bureau granted license covering new commercial television station. Action May 29.

KCTV(TV) San Angelo, Tex.—Broadcast Bureau granted license covering changes in station, ERP 25.1 kw vis., 5 kw aur. Action May 23.

WRFT-TV Roanoke, Va.—Broadcast Bureau granted license covering new TV. Action May 23.

WEAU-TV Eau Claire, Wis.—Broadcast Bureau granted license covering changes in station. Action May 25.

Broadcast Bureau granted licenses cov-

ering changes in following stations: WCSH-TV Portland, Me.; WLVA-TV Lynchburg, Va. and WMTV(TV) Madison, Wis. Action May 23.

OTHER ACTIONS

WBTV(TV) Charlotte, N. C.—Broadcast Bureau by memorandum opinion and order adopted by delegated authority pursuant to Sec. 1.106(a) of rules, denied petition for reconsideration and rescission of Jan. 26, grant of renewal filed by Miss Candice O. Ray and affirmed grant of renewal application. Action May 23.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on May 22 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on TV applications of St. Anthony Television Corp. (KHMA-TV), Houma, La., for extension of time within which to construct; St. Anthony Television Corp. (KHMA-TV), Houma, La., for modification of CP; and St. Anthony Television Corp. (KHMA-TV) (assignor), Houma, La., and Delta Terlarido Corp., Panama City, Fla. (assignee) for assignment of CP; scheduled prehearing conference for June 21, and hearing for July 12. (Docs. 17446-48).

Hearing Examiner Forest L. McClenning on May 29 in proceeding on TV application of Black Hawk Broadcasting Co. (KWVW-TV), Waterloo, Iowa, granted request of applicant and continued hearing from June 1 to Aug. 2. (Doc. 16722).

Hearing Examiner Herbert Sharfman on May 25 in proceeding in the matter of Sports Network Inc., New York (complainant) vs. AT&T New York (defendant), scheduled hearing June 18 to consider reception of rebuttal exhibits (Doc. 16043).

RULEMAKING PETITIONS

Cascade Broadcasting Co., KIMA-TV Yakima, KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho—Requests institution of rulemaking proceeding looking toward assignment of television ch. 3 for use at Eugene, Ore., and assignment of television ch. 41 for use at Salem, Ore., as follows: Eugene, present 9, 13, 16, *28, proposed 3, 9, 13, 16, *28 and Salem, present 3, 32, *22, proposed 32, 41, *22. Ann. May 26.

CALL LETTER ACTIONS

KMMT(TV) Minnesota-Iowa TV Co., Austin, Minn. Granted KAUS-TV.

KLUE-TV Radio Longview Inc., Longview, Tex. Granted KHER(TV).

New AM stations

APPLICATIONS

Northfield, Minn.—M. D. Price Jr. Seeks 1080 kc, 1,000 w-D. P.O. address: 305 Degree

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 1

	ON AIR		
	Lic.	CP's	CP's
Commercial AM	4,112 ¹	19	81
Commercial FM	1,613	29	265
Commercial TV-VHF	482 ²	15	22
Commercial TV-UHF	96 ³	25	131
Educational FM	303	5	35
Educational TV-VHF	60	7	9
Educational TV-UHF	42	8	53

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 1

	VHF	UHF	Total
Commercial	519	260	779
Noncommercial	76	102	178

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ¹	1,533	570 ⁴	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

of Honor Building, St. Paul 55101. Estimated construction cost \$22,638.48; first-year operating cost \$36,000; revenue \$40,000. Principals: Mr. Price is attorney; has 50% interest and is vice president and secretary of aircraft sales; director and secretary of WJON St. Cloud, Minn.; director of auto repair parts and grinding business, and is vice president, secretary and director of KBOM Bismarck-Mandan, N. D. Ann. May 29.

Camuy, P. R.—Camuy Broadcasting Corp. Seeks 1360 kc, 1 kw. P.O. address: Munoz Rivera No. 7, Camuy 00627. Estimated construction cost \$27,750; first-year operating cost \$18,000; revenue \$25,000. Principals: Juan A. Gonzalez Amador, president. Ann. May 29.

El Paso, Tex.—El Paso Broadcasting Co. Seeks 1190 kc, 5 kw-D. P.O. address: Box 1731, Laredo, Tex. 78040. Estimated construction cost \$19,250; first-year operating cost \$40,000; revenue \$50,000. Principals: James G. Vandenberg, T. H. Bill Harrell and Edward J. Harpole (each 33%). Mr. Vandenberg is station manager of KVOZ Laredo, Tex. Mr. Harrell has 50% interest in KVOZ Laredo, 25% in KEPS Eagle Pass and 20% in cattle ranch, all in Texas. Mr. Harpole has 99.8% interest in KVOU Uvalde, 50% in KVOZ Laredo and KEPS Eagle Pass and 40% in cattle ranch, all Texas. Ann. May 29.

Superior, Wis.—Stewart Broadcasting Co. Seeks 1320 kc, 1 kw-D. P.O. address: Box 338, Sarasota, Fla. 33578. Estimated construction cost \$9,000; first-year operating cost \$25,000; revenue \$28,000. Principals: Charles A. Stewart, president. Stewart Broadcasting is licensee of WSAF-AM-FM Sarasota, Fla. Ann. May 29.

Guayama, P. R.—Fidelity Broadcasting Corp. Seeks 840 kc, 250 w-D. P.O. address: J-1 Violeta Street, Rio Piedras, P. R. 00928. Estimated construction cost \$15,000; first-year operating cost \$22,500; revenue \$25,000. Principals: Rafael Jose Acosta, president. Mr. Acosta is sales representative for Gates Radio Co. Ann. May 31.

OTHER ACTIONS

■ Review board in Lexington, Nebr., standard broadcast proceeding, Docs. 15812-3, granted joint petition filed May 25 by Nebraska Rural Radio Association and Town and Farm Inc., and extended to June 9 time within which to file response to the opposition their joint request for approval of agreement filed on May 1. Board Member Stone absent. Board Member Nelson not participating. Action May 29.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on May 24 in proceeding on AM application of Great Southern Broadcasting Co., Donelson, Tenn., scheduled procedural dates and continued hearing from June 19 to September 6. (Doc. 17365). On May 29 in proceeding on AM application of Mount-Ed-Lynn Inc., Mountlake Terrace, Wash., granted petition of applicant and continued time for filing proposed findings from June 2 to June 30, and reply findings from June 15 to July 14. (Doc. 16766).

■ Hearing Examiner H. Gifford Irion on May 23 in proceeding on AM applications of Kittyhawk Broadcasting Corp., Kettering, Ohio, et al., rescheduled hearing from July 6 to July 13. (Docs 17243-50).

Existing AM stations

APPLICATIONS

KFMQ Lincoln, Nebr.—Seeks CP to install new type trans. (Gates-FM-20G); install dual polarized ant. (Jampro-J10B/6V, 10 horiz. and 6 vert. sects.); change frequency from 95.3 mcs, ch. #237 to 107.3 mcs, ch. #297; increase TPO to 16.39 kw. increase ERP to 100 kw; and increase ant. height to 150 ft. (petition for waiver of rules), Ann. May 25.

WRAN Dover, N. J.—Seeks CP to increase daytime power from 1 kw to 10 kw; install new trans. (Collins 820F-1); make changes in DA pattern. Ann. May 25.

KALG Alamogordo, N. M.—Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. Ann. May 25.

FINAL ACTIONS

KCAL Redlands, Calif.—Broadcast Bureau granted CP to change from DA-2 to DA-N, specify daytime ant. trans. location, install news trans for daytime. Conditions. Action May 25.

WLBB Carrollton, Ga.—Broadcast Bureau granted license covering increase in power and installation of new trans. Action May 24.

WJGA-AM-FM Jackson, Ga.—Broadcast Bureau granted licenses covering new stations. Action May 23.

WBRE Mount Clemens, Mich.—Broadcast Bureau granted license covering change in DA-system. Action May 24.

WSJC Magee, Miss.—Broadcast Bureau granted license covering changes in existing station. Action May 29.

KFTW Fredericktown, Mo.—Broadcast Bureau granted license covering change in ant. system. Action May 24.

WKDN Camden, N. J.—Broadcast Bureau granted licenses covering installation of DA-D and new trans., increase in daytime power, condition. Action May 23.

WKYB Hemingway, S. C.—Broadcast Bureau granted license covering new AM. Action May 24.

■ Broadcast Bureau granted renewal of licenses for following stations and cospending auxiliaries: WWDC Washington, and WILK, Wilkes-Barre, Pa. Action May 24.

■ Broadcast Bureau granted renewal of license for WHJC, Three States Broadcasting Co., Matewan, W. Va. Action May 26.

■ Broadcast Bureau granted renewal of licenses for following stations and cospending auxiliaries: KVEE, Brown Broadcast Inc., Conway, Ark.; KROF, Abbeville Broadcasting Service Inc., Abbeville, La.; WTGI (FM) and SCA, Tangi Broadcasting Inc., Hammond, La.; WBG, Bill Garrett Broadcasting Corp., Sildell, La.; KEVL, Big League Broadcasting Inc., White Castle, La.; WSSO, Starkville Broadcasting Co., Starkville, Miss., (BR-2250). Action May 29.

INITIAL DECISION

■ Hearing Examiner H. Gifford Irion issued supplemental initial decision proposing to deny the applications of Iowa State University of Science and Technology (WOI), Ames, Iowa, for special service authorization and for CP. Two applications filed by University both seek authority for presunrise operation which has heretofore been carried by WOI under its SSA, but the application for CP would place this service on regularly licensed basis (Docs. 11290, 16298). Action May 29.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on dates shown designated Hearing Examiner Forest L. McClintock to serve as presiding officer in proceeding on AM application of Braun Broadcasting Inc. (KOAD), Lemoore, Calif., scheduled pre-hearing conference for June 13, and hearing for July 12. (Doc. 17433).

■ Hearing Examiner Jay A. Kyle on May 29 in proceeding on AM application of Stokes County Broadcasting Co. (WKTE), King, N. C., rescheduled further hearing conference from June 1 to July 3. (Doc. 17143).

■ Hearing Examiner Herbert Sharfman on May 23 in proceeding on AM applications of Columbia Broadcasting System Inc. (WCAU), Philadelphia, and Plains Broadcasting (KGYN), Guymon, Okla.; received in evidence Joint exhibits 2 and 2A and closed record (Docs. 16589, 16848).

FINES

■ By letter of May 24, notified Clarence C. Moore, WCMR Elkhart, Ind., that he has incurred apparent forfeiture liability of \$250 for violations of rules, including Sec. 73.111(a) by failing to keep maintenance log as required. Licensee has 30 days to pay or contest forfeiture. Ann. May 26.

By memorandum opinion and order, FCC ordered Mid-South Broadcasting Inc., licensee of WHCQ Spartanburg S. C., to pay \$500 forfeiture for operation of station with improperly licensed operator on duty in violation of Sec. 73.93 of rules, and for violation of Sec. 73.113 of rules (maintenance of operating log).

CALL LETTER ACTION

■ KUEQ, Radio Station KUEQ Inc., Phoenix. Granted KMEQ.

New FM stations

APPLICATIONS

Pompano Beach, Fla.—World Christian Radio Foundation Inc. Seeks 102.7 mc, ch. 274, 100 kw. Ant. height above average terrain 443 ft. P.O. address 5700-100th Way, North St. Petersburg, Fla. 33708. Estimated construction cost \$64,238; first-year operating cost \$30,000; revenue \$30,000. Principals: C. W. Caldwell, president. Mr. Caldwell is with radio, school and bible conference, Southern Keswick Inc. which owns WGNP-AM-FM St. Petersburg-Indian Rocks Beach, Fla. Ann. May 31.

Sioux City, Iowa—Medallion Broadcasters Inc. Seeks 95.5 mc, ch. 238, 64 kw. Ant. height above average terrain 898 ft. P.O. address: Seventh and Floyd Boulevard, Sioux City 51101. Estimated construction cost \$71,443.91; first-year operating cost \$47,250; revenue \$45,000. Principals: Applicant is permittee of new TV in Sioux City (ch. 14). Joseph F. Rosenfield, director and stockholder of Medallion is owner of 2.74% of WHDH-TV Boston and he is stockholder and director of Mid-American Publishing Co., applicant for new AM in Red Oak,

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owa. Robert B. Donovan is president and director of Medallion. Ann. May 31.

Bemidji, Minn.—Paul Bunyan Broadcasting Co. Seeks 101.1 mc, ch. 266, 10 kw. Ant. height above average terrain 118 ft. P.O. address: 502 Beltram Avenue, Bemidji 56601. Estimated construction cost \$27,500; first-year operating cost \$10,000; revenue \$10,000. Principals: James R. Hambacher, vice president and general manager. Applicant owns KBUN Bemidji. Ann. May 29.

Dover-New Philadelphia, Ohio — Dover Broadcasting Inc. Seeks 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 280 ft. P.O. address 646 Boulevard, Dover, Ohio 44622. Estimated construction cost \$49,336.50; first-year operating cost \$19,200; revenue \$15,800. Principals: Paul S. Linsley, secretary-treasurer. Applicant is licensee of WJER Dover-New Philadelphia. Ann. May 31.

FINAL ACTIONS

Marshalltown, Iowa—Marshall Electric Co.—FCC granted 101.1 mc, ch. 266, 27.5 kw. Ant. height above average terrain 310 ft. P.O. address: 133 E. Main Street, Marshalltown 50158. Estimated construction cost \$34,243; first-year operating cost \$10,000; revenue \$10,000. Principals: Herbert G. Anderson, chief engineer, Paul G. Norris, general manager and William P. White, station manager. Applicant presently owns KFJB Marshalltown. Action May 24.

Norfolk, Neb.—WJAG Inc.—FCC granted 106.7 mc, ch. 294, 10 kw. Ant. height above average terrain 155 ft. P.O. address: Box 292, Norfolk 68701. Estimated construction cost \$34,960; first-year operating cost \$19,800; revenue \$20,000. Principals: E. F. Huse Jr. (91.4%) and K. S. Huse (5.7%) and others. Mr. E. F. Huse is president and has interest in publishing company, Valentine Broadcasting Co., licensee of KVSH Valentine, Neb., Community Service Radio Co., operating KCSR Chadron, Neb. and real estate. He is also president of Beef Empire Broadcasting Co., licensee of KCDL Ft. Collins, Colo., and secretary for mortuary company. Mrs. Huse has similar interests. Action May 24.

*Lake Ronkonkoma, N. Y.—Board of Education of Central School District #5. Broadcast Bureau granted 89.7 mc, ch. 209, 0.010 kw. Ant. height above average terrain 175.1 ft. P.O. address: Jeff C. Kraus, 1000 Fulton Avenue, Hempstead, N. Y. 11550. Estimated construction cost \$3,524; first-year operating cost \$17,225.50; revenue none. Principals: Board of Regents, University of State of New York, state education department, Albany, N. Y. Action May 23.

El Campo, Tex.—Culp Krueger db/as El Campo FM. FCC granted 96.9 mc, ch. 245, 26.8 kw. Ant. height above average terrain 180 ft. P.O. address: 515 E. Jackson Street, El Campo 77437. Estimated construction cost \$21,705; first-year operating cost \$6,000; revenue \$6,000. Principals: Culp Krueger. Mr. Krueger is president and has 90% interest in Wharton County Broadcasting Inc., licensee of KULP El Campo; has interest in KSIX Corpus Christi and KKNL Victoria, both Texas. He is Texas state senator and owner of El Campo Leader News. Action May 24.

OTHER ACTIONS

Review board in Columbus, Miss., FM broadcast proceeding, Docs. 17263-4, denied motion to enlarge issues filed on March 29, by Birney Imes Jr. Board Member Berkmeyer absent. Action May 28.

Office of opinions and review on May 19 granted petition for Fort Campbell Broadcasting Co. for extension of time to June 8 to file responsive pleading to application by Campbell and Sheftall for review in proceeding on their applications for new FM's in Fort Campbell, Ky., and Clarksville, Tenn., respectively (Docs. 16037-8).

ACTIONS ON MOTIONS

Hearing Examiner Millard F. French on May 25 in proceeding on FM applications of Russel Shaffer and International Electronic Development Corp., both Boulder, Colo., granted amendment of applicant International Electronic Development Corp. to reflect change in corporate set-up, and that applicant has filed application for new TV in Boulder (Doc. 17029-30).

Hearing Examiner Isadore A. Honig on May 23 in proceeding on FM applications of Hartford County Broadcasting Corp. and Central Connecticut Broadcasting Co., both New Britain, Conn., scheduled procedural dates including hearing for September 12. (Postponed from July 5. (Docs. 17405-06).

Hearing Examiner Forest L. McClennan on May 24 in proceeding on FM applications of News-Sun Broadcasting Co., Waukegan, Ill., et al., granted petition of applicants Edward Walter Piszczek and Jerome K. Westerfield and continued procedural dates including hearing from June 21 to July 26. (Docs 13292, 13940, 17242).

Hearing Examiner Chester F. Naumowicz Jr. on May 23 in proceeding on FM applications of Shurtieff-Schorr Broadcasting Corp., and Cornbelt Broadcasting Corp., both Lincoln, Neb.; scheduled procedural dates including hearing for June 28. (Docs. 17409-10).

Hearing Examiner Elizabeth C. Smith on May 23 in proceeding on FM applications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc., both Slidell, La., granted petition for leave to amend of applicant Faulkner Radio Inc., to reflect corrected map (Docs. 17261-62) and on May 26 in proceeding on FM applications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc., both Slidell, La., granted motion of applicant Bill Garrett Broadcasting Corp. and continued procedural dates including hearing from June 19 to July 3. (Docs 17261-62).

RULEMAKING PETITIONS

Pursuant to exchange of correspondence between Department of Transport of Canada and FCC, table A of FM working arrangement has been amended as follows: Maniwaki, Quebec, Can. has added ch. 255A. Further amendments to table A will be issued as public notices in form of numbered supplements. This is an amendment of table A of 1963 working arrangement for allocation of FM stations under Canada-U.S.A. FM agreement of 1947. Ann. May 25.

CALL LETTER APPLICATIONS

University of Chicago, Chicago. Requests WHPK-FM.

Brandeis University, Waltham, Mass. Requests WBRB.

Riverside Board of Education, DeGraff, Ohio. Requests WDEQ-FM.

CALL LETTER ACTIONS

David Joseph Kittel, Wilmington, Ohio. Granted WKIT(FM).

*Freed-Hardeman College, Henderson, Tenn. Granted WFHC-FM.

*West Virginia Wesleyan College, Buckhannon, W. Va. Granted WVWC(FM).

Robert Henry Koeller, Oconto, Wis. Granted WOCO-FM.

DESIGNATED FOR HEARING

FCC by order designated for consolidated hearing applications of Peter Ryan and Milton Viken d/o as Radio Stations KNND and KRKT, and Albany Radio Corporation for new class C FM's to operate on ch. 300 (107.9 mc) in Albany, Ore.—KNND and KRKT with ERP of 25.8 kw and ant. height of 226 ft.; Albany Radio with ERP of 29.4 kw and ant. height of 538 ft.; condition. Action May 24.

Existing FM stations

FINAL ACTIONS

KOZE-FM Lewiston, Idaho—Broadcast Bureau granted CP to make changes in ant. system, decrease ERP to 780 w, increase ant. height to minus 310 ft. Action May 23.

WDAN-FM Danville, Ill.—Broadcast Bureau granted license covering new FM. Action May 23.

*WVSH(FM) Huntington, Ind.—Broadcast Bureau granted license covering changes in noncommercial educational FM. Action May 29.

*WBST(FM) Muncie, Ind.—Broadcast Bureau granted mod. of license of noncommercial educational FM to change name of licensee to Ball State University. Action May 29.

WHME(FM) South Bend, Ind.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 2 miles southwest of South Bend at routes 23 and 123, Green Center, Ill.; change type trans., install dual polarized ant., and decrease ant. height to 160 ft. Action May 26.

*WVUR-FM Valparaiso, Ind.—Broadcast Bureau granted license covering change in frequency. Action May 23.

WBOC-FM Salisbury, Md.—Broadcast Bureau granted CP to change ant.-trans. location to on West side of Hall Road approximately 1.5 miles south of Whaleyville; install new type trans. and dual polarized ant.; change frequency from ch. 232 (94.3 mc) to ch. 284 (104.7 mc), increase ERP to 24 kw; increase ant. height to 670 ft., change station location to Ocean City-Salisbury, Md. Action May 29.

KCMK(FM) Kansas City, Mo.—Broadcast Bureau granted CP to change ant.-trans. and studio location and remote control point to 1400 Linwood Boulevard, Kansas City. Install new type ant., make change in ant. system, increase ERP to 70 kw, and decrease ant. height to 290 ft. Action May 26.

Vinita, Okla.—Vinita Broadcasting Co. Broadcast Bureau granted 100.9 mc. ch. 265;

3 kw Ant. height above average terrain 135 ft. P. O. address: c/o Gene Humphries, 601 S. Foreman St., Vinita 74301. Estimated construction cost \$16,000; first-year operating cost 15,000; revenue \$10,000. Principals: Gene Humphries (98%), Marie Humphries and Jim Humphries (each 1%). Vinita Broadcasting is licensee of KVIN Vinita. Mr. Humphries is also 1/5 owner of KHAL Homer, La. Action May 29.

WNTL(FM) Memphis—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location, change type trans., install dual polarized ant.; ERP 100 kw, ant. height 190 ft. Action May 26.

Tasley, Va. — Accomack-Northampton Broadcasting Inc. FCC granted CP, 103.3 mc, ch. 277, 20 kw. Ant. height above average terrain 260 ft. P. O. address: U.S. Hwy. 13, Tasley 23441. Estimated construction cost \$25,625; first-year operating cost \$6,520; revenue \$12,000. Principals: Vernon H. Baker, president (60%) and C. Brooks Russell, vice president (40%). Accomack-Northampton is licensee of WESR Tasley. Mr. Russell is vice president and secretary of Tidewater Broadcasting Inc., applicant for new AM in Smithfield, Va. Mr. Baker is president, a director and stockholder in WESR and Greene Information Center Inc., licensee of WGIL Xenia, Ohio; president, treasurer, director and stock subscriber of Tidewater Broadcasting Co.; vice president, a director and stockholder of Jersey Information Center Inc., which acquired WJIG Salem, N. J., and president, a director and stockholder of Baker Broadcasters Inc., permittee of WBZI (FM) Xenia, Ohio, which also owns Cableview Division, holding CATV franchise in Xenia City and Xenia township. Action May 24.

WTOS(FM) Wauwatosa, Wis.—Broadcast Bureau granted license covering changes in ant.-trans. and studio locations, installation of new trans. and change in ERP to 20 kw, ant. height to 114 ft. Action May 29.

OTHERS ACTIONS

Office of opinions and review on May 26 granted petition for Fort Campbell Broadcasting Co. for extension of time to June 8 to file responsive pleading to petition by Campbell and Sheftall for waiver in proceeding on their applications for new FM's in Fort Campbell, Ky. and Clarksville, Tenn., respectively (Docs. 16037-8).

ACTION ON MOTION

Hearing Examiner Basil P. Cooper on May 23 in proceeding on FM application of San Fernando Broadcasting Co. (KSFV), San Fernando, Calif., cancelled prehearing conference scheduled for June 5, and scheduled hearing for July 3, in San Fernando, Calif. (Doc. 17198).

RULEMAKING PETITIONS

Guntersville, Ala.—Requests institution of rulemaking proceedings by allocating ch. 240 to Guntersville, Ala. Ann. May 28.

KFTM-FM Fort Morgan, Colo.—Requests institution of rulemaking proceedings to accomplish following changes in table of FM assignments: Fort Morgan, present 232A, proposed 269A and Springfield, Colo., proposed 269A. Also requests that upon termination of such rulemaking proceeding, commission modify permit of KFTM-FM to specify operation on ch. 269 with the facilities presently authorized. Ann. May 26.

WNLC New London, Conn.—Requests institution of rulemaking proceedings so as to change table of FM assignments as follows: New London-Groton, Conn. to 265, 268. Ann. May 26.

KMAR Winnsboro, La.—Requests following change in FM table of assignments: Winnsboro, La. to 244A. Ann. May 26.

Farm and Home Broadcasting Co., Wellsboro, Pa.—Requests institution of rulemaking proceeding looking toward amendment of commission's rules and regulations, respecting FM allocations, as follows: Wellsboro, present 249, proposed 249A, and Mansfield, Pa., proposed 296A. Or alternate proposal Wellsboro, present 249A, proposed 296A and Mansfield, proposed 249A. Ann. May 26.

Arthur Kellar, Front Royal, Va.—Requests issuance of notice of proposed rulemaking looking towards deletion of ch. 280 from Front Royal, Va., and addition of ch. 288 to Front Royal as substitute frequency. Ann. May 26.

WTZE Tazewell, Va.—Requests institution of rulemaking so as to assign class A FM ch. 261 to Tazewell, Va. Ann. May 26.

WMIR Lake Geneva, Wis.—Requests institution of rulemaking proceeding to allocate ch. 269 Lake Geneva, Wis., either by waiving the minimum mileage separations requirements or in lieu thereof, by allocating channel with HAAT restrictions. Ann. May 26.

CALL LETTER APPLICATION

■ KCIL, KCIL Inc., Houma, La. Requests KCIL-FM.

CALL LETTER ACTIONS

■ KMEQ(FM) Radio Station KUEQ, Phoenix. Granted KMEQ-FM.
■ KWFS-FM Willamette Family Stations Inc., Eugene, Ore. Granted KZEL-FM.

Translators

ACTIONS

K09BU Del Norte, Colo.—Broadcast Bureau granted CP for VHF TV translator to change type trans. and make changes in ant. system. Action May 24.

K02DL Salida, Colo.—Broadcast Bureau granted CP for VHF TV translator to make changes in ant. system. Action May 26.

K11HZ Kooskia, Idaho.—Broadcast Bureau granted CP for a new VHF TV translator on ch. 11 to serve Middle Fork of Clearwater River, Idaho, by rebroadcasting programs of KHQ-TV, ch. 6, Spokane, Wash. Action May 25.

■ Commission on May 23 granted request by Kansas State Network, licensee of UHF TV translator K74CN Salina, Kan., for extension of time to May 31 to file responses and to June 16 for replies to petition of Mid-America Broadcasting Inc. (KSLN-TV, ch. 34), Salina, for rulemaking in matter of amendment of Sec. 73.606, table of assignments, television broadcast stations (Salina and Lincoln Center, both Kansas) (RM-1124). Ann. May 26.

K09HY Glasgow, Mont.—Broadcast Bureau granted CP for a new VHF TV translator on ch. 9 to serve King Springs, Galpin, Glasgow and Tampico, Mont., by rebroadcasting programs of CKCK, ch. 2, Regina, Action May 25.

K10ER King Springs, Galpin, Glasgow and Tampico, Mont.—Broadcast Bureau granted CP to change frequency of VHF TV translator from ch. 10 (192-198 mc) to ch. 11 (198-204 mc); call letters changed to K11IA. Action May 25.

K08DQ Shelby, Mont.—Broadcast Bureau granted CP for VHF TV translator to change trans. and make changes in ant. system. Action May 29.

W12AQ Black Mountain, N. C.—Broadcast Bureau granted CP for a new VHF TV translator on ch. 12 to serve Black Mountain by rebroadcasting programs of WLOS-TV, ch. 13, Asheville, N. C. Action May 19.

K71AT, K76AT Burns, Ore.—Broadcast Bureau granted CP for UHF TV translators to change type transmitters, and make changes in ant. systems. Action May 24.

W04AP J & B TV Improvement Company, Eagle River, Phelps and Land o' Lakes, Wis.—Broadcast Bureau granted CP for VHF TV translator to change type translator from VHF to UHF, change frequency from ch. 4 (68-72 mc) to ch. 75 (836-842 mc); specify principal community as Eagle River, Wis.; change type-trans. and make changes in ant. system; call letters changed to W75AH. Action May 29.

■ Broadcast Bureau granted licenses covering following new UHF TV translators: K78CF Lassen county superintendent of schools, Susanville and Litchfield; K80CI Lassen county superintendent of schools, Chester, Westwood, Greenville and Susanville, all California; W80AG, Flagler county board of public instruction, Bunnell and Flagler Beach, Crescent City, all Florida; K72CZ Twin City Area Educational Television Corp., Grand Marais, Minn.; K77BW Twin City Area Educational Television Corp., Grand Portage, Minn.; K08FL, Key Television Inc., area north and south of Santa Barbara, Calif.; K05DC, KTVB Inc., Cambridge, Midvale and rural area east of Cambridge, Idaho; K09HN Boise Valley Broadcasters Inc., Cambridge, Midvale and rural area east of Cambridge, Idaho; K05DD, KTVB Inc., Glenns Ferry, Idaho; K05CZ Del Bonita T. V. Club, Del Bonita, Mont.; W04AT Hoosick Falls Central School District No. 1, Hoosick Falls, N. Y.; K11HD Mountain Zone TV, Big Bend National Park, Tex.; K08FQ, K10FO and K12FT South Shore TV Resort area, South Shore of Lake Chelan, Wash. Action May 25.

CATV

APPLICATIONS

Ducci Electric Co., Inc.—Requests distant signals from WOR-TV, WNEW-TV, WPIX, and WNDT, all New York, to Barkhamsted, Goshen, Hartwinton, New Hartford, and Winchester, all Connecticut. Ann. May 25.
Fresno TV Co., Inc.—Requests distant

signals from KMEX-TV, KHJ-TV, KTLA, and KTTV(TV) Los Angeles, KTVU(TV) Oakland, and *KQED(TV) San Francisco, to Clovis, Calif. Ann. May 25.

Grossco C.A.T.V., Inc.—Requests distant signals from WOR-TV, WNEW-TV, WPIX, and WNDT, all New York, to Bristol, Plainville, New Britain, Berlin, and Farmington, all Connecticut. Ann. May 25.

International Equity Corp.—Requests distant signals from WOR-TV, WNEW-TV, and WPIX(TV), all New York, to Cheltenham Twp., Abington Twp., and Upper Darby Twp., all Pennsylvania. Ann. May 25.

The Jerrold Corp.—Requests distant signals from WOR-TV, WNEW-TV, WPIX(TV), and WNJU-TV New York; WTTG(TV) Washington, to Philadelphia. Ann. May 25.

Jerrold Electronics Corp.—Requests distant signals from WOR-TV, WNJU-TV and WPIX(TV), all New York, to Mt. Holly, N.J. Ann. May 25.

The Jerrold Corp.—Requests distant signals from WOR-TV, WNEW-TV, WNJU-TV and WPIX(TV), all New York, to WTTG(TV) Washington, to Haddon Twp., Lawnside, National Park Pine Hill and Winslow Twp., all New Jersey; and Darby Twp. and Upper Darby Twp., both Pennsylvania. Ann. May 25.

Jerrold Electronics Corp.—Requests distant signals from WOR-TV, WNEW-TV, WNJU-TV and WPIX(TV), all New York, to Lindenwood and Monroe Twp., both New Jersey. Ann. May 25.

Jerrold-South Jersey Cable.—Requests distant signals from WOR-TV, WNEW-TV, WNJU-TV and WPIX(TV), all New York, to Collingswood, Pennsauken Twp., and Clementon, all New Jersey. Ann. May 25.

The New England Industries, Inc.—Requests distant signals from WOR-TV, WNEW-TV, WPIX, WABC-TV, WCBS-TV, and WNBC-TV, all New York, to Hartford, West Hartford, East Hartford, Windsor, Simsbury, Bloomfield, all Connecticut. Ann. May 25.

Paul M. Hancock and George L. Ogle, New Milford Cablevision Co.—Requests distant signals from WOR-TV, WNEW-TV, WNJU-TV, WABC-TV, WNYC-TV and WNDT(TV), all New York, to New Milford and Bridgewater, both Connecticut. Ann. May 25.

Systems TV Inc.—Requests distant signals from WEDH, Hartford, Conn.; WOR-TV, WNEW-TV, WPIX(TV), WNDT(TV), WABC-TV, WCBS-TV, and WNBC-TV, all New York, to New Haven, Hamden, and West Haven, all Connecticut. Ann. May 25.

Tele Prompter Corp.—Requests distant signals from WOR-TV, WNEW-TV, WPIX(TV) and WNDT(TV), all New York, to Middletown, Portland, East Hampton, Cromwell, and Middlefield, all Connecticut. Ann. May 25.

TeleSystems Corp.—Requests distant signals from WHYV-TV, Springfield, Mass. (Cheshire, and Prospect); WOR-TV, WNEW-TV, WPIX(TV), WABC-TV, WCBS-TV, and WNBC-TV, all New York, to Meriden, Cheshire, Prospect, Wolcott, and Southington, all Connecticut. Ann. May 25.

Televue Cable Alabama, Inc.—Requests distant signals from WSFA-TV and WCOV-TV, Montgomery, WCFB-TV, Tuscaloosa, WHNT-TV and WAAY-TV, Huntsville; all Ala., and WSB-TV, WAGA-TV, and WAIX-TV, all Atlanta, to Jefferson county, Ala. Ann. May 25.

Waterbury Community Antenna, Inc.—Requests distant signals from WOR-TV, WNEW-TV, WPIX(TV), WNDT(TV), WNBC-TV, WCBS-TV, WABC-TV, WNJU-TV and WNYC-TV, all New York, to Waterbury, Middleburg and Plymouth, all Connecticut. Ann. May 25.

OTHER ACTIONS

■ Review board in San Diego CATV proceeding, Docs. 16786 and 17008, granted appeal from ruling of presiding examiner, filed April 11 by Southwestern Cable Co., and reversed examiner's ruling excluding Southwestern exhibit 6. Board Member Berkeley absent. Action May 28.

■ By memorandum opinion and order, FCC denied motion by Total Telecab Inc., operator of CATV systems at Anacortes, Bellingham, Burlington, Mount Vernon and Sedro Woolley, all Washington, for stay of commission's memorandum opinion and order (FCC 87-398 released April 4) requiring compliance with program exclusivity requirement of Sec. 74.1103(e) of rules. Action May 24.

Weston Television Cable Corp., Weston and Braxton Cable Corp., Braxton, both West Virginia—CATV task force dismissed as moot, a request for extension of time to file petition for waiver of the program exclusivity requirements of Sec. 74.1103 with respect to signals of WBOY-TV Clarksburg, W. Va. Action May 29.

ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on May 25 in proceeding in re cease and desist order to be directed against Rancho Bernardo Antenna System (CATV), San Diego, continued prehearing conference from May 29 to June 6 (Doc. 17443).

■ Hearing Examiner Chester F. Naumowicz Jr. on May 26 in proceeding in re cease and desist order to be directed against CATV operators: Shen-Heights TV Association, Shenandoah, Pennsylvania, et al., continued hearing from May 29 to June 12 (Docs. 17391-94).

Ownership changes

APPLICATIONS

KQMS Redding, Calif.—Seeks transfer of control from Ralph E. Welch, Jean L. Carpenter and Jack R. Short to Radio Medford Inc. Principals: J. L. DeArmond, president, George R. Johnson, executive vice president, Dwight H. Findley, B. L. Lageson, treasurer and John R. Dellenback, secretary (each 20%). Mr. DeArmond is president, director and more than 25% stockholder in three lumber manufacturing companies, and lending company. Dr. Findley is in lending and is retired physician. Dr. Lageson is dentist and is in lending. Mr. Dellenback is attorney and congressman. Mr. Johnson is general manager of KMED-AM-TV Medford, Ore. Consideration \$130,000 subject to terms and adjustments. Ann. May 29.

WRKV Rockville, Conn.—Seeks assignment of CP from Richard M. Brescia, Jack Wormser and Marnette L. Saz tr/as, Eaglecon, to Rockville-Vernon Broadcasters Inc. for \$23,250. Principals: Richard M. and Michael Brescia, president and vice president, respectively, Bruno Scotta, vice president, et al. Mr. Richard Brescia is account executive for CBS. Mr. Michael Brescia is salesman for General Motors Service and Truck Co. Mr. Scotta is bus operator for transportation company. Ann. May 29.

KHAL Homer, La.—Seeks assignment of license from Elton Broadcasting Corp. to Claiborne Parish Broadcasting Co. for \$15,000. Principals: Don M. Kelly and P. T. Richardson (each 50%). Mr. Kelly is president and 89% stockholder of KUSH Cushing, Okla. Mr. Richardson is 80% owner of Pete Richardson & Associates, broadcast equipment supply company. Ann. May 29.

WTHU Thurmont, Md.—Seeks assignment of CP from Victor A. Leisner to Leisner Broadcasting Corp. in which Mr. Leisner will be sole stockholder. Ann. May 31.

WRYT Boston—Seeks transfer of control from Ralph C. Guild to Atlantic States Industries Inc. Principals: Transferee is 100% stockholder of Portland Broadcasting Corp., licensee of WLOB-AM-FM Portland, Me., Brattleboro Broadcasting Corp., licensee of WTSA Brattleboro, Vt., and Pensacola Broadcasting Corp., licensee of WNVY Pensacola, Fla. No consideration involved. Ann. May 29.

WBFJ Woodbury, Tenn.—Seeks transfer of control from J. H. and Iris Larimer to Austin and Carmine Jennings. Principals: Mr. and Mrs. Jennings own retail jewelry business, 50% owners of Enterprise Printing Inc. and Pentress County Publishing Inc. and they own 67½ shares of stock in Cannon Broadcasting Inc., licensee of WBFJ. Application for renewal of license now pending. Consideration \$21,500. Ann. May 29.

KLOG Kelso, Wash.—Seeks assignment of license from K-L Broadcasters Inc. to Washington Interstate Broadcasting Co. for \$75,000. Principals: Peter Ryan, president and Milton Viken, vice president and treasurer (each 40%) and Steve Hanson, secretary (20%). Mr. Ryan has 50% interest in KNND Cottage Grove and KRKT Albany, both Oregon. Mr. Viken has 50% interest in KNND and KRKT also. Mr. Hanson is employee of KRKT. Messrs. Ryan and Viken have application pending for new FM in Albany, Ore. Ann. May 29.

KRAE Cheyenne, Wyo.—Seeks transfer of control from Walter E. Nagel, Louis C. Erck, J. B. Shockley, stockholders in Radio Cheyenne Inc. to Louis C. Erck (47%), Walter E. Nagel (33%) and J. B. Shockley (20%). Mr. Erck owns 100% of KHAF Aztec, N. M. and 100% owner of producer of recorded tapes. Mr. Nagel is town street and alley superintendent. Mr. Shockley is traffic manager of KRAE. Consideration \$16,038.07. Ann. May 29.

ACTIONS

KTMN Trumann, Ark.—Broadcast Bureau granted assignment of license from Adrian

(Continued on page 104)

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO—Help Wanted

Management

Station manager-salesman. Single station market, FM, excellent potential. One-third (1/3) interest available to proper person. Midwest. Box E-269, BROADCASTING.

Needed immediately: General sales manager for upper midwest top rated, top 40. We have the ratings, the rates and the business to make you money. Beautiful facility. Attractive draw and incentive with great opportunity for advancement in our AM, FM, TV group. Box E-363, BROADCASTING.

Need sales manager for the most beautiful market in the cool Rockies. Excellent opportunity for an independent man in programming, news and sales. Send resume. Picture, Good music station, good news station. Box F-2, BROADCASTING.

Wanted immediately: Aggressive sales manager who can sell and desires realistic \$10,000 plus yearly income. \$150 guarantee weekly for first three months. Dale Bennett, KPIN, Casa Grande, Arizona.

KSNB . . . pulse rated number one. . . Pocatello Idaho . . . has opening . . . Under thirty, good track record. . . Unquestionable morals. Expansion program underway . . . opportunity unlimited.

Sales

Springboard to management and security. Midwest seven station group needs stable, hardworking representatives. Guarantee plus commissions, fringe benefits, good training. Opening created by promotion. Send photo and resume to Box E-355, BROADCASTING.

Excellent opportunity in medium upper midwest market. Top rated station. Top earnings, excellent account list. Box E-364, BROADCASTING.

Middle Atlantic station—300 thousand market needs salesman and a newsman. Prefer small market experience. Adult format. Guarantee. Send details. Box F-18, BROADCASTING.

Experienced salesman with sales management potential to sell in nation's 19th largest market. Good salary and commission incentive with fast growing northern New Jersey station. For interview send particulars to Box F-19, BROADCASTING.

Unlimited opportunity Michigan medium market. Good list—Top pay. Resume to Box F-55, BROADCASTING.

Immediate opening for salesman announcer with accentuation sales. Good opportunity pleasant working conditions. In progressive single station market in west Texas. Guarantee \$630.00 per month to start. Box F-35, BROADCASTING.

Attention small market salesmen, Ohio, N.Y., Pa. Move up to two station 150,000 market. Well established 20 year old station expanding. Box F-60, BROADCASTING.

Immediate opening in sales. Some production-announcing. Good opportunity with progressive station. KPAN, Hereford, Texas.

KYA Radio, San Francisco, is seeking an account executive to take over existing agency list. Send confidential resume to Howard Kester, General Manager, KYA, #1 Nob Hill Circle, San Francisco, Calif. 94108 —or call 415-397-2500. An Equal Opportunity Employer.

Good experienced salesman who wants management in the future. Start \$150 plus. Locally accepted good music station. Must be close enough to arrange personal interview. Contact Mike Schwartz, WTYM, Springfield, Mass.

Announcers

Talented, mature Jocks and newsmen; Good secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

Metropolitan market in coastal Southeast. Announcer with first phone for combination AM-FM night shift (5 P.M.-M.N.) 40 hr. week. \$125 to \$150. Box E-160, BROADCASTING.

Like top 60 radio? Water skiing? Swimming? Fishing? If you have a first phone, we have an opening. Start \$120 weekly. Fringe benefits. Come on down to South Florida. Box E-103, BROADCASTING.

DJ who can handle nightspot, 6-12 midnight. Must be experienced with good voice and pleasant personality. Salary open. Major market, Florida. Send tape and resume to Box E-213, BROADCASTING.

Top 40 DJ, major East coast market. Immediate opening. No screamers. Solid citizen type. Send recent photo, tape, references. Box E-295, BROADCASTING.

Personality top forty jock for 6 to midnight show. Three years experience-top forty. First phone—no maintenance. Send air check, resume. Box E-352, BROADCASTING.

Dominant Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to rural and urban audiences. If you're the man we need you'll find a happy home here. Station also operates TV and interchanges personalities. Beautiful scenic area. Send complete resume, salary, picture, references to Box E-371, BROADCASTING.

Staff announcer with third ticket for MOR operation in Shenandoah Valley of Virginia. Opening in August. Box F-1, BROADCASTING.

Has the day arrived when \$175 a week won't buy a happy, alert, aware, funny, sincere, eager, entertaining, tasteful, suave, intelligent, creative first phone MOR jock? First right answer wins above job and Southern California sunshine in bustling Orange County. Box F-6, BROADCASTING.

Five swinging top forty DJs wanted for new major market group operation. Door wide open for hops. Start August 1st. Rush tape and resume to Program Director, Box F-10, BROADCASTING.

Bright-sounding, morning man, midwest market! Number one station for eight years. Growth and opportunity with an expanding chain. Good starting pay. Send tape and short resume to Box F-48, BROADCASTING.

Morning and men with ticket, both needed at Michigan medium market stepping stone station. Resume and tape to Box F-56, BROADCASTING.

Immediate opening soul R&B DJ. First ticket preferred. Full information KDKO, Denver.

KWBB, Wichita, Kansas has immediate opening for experienced staff announcer. First ticket important, but not necessary. Good voice and knowledge of mid-road music important. Send resume and tape to George Wilburn, KWBB, Box 486, Wichita, Kansas.

Away from the big city—but progressive "Metro" format. Opening for announcer with creative commercial ability and voice compatible to adult middle road music format. Permanent position now available at WCCW, Traverse City, Michigan.

Announcers—(cont'd)

Contemporary swinger looking for first phone announcer. No maintenance. Market over 50,000. Send resume air check, and salary requirements to Johnny Walker, Program Director, WCIT Radio, Lima, Ohio Box 940, 45804.

Need versatile man with first phone. Top 40 and Country & Western Format with some Middle of the Road. No maintenance, good pay, ideal working conditions and facilities. Progressive station with many fringe benefits. Call or send tape and resume to Jack R. Gennaro, WFHR AM/FM, Wisconsin Rapids, Wisconsin.

Announcer with third ticket for good MOR station. Must be sober; dependable. No collect calls. Contact J. B. Delzell, WGTN, Georgetown, S. C.

Immediate opening. Third phone with endorsement. WHAG, Hagerstown, Maryland. Call 301-739-8016.

Where are all the good radio announcers? We need mature, experienced announcer for adult format. Excellent opportunity in fast growing market with well established, successful station. Send tape, photo and resume to John Garrison, WFTX, Huntsville, Alabama 35804.

Expanding, need another first phone announcer. WJBM, Jerseyville, Illinois 618-498-2185.

Expanding Operation. Need experienced announcer with third for MOR and news. WLDS, AM & FM, Jacksonville, Illinois.

Immediate opening for 2 bright, energetic, top 40 DJ announcers—one with first phone and one with third with broadcast endorsement—at leading, Central New York group operation. Rush tape and background information to: Program Director, WTLB, Straus Broadcasting Group, Utica, New York.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Expanding Top Forty chain needs two top men immediately. First phone. One man to take over #1 rated mid-day show in major market. Must have strong personality. Major market pay. Other man must be able to take over Chief Engineer duties and handle #1 rated board shift at medium market Top Forty. Salary open. Send tapes and resume with salary demands to W. R. Taft, General Manager, P. O. Box 1227, Everett, Washington 98201.

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 phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Maintenance technician. Radio and TV. Must have a minimum of five years experience and hold a Radiotelephone first class license. Location: West Florida. Reply Box E-228, BROADCASTING.

Looking for security, good wages, on a happy ship? Then, check into our opportunity for an experienced engineer-announcer at established 1 kw non-directional in beautiful mid-west medium market. Work for owner who believes in paying the price to get good people. Salary, \$7,500 and up, profit sharing plan, group insurance. Send resume, references and tape to Owner, Box F-33, BROADCASTING.

Technical—(cont'd)

Chief engineer for 1 kw AM non-directional station southeastern Massachusetts. No announcing. Need take-charge guy for all technical matters. Contact Manager, WALE, Fall River, Mass. 807-674-3335.

Strictly engineering. Opportunity: personal, professional. Many fringe benefits. Near Phila. WCOJ, Coatesville, Pa.

Chief engineer—Must have successful supervisory experience to take complete charge of maintenance and supervision for long established 5-kw, 6-tower AM and 180 kw 2 sub-channel MX FM. We will pay for your experience. All details first letter including detailed resume, salary requirements, etc. Reply: WEAW Evanston, Illinois.

Chicago—Immediate opening for experienced first phone engineer. Maintenance and board work, no announcing. Paid life insurance and hospitalization. Send resume WFMF, Chicago, Illinois 60601, or call 312-372-7838.

First phone engineer-announcer, both permanent position and summer replacement openings, no maintenance required. Station established in 1946—still owned and operated by its builders—Good wages—fringe benefits. Located near Toledo on Ohio Turnpike. . . . For details contact Robert F. Wolfe, Radio WFRQ, Fremont, Ohio.

New 1st needed to work into seven station group. Excellent training, fringe benefits and challenge. Send resume to WITL, Lansing, Michigan.

Immediate opening for first class licensed man on a permanent basis or for summer season only. Send resume, references and date of availability to WPIK Radio, 523 First Street, Alexandria, Virginia 22314.

Transmitter Maintenance Technicians-VOA. The Voice of America, United States Information Agency, needs candidates for operation and maintenance of high powered transmitters and complex receiving systems located in North Carolina, California, Ohio and overseas. Jobs require a minimum of five years of progressively responsible transmitter (250 watts or more) operating and maintenance experience, and/or experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer. Salary varies with applicants experience and ability. Presently from \$7,200 to \$12,000 per annum. Send applications for overseas positions to Chief, VOA Personnel Office, Room H-101, Tempo E. Sixth Street and Adams Drive, S.W., Washington, D.C. 20547. For positions in the United States forward applications to the Inter-Agency Board of Civil Service Examiners. U.S. Civil Service Commission, Washington D.C. 20547. An Equal Opportunity Employer.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

Young, articulate, high IQ news director looking for opportunity to express personal beliefs and convictions in idealistic-minded, youth conscious, midwest, small market operation. College town. Write Box E-250, BROADCASTING.

Top 40 newsman, large market on East coast. Send tape, references, recent picture. Box E-296, BROADCASTING.

Midwest AM station needs experienced newsman. Gather, write, air. Send tape, resume, picture. Nice station and community. Box E-332, BROADCASTING.

Additional man for outstanding medium-market New England news department. Experience in airing, gathering, writing, and editing news desirable—but will train willing news beginner with good on-the-air potential. Rush short news tape, full resume, references, writing samples. All material returned. Box E-334, BROADCASTING.

Newsman-sales or news-sports-sales. Medium southwest market. Salary plus commission. Resume, references, play-by-play air check to Box E-359, BROADCASTING.

The chance to work at Midwest news operation where news comes first is yours now. Immediate opening for experienced newsman with future possibilities for television. Only experienced men will be considered. Salary open. Box F-12, BROADCASTING.

NEWS—(Cont'd)

Newsman for Michigan medium market award winning department. Will train beginner. Sports play-by-play available. Box F-57, BROADCASTING.

Midwest university has new opening for radio-TV news director, man or woman, to direct news film coverage and write own news copy; prepare radio tape for media in area. Salary based on education and experience. Send resume and tape to Box F-58, BROADCASTING.

Beginner needed to break into State Capital coverage with 7 station group. Excellent experience following Romney. Send photo and resume to WITL, Lansing, Michigan.

Research, teaching and professional assistantships available to qualified applicants seeking masters degrees in journalism, valued from \$2,600 to \$3,000. Send resume and undergraduate transcripts by July 15 to Director, The Ohio State University School of Journalism, 242 West 18th Avenue, Columbus, Ohio 43210.

Production—Programing, Others

Girl Friday needed who knows full operation of small station including bookkeeping, billing, payroll, copy, air work. Box E-102, BROADCASTING.

Top 40 PD, pleasant East coast major market. Want exciting mature man with ideas and stability. Send recent photo, tape, references. Box E-297, BROADCASTING.

Copy-productions/operations manager who would like to do a mid-morning talk show. Community minded. Solid station in market of 150,000 in New York State. Box F-59, BROADCASTING.

Needed immediately! Experienced radio continue writer for three man dept. in Midwest 40-yr. CBS affiliate. Salary commensurate with experience and ability. Prefer background or knowledge of Midwest. Rush resume and sample copy to Box F-62, BROADCASTING.

KSNM . . . pulse rated number one. . . . Pocatello, Idaho, has opening . . . for qualified program director . . . good air work . . . production a must. Huge expansion underway.

Creative copywriter (male or female) for well established busy organization. Experience preferred but creativity most important. . . . Send resume, picture, sample copy or tape to Don Foutz, WROV, Roanoke, Va., 24015.

RADIO

Situations Wanted—Management

17 years broadcast management experience. Excellent record. Seeking growth opportunity, warm climate, prefer Florida. Stability sought and offered. Currently employed. Box E-302, BROADCASTING.

Operations/promotions manager, air man, first phone 18 yrs. exp. seeking new territory. Format C/W or rock. Successful. References. Ratings and results guaranteed. Box F-4, BROADCASTING.

Nine years broadcast background, degree, first phone engineer. Buy-in privilege necessary. Box F-16, BROADCASTING.

Best general manager you've never employed. Exceptionally capable personal salesman. Know how to sell, program, manage, inspire, lead, train, create, promote. 14 successful years experience. College, family, 42. Box F-25, BROADCASTING.

Program director position wanted in medium market. Aggressive young broadcaster wants to move up. Now have major air shift in top 25 market. Strong background. College degree. Box F-30, BROADCASTING.

Sales

Sales experience, college degree, military discharge, creative mind, married, 27 years old wants opportunity to sell in mid-west. Box E-361, BROADCASTING.

Oklahoma-Texas-New Mexico. . . . Salesman, Sports Director—Former News Editor, and announcer desires position Southwest sales or news with heavy sports. Play-by-play all sports, 28—family. Money now good and must be good to move. Box F-9, BROADCASTING.

Announcers

Top 40 DJ, tight board, solid news, commercials. Box E-151, BROADCASTING.

Mature beginner desires announcer job. News, country and "good" music. Write commercials. Broadcast school course. Third class with broadcast endorsement. Box E-305, BROADCASTING.

Negro DJ trained by top professionals. Strong on news, Tight board. All types music. 3rd endorsed. Box E-317, BROADCASTING.

Invest ten minutes to listen to tape of mature, beginning DJ/announcer who may have just the bright, natural sound you're looking for. MOR afternoon or evening shift, near NYC preferred. College graduate, 3rd endorsed. Box E-324, BROADCASTING.

Sportscaster. Experienced. All sports. College, family. First phone. Box E-353, BROADCASTING.

Mature pro . . . soft sell . . . mild winters . . . college . . . veteran . . . family . . . \$150.00. Box F-3, BROADCASTING.

Sports-Director, play-by-play, 27, three years radio experience, veteran, masters degree. Available July 1. Prefer medium to large market. Box F-5, BROADCASTING.

Sports Director seeks major market. Capable of building your station into top sports image. Experience in play/play all sports, promotion and sales. Box F-7, BROADCASTING.

Sassy, knowledgeable, different Top 40. Qualified for major market. 20, B.A. experienced. Box F-13, BROADCASTING.

Announcer. Experienced, mature, married, third. No rock. Southwest. Box F-22, BROADCASTING.

Air personality—winning team—top 15 market. Good ratings. Excellent references. TV-experienced. Want more opportunity—money. No hurry. Let's talk. Box F-27, BROADCASTING.

First 50 markets—First in experience! First in personality! First in references! First in Phone! Currently first on the air, will be first in your market! Write me first! Box F-31, BROADCASTING.

Aggressive broadcaster, 22 years experience radio & TV. Last ten at leading 50 KW music and news operation in top market. Will consider substantial position as on-the-air personality, featured TV newscaster, or in management. Box F-36, BROADCASTING.

A 25 year old with 3 years teaching experience looking for a start in radio. Really enjoys kids and people—will have 3rd class license—available July 1, 1967. Starting salary and area secondary. College minor—Radio-TV—play-by-play and newscasting experience. Draft exempt and single. Box F-41, BROADCASTING.

Top 40 personality first phone, college degree, draft free. Experienced, Box F-42, BROADCASTING.

DJ announcer Top 40, MOR newscaster, tight board reliable, 3rd endorsed. Box F-44, BROADCASTING.

28-year old current sports director Oklahoma City seeks employment in major market. Resume, tape provided. Available June 15, 1967. Box F-49, BROADCASTING.

First phone, minimum experience, maximum ambition. try me! Box F-53, BROADCASTING.

Quality announcer available. 17 years experience all phases including TV. Prefers midwest, phone 616-642-2168 or Write Box F-54, BROADCASTING.

Los Angeles talk show producer seeks change. Will relocate for MOR format. Mature, married, veteran, 3rd endorsed, broadcasting school, experienced. Vernon Batterson. 5942 Lemon Ave., Long Beach, California 90805. (213) 423-4451.

Country—third endorsed \$80.00 weekly. Joe Reeves, 923 Lindell, Hannibal, Mo. AC 1-3908.

Midwest only. . . . Jack of all radio trades, master of most. . . . College graduate . . . heavy on commercial delivery and talk. . . . Want permanent position with chance to rise in organization. No rockers, please. . . . Call 312-AU 7-1989.

RADIO—Help Wanted

Announcers—(cont'd)

Announcer-entertainer — College senior available for immediate day or night assignments in news or entertainment. DJ experience at college radio station. Jonathan Settel, EM 2-1844, Washington, D.C.

First phone announcer with years of experience. Good references, good voice. Twenty-six years old, single. Caucasian. Confined to wheelchair but completely independent and a good worker willing to go the extra mile. Contact Terry Smith, Route 6 Box 353, Fort Orchard, Washington, or phone 206-TR 1-0353.

Young, single announcer seeks position with Top 40 station. Audition tape on request. 601-334-4093.

Southland, Announcer, 1st phone, exp., references, single, call 714-523-4026.

NEWS

Midwest: Need summer replacement? Northwestern U. radio-TV news major with year of news for campus station, seeks news, announcing experience this summer. 3rd endorsed. Box F-37, BROADCASTING.

Twelve years radio experience. Good background and great interest in news. Desires opportunity, \$150 a week. Box F-43, BROADCASTING.

News Director material. Can build department from bottom. \$11,000 min. Box F-50, BROADCASTING.

Production—Programing, Others

PD with six years experience is looking for a step up possibly into management. Big voice, excellent on ideas and production. Box F-11, BROADCASTING.

Don't read this unless you want a thoroughly experienced creative, writer, producer. Currently employed in N.Y.C. market. Available September 1st. Box F-14, BROADCASTING.

Talk-show moderator, with sales experience. Presently medium market. Prefer Florida or West. Interview possible. Box F-15, BROADCASTING.

Mr. General Manager read this: Profitable audience building ideas & promos.—unique selling personality—motivating copywriter—"fantabulous" knowledge of music—mature—college grad—Korean vet—employed. Objective: assistant program director/dj. Professional & progressive, personality stations only. Box F-28, BROADCASTING.

Dedicated, professional young man with nine years experience seeks relocation with top progressive station. Producer-director position desired. Conscientious, versatile with strong production background. Box F-29, BROADCASTING.

Pro 1st phone PD needs challenge. Box F-45, BROADCASTING.

TELEVISION—Help Wanted

Sales

Group owned station needs salesmen to cover regional and local accounts in Northeast. The aggressive salesman could become salesmanager, even station manager, at one of stations in Northeast-Central Atlantic or West Coast operations. A real challenge with good advancement. Send resume, photo and past history to Box E-165, BROADCASTING.

Leading group-owned VHF in major offers excellent opportunity for experienced local salesman. Fine account list and compensation. This is an addition to one of the nation's most successful local sales teams. Forward complete details. Box F-64, BROADCASTING.

Announcers

Sports Director, if you consider yourself a well-rounded, talented Sports Director, who can shoot film, edit and prepare crisp, exciting sports copy and well trained in on the air presentations, you may qualify as our sports guy. We are a top 50 station in an exciting sports area. Submit tape, picture and complete resume to Box E-319, BROADCASTING.

Technical

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Chief engineer for full time network station in Northeast market . . . right person will have growth opportunities with new TV group. Applicants should have knowledge of transmitter, studio, microwave gear as well as color transmission. Send resume to Box E-164, BROADCASTING.

Maintenance technician. Radio and TV. Must have a minimum of five years experience, and hold a Radiotelephone first class license. Location: West Florida. Reply Box E-227, BROADCASTING.

Engineer, full color, full power VHF-TV and daytime AM radio. Maintenance and operation transmitter—studio. Requires technical schooling or considerable experience. Southwest area. Reply with resume and references to Box F-26, BROADCASTING.

Television engineer wanted with experience in video tape and or studio operation and maintenance. Liberal fringe benefits at growing ETV center in Southwest. Position available June 1st. Reply to Lynn Dryer, Chief Engineer, KAET-TV, Arizona State University, Tempe, Arizona 85281.

Expanding educational television station in Los Angeles needs qualified television engineers. 1st class license and maintenance background preferred. Union contract, good fringe benefits, and good working conditions. Please contact Theodore Untiedt, Director of Engineering, KCET Channel 28, 1313 North Vine Street, Hollywood, California 90028.

Need experienced technician with first phone for studio maintenance. Phone or write Chief Engineer, KICU-TV, 2139 E. Main St., Visalia, Calif. 209-732-5436.

Experienced TV studio engineer Call or write Charles Upton, KRDO-TV, Colorado Springs, Colorado.

Need studio and transmitter technicians with first class licenses for growing Northern California TV station. Send resume to Chief Engineer at KVIQ-TV, Eureka, California.

Major midwest color equipped, 2 station ETV operation needs studio transmitter and maintenance engineers. Excellent salary and fringe benefits. Contact Chief Engineer WMMV/WMMT, 1015 N. 6th St., Milwaukee, Wisconsin 53203, 414-271-4341.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

Wanted: Radio/Television 1st phone licensed engineers for expansion program. Permanent positions. Good salary and fringe benefits. Contact WWTV/WWUP-TV, Fetzer Television Inc. Cadillac, Michigan. Prospect 5-3478.

Television engineer—ETV closed circuit campus network. Marconi Mark IV cameras. Ampex VR1100 and VR660 VTR's Electronic Editor and intersync. Requires 1st phone and two years broadcast or CCTV experience. Contact: Mel Chastain, Educational Television Program, Bagley Hall, Texas A&M University, College Station, Texas. Phone: 846-8831.

The University of Michigan has an immediate opening for a studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. License preferred. Opportunity to enroll in part-time University studies may be arranged. Starting salary commensurate with experience and ability. Liberal benefit program. Send resume to R. K. Kirch, Personnel Office, Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Help Wanted News

Newsman. Major station in top 50 market seeking outstanding, creative on-air news reporter, for full Monday-Friday schedule. Applicant must have extensive experience in on-the-air reporting, news-film photography, editing and production techniques. Salary commensurate with ability. Send tape, picture and complete resume to Box E-320, BROADCASTING.

Mature energetic News Director for primary affiliate. Must have strong desire to serve as a responsible citizen in a growing area. Unique challenge guaranteed for the right person. Prefer resident of midwest. Box E-322, BROADCASTING.

Experienced writer-producer for documentary unit. Supervise color spot news and in-depth doc reports daily, weekly and monthly. Know film. Send resume and salary requirements. Box F-21, BROADCASTING.

Newsman. South Florida television. Network affiliate. Looking for newsman—heavy emphasis on air work, writing and gathering. Send resume, video tape, salary required first reply. Box F-24, BROADCASTING.

Production—Programing, Others

Color VHF needs additional floorman director. Excellent opportunity for aggressive young man who wants to learn direction, scenery construction, and local production. Full details, including salary requirements in first letter to Box E-230, BROADCASTING.

Experienced producer-director for new position in expanding ETV station. Will work in new building with new top-line equipment including I-O equipped mobile unit. Master's degree required. Send credentials to Dr. Duane Tucker, WBGU-TV, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

TELEVISION

Situations Wanted

Management

General manager for medium to large market. Thoroughly experienced every phase, including national and local sales. Can establish new station or develop old one into highly profitable property. Also, capable manager-developer of group-operation. A quality competitor. Box E-48, BROADCASTING.

Sales

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

Slide pitches — Spec tapes — Promotion — Sales—Results—Dollars. Contact me now! Box E-234, BROADCASTING.

Announcers

Available immediately upon two weeks notice. Announcer on camera or booth, ten years, varied experience. Tape, resume, references upon request. Box F-40, BROADCASTING.

Technical

1st phone limited experience audio, maintenance. Production background. Box E-315, BROADCASTING.

1st class technician ready supervisory position. Background includes construction, transmitter, local color, video tape, studio equipment. All latest RCA equipment. Box F-39, BROADCASTING.

Engineer—Experience in station construction, license application, proofs, maintenance, operations, personnel supervision, VHF, UHF, AM-FM Multiplex. Antennas to remote trucks. Box F-47, BROADCASTING.

NEWS

News Director, past four years supervising 15-man radio-TV department. Station sale dictates change. Available immediately. 20 years broadcasting. Box E-321, BROADCASTING.

Station cancels news! Veteran reporter available soon. Member Sigma Delta Chi and National Assoc. Sports Writers & Broadcasters. Experienced all phases news-sports operation. Box E-340, BROADCASTING.

Reporter/producer, experience all phases TV news in major market; education background excellent. How good? Ask my references. Box F-17, BROADCASTING.

NEWS—(Cont'd)

Better than average newsman with below average paycheck needs more money. Let's hear from the larger markets. VTR available. Box F-38, BROADCASTING.

Production—Programing, Others

Young college graduate, family man with 3 years ETV experience at large university desires position anywhere which can take advantage of wide variety production skills—graphics, lighting, film production—will fit your mold and grow with you. Box F-23, BROADCASTING.

Color film processor seeks job in large market. Experience—5 years color processing, news shooting, film editing & studio production. Currently employed—married—draft exempt—stable. Write Al Marlin, c/o WHEC-TV, 191 East Ave., Rochester, N. Y. 14604.

College graduate—TV major—with added professional degree, seeks TV production direction. 24, married. Two years experience with major ETV station in all phases of production, including staging, lighting, floor manager, switcher. Hard working, aggressive. Stuart Patt, 410 Nob Hill, Ann Arbor, Michigan 48103 or call 313-761-4465.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radie Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Old carbon mike, not necessarily in working order. We want the type with a large round hole in the center, surrounded by a ring of smaller circles. Call or write Dave Hauser, WOC Broadcast Centre, 805 Brady, Davenport, Iowa 52808. 319-324-1661.

4 Bay FM turned to or near 105.5 Call 301-837-7570.

Wanted: G.E. 1 KW UHF transmitter. Good condition. Also consider rack gear if available. Contact Al Crocker, KLYD-TV, Channel 17, Bakersfield, California.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Hellas, Styroflex, etc. Air, foam and solid types. Unused at surplus prices. Guaranteed—TDR tested. Write for list. S. W. Elect. Co., Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

6 Bay RCA turnstile on channel 9, 6 bay RCA turnstile on channel 4. 1600 feet of 3 1/2 coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

Notice of public sale—Complete Schafer 1200 automation system—including Ampex playbacks, spotter, memory unit, time machine, production unit and associated technical equipment. On June 20, 1967 at 10:00 am—KWA-C Radio, 5200 Standard Road, Bakersfield, California 93308. May be examined anytime prior to sale at same address. Address inquiries for more details to Manager KWAC at same address or call area 805-327-9711.

Schafer automation 1-CU-9 control unit, 1-PBR rack with 3-Ampex—350 playbacks, 1-MU-3-R preparation unit, all accessories. Like new, cost \$12,800.00, sell \$7,500.00. KKA, Inc., 320-2nd W, Seattle 98119. Phone 206-284-8600.

FM modulation monitor, McMartin TBM 3500 new still in box. We bought it and went stereo, cannot use it now. \$900.00; WHRL, Albany, N.Y. 518-283-1123.

For Sale: RCA TF-12-BH antenna for channel 12. Excellent condition. Contact Roy Adamson, P. O. Box 769, Grand Junction, Colorado 81501.

We have up-dated our studio equipment and have a large quantity of good used recording and photo equipment for sale. Write for complete list. Northwestern Incorporated, 011 S.W. Hooker St., Portland, Oregon 97201.

FOR SALE—Equipment—(Cont'd)

For sale immediately—12 kw UHF, G. E. klystron TT-25-A transmitter. Also omni directional G. E. Helical 5 bay antenna. Channel 42. Also 180 ft. of 3/4" transmission line. And 9 new spare elbows. Any offer considered. Must be sold now—Call 415-432-7710.

R. F. Bridge general radio 916-A like new \$490.00 Advance Radio, 124 S. Douglas St. Wilson, N. C. 27893.

Highest bid takes a 370' foot Blaw-Knox self-supporting tower complete with A3 lighting and Austin Ring transformer. Available September 1st. Still standing, buyer must remove. Estimated cost of removal \$1,500. Contact Steve Gibson, Chief Engineer, KPRO Riverside, California 92501.

20-McMartin SCA Multiplex TN series FM receivers—like new—\$65.00 each. KZUN, Box 123, Opportunity, Wash. 99206.

2 RCA TK-60 cameras complete with lenses, pedestals, TM 6 monitors and housings. Excellent condition. \$19,000.00. R. Lauth, WHIO-TV, Dayton, Ohio.

Two, three year old TK-60's mint condition. Complete except pedestal. Very reasonable. Call 319-324-1661 or write Dave Hauser, WOC Broadcast Centre, 805 Brady, Davenport, Iowa 52808.

Ampex PR-10-2, stereo recorder, 7 1/2-15 IPS 1/2 & Full track. "As is" First \$450.00 gets it. The Maze Corp. P. O. Box 6636, Birmingham, Ala.

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, Boyer Rd., Mariposa, Calif. 95338.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Shew-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$36.00. Lyn Publications, 414 Mason. San Francisco, California.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

30 minute quickie tape. Sexy gal-voices. \$10. Davis Enterprises, P.O. 981, Lexington, Kentucky.

The Brain Radio Service, ideal for progressive broadcasters, loaded with contests, promotions and sales ideas, plus a daily script, to give announcers a fresh and entertaining sound. Exclusive in your market. First come—first served! Write today for a 30-day trial. Satisfaction guaranteed! Signed Brain Radio Service, P.O. Box 1475, Lubbock, Texas. 79408.

Deejay Digest plus Deejay Gagsheets (1967) both for \$4.00! Quips on "hippies," artists, etc. Exclusive deejay gags only: Morris, Box 1234, Eureka, Calif.

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.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

INSTRUCTIONS—(Cont'd)

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The Masters, Elkins Radio License School of Atlanta offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

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 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 of 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 June 25—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 \$285. 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 955-6922.

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 tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Hollywood or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 10600 Duncan Place, Manhattan Beach, Calif. 90286.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

JOBS! JOBS! JOBS! This week we have had requests from Stations in Northern N. Y., Southern N. J., Cent. Penn., Western Mich., So. Texas, Hawaii and many other states around the country for Don Martin trained personnel. To succeed in Broadcasting you must be well trained and be able to compete for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of Broadcasting. We have a continuing flow of job opportunities for our students because of it. If you desire to succeed as a Broadcaster call or write the Don Martin School, 1653 No. Cherokee, Hollywood, Calif. HOLLYWOOD 2-3281.

RADIO

Help Wanted

Broadcast Employment Opportunities Exist in beautiful **CONNECTICUT**

Write: Executive Secretary
Connecticut Broadcasters Ass'n.
17 Boylston St., Meriden, Conn.

Help Wanted—Management

WANT TO START AT THE TOP WITH OUR STATION?

Are you a seasoned pro knowledgeable about all phases of radio? Are you tired of the pressures of the large market and would enjoy pleasant suburban living for two or three years? Are you capable of taking over direction of a new radio station, training young men in all aspects from sales to news and pulling top performance from experienced men? Are you concerned with a quality sound and community involvement? Are you old enough to have complete maturity of judgment and young enough to meet a challenge? If your answer is "yes" —you're our man. Salary, benefits excellent. Rush reply, resume, references to:

Box F-8, Broadcasting.

Announcers

MAJOR SAN FRANCISCO

50,000 watt station

is looking for a Sports Director. Must have a solid background and be top quality specialist in commentary. No play-by-play required—but desired. Send tape and resume to:

Box E-343, Broadcasting.

NEWS

NEWSMAN

Ready for bigger things? Move up NOW as a foreign correspondent. Actual news staff in W. Germany. Tell us about your commitment to journalism. Must speak German, translate source material to English. Brushup course might be arranged for right man with background for international news. One year renewable contract; travel defrayed; overseas tax benefits; one month vacation first year. Send tape, resume.

Box F-63, Broadcasting.

Production

RADIO PROMOTION DIRECTOR

Leading national station representative looking for young man who is Radio Sales Promotion writer. PR and graphic ability helpful.

Box E-373, Broadcasting.

Situations Wanted—Management

A REAL PRO

Operations manager in a top ten market seeks to relocate. You name it—I've done it—15 years experience, announcing, news, sports, sales, 1st telephone. Former General Manager, thoroughly familiar with FCC regulations and office procedure.

Box F-34, Broadcasting.

TELEVISION

Help Wanted—Announcers

SPORTS REPORTER

needed for daily sports show on WHAS-TV & Radio.

Must be able to plan and write imaginative sports programs and conduct interesting interviews. Play-by-play secondary. Send full resume, audio tape and recent photo to:

Alan Wilson
Personnel Department
WHAS
525 W. Broadway
Louisville, Kentucky 40202

Help Wanted News

TV NEWSMAN KQVR

Sacramento, California

Experienced newsmen capable of gathering, writing, and delivering on camera. Submit resume and VTR or SOF to:

Personnel Department
McClatchy Broadcasting
21st & Q
Sacramento, California

Help Wanted

Production—Programing, Others

Promotion/Publicity Director

We have an opening at WLW-D, Dayton, Ohio, for a key department head with three to five years' experience in commercial television promotion activities, including advertising, audience and sales promotion. Send a complete confidential resume to Mr. D. Dahlman, General Manager, WLW-D, 4595 South Dixie Highway, Dayton, Ohio, 45401. An Equal Opportunity Employer. (M/F).

TELEVISION

Production—Programing, Others

TELEVISION FILM DISTRIBUTOR SEEKS ADVERTISING-PROMOTION MANAGER NOW WITH A TV STATION!

Male or female, now in medium to large market, with knowledge of graphic arts production, strong on creative copy, self-starting ability—all geared to sales. Publicity to trade publications and direct mail to stations will be your responsibility, too. This is a world-wide organization, headquartered in So. Calif., distributing to TV (also production and theatrical distribution of features). Send resume to:

Box F-32, Broadcasting.

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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

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FOR SALE

RCA color truck—4 TK41C cameras—control room—Top network condition. Serious inquiries invited.

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MISCELLANEOUS

"365 Days of Laughs"

Radio Gag Service

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FOR SALE

Stations

CLASS C FM

Box F-46, Broadcasting.

CALIFORNIA

Exceptional opportunity. AM Fulltimer in solid, fast-growing city. \$300,000 with \$150,000 cash over two year period. Includes building, valuable real estate. No brokers. Send detailed identification with first letter.

Box F-51, Broadcasting.

RADIO STATION FOR SALE BY OWNER

500 watt daytimer, including building and five acres of land. \$72,000.00, 29% down, 6% on balance. County seat town, Morton, Texas. Mike Barrett, owner, 5219-26th St., Lubbock, Texas.

CALIFORNIA

Very desirable 1KW daytimer, 1 roof operation, located excellent growth and living area, central coast city. Grossing \$91,000. price \$175,000. Good terms.

Box F-61, Broadcasting.

La Rue Media Brokers Inc.

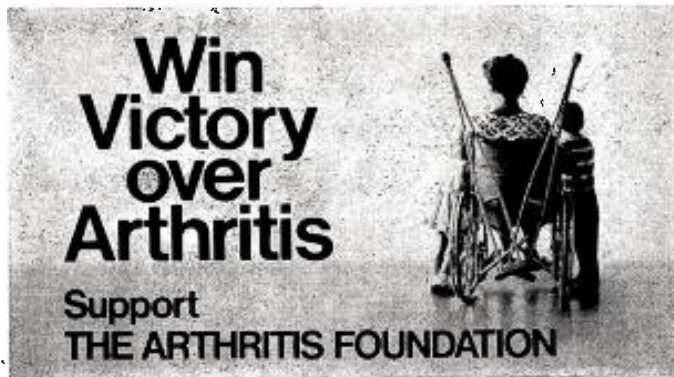
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CATV Directory Issue

The first comprehensive directory of community antenna television systems compiled from official FCC records.

This single source reference to the CATV field includes the following data:

- Location • name of system • address • date started
- Principal officers and stockholders
- Population of community served • Number of subscribers
- Channel capacity • Channel of CATV carriage
- TV stations carried on system, originating channel numbers
- Method of pickup (microwave or off the air)
- Nature of additional services, time devoted to each

PLUS . . . a complete list of multiple CATV owners, and CATV owners having interests in radio or television broadcasting and microwave services.

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City State Zip

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(Continued from page 97)

L. White Inc. to Trumann Broadcasting Inc. for \$35,000 for station and \$15,000 for non-competitive agreement. Principals: James E. Singleton, president and L. V. Ritter Jr., secretary-treasurer (each 50%). Mr. Singleton has 25% interest in Walnut Ridge Theatres Inc., 50% interest in Associated Advertising Agency, 50% interest in Kennett Theatres Inc., 50% interest in farm in Harrisburg and 100% interest in farm in Marked Tree, both Arkansas, and 50% interest in Palace Theatre. Mr. Ritter is president, director and controls approximately one-third interest either in his own right or through administration of his deceased father's estate of E. Ritter and Co., parent corporation of telephone company, 50% interest in insurance agency, director of farm loans concern and director and chairman of board of bank. Station also granted renewal of license. Action May 29.

WFTT(TV) and WJZZ(FM) Bridgeport, Conn.—Broadcast Bureau granted assignment of CP and assignment of license, respectively, from Connecticut-New York Broadcasters Inc. to Newvision Co. Principals: Assignee will be new entity. Proposed officers and directors are Kenneth M. Cooper (78.79%), Edwin B. Laughlin (9.45%), James K. Patrick Jr. and John H. Staub II (each 4.72%) and Arthur H. Bell (2.32%). Partners hold no other broadcast interests. Action May 26.

KHAW-TV Hilo, KHON-TV Honolulu and KAH-TV Waikuku, all Hawaii—Broadcast Bureau granted assignment of license and CP from Communications Honolulu Ltd. to Pacific & Southern Broadcasting Inc. Assignee corporation is merging with assignee corporation. Each share of stock of assignor will be exchanged for 20 shares of assignee. Present controlling shareholders of assignee will retain control. Assignee corporation is concurrently applying for consent to assignment to it of license of WAIL-TV Atlanta and WIBC-AM-FM Indianapolis. Action May 26.

WGSB Geneva, Ill.—Broadcast Bureau granted 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 WLXN-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 \$115,000 with agreement not to com-

pete. Action May 23.

WANE-TV Fort Wayne, WISH-TV Indianapolis, both Indiana, KXTV(TV) Sacramento, Calif., KOTV(TV) Tulsa, Okla. and KHOU-TV Houston—Broadcast Bureau granted transfer of control from Whitney Communications Corp. to John Hay Whitney. Application requests transfer of Corinthian Broadcasting Corp. from Whitney Communications to Mr. Whitney. Mr. Whitney presently holds WCC as direct owner of 54.71%. WCC in turn controls Corinthian as owner of 92.635%. Corinthian owns all stock in Indiana Broadcasting Corp., licensee of WISH-TV and WANE-TV; Corinthian Television Corp., licensee of KOTV(TV) Tulsa, Okla.; Gulf Television Corp., licensee of KHOU-TV, and Great Western Broadcasting Corp., licensee of KXTV(TV) Sacramento. Transfer will result from merger of WCC into Corinthian, after transfer by WCC of certain of its net assets, not including its stock in Corinthian, to Whitcomb Inc. Transfer to Whitcomb is subject to separate application (See WGHQ-AM-FM and WVOX-AM-FM Kingston and New Rochelle, both New York, respectively). Action May 29.

*WFPK-TV Louisville, Ky.—Broadcast Bureau granted transfer of control from Board of Trustees, Louisville Free Public Library to Board of Education, Jefferson County Kentucky. Action May 26.

WPKE-AM-FM Pikeville, Ky.—Broadcast Bureau granted transfer of control from T. T. Colley (10% before, none after) to Walter E. May (50% before, 60% after). Principal: Mr. May is principal owner and operator. Consideration \$20,000. Action May 26.

KWLA Many, La.—Broadcast Bureau granted assignment of license from A. H. Colvin Jr. and T. L. Colvin Sr. d/b as Many Broadcasting Co. to Sabine Broadcasting Co. for \$65,000 excluding building and land. Principals: Donald T. Lyons (51%) and Ivan Murphy (49%). Mr. Lyons is advertising manager, announcer and a producer at KTOC Jonesboro, La. Mr. Murphy is vice president, agency director, member board of directors and stockholder of Fireside Commercial Life Insurance Co. Action May 25.

KTLD Tallulah, La.—Broadcast Bureau granted assignment of license from Howard E. Griffith to Sco-Kim Inc. for \$10,000 with agreement not to compete. 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. Action May 25.

WAZF Yazoo City, Miss.—Broadcast Bureau granted assignment of license from WAZF Inc. to Twelve-Thirty Inc. for \$150,000 with agreement not to compete. Principals: W. Frank Hollifield, president (33%),

Miller P. Holmes, vice president (60%) and Lillie T. Hollifield, secretary-treasurer (7%). Mr. Hollifield is station manager of WAZF. Mr. Holmes is executive vice president of bank. Mrs. Hollifield is owner of realty company. WAZF has renewal application pending. Action May 22.

WJQT Horseheads, N. Y.—Broadcast Bureau granted assignment of CP to Chemung County Radio Inc., 100% owned by Manuel N. Panosian. Action May 26.

WGHQ-AM-FM Kingston and WVOX-AM-FM New Rochelle, both New York—Broadcast Bureau granted transfer of control from Whitney Communications Corp. to Whitcomb Inc. Whitcomb is Delaware corporation incorporated this month. No stock as yet has been issued. It is contemplated that Whitcomb will issue 30,000 shares to John Hay Whitney for \$3,000,000. Subsequent to transfer it is proposed that WCC will merge into Corinthian Broadcasting Corp. and that Mr. Whitney will contribute up to approximately 49% of his common stock of Whitcomb Inc. to WCC Associates, general partnership in which he has 72.5% interest. Consideration \$11,500,000 plus adjustments labeled \$1,600,000. (See WANE-TV Fort Wayne, Ind., etc. above). Action May 29.

KLTR Blackwell, Okla.—Broadcast Bureau granted assignment of license from KLTR Inc. to Communications Enterprises Inc. for \$130,000 in cash and longterm notes, plus \$25,000 on closing for five-year consultation and noncompetition agreement. Principals: Assignee is licensee of KIOR-FM Ponca City, Okla. Jerry L. Mash, president (59.30%), et al. Action May 26.

KNNB Cottage Grove and KRKT Albany, both Oregon—Broadcast Bureau granted assignment of license from Milton A. Viken to Interstate Broadcasting Co. Assignee corporation will become owner of all assets of partners in KNNB and KRKT and said assignee corporation will assume and perform all existing liabilities of copartnership. Stock ownership of assignee will be 50% Peter Ryan and 50% Milton A. Viken, same as existing in partnership, being transfer of 50% partnership interest for 50% corporate interest for each party. Action May 26.

WMNT Manati, P. R.—Broadcast Bureau granted transfer of positive control from Ernesto Archilla-Rivera, deceased, to Efrain Archilla-Roig, son. Consideration \$5,000. Action May 26.

WJLS and WBKW (FM) Beckley, W. Va.—Broadcast Bureau granted assignment of license from Joe L. Smith Jr. Inc. to Personality Stations Inc. Principals: Joe L. Smith Jr., stockholder, president, treasurer and director (100%) et al. Incorporation. Action May 26.

WLKE Waupun, Wis.—Broadcast Bureau granted assignment of license from Gerald J. and Catherine J. Collins d/b as Radio Waupun, to Collins Broadcasting Corp. Incorporation. Action May 26.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through May 31. 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.

Banning, Calif.—Video Communications Inc. has applied for a franchise. The system would offer all Los Angeles channels, two San Diego channels, and a free channel for city use.

■ Clovis, Calif.—Fresno Cable Television Co., has been granted a 20-year franchise. Brighton, Colo.—Mountain States Video Corp. and Time-Life Broadcast (multiple CATV owner) have each applied for a franchise.

Collier County Fla.—C. E. Jung. South Florida Cable TV and Gulf Coast Television have each applied for a franchise to service the area from Bonita Beach to Naples Park. South Florida Cable TV would provide 10 channels.

Humboldt, Iowa—Community Antenna Systems Inc., has applied for a 25-year non-exclusive franchise.

Lee, Mass.—High Fidelity Cable Television Co. and Pittsfield Dalton TV Cable Co. have each applied for a franchise.

■ Walkersville, Md.—Frederick Cablevision Inc., trading under the name of Walkersville Cablevision Co., has been granted a franchise. The town will receive 5% of the collected monthly service charge.

Webster, Mass.—Webster Cablevision Inc. and Quinebaug Valley Cable TV have each applied for a franchise.

Independence, Mo.—Independence CATV Corp., Stauffer Publications (group broadcaster), and Vumore Corp. have each applied for a franchise. The city would receive 5% of the annual gross receipts, or an estimated \$150,000.

■ Edgewater Park, N. J.—General CATV has been granted a franchise.

Lakehurst, N. J.—Crosswicks Industries Inc. has applied for a franchise. The borough would receive 5% of gross revenues. Monthly fee would be \$4.95 with an installation fee of \$10.

Newton, N. J.—Total Cable TV Inc. has applied for a 15-year nonexclusive franchise. The city would receive a minimum annual payment of \$1,000 and a maximum payment of 5 1/2% of the annual gross revenue over \$150,000. A minimum of seven channels would be carried by the system.

Hamburg, N. Y.—Lackawanna Cable Vision Inc. has applied for a franchise.

Murphy, N. C.—Harry Nausse, Meridian, Miss., has applied for a 20-year franchise. Subscribers would pay \$4.25 and \$10 for the monthly service charge and installation fee, respectively. The town would receive 5% of the annual gross revenue.

Shelby, N. C.—Shelby Cablevision Inc. and Jefferson-Carolina Corp., Greensboro, have each applied for a 15-year nonexclusive

franchise.

Crestline, Ohio—Continental Cablevision of Ohio Inc. and Direct Channels, Inc. have each applied for a franchise. Proposed rates are \$4.85 and \$4.50 monthly, respectively.

Portland, Ore.—Cablevision Inc., Tele-cable Inc. and West River Television Co. have each applied for a franchise.

■ Conewago, Pa.—Penn-Marr CATV Inc. and Radio Hanover Inc. (WHVR and WXVR[FM] Hanover, Pa.) have each been granted a franchise.

■ Economy, Pa.—Color Cable TV, State College (subsidiary of Centre Video Inc., a multiple CATV owner), has been granted a franchise.

Watertown, S. D.—Oliver H. Riedel, Willmar, Minn.; and Mid Continent Broadcasting (multiple broadcaster) have each applied for a franchise. Riedel has CATV systems in Marshall and Montvideo, Minn.

Jasper, Tex.—East Texas Cable TV, subsidiary of multiple CATV owner Time-Life Broadcast Inc.; Stan Socia Corp., and Ed Lovelace CATV have each applied for a franchise. East Texas Cable TV would charge \$4.95 monthly and a maximum \$9.95 installation fee during construction. After construction the fee would be \$15. The city would receive 4% of the annual gross revenue up to 1,500 customers and 5% of the annual gross revenue for more than 1,500 customers. Stan Socia Corp. would charge \$15 and \$5 for installation and monthly service charge, respectively. Ed Lovelace CATV would charge \$12.95 and \$4.25 for installation and monthly service charge, respectively. All firms are applying for a 10-year franchise.

BOB BERGMANN yearned to become an actor before he joined the U. S. Marine Air Corps in World War II, but a beer garden in the South Pacific helped quench his thirst for the Broadway and Hollywood limelight.

Mr. Bergmann, who speaks with the precision and well-modulated tones of an individual trained for the theater, recalled the other day that he had acted in plays in camp, school and college. After leaving Brown University in 1940, he performed with little-theater groups and acted on radio programs, including *Easy Aces* and *John's Other Wife* in New York.

"Acting was my whole life," he recounted. "But during the war I was an operations officer in the South Pacific. And one of my duties involved the running of post exchanges. One of my principal activities was supervising a beer garden for the men. I discovered to my surprise that I enjoyed business management. I found out I had a real feel for business affairs."

Yet Mr. Bergmann would acknowledge that he has never lost completely the affinity for the entertainment arts and he still has star dust in his eyes for the theater, motion pictures and television. He is appreciative that he can operate in the world of entertainment and the world of commerce.

Combined Talents ■ A medium-sized, distinguished-looking man of 49, Mr. Bergmann has managed to combine his talent as a creative person with his skills as an administrator to build a flourishing entertainment-communication complex, Filmex Inc. With branches in various parts of the U. S. and with its subsidiary companies, Filmex produces film and taped commercials and industrial films and is preparing to become active in the production of feature films and TV program series.

After the war Mr. Bergmann segued into the television business following a two-year period with R. H. Macy & Co., during which he sharpened his business acumen in Macy's executive-training program and in the company's Jamaica, L. I., store. But the pull of show business was still powerful and he vowed to find a niche in the burgeoning TV field.

Mr. Bergmann embarked upon a long and rewarding job-training regimen from 1949 until 1959 when he established Filmex. He acquired background as a writer, producer and director at such diverse facets of the industry as an agency, a network, a station and a film-production company. Mr. Bergmann gained insights into both TV program and commercials production.

He recalled that he launched Filmex in 1959 with a staff of nine and a single office in New York. An index of the company's growth is that Filmex now employs 110 persons and has offices in

Balancing art and business in film making

Hollywood and Fort Lauderdale, Fla. He has organized several subsidiary companies to supplement and complement the activities of the parent organization, including Filmexpress (print service), Tapex (tape production), and Filmexperimentale (research and development into films).

Mr. Bergmann estimates that Filmex grosses in the neighborhood of \$6 million a year, which ranks it among the top companies active in the production of TV film commercials (its primary source of revenue). Through Tapex, the organization has entered the field of tape commercials recently, and over the past few weeks has drawn assignments from Westinghouse Electric, Shell

WEEK'S PROFILE



Robert Irving Bergmann—President, Filmex Inc.; b. Nov. 4, 1917, New York City; Brown University, B.A. in English, 1940; actor-director, 1940-42; U. S. Marine Air Corps, operations officer, 1942-47; executive trainee, merchandising manager, R. H. Macy & Co., New York, 1947-49; writer-director, NBC, 1949-50; producer, Caravel Films, 1950-51; partner in Philbin-Bergmann Productions, 1951-52; writer-producer-director, WOR-TV New York, 1952-54; director of TV-radio production, William Weintraub Advertising, 1954-56; producer, later VP in charge of TV division, Trans-film Inc., 1956-59; president, Filmex Inc. since 1959; m. Ava Waddle of Dallas, 1944; children, Robert A., 20, and Peter D., 14; member of Academy of Television Arts and Sciences and International Radio and Tele-Society; hobbies—flying, golf, tennis.

Oil, Carling's beer and Maxwell House coffee.

His years in the various phases of the industry have convinced Mr. Bergmann that the art of film making, particularly as it applies to TV commercials, requires constant experimentation and refinement. As a result, Mr. Bergmann established a new division several weeks ago called Filmexperimentale.

"Filmexperimentale is the equivalent of research and development for the film industry," Mr. Bergmann explained. "We are studying and evaluating new lenses, lighting, techniques, grip and dolly equipment and other innovations that keep pace with the industry. Several experimental commercials have been produced and shown."

The escalating costs of commercials, particularly with the advent of color, imposes heavier responsibility on the producer, according to Mr. Bergmann. He noted that a one-minute commercial costs between \$18,000 and \$22,000, and added: "It's showmanship that is making the difference between the men and the boys. Today, you'll find an emphasis on humor, great percussive effects, still photography and lighting, and extravagant contrasts as grabbers of attention."

One of the challenges facing the television industry, according to Mr. Bergmann, is to attract more retail businesses into the medium. He pointed out that Sears Roebuck is an acknowledged leader in this area, having set up a studio replica of a store for color commercials, but he indicated that additional progress can be achieved through an effort on the part of all segments of TV.

Though Filmex's main thrust is in the production of TV film commercials, Mr. Bergmann intends to make a mark in other phases of the TV industry. He confided that Filmex has several TV program series in development and has three story properties that he would like to fashion into motion pictures.

Keeps Moving ■ Mr. Bergmann still enjoys flying and occasionally pilots the company's plane, a Cessna 500, though he has a licensed aviator on the staff. He adds that Filmex is a "highly mobile organization," also maintaining a Hughes five-passenger helicopter and a speedboat at its Fort Lauderdale branch. The plane is used to scout locations and to make quick trips to the offices of clients and the helicopter to expedite deliveries to regular airlines handling shipment of films.

Mr. Bergmann usually walks to his New York office from his duplex penthouse on the East Side. He has been married to the former Ava Waddle of Dallas for more than 22 years and they have two children, Robert and Peter.

Mr. Bergmann enjoys flying, golf and tennis but says his work is "so exciting that it's a hobby as well as business."

The inventors of inflation

IN one stroke, the Television Bureau of Advertising has exposed both the hypocrisy and the real motivation in the newspapers' current complaints about television ratings. Through their Bureau of Advertising, it may be recalled, the newspapers are claiming that TV audience figures are grossly inflated, and have offered to help finance an investigation of the methodologies that produce them (BROADCASTING, May 1).

"If the newspaper bureau has money to spare," said Harvey Spiegel, TVB vice president for sales and marketing, "might I suggest that national advertisers would like to have more continuing information regarding newspaper audiences 365 days a year instead of the once-a-year circulation measurements of the Audit Bureau of Circulations" (BROADCASTING, May 29).

If the newspapers want to see what real inflation looks like, let them siphon off the difference between their gross circulation and actual readership, section by section, page by page, ad by ad, week in and week out, as television does. They yell that measurements of actual TV use are too high, but they sell on a basis that encompasses everybody who might be a reader. It would make as much sense, as Mr. Spiegel pointed out, for television to sell on the basis of total homes equipped with TV sets.

When newspapers start figuring costs-per-thousand on the basis of Starch readership reports their position in alleging inflation will be a little less awkward. But their sales position may be a good deal more awkward, although from figures cited by Mr. Spiegel, it would seem to be awkward enough already.

The following figures suggest why the newspapers are making so much noise about TV ratings: The TVB analysis showed that newspapers' top 100 advertisers last year spent 3.7 times as much in TV as in newspapers and increased their TV budgets almost three times as much as their newspaper outlays. Is that any way for a medium's best customers to act?

The fact is, as we have said before and as Mr. Spiegel pointed out last week, advertisers judge media by their sales effectiveness. Obviously, this is where TV really has an inflationary effect.

Archaic legality

AS reported in this publication last week, broadcast stations in New York state are confronted by a conflict between their journalistic duty and the U.S. Criminal Code. The state government is about to introduce a lottery, which is news by any journalistic judgment. The federal code prohibits broadcasts of information about lotteries.

For some time the same dilemma has confronted broadcasters in New Hampshire, where a state lottery is now well established.

For the moment this is a problem affecting only the broadcasters of New York, New Hampshire and neighboring areas of other states. But broadcasters elsewhere may not be able to ignore it forever. If the lottery in a state as large as New York produces the desired revenue without producing undesirable side effects, other states are certain to consider adopting the technique for themselves. Few state governments these days are escaping the pinch between tax revenues and state expenses.

The federal prohibition against the broadcast of information about lotteries was originally included in the Communications Act to discourage broadcasters from promoting

games of chance for commercial purposes. Years ago the section was removed from the Communications Act and inserted in the criminal code as one of several revisions in the Communications Act. Clearly it is time for the Congress to review the pertinence of so broad a prohibition.

There is no federal law that prevents New York, New Hampshire or any other state from instituting lotteries to raise revenues for legitimate purposes. There should be no federal law that prevents broadcasters from reporting the activities of their state governments.

It would take only minor changes in the language of the federal code to legitimize the broadcast of information about state lotteries while retaining the prohibition, which was originally intended, against the promotion of lotteries for private gain. If the National Association of Broadcasters is looking for useful assignments, this one would fit on the list.

Promising succession

ONE of the hottest seats in Washington is that held down by the director of the United States Information Agency. And just below it is a seat almost as hot—occupied by the man who runs the Voice of America, spreading the news of this nation in many tongues by short-wave, long-wave, tape and film.

Leonard Marks, an attorney with a flair for both diplomacy and journalism, has directed the USIA for the past two troubled years as if he had worked at it all his life. And he has maintained with Congress a rapport unequalled by any of his numerous predecessors.

Heading the Voice during most of Mr. Marks's tenure has been John Chancellor, the first professional broadcast newsman ever to direct that intricate and sensitive organization. He has resigned to return to his chosen field as an NBC correspondent.

The appointment of John Charles Daly to head the Voice follows the praiseworthy precedent established in the selection of Mr. Chancellor two years ago. Mr. Daly knows news, domestic as well as international. He knows Washington and government too. Really, it's his line.

In the Chancellor regime the Voice has adhered to the policy of playing the news straight in its broadcast overseas, although there have been pressures, as there always have, to slant reports to make the U.S. look good. This is a policy that we assume Mr. Daly will want to carry on. The credibility of America's Voice will continue to depend upon its observance of the principles of journalism and not those of distorted propaganda.



Drawn for BROADCASTING by Sid Hix
"Take that TV and get out of here . . . You're fired!"

Give the gang our best.



EDWARD PETRY & CO.
National Representatives

"Courtesy of Canada Dry Corporation"

Collins could sell FM transmitters for 20% less



BUT then they wouldn't be the best in the world

All Collins transmitters could be sold for less.

- Corners could be cut on transformers (narrowing safety margins for continuous operation).
- Less shielding could be used against spurious radiation (sacrificing some degree of stability).
- Standards on components, wiring, cabling and switches could be lowered.
- Collins' rigid testing could be bypassed.
- Meeting proper load conditions could be left to luck.
- Money devoted to research and development could be saved.
- Collins' 2-year warranty could be cut to the 1-year period of other manufacturers.

All these compromises could lower the price—as well as the *quality, performance and reliability* of the product—about 20%. But then Collins transmitters wouldn't be known for their careful engineering, conservatively-rated components, and precision manufacturing techniques.

Collins gives the broadcaster a discount in the form of quality and service. And that's worth a lot more than 20%.

For technical information on any FM transmitter ranging from 250w to 20kw, contact Collins Radio Company, Broadcast Communication Division, Dallas, Texas. Area Code 214, AD 5-9511.

COMMUNICATION / COMPUTATION / CONTROL



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