

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Football's price tag this season: \$105 million. p25  
Trade commission wants TV networks to tell all. p38  
Multi-product clients swell network radio ranks. p40  
NAB study pinpoints station editorial practices. p58

COMPLETE INDEX PAGE 7

CARL B. YLIVISAKER  
LIBRARY

8/18/67  
CONCORDIA COLLEGE  
C B YLIVISAKER LIB  
MOORHEAD MN 56560  
IC EXP12/7

NEWSPAPER

25 Years of Advertising Contributed For The Public Good



## 12,138,669,000 TV IMPRESSIONS

To Help Keep America Beautiful

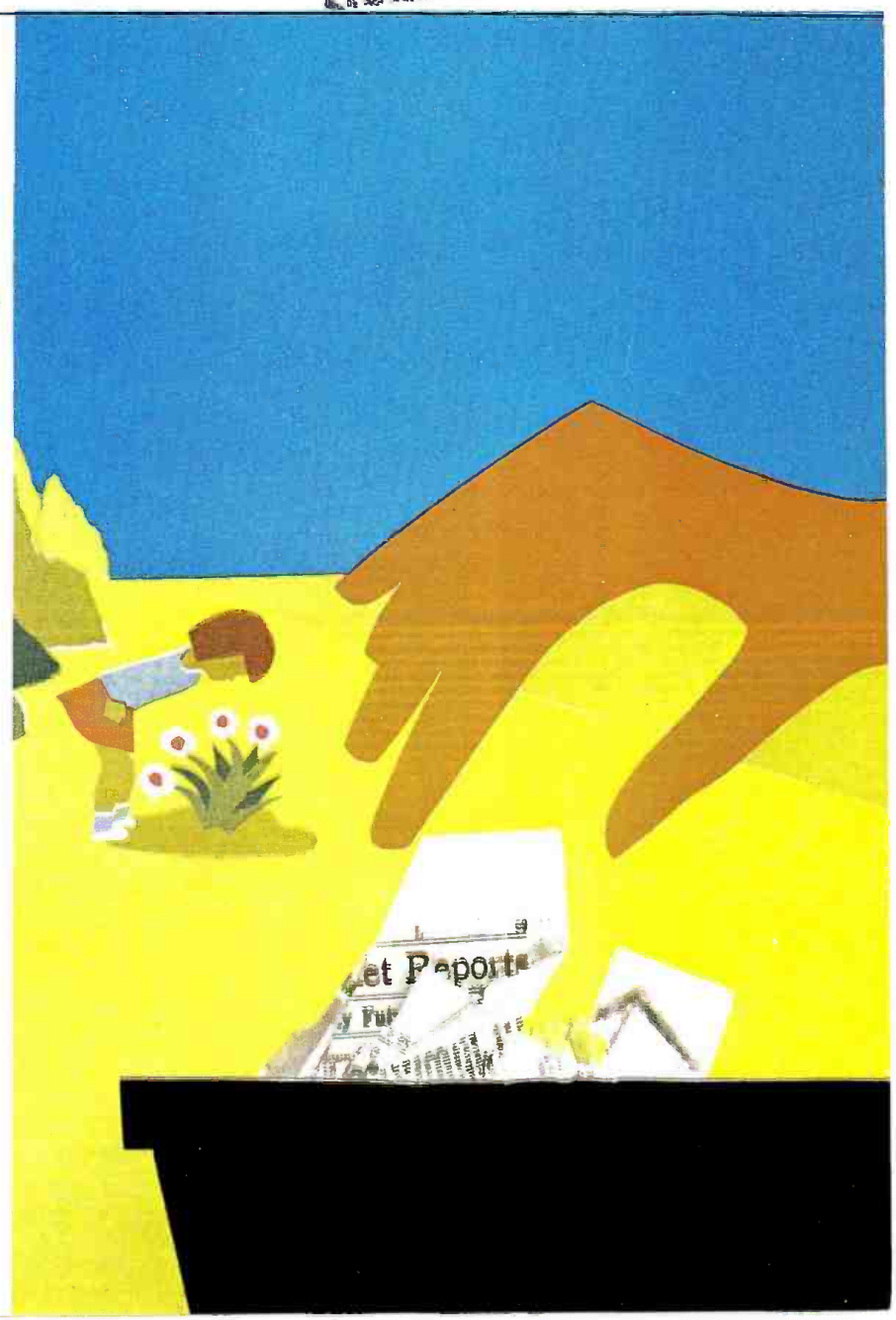
That's the reach the Petry represented TV stations contributed to this Advertising Council campaign last year. They believe in serving as well as selling.

THE ORIGINAL STATION REPRESENTATIVE



THE PETRY REPRESENTED TELEVISION STATIONS - RESPONSIBLE AND RESPONSIVE

- NEW YORK • CHICAGO • ATLANTA • BOSTON
- DALLAS • DETROIT • LOS ANGELES
- PHILADELPHIA • SAN FRANCISCO • ST. LOUIS



If an Emmy ever belonged to the whole industry, this one certainly does. Networks, studios and stations changed the world's standard virtually overnight, by putting over 900 Ampex high-band units to work. □ Our first Emmy, in 1957, was for the original video recorder that started it all. Then came other Ampex-engineered firsts: High-band VTR, Intersync\*, Color-

tec\*, Editec\*, Auto-Chroma, Velocity Compensator, Rotary Transformer Head, back-pack high-band VTR, color slow motion. These are now the profit-making tools of the industry. They provide unsurpassed new operating convenience for the engineer, creative freedom for the producer, and clearly superior picture quality for the advertiser. So the whole industry wins!

**AMPEX**

THE ONE OTHERS TRY TO MATCH

“For outstanding achievement in Engineering Development: An EMMY® is awarded to Ampex Corporation for the development of High-Band Video Tape Recording which permits the duplication of color video tape recordings, an essential process in television program production.”

National Academy of Television Arts and Sciences, June 4, 1967





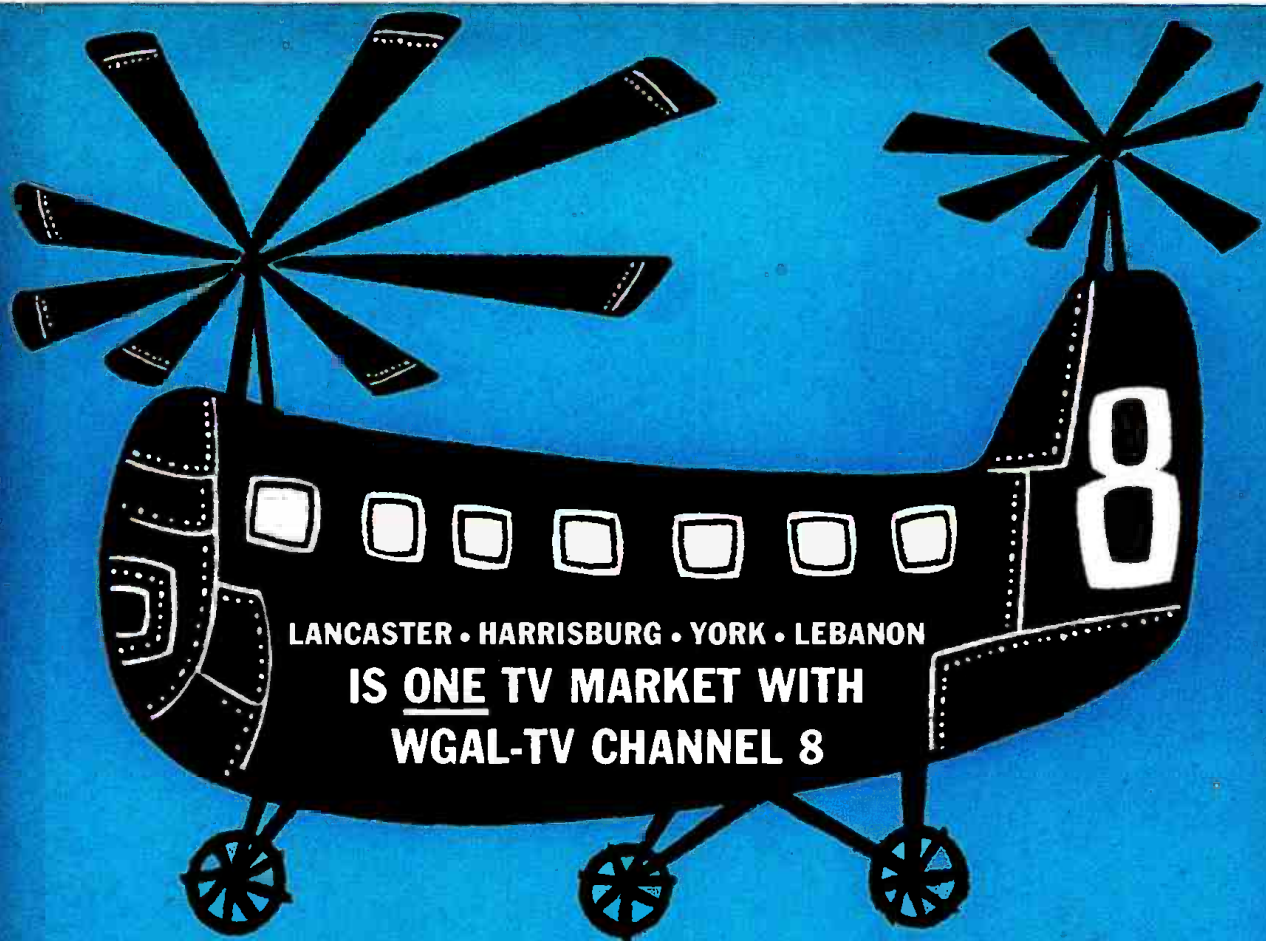


On the Go!

KTRK-TV



HOUSTON



# WGAL-TV

**Lancaster, Pa. Channel 8**

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 26%\* color penetration.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

## STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.  
WTEV Providence, R. I./New Bedford-Fall River, Mass.  
KOAT-TV Albuquerque, N. M.  
KVOA-TV Tucson, Ariz.

\*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.



## Budget minded

General Foods is taking hard look at its policy of financing program pilots. GF has found its TV program commitments exceeding budgeted expectations over past years. At one time, advertiser matched producer's 50% financing. Last year, its contribution went to 70%, and producers now appear unwilling to assume even 30% risk. Inevitable result, say GF's agencies, is that advertiser will develop fewer pilots, perhaps none next year. GF backed two pilots for upcoming season, *Carol Channing Show* and *I Married a Bear*, and neither made network schedule.

*In related, long-range move, General Foods is considering possibility of buying more minute participations in nighttime TV at expense of program sponsorships. In upcoming season, GF will have more than 80% of its network nighttime budget in full or co-sponsorships, rest in participations. But this ratio may alter. Advertiser's tab in network last year came to nearly \$50 million. Though GF agencies indicate advertiser has every intention of continuing heavily in network TV (see page 47) they admit to more cost-conscious buying approach.*

## That cigarette case

There seems little likelihood that FCC will grapple with sensitive cigarette-fairness issue, subject of flood of petitions for reconsideration, until late this month. Too many commissioners are vacationing or on trips, and topic is considered too weighty for usual summer-panel action. And, according to commission sources, there appears to be little evidence of any change of mind among commissioners on original ruling that requires broadcasters to balance cigarette commercials with anti-smoking announcements, although not on one-for-one basis (BROADCASTING, June 5 et seq.).

## TV records

New—and reportedly promising—entry in home video-record market may be on way from EMI, British electronics manufacturing company. EMI has been at work on mechanism for five years, it's said, and there are indications company may be ready to reveal it in near future. Whether

# CLOSED CIRCUIT®

EMI machine could be used for home video recording isn't known, but knowledgeable sources say it could be used for video playback through conventional home receiver.

## Tourist trap

Without fanfare, Universal Television has been testing its TV shows and movies for past two years on thousands of tourists who visit studio. What happens is that random tour group is selected to view show or movie in studio projection room as part of visit and then given questionnaires that pinpoint likes and dislikes. Producers and directors also watch reactions.

*Just about every segment of Run for Your Life series, not just pilot or opening shows, has been and will be tested by Universal's tours. If something obviously doesn't play right in test, as, for example, laugh coming in wrong place, Universal is prepared to make changes. Theory is that tourists represent cross-section of population.*

## Conditional OK

One obstacle across United Network's comeback trail was apparently removed last week: Creditors' committee tentatively approved plans of Texas oil millionaire, Jack V. McGlothlin, and UN managing director, James Nichols, to breathe life into network which ceased operations May 31. UN filed bankruptcy petition in New York June 22, listing \$690,076 deficit, some of which has been paid. Court-appointed referee and creditors are said to be satisfied with UN plans for revival, but have asked for complete breakout of possible operational costs and revenue.

## Faint stirring

It's been almost nine months since six CATV franchises inside Philadelphia were issued by city council and not an inch of cable has been laid. Franchise holders say key to inaction is FCC distant-signal rule that stymies plan to import New York independents to Philadelphia customers.

*But one Philadelphia franchise holder, Telesystems Corp., is having*

*second thoughts about importance of New York stations. Fred Lieberman, president of multiple-CATV owner, reports that survey of 4,000 householders in his segment of city (west of Broad Street) shows 60% would pay \$5 monthly for local TV stations only. Mr. Lieberman is telling friends he's convinced local-program service makes economic sense and that he may begin building within year. Telesystems area includes 116,000 residential units, would require 340 miles of cable, cost probably about \$5 million.*

## No test

Quorum of FCC commissioners has instructed staff to draw up order denying year-old application by Triangle Stations, multiple broadcast and CATV owner, to use four CATV systems in Philadelphia suburbs to test impact of CATV on economics of broadcasting (BROADCASTING, June 6, 1966). Staff document will be submitted to commission for final action.

## Twain to meet

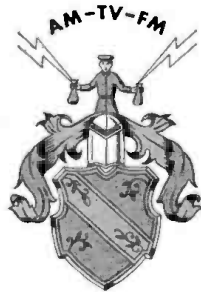
As part of expansion move in international sphere, ABC Films will create post of managing director of Far Eastern sales shortly and will appoint Lenard Mauger to it. Mr. Mauger, who is well known in U.S. production-distribution circles, will resign as general manager of Austarama Television in Sydney, Australia, to join ABC Films later this summer. He will make his headquarters in Sydney.

## Eye on the market

Despite growing trend of independent producers to merge with larger companies, Public Arts Inc., controlled by creator-producer Roy Huggins (*Maverick*, *Fugitive*, etc.), is exploring possibility of going it alone by going public. Attorneys for company are checking feasibility and likely demand of shares put on open market. Complication is that company and Mr. Huggins are tied to exclusive seven-year contract with Universal TV. Everything Mr. Huggins turns out, as long as he has production currently on television, becomes joint venture with film studio.

# ***You're the judge.***

Longfellow said, "We judge ourselves by what we feel capable of doing; others judge us by what we have done." And we're not forgetting that it's your judgment—not ours—that has made the Fetzer reputation.



## *The Fetzer Stations*

**WKZO**  
Kalamazoo

**WKZO-TV**  
Kalamazoo

**KOLN-TV**  
Lincoln

**KGIN-TV**  
Grand Island

**WJEF**  
Grand Rapids

**WWTV**  
Cadillac

**WWUP-TV**  
Sault Ste. Marie

**WJFM**  
Grand Rapids

**WWTV-FM**  
Cadillac

# WEEK IN BRIEF

That 'annual fall madness' called football will cost radio-TV stations, networks \$48.8 million in rights, but reap \$105 million from advertisers. On tap this season: more games in color. See . . .

## FOOTBALL TAG . . . 25

FTC expands probe into rate practices of television networks by asking them to supply information on their sale, promotion and disposal of advertising time for specified shows, mostly in prime time. See . . .

## UNDER THE GUN . . . 38

Network radio is on comeback trail due to strong use of medium by large multiple-product advertisers; combined four-net income estimate for 1966 is \$59 million, says CBS Radio's 'state of the medium' report. See . . .

## BOOST RADIO . . . 40

House Commerce Committee works tighter controls into Corp. for Public Broadcasting bill. Limits ETV's open-end appropriations to \$9 million in 1968, applies political test for corporation's directors. See . . .

## CPB LIMITED . . . 53

Half of all radio-TV stations editorialize but their decision often is affected by gross revenues; broadcasters lacking in fairness knowledge, says NAB survey presented at editorial conference. See . . .

## EDITORIALIZING TIED . . . 58

Senator Philip Hart scores time-worn newspaper tradition embodied in most radio-TV editorials. In Editorial Conference address, he says TV comment should be creative McLuhan-like endeavor, use ad techniques. See . . .

## EDITORIALS TECHNIQUES . . . 59

Macdonald thinking of asking networks to explain their policies on riot coverage to House Communications Subcommittee. Scott wants emergency procedure code and asks networks to develop one. See . . .

## RIOT COVERAGE . . . 60

Bona fide newscasts and timely news specials receive personal-attack exemption from FCC; but broadcasters can expect welcomed court battle over fairness from commission, says FCC's Robert V. Cahill. See . . .

## CURRENT NEWS FREE . . . 62

Warrenton conference next month on economics, administration of radio spectrum may be momentous for broadcasters. Industry-FCC representatives meet under auspices of two nationally-prestigious organizations. See . . .

## RADIO SPECTRUM PARLEY . . . 66

Lord Hill appointed BBC chairman, may give noncommercial net commercial revamping to compete with Independent Television Authority. BBC's penchant for satirizing Wilson administration may auger change. See . . .

## HILL'S SHIFT . . . 69

### DEPARTMENTS

AT DEADLINE .....	9	OPEN MIKE .....	18
BROADCAST ADVERTISING .....	38	PROGRAMING .....	58
CHANGING HANDS .....	54	WEEK'S HEADLINERS .....	10
CLOSED CIRCUIT .....	5	WEEK'S PROFILE .....	91
DATEBOOK .....	14		
EDITORIAL PAGE .....	92		
EQUIPMENT & ENGINEERING ....	66		
FATES & FORTUNES .....	73		
FINANCIAL REPORTS .....	70		
FOR THE RECORD .....	76		
INTERNATIONAL .....	69		
LEAD STORY .....	25		
THE MEDIA .....	53		
MONDAY MEMO .....	22		



## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.





Another Winner

Joins the Group One  
Winners Circle!

**KBOX 1<sup>ST</sup>**

**in Dallas**

**PULSE\* 6 AM TO 6 PM**



**KBOX SHARE OF  
AUDIENCE DOUBLED  
IN LAST YEAR**

\*PULSE — Dallas 4 County Metro • Mon.-Fri.

APRIL, MAY, JUNE 1966		APRIL, MAY INTERIM 1967	
KBOX		KBOX	
6 AM-12 NOON	NOON-6 PM	6 AM-NOON	NOON-6 PM
<b>11</b>	<b>12</b>	<b>23</b>	<b>25</b>

Audience measurement data are estimates only subject to defects and limitations of source material and methods.

Represented Nationally by



**McGAVREN-GUILD CO., INC.** New York•Chicago•Detroit•St. Louis•Atlanta•Los Angeles•San Francisco•Boston  
Representing KBOX Sept. 1

**WAKR**  
AM-FM-TV  
The Winner in Akron

**WONE**  
AM-FM  
The Winner in Dayton

**KBOX**  
AM-FM  
The Winner in Dallas



## Metromedia buying San Francisco UHF

Long-standing negotiations for Metromedia's purchase of KSAN-TV (ch. 32) San Francisco from S. H. Patterson was turned into formal application to FCC Friday (Aug. 4). Overall price will be about \$1 million. Negotiations had been underway since October 1965 (BROADCASTING, Oct. 25, 1965).

KSAN-TV originally went on air in 1954 and went dark in 1958 with Mr. Patterson losing about \$750,000 on station in that period. Station returned to air in February 1966 as satellite of KICU-TV Visalia-Fresno, Calif., independent station, which is owned by Mr. Patterson's son, Norwood. S. H. Patterson also has interest in KTW-AM-FM Seattle.

Metromedia, which has four VHF's (WNEW-TV New York, WTTG-TV Washington, KTTV-TV Los Angeles and KMBC-TV Kansas City, Mo.) has asked FCC for waiver of rule calling for hearing if applicant has more than three TV's or more than two VHF's in top 50 markets on ground Mr. Patterson cannot afford further financial loss.

Metromedia estimates it will take \$746,000 for studios and equipment to make station viable. It also told commission it had agreement in principle with five other area TV's to apply for single tower location.

Acquisition of KSAN-TV would give Metromedia its only UHF property. It sold two UHF's in Illinois in 1965: WTVP-TV now WAND-TV Decatur to LIN Broadcasting for \$2 million, and WTVH-TV now WIRL-TV Peoria to Mid-America Media for \$2.2 million.

Metromedia's other properties are: WNEW-AM-FM New York; WHK-AM-FM Cleveland; WIP, WMMR(FM) Philadelphia; KLAC, KMET(FM) Los Angeles; WCBM-AM-FM Baltimore, and KNEW, KSFR(FM) Oakland-San Francisco.

## Henry, Helen Clay killed in air crash

Veteran broadcaster Henry Clay and his wife Helen were killed Thursday night (Aug. 3) when their single-engine plane exploded during thunderstorm near Nevada, Mo. Mr. Clay was piloting plane on trip to Canada. Funeral services were to be held Saturday in Shreveport.

Mr. Clay, 49, was executive vice

president and general manager of KWKH-AM-FM Shreveport, La., and executive vice president of KTHV-TV Little Rock, Ark. He was also director of station owners, *Shreveport Times* and *Monroe* (La.) *World* and *News Star*. Mr. Clay had also been member of National Association of Broadcasters radio board from 1952-56, chairman from 1954-56, and member of TV board 1957-59 and 1960-64.

Clays leave four children: Helen, Virginia, Katherine and Henry.

## NBC renews contract with major leagues

NBC-TV picked up three more years of major league baseball games Friday (Aug. 4) when it agreed to \$49.5 million package with major league TV committee. Price is 66% more than \$30.6 million network is paying for current three-year package which runs through 1968 (BROADCASTING, Oct. 25, 1965).

Deal was consummated in Chicago, where baseball executives had been meeting all week, following full-day session of TV committee with NBC officials.

New package gives NBC-TV rights to All-Star game and World Series plus 28 games of week in 1969, 1970 and 1971. Network will pay \$15.5 million in '69, \$16 million in '70 and \$18 million in '71.

Current contract called for unilateral negotiations until Sept. 15, with TV committee making offer and NBC either accepting or rejecting. TV committee, headed by John Fetzer, Detroit Tiger owner and veteran broadcaster, named its price and NBC took it.

Other members of TV committee are: Bob Reynolds, California Angels and Golden West Broadcasters; Roy Hofheinz, Houston Astros and veteran Texas broadcaster, and Walter O'Malley, Los Angeles Dodgers.

Handling negotiations for NBC were William McAndrew, NBC News president; Carl Lindermann, NBC Sports vice president, and John Shute, staff attorney.

Contract calls for 25 Saturday afternoon games yearly with other three games being aired in prime time Monday through Thursday. Choice of game and date is NBC's. Package includes World Series and All-Star game rights for NBC Radio.

Mr. Fetzer said committee had found

NBC "did very effective job" of handling games and was satisfied with network. If unilateral agreement had expired, he added, bidding among networks would have been "spirited and competitive" based on feelers he had from ABC and CBS.

If games had gone to open bidding, he went on, he felt price would be about same as NBC agreed upon.

## RAB makes plans for fall conferences

Early response that indicates biggest registration in history of Radio Advertising Bureau management conferences and addition of several new features in this year's program are being reported today (Aug. 7) by Miles David, RAB president.

Mr. David announced that series of six 1967 conferences, held annually to brief station management on all aspects of "running a station for profit," will begin Sept. 18-19 at Hilton Inn in Dallas and conclude Oct. 23-24 at Hyatt House in San Francisco.

Record number of 587 station executives attended meetings last year and, Mr. David said, it's apparent attendance this year will top that figure.

Among new features planned for two-day sessions are question-and-answer format of advertising executives and management conferees, and research report explaining why major local retailers now "are a better prospect" for radio.

Sessions again will be split by market size, allowing pinpointing of meetings to stations' interests, with reports made by selected radio station executives on certain phases of their sales operations.

From Dallas, RAB management conference moves Sept. 21-22 to Hilton Inn in Atlanta, followed by Sept. 27-28 at White Plains, N. Y. hotel (New York City area); Oct. 16-17 at Dearborn Inn, Detroit; Oct. 19-20 at O'Hare Inn, Chicago, and windup session in San Francisco.

## Pet Clark to sing for Plymouth

Chrysler-Plymouth Division of Chrysler Motors, Detroit, has new commercial spokeswoman, Petula Clark. She has signed exclusive one-year contract to become the radio-television voice for

## WEEK'S HEADLINERS



Mr. Michaels



Mr. Kettler

Bill Michaels, executive VP of Storer Broadcasting Co., Miami Beach, Fla., elected president and chief executive officer, succeeding Stanton P. Kettler, who becomes vice chairman. George B. Storer Sr. continues as chairman, but relinquishes duties of chief



George Storer Sr.



Peter Storer

executive officer. Mr. Storer remains member of executive committee. At same time, Peter Storer, president of Storer Television Sales, wholly owned subsidiary, joins corporate staff as executive VP and transfers to Miami from his New York headquarters. Mr. Michaels joined Storer Broadcasting in 1953 as sales executive in San Antonio, Tex. He transferred to WJBK-TV Detroit as general manager in 1954, and was elected VP of Storer in 1956. He has been executive VP of Storer for past year.

Alan Silverbach, VP of Screen Gems International, named VP in charge of syndicated sales — domestic and foreign for 20th Century-Fox Television Inc. Mr. Silverbach had been with 20th Century-Fox for 20 years until 1966, serving initially as executive in its international theatrical division and later moving over to TV distribution, where he served as VP. He has resigned from Screen Gems, which he joined last year.



Mr. Silverbach

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

Plymouth.

Miss Clark's appearances on behalf of Plymouth will begin in September with introduction of automobile's 1968 line. She will do radio-TV commercials for both factory-sponsored and Plymouth dealer association campaigns.

### Leiser, Midgeley shift positions at CBS News

CBS News executive producers, Ernest Leiser and Leslie Midgeley, will make straight switch of assignments immediately after Labor Day. Mr. Leiser has served as executive producer of the *CBS Evening News with Walter Cronkite* for past three years. Mr. Midgeley for past 10 years has directed documentary unit producing CBS News special reports, including *CBS News Inquiry: The Warren Report*. Other personnel in both units will remain in their current assignments.

Richard S. Salant, CBS News president, said Friday (Aug. 4) move is part of CBS News' long-range plan to enable its top producers to make "major contributions to every phase of our editorial operation."

### ETV outlet pays 'token' to repeat ABC series

Agreement by which noncommercial WNDT(TV) Newark, N.J.-New York will regularly rebroadcast *ABC Scope* starting Monday, Aug. 14 (7:30-8 p.m.) was announced Friday (Aug. 4). ABC spokesman said rebroadcast rights were acquired for "token payment of a few dollar." *Scope* is carried by WABC-TV New York on Sunday afternoon.

John Kiermaier, WNDT president, said, "we have always wanted to clear appropriate commercial programs for reuse on WNDT." He called agreement, "an effective example of the cooperation that exists between commercial and noncommercial TV in New York."

### Technicolor sets dividend

Technicolor Inc., Hollywood, had net earnings of \$2,438,858, equal to 71 cents per share, during first half of year. Net sales were \$46,788,902. Board of directors has voted 10 cents per share dividend, payable Aug. 31 to stockholders of record Aug. 15.

## Ad warnings could replace FCC rule

Requiring all cigarette advertising to contain strongly worded health warning would end controversy on FCC's application of fairness doctrine to cigarette commercials, Representative John E. Moss (D-Calif.) noted during TV interview Sunday (Aug. 6).

"I think equal time would be present in ad itself," Mr. Moss explained on Metromedia's *Opinion: Washington* aired on WTTG(TV) Washington. He is author of bill with 41 co-sponsors to tighten tobacco ads in all media (see page 47).

Representative Moss, chairman of finance subcommittee of Commerce Committee, explained rationale behind move to require warnings on packs to be included in ads. With package warning, he said, "you are only warning the persons already hooked." Mr. Moss said he hoped to reach young, who are exposed to ads. He said move would probably not curtail smoking among older people.

All ads should be treated equally, he added. "I don't think there should be any discrimination in media," he said.

Congressman Moss also said court test under his Freedom of Information Act would be likely to force Civil Service Commission to reveal stock holdings of public officials now on record but kept confidential. It is legislation's clear intention, he noted, that information that "does have valid public interest shading should be made available."

Interest on program was expressed in learning of ABC or International Telephone & Telegraph stock ownership by FCC commissioners.

Asked about monopoly threat of newspaper-television joint ownership, Mr. Moss replied that with availability of UHF channels, and increase in sets able to receive UHF, "workings of competition will minimize threat of competition."

### 'Cool' shirt giveaway

WVON Chicago, in cooperation with city's police department, was to give away 20,000 T-shirts to underprivileged youths on Saturday (Aug. 5). Shirts bear slogan: WVON good guys. Station's air personalities were to distribute T-shirts as part of continuing campaign to keep community "cool."



# Who cares about Flossie Schoonover?

## WHO-TV ... that's who!

WHO-TV is the only central Iowa television station with a regular schedule of editorials. Why do we editorialize? Because our viewers, like Flossie Schoonover of Davis City, Iowa, want such opinion to help them make decisions on important issues. We care about Flossie, so we give her our opinions in editorials telecast regularly. As a result, Flossie Schoonover—and the rest of our viewers—care about us, too!

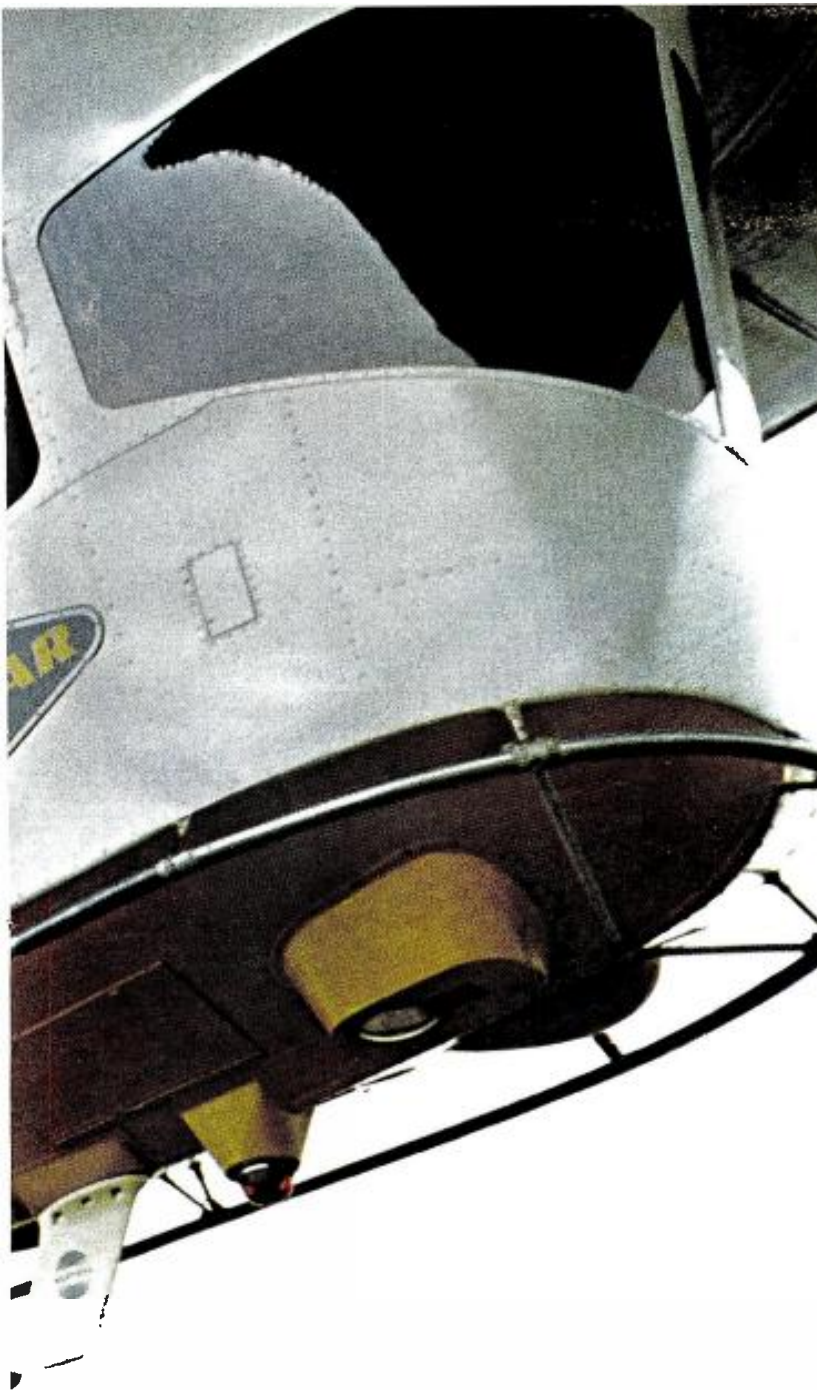


**NB** COLORFUL 13 • DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.







# The PE-250 can "fly" for you, too...

Goodyear recently bought the General Electric PE-250 live color camera — on broadcasters' recommendations — for those famed blimp pickups in major network sports and news events.

This application — far more demanding than most studio and remote uses — is further convincing proof that the GE PE-250 is the world's finest all-around live-color camera.

Only the PE-250 met all these *must* requirements:

**Performance:** Finest consistent color pictures. Outstanding reliability and stability. Superior low-light-level pictures.

**Operation:** Low maintenance cost. Low power demand. Minimum set-up time.

**Design:** Lightweight, compact. Maximum installation flexibility. Superior ruggedness for remote operation.

**Acceptance:** By the most critical users.

Prove these points for yourself. Come to Syracuse. Watch the PE-250 being built and tested under GE's advanced Total Quality Control System. See your own personal demonstration of its unexcelled performance.

The PE-250 can "fly" — figuratively — for you too. Its performance, operation, design, and acceptance have made it the world's finest all-around live-color television camera.

Visual Communication Products  
Department, Electronics Park, Syracuse,  
New York 13201.

GE-48.

GENERAL  ELECTRIC

# DATEBOOK

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

■Indicates first or revised listing.

## AUGUST

Aug. 8—Deadline for reply comments on FCC inquiry into developing patterns of ownership in CATV industry.

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. 9-10—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

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—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. 14—Sixth annual TV day of the Georgia Association of Broadcasters. Regency Hyatt House, Atlanta.

Aug. 17-20—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

Aug. 22—Annual stockholders meeting. Rollins Inc., to elect four directors and vote on amendment of charter authorizing issuance of 500,000 shares of preferred stock in addition to present 6 million common and 4.5 million class B common. Bank of Delaware Bldg., Wilmington, Del.

Aug. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Sheraton-Maui, Kaanapale, Maui.

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

Aug. 24—Second annual New York sales seminar of the National Association of FM Broadcasters. New York Hilton hotel, New York.

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

Aug. 25—Deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

■Aug. 25-27—Fall meeting of the West Virginia Broadcasters Association. Speakers include Grover C. Cobb, KVGB Great Bend, Kan.; Douglas Anello, NAB general counsel; George Huntington, executive vice president, Television Bureau of Advertising; and Jack Harvey, Blackburn and Co. Greenbrier hotel, White Sulphur Springs.

Aug. 28-30—Board of directors meeting, National Community Television Association. Washington.

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 Bundesalle, Berlin 15.

## NAB FALL CONFERENCES

Oct. 16-17—Marriott motor hotel, Atlanta.

Oct. 19-20—Marriott motor hotel, Dallas.

Oct. 23-24—Sheraton-Park, Washington.

Oct. 30-31—Sheraton-Boston, Boston.

Nov. 9-10—President hotel, Kansas City, Mo.

Nov. 13-14—Brown Palace hotel, Denver.

Nov. 16-17—Statler Hilton, Los Angeles.

Nov. 20-21—Palmer House, Chicago.

## SEPTEMBER

Sept. 8-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television. Minneapolis.

Sept. 10-15—Sixth advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.

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. 14-15—Fall meeting and seminar of the Pennsylvania Association of Broadcasters, Shawnee Inn, Shawnee-On-Delaware, Pa.

Sept. 14-16—Management seminar, National Community Television Association. Inn of the Six Flags, Dallas.

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

■Sept. 15-16—Meeting of the Maine Association of Broadcasters.

Sept. 15-17—Northeast area conference of American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.

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

Sept. 18-23—102nd semiannual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.

Sept. 20-21—CBS Radio affiliates convention. New York Hilton hotel, New York.

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

■Sept. 23—Meeting of the Hawaiian Association of Broadcasters. Sheraton Maui hotel, Kaanapali.

Sept. 22-24—Southwest area conference of the American Women in Radio and Television. Tulsa, Okla.

Sept. 24-25—Meeting of the Texas Association of Broadcasters. Commodore Perry hotel, Austin.

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

Sept. 24-27—Annual conference of the Institute of Broadcasting Financial Manage-

**WE'RE THE  
BIGGEST  
ON COLOR**

KVOO TV, Tulsa's undisputed leader in color television, keeps the color boom booming... with a hefty serving of live and network color, color film, color slides and color VTR.

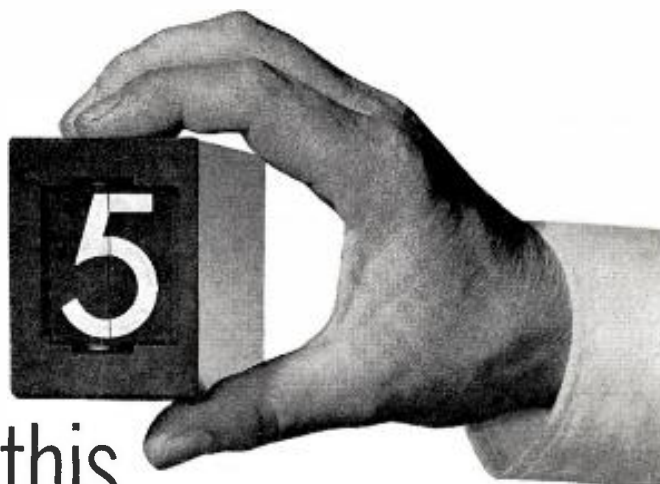
**KVOO 2 TV**  
TULSA, OKLAHOMA

Represented by Edward R. Malya Co., Inc.

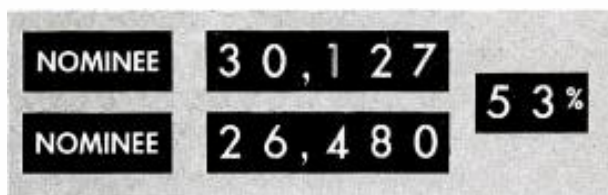
The Original Station Representative



# Look what your cameras can do with display units like this

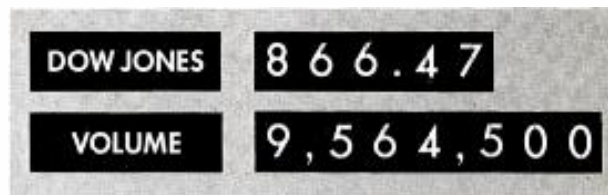


CBS Laboratories' Digital Display Units are part of a low cost, compact system that works daily wonders in any size TV studio!



**ELECTIONS—No contest.**

These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.



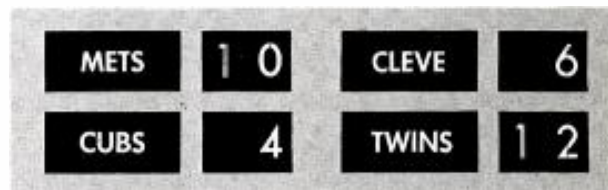
**STOCK REPORTS—Excellent for the long pull.**

Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.



**WEATHER—Cool operation.**

Only 2.7 watts required per unit, with no power between postings. Glare-free even under the strongest lighting conditions.

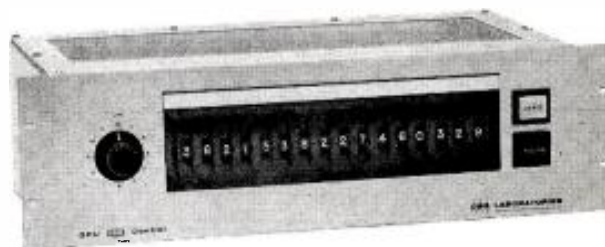


**SPORTS—An easy set-up.**

Just stack these units in a flat to suit any requirement. Custom designed matrix wiring also available for complete flexibility.

And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design your system for you. Don't take our word for it. Write or call us collect (203) 327-2000, and let us show you.



PROFESSIONAL PRODUCTS  
**CBS LABORATORIES**  
 Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.

# # NUMBER ONE

\* Negro Station

\* Metro all-stations

(12 NOON TO 7 PM  
ALSO #2  
6 AM - 12 NOON)

\* Negro 26 daytime half hours

(6 AM TO 7 PM  
MON.-FRI.)

\*PULSE, INC. New Orleans 4-COUNTY METRO JAN.-FEB.-MAR. 1967

\*Data quoted or derived from audience surveys are estimates subject to sampling and other errors.

**WBOK**  
NEW ORLEANS  
Member OK Group  
Call Dore & Allen



## "I'LL SUE YOU!"

Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

You can avoid these excessive and needless losses—and at surprisingly low rates. All you need do is agree on an amount you will carry yourself, and let Employers Reinsurance Corporation handle the excess. This specially designed coverage provides economical protection against excessive loss due to libel, slander, invasion of privacy, piracy, violation of copyright, or plagiarism. Write for details and rates, without obligation:

**EMPLOYERS REINSURANCE CORP.**  
21 West 10th, Kansas City, Mo. 64105  
New York, 111 John • San Francisco, 220 Montgomery  
Chicago, 176 W. Jackson • Atlanta, 34 Peachtree, N.E.

ment. Sheraton-Ritz hotel, Minneapolis.

Sept. 26-27—Executive committee meeting, National Community Television Association, Washington.

Sept. 27—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

■Sept. 27-29—Meeting of the Tennessee Association of Broadcasters, Mountain View Lodge, Gatlinburg.

Sept. 28-29—Second annual management and programing seminar of TV Stations Inc., New York. New York Hilton hotel, New York.

Sept. 28-Oct. 4—Japan Electronics Show sponsored by the Electronic Industries Association of Japan, Minato International Trade Fair Grounds, Osaka City, Japan. For information contact EIA-J at Electronic Section, Japan Light Machinery Information Center, 437 Fifth Ave., New York.

■Sept. 29—Deadline for comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

Sept. 29-Oct. 1—Midwest area conference of the American Women in Radio and Television. Knott's Motor Inn, Baltimore.

### OCTOBER

Oct. 2-3—Annual fall meeting of New Jersey Broadcasters Association, Cherry Hill Inn, Camden.

Oct. 2-6—A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

■Oct. 4—Hearing on Federal Trade Commission trade regulation regarding deceptive advertising of number of working transistors in radio receiving sets. FTC Building, Washington.

■Oct. 6—Television ball sponsored by the New York chapter of the National Academy of Television Arts and Sciences. New York Hilton hotel, New York.

Oct. 13-15—West central area conference of the American Women in Radio and Television. Chase-Park Plaza hotel, St. Louis.

Oct. 15-18—Twelfth annual seminar of Broadcasters Promotion Association. Royal York hotel, Toronto.

■Oct. 16-17—Organizational convention of the National Religious Broadcasters to create a new Midwest chapter. Moody Bible Institute, Chicago.

Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 18—"Man of the Year" luncheon sponsored by The Pulse Inc. Plaza hotel, New York.

Oct. 19-21—42nd birthday celebration of WSM Grand Ole Opry, Nashville.

■Oct. 20—Deadline for reply comments on FCC proposed rulemaking that would establish pay television system performance capa-

bility standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

Oct. 20-22—East central area conference of the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

Oct. 20-22—Western area conference of the American Women in Radio and Television. Hotel Utah, Salt Lake City.

■Oct. 23-25—Fall meeting of the Kentucky Broadcasters Association, Jenny Wiley State Park, Prestonsburg.

Oct. 23-28—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television, Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

Oct. 25-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

Oct. 26-27—First meeting of television news directors of Europe, United Kingdom, U. S. and Canada, sponsored by Time-Life Broadcast in cooperation with the Radio-Television News Directors Association of the U. S. and Canada. Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, discussions of common problems relating to access to news, legal questions and technical advances in newsfilm. Salon des Champs Elysees, Paris.

Oct. 27-29—Southern area conference of the American Women in Radio and Television. Fort Sumter hotel, Charleston, S.C.

### NOVEMBER

Nov. 5-8—43rd annual convention of the National Association of Educational Broadcasters. Denver Hilton hotel, Denver.

Nov. 5-8—Meeting of the North Carolina Association of Broadcasters. Speakers include Sherril Taylor, NAB vice president-radio. Kings Inn, Freeport, Grand Bahama, Bahama Islands.

Nov. 9-10—Annual fall meeting of Oregon Association of Broadcasters. Sheraton motor hotel, Portland.

Nov. 15-18—National convention of Sigma Delta Chi, professional journalistic society. Minneapolis-St. Paul.

■Nov. 23-29—Executive committee meeting, National Community Television Association, Washington.

### DECEMBER

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

### JANUARY 1968

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

■Jan. 22-23—Executive committee meeting, National Community Television Association.

■Indicates first or revised listing.



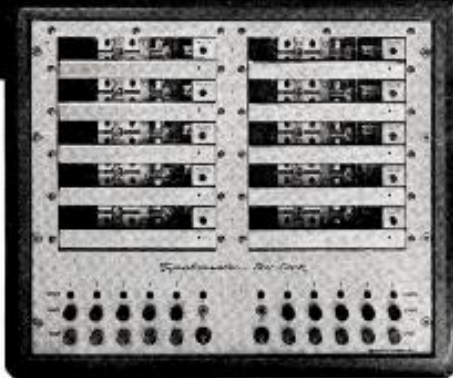
# 123 GO

**123  
current  
Universal  
features...  
92 in color,  
the greatest  
line-up ever...  
solidly backed  
by major groups  
and stations...  
from mca tv!**

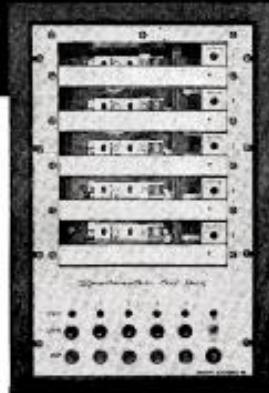
 **Universal features from mca tv**

# Spotmaster

## Multiple Cartridge Playback Units



Ten • Spot Model 610B



Five • Spot Model 605B

### ... bringing a new dimension to pushbutton broadcasting

Spotmaster Ten • Spot (holding 10 cartridges) and Five • Spot (holding five) will reproduce any NAB Type A or B cartridge instantly at the push of a button . . . at random or in sequence. They may be operated manually or incorporated into programmed automation systems, using one, two or three NAB standard electronic cueing tones.

The Ten • Spot is designed for 19" rack mounting while the Five • Spot is available either in an attractive walnut-finished case or with a 19" front panel containing a cartridge storage cubicle. Both are backed by Spotmaster's iron-clad full-year guarantee.

For further information about these and other Spotmaster cartridge tape units, call or write today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!

## BROADCAST ELECTRONICS, INC.

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983



Please send

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

#### SUBSCRIBER SERVICE

- 1 year \$10  
 2 years \$17  
 3 years \$25  
 Canada Add \$2 Per Year  
 Foreign Add \$4 Per Year  
 1968 Yearbook \$10.  
 January Publication  
 Payment enclosed  
 Bill me

BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

Washington.

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

Jan. 25-28—Meeting of the board of directors of the American Women in Radio and Television. Houston.

#### FEBRUARY

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

#### MARCH

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

#### APRIL

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to: Mr. Louis Peneguy, Georgia ETN Network, State Office Building, Atlanta 30334.

■Indicates first or revised listing.

### OPEN MIKE®

#### Acclaim for FM report

EDITOR: . . . Congratulations on the excellent FM issue [BROADCASTING, July 31]. It reflects your usual thorough treatment and obviously required extensive research. The result is a truly up-to-date bible on the subject.—Robert L. Hutton Jr., vice president, Edward Petry & Co., New York.

EDITOR: . . . I commend you on the most interesting and thorough FM study to date.—George Duncan, general manager, WNEW-FM New York.

#### Demand for FM report

EDITOR: Please send us 100 reprints of the FM Special Report that was released July 31.—Thomas M. Churchill, general manager, KRFM(FM) Phoenix.

EDITOR: Please enter our order for 125 reprints of your special report on FM.—Allen Collier, operations manager, WJBI(FM) Cincinnati.

EDITOR: Please send us 100 copies of the special FM report.—Don LeBrecht, operations sales manager, WBT-FM Charlotte, N. C.

EDITOR: Please forward 100 reprints of the FM special report.—Gary Arnold, sales manager, WCHD(FM) Detroit.

EDITOR: Would you please send me 100 copies of the special report on FM broadcasting.—Robin Brown, president,

BROADCASTING, August 7, 1967



# THE BEST IN SOUND THE CLOCK AROUND THE **WSYR** SOUND!! NO MAGIC! NO MYSTERY!



Charles Hobart  
MUSIC



Floyd Ottoway  
WSYR GANG



Fred Hillegas  
NEWS



Kay Russell  
WOMEN



Joel Mareiniss  
SPORTS



Richard Hoffmann  
BUSINESS  
NEWS



Deacon Doubleday  
FARM



Ed Murphy  
TIMEKEEPER



Jerry Barsha  
NEWS



Alan Milair  
MUSIC

## IT'S JUST **TALENT**

SIGN-ON TO SIGN-OFF—  
THAT MAKES WSYR  
THE BEST RADIO BUY IN  
CENTRAL NEW YORK!!

• Live variety show • news • farm • good music  
• sports • business • women — whatever the  
category, WSYR has Central New York's  
TOP PERSONALITIES.

# WSYR

NBC  
in Central New York

5 KW  
570 KC



Represented Nationally by  
THE HENRY I. CHRISTAL CO., INC.  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO

SYRACUSE, N. Y.

We get  
channels  
you  
can't get  
anywhere  
else.



In August: A deep look at local programming. Why late-night TV is keeping more people awake. The ABC-ITT case: just one boo-boo after another. Canning the new season in Hollywood. On-the-scene report of that shakeup in British TV. 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.

KVEE-FM Conway, Ark.

EDITOR: Please revise our order for the FM reprints from 50 to 150.—*William L. Shaw, general manager, WPTH-FM Fort Wayne, Ind.*

EDITOR: Please send us 100 copies of the FM special report.—*Michael Paul Palmer, vice president, KBMF-FM Spearman, Tex.*

(Reprints of the Special Report: FM Broadcasting are available at 30 cents each, 25 cents each in quantities of 100 to 500, and 20 cents each for over 500. Order from reprint department, Broadcasting Publications Inc., 1735 DeSales Street N. W., Washington, D. C. 20036.)

### Questions agency's study

EDITOR: I was dismayed by BROADCASTING's July 31 story on page 25.

While there is no question that FM stations offer alternatives to the advertiser, the subjectivity of the statistics shown has no place in any general discussion of the medium.

I might point out several indictments of this material: (1) American Research Bureau has since released a more recent report in each of the three markets evaluated; (2) ground rules for the FM stations varied market to market while the AM stations were permitted no flexibility; (3) it is doubtful that the costs used to take into account special package plans published by Standard Rate and Data Service which result in several different rates for 20 spots per week; (4) the demographic (18-49) selected is not necessarily the primary target of every radio advertiser.

While I have a healthy respect for the editorial track record of BROADCASTING and I recognize the growing importance of FM (we have a healthy commitment in this area ourselves), such a superficial treatment of the subject may generate more confusion and criticism of the medium rather than assist in the constructive application of FM to satisfy advertiser marketing goals. —*Frank Boehm, director of research, marketing & sales development, RKO General Broadcasting, New York.*

(Editors note: The story headlined "New sales ammunition for FM" in BROADCASTING was compiled from a study by Paul Zukerman, Ogilvy & Mather, New York and was so identified. Questions of interpretation should be addressed to that source.)

### Correcting TVSI's record

EDITOR: Your story [BROADCASTING, July 24] concerning KTLA(TV) Los Angeles becoming the 140th member of TV Stations stated that previously WMAL-TV Washington was our largest market.

This is in error since WFLD(TV) Chicago has been a TVSI member since Jan. 1, 1967—*Herb Jacobs, president, TV Stations Inc., New York.*

BROADCASTING PUBLICATIONS INC.

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

## Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 638-1022.

EDITOR AND PUBLISHER  
Sol Taishoff

### Editorial

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

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

### Business

VICE PRESIDENT AND GENERAL MANAGER  
Maury Long  
NATIONAL SALES MANAGER  
Warren W. Middleton (New York)  
ADVERTISING DIRECTOR  
Ed Sellers

INSTITUTIONAL SALES MANAGER  
Eleanor Manning

PRODUCTION MANAGER: George L. Dant. TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Gretchen Coates; ADVERTISING ASSISTANTS: Bob Sandor, Carol Ann Cunningham; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

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

### Publications and Circulation

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

William Criger, Jerry Fisher, Lucy Fisher, Marilyn Johnson, Ingola Kuntze, Stanley Palczewski, Jr., Carol B. Smith.

### Bureaus

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

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn Rocco Famighetti; ASSOCIATE EDITOR: Michael Hornberger; STAFF WRITERS: George de Pue, Phil Fitzell, Judith Ordovery; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN ADVERTISING MANAGER: Greg Masefield; ADVERTISING ASSISTANT: Laura D. Gereau.

Chicago: 360 North Michigan Avenue, 60601. Telephone: 312 236-4115.

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

Hollywood: 1680 North Vine Street, 90028. Telephone: 213 463-3148. SENIOR EDITOR: Morris Gelman; WESTERN SALES MANAGER: Bill Merritt.

ASSISTANT PUBLISHER  
Lawrence B. Taishoff

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

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



# 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.

Color Videofilm™ has the purest whites, the truest color

balance, the widest tonal scale and the most precise saturation of any color transfer. You get true colors, reel after reel after reel.

Broadcast quality? That's our business. For 34 years Reeves has set quality standards that have been followed

by the industry. For 34 years our name has meant the finest quality available.

It still does.

See our Color Videofilm™ demo reel and see what we mean.

*™Reeves Sound Studios, division of Reeves Broadcasting Corporation.*



**REEVES**  
SOUND STUDIOS

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

## Marketing forecast: what the next 20 years will bring

All of us who are interested in the future of our business have read the population predictions—280-million people in the U. S. by 1986, 300 million by the turn of the century.

However, a number of changes, underlying this tremendous growth, will occur in the future. These changes will create opportunities for marketers of goods and services only if they are recognized and acted upon. They will affect markets for a company's products and communications capabilities needed by the company.

A detailed look at changes in both markets and advertising media in the past 20 years provides certain indications of future patterns. In 1947, there were 145-million people in the U. S. By 1970, the population will have grown to approximately 211 million, an increase of 45%.

With this startling increase in individuals and buying units in a nation whose economy has grown at a much more rapid rate than the population as a whole (our gross national product has tripled in 20 years), and with a total advertising volume being invested by marketers today that is increasing at a faster rate than our gross national product, it is not unreasonable to expect that all media should reflect uniform growth.

**TV's Boom** ■ However, this has not been the case. National advertising expenditures (nonretail) in major media—magazines, newspapers, outdoor, radio and television—have increased a total of 277% since 1947. The individual media figures (excluding television) are: magazines 143%, newspapers 159%, outdoor 52%, and radio 4%. Since all of these are below par, the effect of television as a commercial-communications form becomes very evident. Television, today, attracts at least twice the national-advertising-dollar investment of its nearest competitor.

This change in media-investment patterns is, however, no more dramatic than the changes in markets. Prognosticators, 20 years ago, might have predicted a uniform growth in all population segments. This of course has not happened. If we were asked which age segment of our population has shown the greatest growth pattern since 1947, most of us would probably answer correctly—the 5-to-13 age group. This group will have increased 88% by 1970 compared with 1947. With respect to the total population growth of 45% in this period, the 5-to-13 age

group is increasing at twice the rate. I wonder how many would answer correctly if asked to name the second highest group in rate of growth. The 65-years-and-over age segment will show a 75% increase. This apparent paradox will undoubtedly tend to confuse advertisers, agencies and advertising media for the next decade. The population is growing both younger and older at the same time.

**Youth Market** ■ Another fact we have been quick to accept is that 50% of our population is now under the age of 25. The implication in this statement is that this is both a unique situation and a continuing trend. Available data puts the under-25 age group, today, at 47% of the total population. In proper perspective, this group accounted for 41% in 1947 and, significantly, the census data for 1930 showed the under-25 age group at a level which approximates the projections for 1970. Therefore, the young-market situation is not unique and might not be a continuing trend. Certain data suggests that the 47% in 1970 might be a peak and will decline slightly throughout the seventies.

Consider these changes in comparing 20 years ago with 20 years into the future—population will have doubled, family income will be up five times (a \$14,000 average family income is projected for 1986), there will be 20 times as many college students, and recreation spending will increase eight fold.

Compared with today's structure, media patterns, undoubtedly, will be as different in 1986 as they were in 1947. Television is in a "seller's" market today. Certainly, television is booming. Set sales are up. There is currently almost complete television saturation of all U. S. households. New purchases

will increase the number of multiple-set homes. In 1970 it is expected that seven out of 10 homes will have more than one set, and six out of 10 homes will be equipped with color sets.

**TV Cost** ■ However, costs of television advertising are rising at a faster rate than audiences. As television becomes less and less efficient, there could be a point in time where Gresham's law of diminishing returns sets in. With this in mind, however, television, particularly due to color, will become the most powerful tool available to marketers.

Nonetheless, it will have to meet the competitive thrusts of newspapers, in which color can be used to great advantage, along with the neighborhood appeal of key suburban newspapers, the specialized market appeal of spot radio and the seeming recovery of network radio, the growth of selective magazines and the benefits of less clutter of outdoor boards that will come due to legislative restrictions.

In the future, advertisers can think as small or as large, geographically, as they desire. Efficient and effective media opportunities should develop from a neighborhood level (closed-circuit television, for example, from retailer direct to home), to strip cities (regional newspapers, possibly, serving Boston to Washington, or San Diego to San Francisco), to worldwide television networks with available technologies overcoming language barriers, time differences and sociological variations.

Finally, in order to progress both individually and corporately, all of us who are in any way involved with marketing must continue to forecast, to interpret the forecasts, to modify them according to interpretations, and then to take action in order to realize the full benefits created by change.



James J. Stack, media director in the Los Angeles office of McCann-Erickson Inc., went to Los Angeles two-and-one-half years ago from New York where he entered the advertising-agency business in 1954. He joined McCann-Erickson, Los Angeles, as associate media director in 1964 and was appointed media director in 1965. He is responsible for media evaluating, planning and buying for all Los Angeles accounts. Mr. Stack is a graduate of Fordham University and New York University.





Livelier and truer colors...

plus copies you can't  
tell from the original

and  
how!

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

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

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

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

**Total versatility:** Can be used for both high-band and low-band re-

coding. Recorders need no special adjustments or set-ups.

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

**Longer life:** Capable of three times the life of previous video tapes. No visible indication of head to tape contact. Almost impossible to wear out. Virtually unlimited shelf life.

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

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

color  
tape  
plus!



“Scotch” Brand  
Video Tape No.399

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



**CG viewers spent \$390,174,000\* on automobiles last year. Let CG "rev up" your sales in Indiana. Call Blair. They'll put you in the driver's seat.**

\*Sales Management, 1967 Survey of Buying Power.

The Communicana Group Includes:

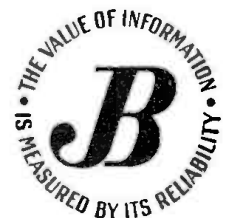


**WSJV-TV**  
SOUTH BEND-  
ELKHART **28** ABC

**WKJG-TV**  
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart  
The Elkhart Truth (Newspaper)

**JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP**







Livelier and truer colors...

plus copies you can't  
tell from the original

and  
how!

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

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

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

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

**Total versatility:** Can be used for both high-band and low-band re-

ording. Recorders need no special adjustments or set-ups.

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

**Longer life:** Capable of three times the life of previous video tapes. No visible indication of head to tape contact. Almost impossible to wear out. Virtually unlimited shelf life.

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

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

color  
tape  
plus!



“Scotch” Brand  
Video Tape No.399

Magnetic Products Division **3M**  
COMPANY  
THE TERM “SCOTCH” IS A REGISTERED TRADEMARK OF THE 3M COMPANY



**CG viewers spent \$390,174,000\* on automobiles last year. Let CG "rev up" your sales in Indiana. Call Blair. They'll put you in the driver's seat.**

\*Sales Management, 1967 Survey of Buying Power.

The Communicana Group Includes:

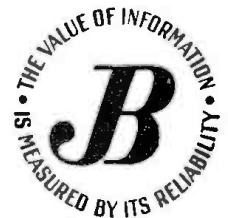


**WSJV-TV**  
SOUTH BEND-  
ELKHART **28** ABC

**WKJG-TV**  
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart  
The Elkhart Truth (Newspaper)

**JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP**





## Football price tag: \$105 million

That's what the game brings in from advertisers;  
on other side of the coin broadcasters pay leagues  
and colleges over \$48 million for TV-radio rights

(Copyright 1967, Broadcasting Publications Inc.)

The annual fall madness that begins in the summer and extends into late January will cost radio and television stations and networks \$48,810,215 this year in rights. The figure, compiled in BROADCASTING's annual survey, will be for football game rights to 25 professional teams and 124 colleges and universities.

The total is an increase of \$2,705,010 (5.8%) from the 1966 figure of \$46.1 million. It breaks down to \$45,519,000 from the radio and TV networks for college and pro games, an increase of 5.3% from 1966; \$1,270,000 in local radio rights to the 16 NFL teams; \$245,000 in preseason TV game rights for NFL; \$438,000 in local radio rights for the nine AFL teams; \$85,000 in preseason TV game rights

for AFL, and \$1,253,215 in local radio and delayed TV rights to 124 schools. These college games will be carried on 2,066 radio stations and 233 TV stations (see page 28).

To sell an airline ticket, an automobile, an insurance policy, a tank of gasoline, a six-pack of beer, a carton of cigarettes, a set of tires or the always handy dispenser of razor blades, sponsors at the national, regional and local level will ante up about \$105 million. This will buy them: spots within the games; spots at halftime; half-time newscasts; pregame shows; pre-pregame shows; postgame shows; post-postgame shows; midweek highlights; daily five-minute features; interviews with the coaches, players, trainers, equipment managers, band directors, cheerleaders

and mascots.

**Not All Profit** - At first glance it may look like the stations and networks will make \$56 million on the deal. But once the rights are paid, radio and TV operations still have to worry about talent, production and line costs, all of which take big hunks of that \$105 million.

The lineup of teams and bowl games on the TV networks hasn't changed significantly from 1966 and is not expected to show a material change until 1970 and then it'll again be every network for itself. NBC-TV is entering the third year of its five-year contract with the American Football League. CBS-TV is in the final year of its two-year pact with the National Football League, but it has an option for two

### What networks pay for radio-TV football rights

ABC Radio	College All-Star game	\$	(1)	Aug. 4	NFL Championship	2,000,000	Dec. 31
	Notre Dame football	50,000		Sept. 23	Cotton Bowl	225,000	Jan. 1
ABC Radio					NFL Playoff Bowl	500,000	Jan. 7
Total		\$ 50,000			NFL-AFL Super Bowl	2,500,000	Jan. 14
ABC-TV	Coaches All-America game	85,000		July 8	NFL Pro Bowl	700,000	Jan. 21
	College All-Star game	175,000		Aug. 4			
	NCAA college games	7,750,000		Sept. 16	CBS-TV		
	NCAA college				Total	\$28,050,000	
	championship games	50,000		Dec. 9	MBS		
	Liberty Bowl	100,000		Dec. 16	Liberty Bowl	\$ 3,000	Dec. 16
	Bluebonnet Bowl	150,000		Dec. 23	Bluebonnet Bowl	3,000	Dec. 23
	North-South Shrine game	75,000		Dec. 25	Sun Bowl	3,000	Dec. 30
	Gator Bowl	140,000		Dec. 30	MBS Total	\$ 9,000	
	Hula Bowl	50,000		Jan. 6	NBC Radio		
ABC-TV					Sugar Bowl	(4)	Jan. 1
Total		\$ 8,575,000			Rose Bowl	(4)	Jan. 1
					Orange Bowl	(4)	Jan. 1
CBS Radio	NFL Championship	(2)		Dec. 31	NBC-TV		
	Cotton Bowl	(2)		Jan. 1	American Football		
	NFL Playoff Bowl	(2)		Jan. 7	League	\$ 7,700,000	Sept. 3
	NFL-AFL Super Bowl	(2)		Jan. 14	AFL Championship game	1,200,000	Dec. 31
	NFL Pro Bowl	(2)		Jan. 21	East-West Shrine game	300,000	Dec. 30
					Sugar Bowl	300,000	Jan. 1
CBS-TV	NFL preseason games	(3)		Aug. 9	Rose Bowl	1,000,000	Jan. 1
	Natl. Football League	\$20,000,000		Sept. 7	Orange Bowl	300,000	Jan. 1
	NFL Coastal-				Senior Bowl	35,000	Jan. 6
	Central Divisions	(3)		Dec. 23	AFL All-Star game	(5)	Jan. 20
	NFL Century-						
	Capitol Divisions	(3)		Dec. 24	NBC-TV		
	Blue-Gray game	125,000		Dec. 30	Total	\$10,835,000	
					Networks		
					Total	\$45,519,000	

(1) ABC Radio rights included in ABC-TV contract.  
(2) CBS Radio rights included in CBS-TV package.  
(3) Rights included in NFL package.

(4) NBC Radio rights included in NBC-TV package.  
(5) All-Star game and AFL Championship game bought as package.

## FOOTBALL PRICE TAG: \$105 MILLION continued

more years. ABC-TV is in the last year of its two-year contract with the National Collegiate Athletic Association and it also has an option for two more years. It would be hard to find a better along New York's Avenue of the Americas, otherwise known as network boulevard, who would give odds on either ABC or CBS refusing to pick up their options.

Thus when the 1969 season has finally ended—sometime in early 1970—the AFL, NFL and NCAA contracts will be on the open market and the sponsors will moan, as they did when the last contracts were negotiated in

diums, some of them in the top markets, and more availability of color remote equipment. The color manufacturers have pretty well filled orders for studio gear, but there still appears to be a shortage of cameras in remote units.

This point became particularly noticeable when stations reported they would pick up only a few preseason games in color. In some cases they cited lack of field lighting, but generally they said there just wasn't enough color equipment available for the remotes.

CBS-TV this year gains a 16th NFL

past-history status when the AFL-NFL merger is effected in 1970.

For 1967 CBS is covering the entire NFL schedule with the exception of no night games. Plans call for telecasting 121 games, 15 more than last year. The network also expects to boost its colorcasts from 48% of games in 1966 to 80% this year.

Some 110 regular season games will be carried, including night contests on Oct. 30 and Nov. 23. During the exhibition season, CBS is showing five games.

Besides the Super Bowl, Playoff Bowl, NFL Championship, Pro Bowl and All-Star games, the CBS postseason lineup includes two new divisional playoffs: the Coastal-Central game of



1966, that the networks are offering the teams too much money and are pricing the games out of reach.

For all these continuing cries of clients, the networks haven't really found a sponsor shortage. What they have done is to cease selling the games in big blocks and like any prime-time show have opened the games to participations a plenty.

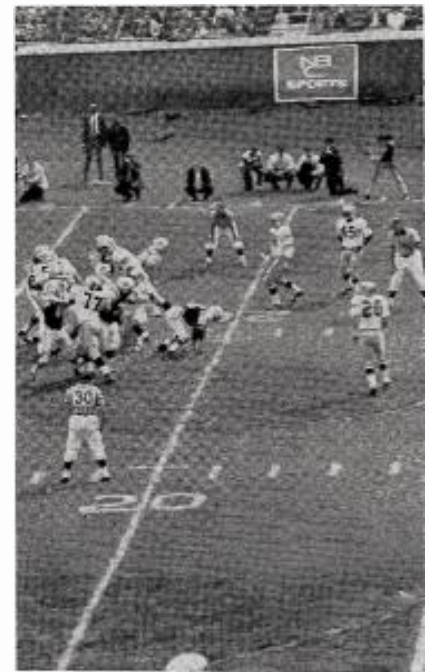
This same theory is being followed by some radio-TV stations that have acquired local rights to the pro teams. The big regional and national spenders that used to take up to one-half sponsorships now have more money committed to the network productions. So the stations have gone the participation route and are finding the games easier to sell.

**More Color** ■ Although more games will be seen in color this year, there won't be 100% color pickups until two technical problems are solved. Better lighting for night games in many sta-

team, the New Orleans Saints. And with the acquisition the network gets a bill: an extra \$1,250,000 in rights, raising its NFL total to about \$20 million per year.

Late last December CBS and NBC found themselves splitting the first AFL-NFL Super Bowl, with each network picking up a \$1 million tab. In January 1968 and in January 1970 CBS has sole rights to pro football's game of games and NBC gets it in January 1969. Each game will cost the respective network \$2.5 million.

Adding up its present outlays and taking CBS at its word that it has "every intention" of picking up the NFL options for 1968-69, the network will be paying \$5 million for two Super Bowls, \$6 million for three NFL championship games, \$2.1 million for three Pro Bowls, and \$1.5 million for three playoff bowls, the second-place teams in each conference. This last game is expected to be relegated to



the Western Conference, and the Century-Capitol game of the Eastern Conference. They'll be played Dec. 23-24, respectively.

Again this year, CBS plans to televise sans hometown blackouts. However, seven of its doubleheader dates will find only one game being fed to the area where a game is being played.

**Sales Good** ■ CBS reports over 90% sellout of its Plan A package of 21 games at \$75,000 per minute and over 50% sold in its Plan B of 16 games at \$48,000 per minute. Included in Plan B is Philip Morris, a NFL sponsor since 1954, which turned down a participation in the A plan and wasn't expected to switch to B plan (BROADCASTING, July 10).

CBS's pregame show has been extended to a half hour this year and has been sold as a 24-program package at \$27,500 per minute. The postgame show, still 15-minutes, has a \$35,000 per minute tag.



In other postseason activity, CBS is in the third year of a 10-year contract for the Blue-Gray game and is in the final year of a five-year Cotton Bowl pact.

NBC which sweetened its AFL pot by \$500,000 a year starting with the entry of the Miami Dolphins in 1966, has been given a year's advance notice that it will have to come up with even more money in 1968-69 when the new Cincinnati team starts league play.

This year NBC will telecast 58 games, the same number as last year, but will join CBS in showing double-headers. It has scheduled 11 double-headers, 10 on Sundays and one on Thanksgiving Day.

"Except for isolated cases", NBC

other three contests.

As usual Curt Gowdy and Paul Christman will be the primary AFL announcing team, this year with a new partner, Kyle Rote. The back-up teams will be Charlie Jones and George Ratterman, and Jim Simpson and Elmer Angsman.

ABC will again pay the NCAA schools \$7,750,000 in rights this year but the ante for the option years of 1968-69 will go up to \$8,250,000 per. These prices include \$50,000 yearly for championship games in the NCAA college division.

**One Change** ■ Looking back to Nov. 19, 1966 when a national tragedy was narrowly averted by ABC's moving the Notre Dame-Michigan State game to a

placed over the Bluebonnet Bowl, the Coaches' All-America game last month and last weekend's College All-Star game. About 75% of the North-South game and Gator Bowl has been sold.

Chris Schenkel, Bud Wilkinson and Bill Fleming will again be the primary announcers for the NCAA games.

Mutual last week announced it would pick up the Liberty, Bluebonnet and Sun Bowls, said it was working on its Pick of Dixie game series (CLOSED CIRCUIT, July 17), then turned around and said the Dixie series was out because arrangements were getting too complex. The Liberty and Bluebonnet Bowls will be on ABC-TV. The Sun Bowl, an NBC-TV property, has been dropped by that network this year.

The Dixie series, which was to draw from southern and southwestern college games on Friday and Saturday evenings, had been penciled in the MBS schedule in place of the Army football games, which MBS had carried for several seasons. Mutual said affiliates were still strong on the Army-Navy game but national interest wasn't high for the rest of Army's schedule.

**Army's Price** ■ Army is reportedly offering its schedule for \$50,000 this year and an announcement on its broadcast status is expected within two weeks.

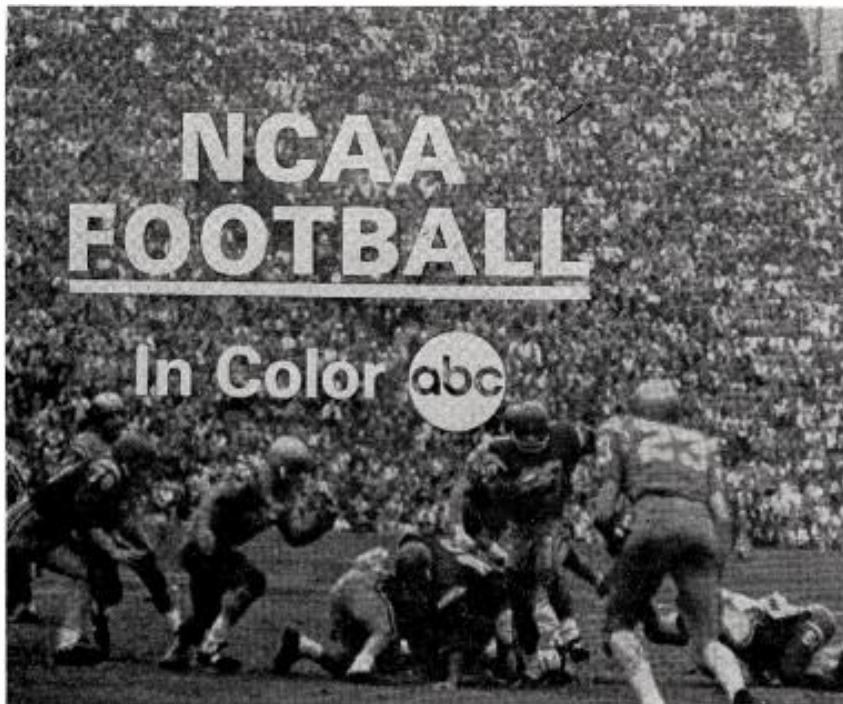
The Army-Navy game reportedly carries a \$25,000 tag this year and Mutual still has interest in the game. ABC Radio said it had bid on the game but has since pulled out. WHN New York said it had bid on the entire Army schedule including the Army-Navy game, but negotiations have fallen through.

All this football has to be sold to someone and so far 83 sponsors have gone to the dotted line for radio and TV network coverage, including pre- and postgame programming. Last year at this time there were 90 network sponsors and two years ago there were only 69.

One noticeable increase this year is the number of tri-TV network sponsors. As of Thursday (Aug. 3) there were eight, compared to only two at this time last year. This year's group includes United Air Lines and Allstate Insurance, both through Leo Burnett; American Tobacco through BBDO; Liggett & Myers through J. Walter Thompson; R. J. Reynolds through William Esty; Buick through McCann-Erickson; Gillette through Clyde Maxon, and Polaroid through Doyle Dane Bernbach. Another 13 sponsors have bought at least two of the TV networks.

The major category of network sponsors are: gasoline, beer and insurance with seven each; automobiles with six; airlines and cigarettes with five each, and tires with three.

In the local radio and local preseason



expects to have its entire AFL schedule in color.

Last year only 39 AFL games were colorcasts.

In addition to the AFL regular season games, NBC's lineup includes the AFL Championship and All-Star games and five postseason college games: the Sugar, Orange and Rose Bowls, East-West Shrine game and Senior Bowl. The Shrine game, an annual fixture on NBC; moves to ABC next year under a new contract.

NBC says its national package, including the two AFL postseason games, is about 80% sold out. Prices to sponsors are running from \$27,000 for one minute per game; \$26,000 for two minutes to \$25,000 for three minutes. Also nearly sold out is the 15-minute postgame *AFL Scoreboard* at \$15,000 per minute.

In the college arena, NBC says the Rose and Orange Bowls are sold out and that it has limited availabilities in the

national telecast, the network has already cleared that game for national coverage this year. Otherwise the college lineup will look basically the same with eight national and 24 regional contests.

That Notre Dame-Michigan State game last year was part of a regional doubleheader and ABC intends to go the same route in 1967. A doubleheader has been scheduled for Nov. 25. Four games will be involved, with two games going to various sections of the country. At least 15 games will be in color this year.

ABC plans to expand its Saturday *Wide World of Sports* program to take in the Bluebonnet Bowl on Dec. 25 and the Hula Bowl on Jan. 6, 1968. The latter game will be a live satellite feed from Hawaii.

ABC said about one-and-a-half minutes remain unsold in the NCAA schedule with sponsors paying \$48,000 per minute. Sold-out signs have been

**FOOTBALL PRICE TAG: \$105 MILLION continued**

TV sponsorships, Household Finance through Needham, Harper & Steers is by far the most active account. It will sponsor play-by-play of four teams and have sponsorship of the adjacent programming of four other teams. Also active in this category are Dodge Dealers through BBDO; Ford Dealers through JWT; Humble Oil through M-E; Falstaff through Dancer-Fitzgerald-Sample, and Chrysler-Plymouth through Young & Rubicam.

One growth area of sponsors seems to be among the airlines. American, Eastern, National and Trans World have joined United in national coverage. On the regional level, Braniff, Continental, Mohawk, Trans Texas, Alitalia and Olympic have made purchases.

One disheartening note to the 1967 football picture is found in the Continental League. Last November the then-Overmyer Network said it would pick up the Continental League games this year. The Overmyer Network then became the United Network, then United folded. Now Continental teams and teams from the other four or five minor leagues are signing local radio-TV contracts where they can.

**NATIONAL LEAGUE**

**Atlanta Falcons** ■ WQXI Atlanta expects a lineup of 80 radio stations in Georgia, Alabama, Tennessee, North and South Carolina and Florida to carry the five preseason and 14 regular-season games of the Falcons. The two pregame shows and the games are fed to the network for local sale. The games will be sponsored on WQXI by

Household Finance through Needham, Harper & Steers; P. Lorillard through Lennen & Newell; Sinclair Oil through



Geyer, Morey, Ballard; Ford Dealers through J. Walter Thompson, and Kentucky Fried Chicken through Chuck Shields Advertising. The two pregame shows, *Norb Hecker Show*

and an interview show conducted by Jack Hurst are still open. Mr. Hurst and Bud Erickson will announce the games on radio.

WAGA-TV Atlanta will carry all five preseason games, the one home game in Atlanta will be taped for showing the following day. The games and the two pregame shows during the regular NFL season are sold out as spot carriers. Ed Thilenius and John Sauer will do play-by-play and color for all TV games. Mr. Thilenius will also handle the *Falcon Faces* pregame show. The second pregame show will feature the Falcons' coach, Norb Hecker.

**Baltimore Colts** ■ WCBM Baltimore will feed the Colts' 19-game schedule, including five exhibitions, to a 35-station radio network in Maryland, West



Virginia, Pennsylvania, Virginia, North Carolina and Washington, D. C. National Brewing Co. through W. B. Doner will be one-fourth sponsor on

WCBM and be up to one-half sponsor on network stations. Other sponsors on WCBM, all participating, are: Baltimore Sunpapers through Van Sant, Dugdale; Dodge Dealers through BBDO; Humble Oil and Coca-Cola, both through McCann-Erickson; Commercial Credit Corp. through Doner; Green Spring Dairy through Emery, and Utz Potato Chips through Torrieri-Myers. Announcers will be Frank Messer and Bill O'Donnell. Mr. Messer will handle the pregame show, co-sponsored by Union Federal Savings & Loan through S. A. Levine, and Luskin's Discount Stores placed direct. The postgame show with Jimmy Orr will be sponsored by D&H Distributing through R & L Advertising. The *Monday Morning End Result* will be sponsored by Crown Petroleum through VSD.

WMAR-TV Baltimore will carry three preseason games. Two will be co-sponsored by Western Electric through Cunningham & Walsh and National Brewing. The third game has Western Electric with one-half, National Brewing with one-quarter and Union Trust Co. through H. W. Buddemeier with one-quarter. Jim Mutscheller and Mr. O'Donnell will handle the games. During the NFL season WMAR-TV will carry a half-hour pregame show *Football Preview*, with Jack Dawson and Mr. Mutscheller. It is co-sponsored by Coca-Cola and Norelco through Torrieri-Myers. On CBS-TV, Chuck Thompson will call the Colts' games with Mr. Mutscheller.

**Chicago Bears** ■ The Bears have no radio network but WGN Chicago will again air two preseason and 14 regular season contests of the team. For the 22d year the basic rights owner, Standard Oil division of American Oil Co. through D'Arcy Advertising, will be a co-sponsor with G.



Heileman Brewing Co. through McCann-Erickson. The warmup show will again be sponsored by Robert Hall clothes through Arkwright Advertising and the postgame scoreboard will again be sponsored by Household Finance Corp. through Needham, Harper & Steers. Jack Brickhouse will do play-by-play; Irv Kupcinet, color.

WBBM-TV Chicago will carry four preseason games including one in color. Quarter sponsorships (four minutes each) have been signed by Philip Morris through Leo Burnett, Ray-O-Vac through Howard Monk Advertising, Heileman through M-E and Shell Oil through Ogilvy & Mather. The two additional minutes available per game are being split between Continental Airlines through NH&S and Uptown Federal

**Radio and local TV revenues of major colleges**

Conference	Schools	Radio Stations	TV Stations	Total Revenues
AAWU	8	120	10	\$ 323,575
Atlantic Coast	8	237	14	60,100
Big 8	8	186	23	61,100
Big 10	10	210	23	198,050
Big Sky	5	19	3	2,250
Ivy League	8	39	5	22,800
Mid-America	7	38	5	6,750
Missouri Valley	5	12	1	16,500
Southeastern	10	401	49	210,200
Southern	9	71	9	17,090
Southwest	8	150	2	93,000
Western Athletic	6	53	4	25,800
Independents*	32	530	85	216,000
Total	124	2,066	233	\$1,253,215

\* Does not include Notre Dame revenues from ABC Radio.

# At 6:10 p.m. in Pittsburgh, Mrs. Paul Betz sneezed.



Did she miss your  
whole campaign?

An exaggeration? Maybe.

Maybe she just missed half your campaign. Or one-tenth. The point is, when you buy the high-priced spread, you're often spread pretty thinly yourself.

For the same money, doesn't it make more sense to deliver your advertising message, say, seven times on WIIC-TV rather than only four times elsewhere? And deliver a larger number of homes\*, to boot!

One case—of many—in point: For less than the cost of nine spots on station B's big-deal late movie, you can deliver your spot in The Tonight Show on WIIC-TV

sixteen times! And nobody, not even Mrs. Betz, sneezes that often.

**Frequency:** The ultimate test of advertising effectiveness is in the marketplace. To achieve impact, advertisers seek continuity and frequency. The problem increases as the ad budget decreases. And quickly the time buyer must seek the most efficient buy. He must consider demographics, CPM, concentration . . . optimum frequency. For some eye-opening facts about selling to Pittsburghers **efficiently**, contact WIIC-TV's Len Swanson or your Blair Television man.

\*November 1966 NSI TV audience estimates. 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



**FULL COLOR WIIC-TV 11**  
**FIRST IN EFFICIENCY IN PITTSBURGH**



Basic NBC Television Affiliate



**FOOTBALL PRICE TAG: \$105 MILLION continued**

Savings through Advertising Division Inc. The pregame *Eye on the NFL* will be tri-sponsored by Hormel through BBDO, Ray-O-Vac and Portable Electric Tool Co. through Craigle & Paulsen. Frank Sweeney and George Connor will handle the games. Lindsey Nelson and Mr. Connor will handle the Bears' games on CBS-TV.

**Cleveland Browns** ■ WERE Cleveland is in the final year of its three-year pact with the Browns and is key station feeding



a network of about 60 radio stations in Ohio, Kentucky, Indiana, West Virginia, Pennsylvania, New York and possibly Massachusetts. First of seven exhibition games

began Saturday (Aug. 5). Stroh Brewery through Zimmer, Keller & Calvert and Sun Oil through William Esty Co. each take one-fifth of the season game package on the network (including pre-season events). General Cigar through Young & Rubicam takes a one-fifth on WERE. Two-fifths are open. Alitalia Airlines through Charles Getz Advertising and Retail Clerks International Association through Jack Sharp Advertising have renewed the pregame *Sideline Interviews*, and Alitalia renews co-sponsorship of the postgame *Scoreboard* with the other half taken by Doraty Motors through Sharp. Gib Schanely will do play-by-play with Jim Graner on color.

WJW-TV Cleveland is carrying only one preseason game, apart from the regular network schedule. One-quarter sponsors are Mainline RCA through Vanguard Advertising, Rzepra Construction Co. through Jack Sharp Advertising and Associated Estates through Bob Craig Advertising. One-fourth is still open. Frank Gliieber and Warren Lahr will announce the network games.

**Dallas Cowboys** ■ KLIF Dallas is again originating the 19-game schedule, including five preseason, for a radio network of 61 stations, almost double last year's network. Schlitz Brewing through Leo Burnett and Lincoln-Mercury through Kenyon & Eckhardt will be sponsors on the network. Spon-



sors on KLIF are Schlitz; Household Finance through Burnett; W. O. Bankston Oldsmobile through Bloom Advertising, and Oak Farms Ice Cream through Cole Fischer Rogow. KLIF will carry 10-minute pre- and postgame

shows. The postgame show will be sponsored by Hustle through Grant Advertising. Bill Mercer will call the games.

WFAA-TV Dallas-Fort Worth will carry the Cowboys' five exhibition games, three of them live and the other two aired the day after the game. Three will be in color. Lone Star Brewing through Glenn Advertising will be one-half sponsor with the remainder sold participating. Frank Fallon, Dave Lane and Eddie LeBaron will announce the games.

KRLD-TV Dallas-Fort Worth will carry the *Tom Landry Show*, a half-hour program with the Cowboys' coach preceding the Sunday CBS-TV regular season games. Also planned is a 15-minute show with Don Meredith and a nightly five-minute show with Pete Gent. Jack Buck and Eddie LeBaron will call the Cowboys' network games.

**Detroit Lions** ■ WJR Detroit is feeding a radio network of some three dozen stations for five exhibition games



plus the regular season. WJR locally will be carrying Detroit Tigers baseball during the pre-season period plus the first three regular season grid games so in Detroit these Lions'

games will be aired again by w.w.j. Marathon Oil through Campbell-Ewald has renewed one-half of the package on the network and one-quarter each has been taken by Stroh Brewery through Zimmer, Keller & Calvert and Ford Motor through J. Walter Thompson. On WJR the pregame and postgame features will be sponsored by Household Finance through Needham, Harper & Steers. A pre-pregame show, *Lions' Den* is still open. Detroit Auto Dealers Insurance Exchange through Stockwell & Marcuse has renewed the post-postgame syndicated feature *Pigskin Playback*. Bob Reynolds will again do play-by-play and Ray Lane color.

WJBK-TV Detroit will air two preseason games. Sponsors are Marathon Oil through C-E, Ford through JWT and Altes Beer through W. B. Doner. Van Patrick again will do play-by-play and Sonny Grandelius will handle color for all TV games.

**Green Bay Packers** ■ WTMJ Milwaukee once again will originate a radio network of a half-dozen Wisconsin stations plus a bonus network of another 20 outlets for five exhibition games and the Packers' regular season. Thorp Finance renews on the network through Klau-Van Pietersom-Dunlap for one-half while Blatz Brewing through Kenyon & Eckhardt and Humble Oil

through McCann-Erickson each take one-quarter on the network. The pregame *Packers Preview* will be sponsored by Jay Foods through Lilienfeld and the postgame scoreboard will be sponsored by Fazio's restaurant, placed direct. Ted Moore will do play-by-play.



WBAY-TV Green Bay again is producing three exhibition game video tapes which are aired on a following-day basis on a regional network of five stations. Local sponsors on WBAY-TV will be Pabst Brewing through K&E, and Ford Dealers association. Savings & Loan Association and Curtis-Mathes, all placed direct. WBAY-TV also is again packaging the *Vince Lombardi Show* for a network of five outlets with one-half sold to Mobil Oil through Doyle Dane Bernbach. Mobil also may pick up the other half. Exhibition game play-by-play will be done by Al Samson with Tony Canadeo handling color. Regular season games will feature Ray Scott and Mr. Canadeo.

**Los Angeles Rams** ■ KMPC Los Angeles begins its 19th year of Rams' coverage by feeding a 20-game sched-



ule, including six exhibitions to a 19-station radio network in California, Nevada and Arizona. Because of early-season conflicts with broadcasts of the California Angels baseball games, three Rams' contests will be carried in Los Angeles on KABC. Some of the other stations in the regional network, which have similar baseball conflicts, will tape the football games for delayed airing. The games will be equally sponsored by Chevron Dealers through BBDO; Household Finance through Needham, Harper & Steers; Jos. Schlitz Brewing through Leo Burnett, and State Farm Insurance through NH&S. The 15-minute pregame *Rams Warmup* is sponsored on KMPC by Kentucky Fried Chicken through Davis, Johnson, Mogul & Colombatto. The postgame *Rams Report* is sponsored on KMPC by Western Airlines through BBDO. The pregame and postgame shows are fed to the network for local sale. Dick Enberg and Dave Niehaus will handle play-by-play and color.

KNXT(TV) Los Angeles will carry the six preseason games, all on a delayed basis. Three of the games will be carried Sundays at 11 a.m. and three will be in prime time during the week. Five of the games will be in color. One-quarter sponsors for the games will

# These sponsors pay the bills for radio-TV network football

A. C. Spark Plugs (Burnett)	ABC	NCAA	Norelco (LaRoche)	CBS	NFL
Alcoa Aluminum (KM&G)	CBS	NFL	Northwestern Bank (C-M)	CBS	NFL (regional)
Allied Van Lines (Y&R)	ABC	College All-Star	Noxzema (Esty)	ABC	Bluebonnet Bowl, Hula Bowl
Allstate Insurance (Burnett)	ABC	Bluebonnet Bowl, Hula Bowl	Pabst Brewing (K&E)	ABC	Hula Bowl, College All-Star, Coaches All-America
American Airlines (DDB)	CBS	NFL			
American Home (M-E)	NBC	AFL			
	CBS	NFL, Cotton Bowl			
American Oil (D'Arcy)	ABC	Coaches All-American	Philip Morris (Burnett)	CBS	NFL
American Tobacco (BBDO)	ABC	NFL (regional)	Phillips Petroleum (JWT)	NBC	AFL
	ABC	College All-Star	Plymouth (Y&R)	ABC Radio	Notre Dame half-time news
	CBS	NFL pregame-post-game	Polaroid (DDB)	ABC	Coaches All-America
	NBC	AFL			
A. P. Cleaning Center Sales (Northwick Stolley)	ABC Radio	Rose Bowl			
Black & Decker (Van Sant, Dugdale)	ABC	College All-Star	Pontiac Motors (MJ&A)	ABC	NFL
	CBS	NFL			
	NBC	AFL, AFL Scoreboard	Prudential Insurance (Reach, McClinton)	CBS	NFL
Bristol-Myers (Y&R)	ABC	Bluebonnet Bowl, Hula Bowl	RCA (JWT)	NBC	AFL
	ABC	North-South	Revlon (Leber Katz Paccione)	NBC	AFL
Buick (M-E)	ABC	North-South	R. J. Reynolds (Esty)	ABC	NCAA, North-South, Bluebonnet Bowl, Gator Bowl, Coaches All-America
	CBS	Cotton Bowl, Blue-Gray			
	NBC	Sugar Bowl, East-West	Rockwell Power Tool (Marsteller)	ABC	NCAA pre- and post-game
Carling Brewing (LF&S)	CBS	NFL (regional)	Savings & Loan Foundation (M-E)	CBS	NFL
Carter Products (SSC&B)	CBS	NFL pregame		NBC	Sugar Bowl, Orange Bowl, East-West
	NBC	Orange Bowl, Sugar Bowl			
Chevrolet (C-E)	ABC	NCAA	Shell Oil (O&M)	ABC	NCAA pre- and post-game
Chrysler Corp. (Y&R)	NBC	AFL, Rose Bowl	Schmidt's & Sons (Bates)	CBS	NFL
Coca-Cola (M-E)	ABC	NCAA	Simoniz (JWT)	NBC	Orange Bowl
	NBC	Orange Bowl		CBS	NFL (regional)
Consolidated Cigar (L&N)	CBS	NFL, NFL postgame	Sperry Rand (Y&R)	ABC	North-South, Bluebonnet Bowl, Hula Bowl, College All-Star, Coaches All-America
Continental Insurance (DDB)	CBS	NFL, Cotton Bowl, Blue-Gray	Squibb Products (L&N)	CBS	NFL
	ABC	NCAA pre- and post-games	Standard Oil of Calif. (BBDO)	CBS	NFL (regional)
Delco (C-E)	ABC	Cotton Bowl, Blue-Gray	Stanley Tools (BBDO)	NBC	AFL
	CBS	Coaches All-America	State Farm Insurance (NH&S)	ABC	North-South, Gator Bowl
DuPont (Ayer)	ABC	Rose Bowl	Stewart-Warner (Ludgin)	ABC Radio	Notre Dame
Eastern Air Lines (Y&R)	NBC	Coaches All-America	STP Division Studebaker (Stern, Walters & Simmons)	CBS	NFL
Eastman Kodak (JWT)	ABC	NFL (regional)	Sun Oil (Esty)	ABC	College All-Star, College All Star
Falstaff Brewing (D-F-S)	CBS	NCAA pre- and post-games	Sunray DX (Gardner)	ABC	NCAA (regional)
Firestone (C-E)	ABC	NFL, NFL pre- and postgame	TWA (FC&B)	CBS	NFL (regional)
	CBS	Bluebonnet Bowl, Hula Bowl	United Air Lines (Burnett)	ABC	AFL
	ABC	NFL, NFL pre- and postgame			
General Electric (Grey)	CBS	NFL	United California Bank (Wasey)	ABC	NCAA
Gillette (DDB)	ABC	College All-Star	United Motors Service (C-E)	ABC	North-South, Gator Bowl, Bluebonnet Bowl, NCAA pre- and post-game
	CBS	Rose Bowl			
B. F. Goodrich (BBDO)	ABC Radio	Notre Dame	V-M Corp. (Rink Wells)	ABC Radio	East-West
Goodyear (Y&R)	ABC	NCAA, Coaches All-America	Wembley Ties (Henderson-Saussy)	CBS	Notre Dame pregame
	CBS	NFL	J. B. Williams (Parkson)	ABC	NFL pregame
Haggar Slacks (Tracy-Locke)	ABC	NFL (regional)	Wolverine Worldwide (MJ&A)	ABC Radio	College All-Star
Hamm Brewing (C-M)	CBS	East-West, Senior Bowl	WTS-Pharmacraft (DDB and Rumrill-Hoyt)	ABC	College All-Star, Coaches All-America
Hartford Insurance (LaRoche)	NBC	NCAA	Zale Corp. (Bloom)	CBS	NFL
Homelite (Sutherland-Abbott)	NBC	NFL (regional)			
Insurance Co. of North America (Ayer)	ABC	College All-Star			
Jackson Brewing (RQ&W)	CBS	Bluebonnet Bowl, Hula Bowl			
John Hancock Mutual (M-E)	ABC	NFL, NFL post-game			
	CBS	AFL Scoreboard			
H. D. Lee (Grey)	CBS	NFL			
Levi Strauss (HC&H)	ABC	Coaches All-America			
Liggett & Myers (UWT)	ABC	Bluebonnet Bowl, Hula Bowl			
	CBS	NFL			
	NBC	AFL			
P. Lorillard (Grey)	CBS	NFL, Cotton Bowl			
Marathon Oil (C-E)	CBS	NFL (regional)			
McCulloch (M-E)	ABC	NCAA pre- and post-game			
National Airlines (PK&L)	NBC	Sugar Bowl			
National Brewing (Doner)	CBS	NFL (regional)			

**FOOTBALL PRICE TAG: \$105 MILLION continued**

be Sears, Roebuck through Star Advertising; Volkswagen Dealers through Doyle Dane Bernbach; Shell Oil through Ogilvy & Mather, and Theo. Hamm Brewing through Campbell-Mithun. The pregame show is still open. Gil Stratton will call the games and Don Paul will handle color for all TV games.

**Minnesota Vikings** ■ Wcco Minneapolis is originating a regional radio network of about 35 stations for five exhibition games plus regular season. North Star Features is the packager and the games are sold locally in each market. On wcco the games have been renewed for one-half each by Midwest Federal Savings and Loan through M. R. Bolin and Ford Dealers through J. Walter Thompson. The pregame show has been renewed by Minnesota Coca-Cola Bottling Co., placed direct, and the postgame scoreboard has been renewed by Quarterback Sports Federation (drive-in chain), also direct. Ray Christiansen and Paul Giel will announce.

Wcco-TV Minneapolis will telecast four exhibition games. Twin City Federal through Colle-McVoy, Blue Cross through Harold C. Walker Advertising, McDonald's Corp. (drive-in) through Jaffe-Naughton-Rich and North American Van Lines through Art Gruber Associates each take one-quarter. Hal Scott will do play-by-play and Pete Elliott will do color for both the exhibition and regular season network games.

**New Orleans Saints** ■ WWL will originate six exhibitions and the 14-game regular season schedule to a radio network of 22 stations in Louisiana, Mississippi, Arkansas and Alabama. Falstaff Brewing through Dancer-Fitzgerald-Sample and Humble Oil through McCann-Erickson will co-sponsor all the games on the network, except for isolated cases in which the stations will sell the games themselves. There will also be 15-minute pregame and postgame shows packaged to the network. Al Wester and Maury Magill will call the games.

WWL-TV New Orleans will carry five exhibitions, all on tape the day after the game. Two of them will be in color. Falstaff, Allstate Insurance through Leo

Burnett, Home Finance through Fitzgerald, and Briarwood Homes through Ted Liuzza & Associates will be one-fourth sponsors. Don Criqui and Norm Van Brocklin will announce all the TV games. During the regular season, Paul Hornung will do 15-minute shows on Saturday and preceding the Sunday CBS-TV game, as well as a five-minute daily feature. Tom Fears, Saints' coach will also have a half-hour Saturday show. Maison Blanche through Fitzgerald is half sponsor of the coach's program.

**New York Giants** ■ WNEW New York and the Ivy Broadcasting Co. will again cover the 19-game regular and preseason schedules with separate feeds, in the final year of a two-year contract. Ivy will feed the games to more than 90 radio stations on the East Coast from Maine to Virginia. Mohawk Airlines through Anderson, Hutchins & Seeds will be a sponsor on most of the network. Pre-and postgame shows will also be fed to the network. Woody Erdman, Dick Lynch and Don Smith will announce the games and adjacent shows.

On WNEW the games are sold to P. Ballantine through Sullivan, Stauffer, Colwell & Bayles; Howard Clothes through Mogul, Baker, Byrne & Weiss; Liggett & Myers through J. Walter Thompson, and Manufacturers Hanover Trust Co. through Young & Rubicam. Pre-and postgame shows will be sponsored by American Airlines through Doyle Dane Bernbach; Bristol-Myers through Y&R; Sinclair Oil through Geyer, Morey, Ballard; Standard Brands through Ted Bates, and Volvo through Scali, McCabe & Sloves. Marty Glickman, Al DeRogatis and Chip Cipolla will handle the pregame show with Messrs. Glickman and DeRogatis calling the games. Mr. DeRogatis will do the postgame *Locker Room Report*.

WCBS-TV New York will carry three preseason contests and WPIX(TV) New York will carry one exhibition game on Sept. 3. Sponsors are not set for the WPIX game. Sponsors on WCBS-TV will be Olympic Airways through Lampert Advertising; Philip Morris through Leo Burnett; Piels Brewing through Papert, Koenig, Lois, and First National City Bank through J. Walter Thompson. Jack Whittaker and Frank Gifford will call those games and the Giants' regular network schedule.

**Philadelphia Eagles** ■ WCAU Philadelphia will broadcast six preseason and

the 14 regular-season games to a 17-station radio network in Pennsylvania, Delaware and New Jersey. Buying one-quarter sponsorship is P. Ballantine, through Sullivan, Stauffer, Colwell & Bayles, Sun Oil, through



William Esty; Chrysler-Plymouth Dealers, through Young & Rubicam; one eighth sponsorship has been purchased by Hanover Shoes through W. B. Doner, and one-eighth remains unsold. Jack McKinney will handle the pregame *Around the NFL* pregame show and the postgame show. Andy Musser and Charlie Gauer will do play-by-play and color during the games. Other related shows include a 10-minute *Football Preview* sponsored by Household Finance, through Needham, Harper Steers and a 10-minute *Pro Football Roundup*, sponsored by Underwriters Brokerage Service.

WCAU-TV Philadelphia will broadcast four of the Eagles preseason games, one of them live. One-quarter sponsorship goes to P. Ballantine through Sullivan, Stauffer, Colwell & Bayles. The rest is sold locally. Tom Brookshier and Stu Nathan will do the games.

WKBS-TV Burlington, N. J.-Philadelphia is carrying one exhibition game. One-quarter sponsors already signed are C. Schmidt & Sons through Ted Bates, Chevron Oil Co. through BBDO, and Pennsylvania Bell through Gray & Rogers.

**Pittsburgh Steelers** ■ KDKA Pittsburgh will originate the five exhibition and 14 regular-season games to a 29 station media network. Sun Oil through William Esty, Duquesne Brewing through Lando and Mellon Bank through Fuller & Smith & Ross each have one-fourth on KDKA and the network.



Foodland Markets through Lando also had one-eighth on KDKA. The remainder of the time is sold locally. Pre-and postgame shows are also to be fed to the network. Tom Bender and Jack Fleming will handle the games and adjacent programing.

KDKA-TV Pittsburgh will carry the five exhibition games, all of them on a one-day tape delay. Joe Tucker and Bill Burns will announce the Steelers' TV games.

**St. Louis Cardinals** ■ KMOX St. Louis once again is originating games for a regional radio network of more than 50 stations in Missouri, Illinois, Kentucky, Indiana, Tennessee and Nebraska with



# Kodol polyester

...an Eastman Kodak fiber for fashion

presents Warner Bros.-Seven Arts'

## THE PROFESSIONALS

13 half-hour color TV sports specials



**GOLF**  
Doug Sanders and  
Sandra Haynie

**RODEO**  
Larry Mahan  
Shawn Davis

**BASEBALL**  
Frank and Brooks Robinson,  
Baltimore Orioles

**HOCKEY**  
Bobbie Orr and the  
Boston Bruins

**TENNIS**  
Pancho Gonzalez

**FOOTBALL**  
Lance Alworth,  
San Diego Chargers

**BASKETBALL**  
Wilt Chamberlain, Philadelphia 76'ers  
and Jerry West, Los Angeles Lakers

**SURFING**  
Fred Hemmings and  
Paul Strauch

**BASEBALL**  
Lou Johnson and Jim Lefebvre,  
Los Angeles Dodgers

**HORSE  
RACING**  
Eddie Neloy  
(trainer of Buckpasser)

**SKIING**  
Anderl Molterer

**FOOTBALL**  
Fran Tarkenton vs. the Fearsome Foursome  
of the Los Angeles Rams (Roosevelt Grier,  
David Jones, Lamar Lundy and Merlin Olsen)

**AUTO RACING**  
Dan Gurney, Winner of Le Mans  
and Belgium Grand Prix

23 super stars of the professional sports world, brilliantly filmed in color in the heat of action. Now, for the first time, they are seen also in exclusive personal close-ups.

"The Professionals" will premiere in February 1968  
and be scheduled again beginning August 1968 in:

- Atlanta
- Boston
- Baltimore
- Buffalo
- Charlotte
- Chicago
- Cincinnati
- Cleveland/Akron
- Columbus, O.
- Dallas/Ft. Worth
- Denver
- Detroit
- Greensboro
- Greenville/Asheville/  
Spartanburg, S.C.
- Hartford/New Haven/New  
Britain/Springfield, Mass.
- Houston/Galveston
- Indianapolis/Bloomington
- Kansas City
- Kingsport/Johnson  
City, Tenn./Bristol, Va.
- Los Angeles
- Louisville
- Milwaukee
- Miami
- Minneapolis/  
St. Paul
- New Orleans
- New York
- Philadelphia
- Pittsburgh
- Portland, Ore.
- Rochester, N.Y.
- St. Louis
- San Diego/  
Tijuana, Mex.
- San Francisco/  
Oakland
- Seattle/Tacoma
- Washington, D.C.

For details about the 35 Markets sponsored by Eastman Kodak, please contact:  
R. Widholm-Needham, Harper & Steers, Inc. N.Y. • (212) 986-6500 • TWX 126-249

"The Professionals"  
has also been sold to:

WAST Albany, N.Y.	KORK-TV Las Vegas, Nev.
KOAT-TV Albuquerque, N.M.	WLEX-TV Lexington, Ky.
KVII-TV Amarillo, Texas	KVKM-TV Monahans, Tex.
WJBF Augusta, Ga.	WCOV-TV Montgomery, Ala.
WHIO-TV Dayton, Ohio	KOCO-TV Oklahoma City, Okla.
KELP-TV El Paso, Texas	WEEK-TV Peoria, Ill.
WTVW-TV Evansville, Ind.	WJAR-TV Providence, R.I.
WNEM-TV Flint/Saginaw/ Bay City, Mich.	WREX-TV Rockford, Ill.
WANE-TV Ft. Wayne, Ind.	KNTV San Jose, Calif.
KREX-TV Grand Junction, Colo.	WNYS-TV Syracuse, N.Y.
WZZM-TV Grand Rapids, Mich.	WIBW-TV Topeka, Kansas
WLUK-TV Green Bay, Wisc.	KTUL-TV Tulsa, Okla.
KATC Lafayette, La.	WKTU-TV Utica, N.Y.

**Warner Bros.-Seven Arts, Inc.**

NEW YORK: 200 Park Avenue • YUkon 6-1717  
LOS ANGELES: 9720 Wilshire Blvd. • CRestview 3-3600  
ATLANTA: 525 Dogwood Valley Drive • N.E. • 404-252-4969  
CINCINNATI: 5388 Winton Rd., Fairfield, Ohio • 892-7211  
TORONTO: 11 Adelaide Street West • EMpire 4-7193

Seven Arts Productions International Limited  
Roberts Bldg., East St., Nassau, Bahamas • Cable: SEVINT

## FOOTBALL PRICE TAG: \$105 MILLION continued

Falstaff Brewing through Dancer-Fitzgerald-Sample taking one-half as prime sponsor. The schedule includes five exhibitions plus regular season. Locally on KMOX, General Finance Corp. through Post Keyes, Gardner is taking one-quarter and Mercantile Trust Co. through D'Arcy Advertising is taking one-eighth with one-eighth still open. KMOX has three pregame shows this year. *Cardinal Highlights* has been taken by United Savings and Loan through Advertising Associates of St. Louis; the *Jack Buck Show* will be sponsored by Hamilton Jewelry, placed direct, and the immediate pregame feature is still open. Postgame *Star of the Game* has been taken by Alitalia Airlines through Charles Goetz Advertising. Jay Randolph will do play-by-play with Ray Geracy handling color. Because of conflicts with the St. Louis (baseball Cardinals, KMOX will be carrying the exhibition games and at least the first three regular schedule contests on tape. Live broadcasts for those games will be on KSD St. Louis from the KMOX network feed. When KMOX picks up the live football broadcasts, its feed will continue to be heard through the season on KSD. The pregame show on KSD will be handled by Sonny Randle and the postgame show will be an AFL-NFL scoreboard.



KMOX-TV St. Louis will carry four exhibition games, all on video tape. Falstaff will sponsor one-half and the remainder is participating. The pregame feature is still open. Jack Drees will handle play-by-play with Mal Hammack doing color for all TV games.

San Francisco 49ers ■ KsFO San Francisco can boast the most far flung radio network in pro football with its feed of the five exhibition and 14 regular league games of the 49ers. In addition to the basic 13-station network in California and Nevada, the feed will also go to nine markets in Alaska, to one station in Honolulu and to the station in Agana, Guam. The Alaskan, Hawaiian and Guamanian stations will sell the games locally. Sponsors for the regional coverage, each with one-fourth, are: Chrysler-Plymouth Dealers through Young & Rubicam; United Vintners through Honig-Cooper & Harrington; Household Finance



through Needham, Harper & Steers, and Standard Oil of California through BBDO. The 15-minute pregame show will be sponsored by New Century Beverages through Post, Keyes, Gardner and the 15-minute postgame show has been taken by Packard-Bell through Grove, Cappel, Pera & Rocky. Lon Simmons will do play-by-play and the postgame show, with Hugh McElhenny handling game color and Russ Hodges on the postgame show.

KTVU(TV) Oakland-San Francisco will carry two exhibition games, one in color. One-fourth sponsors are: Household Finance, Standard Oil of California, and General Brewing through BBDO. One-fourth is still open. KPX(TV) San Francisco will carry only the CBS-TV NFL schedule. Bob Fouts and Gordon Soltau will call the games on TV.

Washington Redskins ■ WMAL Washington will originate the five exhibitions plus the regular season schedule for 25 stations in the Middle Atlantic states. The games are sold locally. Sponsors on WMAL are Dodge Dealers through BBDO and Washington Gas Light Co., through Kal, Ehrlich & Merrick, each with one-fourth. The rest is open. The pregame show with Bobby Mitchell is still open. The *Locker Room Report* with Sam Huff after the game will be sponsored by Thompson Honor Dairy through Earle Palmer Brown. Steve Gilmartin and Mal Campbell will handle play-by-play and color.



WTOP-TV Washington will carry three preseason games, one of them in color. Pabst Brewing through Kenyon & Eckhardt has taken one-quarter of the games, with the remainder available. Jimmy Gibbons and Bill McColgan will call the games. During the network schedule, Mr. Gibbons will team up with Pat Summerall on the broadcasts.

Oakland Raiders ■ KNEW Oakland, in the second year of a three-year contract will feed the entire Raiders schedule to a 13-station radio network in California and Nevada. Union Oil Co. through Smock/Waddell; Grodins of California through The Wyman Co., and Central Valley Bank through Meltzer, Aron & Lemen will



sponsor the games. Volvo through Scali, McCabe & Sloves, and Lincoln-Mercury Dealers through Kenyon & Eckhardt will sponsor the pre- and postgame shows.

KTVU(TV) Oakland-San Francisco will carry four preseason games, two live and two taped. The taped games will be in color. At least three of the games will be fed to KTTV(TV) Los Angeles, which in turn may share its pickups with KFMB-TV San Diego. Sponsors and announcers for KTVU are not set. Sponsors on KTTV will be Kellogg Co. through Leo Burnett; Phillips Petroleum and Ford Dealers, both through J. Walter Thompson, and Harris & Frank Clothiers through Robert Svennson. Tom Kelly will do play-by-play for KTTV. The AFL network schedule will be carried by KRON-TV San Francisco.

San Diego Chargers ■ KFMB San Diego, in the third year of a four-year contract, will carry five preseason and 14 regular season contests and feed them to a 16-station regional network in California, Arizona and Nevada, a considerably larger network than in previous years. Lyle Bond will do the play-by-play and Bob Blum will do color. Co-sponsors are Union Oil Co. of California through Smock/Waddell, and Home Federal Savings & Loan Association through Lane & Huff/Advertising. Pre- and postgame shows, 15-minutes each, will be sponsored by Dodge Dealers through Cole Fisher Rogow.



KFMB-TV San Diego will carry one exhibition game. KOGO-TV San Diego will carry only the AFL schedule from NBC-TV.

Boston Patriots ■ WBZ Boston, in its second year of a three-year contract, will originate four preseason and the 14 league games for a three-station radio network. Bob Starr and Gil Santos will again call the games. Sponsors are Citgo through Lennen & Newell, Liberty Mutual Insurance through BBDO, Volvo through Scali, McCable & Sloves and Dodge Dealers through BBDO. A pregame show with Mr. Starr and Mike Holovak, and a postgame wrap-up with Messrs. Starr and Santos are planned.



WBZ-TV Boston will carry the NBC-TV AFL feeds.

Buffalo Bills ■ WBEN Buffalo will originate the preseason and regular

BROADCASTING, August 7, 1967





**Be the center of attention—with a new car from Chrysler Corporation.**

See the new Plymouth, Dodge, Chrysler and Imperial at your dealer's.  
And watch for the time and date as Chrysler presents a Bob Hope Comedy Special.  
Also see AFL football in action every week. All on NBC TV, in color.





## FOOTBALL PRICE TAG: \$105 MILLION continued

league games for a 10-station statewide network to be fed by WBEN-FM. Marine Trust Co. of New York through BBDO takes one-half on WBEN and various segments on the network. C.

Schmidt & Sons through Ted Bates also has one-fourth on WBEN. The rest is sold participating. Van Miller will call the games and do the pre- and postgame shows. The pregame *Kickoff* is sponsored by Milk for Health, placed direct and Sotre Fixture Sales through Weil, Levy & King. The postgame scoreboard is sold to Kenmore Motors through Lloyd Mansfield and Bell Tire & Battery, placed direct.

WKBW-TV Buffalo will carry three preseason games sponsored by Genesee Brewing through William Esty, Liberty National Bank through Barber & Drulard, Blue Cross and Blue Shield through Comstock Advertising, Magnavox Dealers through Joseph Tartaro and Al Maroone Ford through Moss-Chase. Rick Azar will call the games. WGR-TV Buffalo will take the NBC-TV regular season feeds.

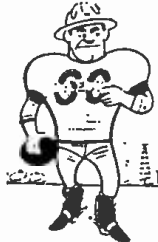
**Denver Broncos** ■ KTLN Denver, in the second year of a four-year contract will carry the five preseason and 14 regular season Bronco games. In all, the broadcasts will be heard on a 32-station Intermountain Network in Colorado, Wyoming and Nebraska. Humble Oil through McCann-Erickson and Jos. Schlitz Brewing



through Leo Burnett each bought one-fourth participations on the full network. The remaining time is sold locally in each market, with Public Service Co. of Colorado and Tynan Town Chrysler-Plymouth, both placed direct, picking up the time on KTLN. Bob Martin will call the games and Dick Carlson will do color. A 15-minute *Ask the Coach* show will be sponsored by First National Bank of Denver out of Sam Lusky & Associates. The 10-minute pregame show will be sponsored by Lefty Martin Appliance, placed direct. Harker B. Spensley Inc. Advertising, on behalf of Keefe Rambler, is picking up the 10-minute postgame program.

KOA-TV Denver will take the AFL schedule from NBC-TV. Ray-O-Vac Batteries through Howard H. Monk & Associates, will sponsor a show preceding each telecast.

**Houston Oilers** ■ The team is doing its own packaging this year and KILT Houston will feed the games, including exhibitions, to a 16-station radio network in Oklahoma, Texas, New Mexico and Louisiana. Network sponsors are Lone Star Brewing through Glenn Advertising, South-



western Bell through Gardner Advertising, Schick Safety Razor through Compton Advertising and Dodge Dealers through BBDO. Phillips Petroleum through J. Walter Thompson has the pre- and postgame shows on the network. Bill Ennis will do play-by-play and Al Jamieson will handle color.

KPRC-TV Houston will carry one preseason game and feed it to a nine-

station TV network in Texas and Oklahoma. Lone Star Brewing is the principal sponsor on the network with the remainder sold locally. Other sponsors on KPRC-TV are Trans Texas Airways through Glenn; Aamco Transmissions through Evans Advertising, and Kirby Lumber Co. through Boone & Cummins. Charlie Jones will call the games with Dick Maegle on color. KPRC-TV will also carry the network schedule of AFL games. It will have a half-hour pregame show with Wally Lemm, Oilers' coach.

**Kansas City Chiefs** ■ KCMO Kansas City will originate for a radio network of some 45 stations in Kansas, Missouri and Oklahoma this year for five exhibition games plus the regular season. Interstate Securities through Ballantine Radford Advertising and Schlitz wholesalers through Mace Ad-



vertising are each taking one-quarter sponsorship of the network. On KCMO Fairmont Country Club Dairy through Bauer Tripp Foley is taking one-fourth. One-eighth parts also have been sold locally to Fleming Co. through Verne Siddal and Sanitone Cleaners, direct. KCMO's pregame *Pow Wow* has been sold to City National Bank through Biddle Agency while the postgame scoreboard has been sold to Aamco Transmissions through Sher & Jones. A post-postgame *Lockerroom* show aired only after local games will be sponsored by Swift Dodge through Arthur Katz Advertising. Tom Hedrick will do play-by-play and Bill Grigsby will do color.

KMBC-TV Kansas City will originate four exhibition games for a special regional network of eight stations in Missouri, Kansas and Nebraska. They will be sponsored locally in each market. On KMBC-TV the co-sponsors will be Wilson & Co. through Campbell-Mithun, Falstaff Brewing through Dancer-Fitzgerald-Sample, Plymouth dealers through Young & Rubicam and RCA Victor Distributing Corp. through Associated Advertising Agency. WDAF-TV Kansas City is carrying the NBC-TV coverage of the regular season games and will have a package of pregame and postgame shows. Quarter-sponsorships have been sold to Contractors Supply Co. through Barrett & Yehle, Shakey's Pizza Parlors through Arthur Katz and Household Finance through Needham, Harper & Steers.

**Miami Dolphins** ■ WIOD Miami will originate all the Dolphins' games to an eight-station Florida network for the rights' holder, Miami Dolphin Football Network Inc. Royal Castle System will be half sponsor for the broadcasts with

### CBS cleared of rigging soccer time-outs

CBS said it didn't do it. The FCC said that it accepted CBS's word. As far as those two were concerned the case was closed on the allegations that CBS had told a referee to call false fouls so the network could get in commercials during a televised match (BROADCASTING, May 22).

The commission in May had asked CBS to comment on the reports that referee Peter Rhodes of the National Professional Soccer League said he had called false fouls on instructions from CBS-TV officials.

CBS said it had "not participated,

directly or indirectly, in calling false fouls, in telling players to lie down or feign protest or injury or to propel the ball out of bounds, or in telling the referee to call time-outs for pretended injuries, and that CBS has not participated in any plan to mislead the viewing public. . . ."

Last week the FCC wrote that it accepted CBS's assurances "as consistent with the responsibility of licensees not to mislead the public as to the reason why play is interrupted to permit the insertion of announcements."

the remainder sold locally on a spot basis. Bob Gallagher and Henry Barrow will call the games. Weekly football specials on WIOD include the *George Wilson Show* co-sponsored by Velda Dairies through D'Arcy Advertising,



and Miami Lincoln-Mercury; *Dial the Dolphins* with Velda Dairies taking half and half open; *George Wilson Warm-Up* sponsored by Miami Skyways Motel and the pregame show sponsored by Sheehan Buick. On a daily basis, WIOD will again carry *Football for Women Only* with Mrs. George Wilson, wife of the Dolphins' coach, giving tips on understanding the game to the ladies. This three-a-day series has been sold to Velda Dairies.

WCKT(TV) Miami will carry one exhibition game live and in color. Feed to a statewide network is pending. The station also expects to carry a half-hour show preceding all the regular season AFL games. Joe Croghan and Morris McLemore will handle the program. WTVJ(TV) Miami has scheduled one exhibition game. Bob Gallagher will call the game.

**New York Jets** ■ WABC New York will carry the Jets' preseason and regular schedule, going into its fourth year of a five-year contract without a radio network. Liberty Mutual Insurance and Chevron Oil, both through BBDO, Rheingold Beer through Grey



Advertising, and Buick Dealers through Fletcher Richards will sponsor the games. Merle Harmon will call the play-by-play and Dick Young will do color. The pregame show with Howard Cosell and the postgame show with Mr. Young are again being sponsored by Worsted-Tex, through Altman, Stoller, Chalk.

WOR-TV New York will cover all five preseason games, two taped and three live. Sponsors are Chrysler through Young & Rubicam; Braniff International through Wells, Rich, Greene; Bankers Trust Co. through Doyle Dane Bernbach, and C. Schmidt's Brewing through Ted Bates. All but Chrysler will sponsor a pregame show. On play-by-play will be Lou Boda; on color George Ratterman. WNBC-TV New York will run the network schedule of league games.

tributed in 64 markets. The package has also been sold to Eastman Chemical Products, through Needham, Harper & Steers, for two 13-week flights next year. Eastman has lined up 35 markets for a run in February and again in August 1968.

United Press International's audio service has added two sports series to its programing. *Football Analysis*, a 12½ minute preview of professional and college football games, which will be aired weekly (Sept. 7-Dec. 21) and allow for three one-minute commercial cutaways, and a series of five 3½ minute programs (Aug. 28-Sept. 1), which will preview pro teams. Both shows will be fed at the bottom of the third audio transmission period (1:10 p.m. NYT). Ed Ingles will narrate both shows.

Castleman D. Chesley Co., Exton-Whitford, Pa., cooperating with Sports Network Inc., New York, plans to produce a 10-game *Notre Dame Football* package on a delayed basis. SNI expects to feed to some 120 TV stations the 90-minute colorcasts (11:30 a.m.-1 p.m.) on Sundays, following the Saturday Notre Dame game. SNI has already signed three national sponsors: Haggard Slacks through Tracy-Locke; General Mills through Knox Reeves, and Stanley Tools through BBDO.

SNI is selling six minutes per game reportedly at \$13,000 per minute. Stations are given an additional six minutes locally. The package includes a 90-minute opening show (Sept. 17) and closing review (Dec. 3). NBC-TV's Jim Simpson will announce the series.

SNI also expects to telecast the Dec. 2 *Orange Blossom Classic*, featuring Florida A & M against a rival team. This color program will be distributed nationally to more than 100 stations.

## Football syndication increasing

Boom in all sports emphasized in gridiron programs as audience and sponsor interest keeps pace

Activity in the football syndication field seems to be on the increase. It was only a few years ago that about the only weekly football show consisted of highlights of the previous week's National Football League game. But audience and sponsor interest has expanded the whole syndication field.

NFL Films Inc., a wholly owned subsidiary of the NFL, this season reports a "substantial increase" in billings. The league's film arm has added two other weekly half-hour color 1967 football series, *NFL East* and *NFL West*, packaged with its perennial staple *Game of the Week*. Company officials said commitments have come in from some 40 markets. Of that number, about 19 stations have signed for all three series.

In 1966, NFL Films sold syndication rights of *Game of the Week* to Screen Gems. This year NFL Films will handle its own distribution.

The company also currently has in syndication a *National Football League Action* 1966 series, sold in 25 markets

through American Express.

For CBS-TV, the company plans to supply film features for insertion into the network's pregame shows.

The AFL's film arm, Tel Ra Inc., has sold distribution rights of its *American Football League Highlights* to Four Star International Inc. This 18-week series of half-hour color programs has been purchased in 25 markets.

Tel Ra also has made tentative arrangements with ABC-TV to film segments for that network's 15-minute pregame show, *College Football Today*.

It also expects to distribute its regular 15-week series, *College Football Highlights* again this year. In 1966, Tel Ra supplied NBC-TV with a half-hour Saturday series *AFL Highlights*. The network will not carry this package in 1967.

**Unitas Stars** ■ Warner Bros.-Seven Arts Television's *The Professionals*, a series of 13 half-hour color specials featuring Johnny Unitas, has been dis-

### Swimming show planned

Kristom Productions, Hollywood, has signed Virginia Hunt Newman, author of "Teaching an Infant to Swim" to do a syndicated TV series. Called *C-mon In-the Water's Fine*, the series will be filmed in color and will feature swimming education and water safety for the entire family. Plans call for appearances by Mrs. Bing Crosby and her children and John Wayne's children, all pupils of Mrs. Newman.

### Parachutists on TV

Color film coverage of the 1967 U.S. Parachuting Championships recently held in Tahlequah, Okla., produced and distributed by Triangle Stations, New York, will first be seen on ABC-TV's *Wide World of Sports* in October. A separate documentary will subsequently be released for syndication by Triangle Program Sales.

# TV networks: under the FTC gun

**They're asked to disclose all negotiations with advertisers, agencies for this season and next, in search for unfair practices**

The Federal Trade Commission, which has been looking into the rate practices of television networks for the last year, has dropped the other shoe. It has asked the three TV networks to furnish voluminous information on their rate structures and practices, and has used the unsettling phrase "discriminatory practices" in its correspondence.

The FTC's letter of inquiry, dated July 26, went only to ABC, CBS and NBC—although it's presumed that further inquiries will be made of advertisers and agencies after the trade commission staff completes its study of the network responses.

The three-page letter, signed by Joseph E. Sheehy, director of the FTC's Bureau of Restraint of Trade, asks that the information be furnished in three weeks to Richard Duke, a lawyer in the FTC's Bureau of Economics, who has been assigned to the investigation. It's generally believed, however, that extensions will be granted since some of the details, according to network sources, require clarification.

No great alarm was expressed by any network spokesman. They regard the FTC inquiry as an extension of the government's study of advertising discounts granted by media to their advertisers. This was the subject of hearings last year before the Senate Monopoly and Antitrust Subcommittee. At that time, it became known that the FTC was also looking into the situation.

The FTC request, it's known, is considered a second step in its study of TV rates and practices. Since late last year, the agency has been studying the testimony submitted by both advertisers and agencies, and the network responses, as well as complaints. The complaints that have been submitted to the FTC, directly or through the Senate committee, principally have dealt with two alleged injustices: (1) that large advertisers get a better break in buying network time through discounts and desirable time, and (2) smaller advertisers do not receive the same or relative discounts in their purchases, and cannot secure the time they wish when they want it.

**Data Desired** ■ What the FTC called

for in its letter to the networks is information and data on the "sale, promotion and disposal of advertising time" for specified shows broadcast during the 1966-67 season and scheduled for the 1967-68 season.

The FTC said that it is interested only in programs broadcast between 7:30 p.m. and 11 p.m., EST. It also stated that it only wants information on the five most popular and the five least popular programs, according to Nielsen network ratings.

Referring to "specials," the FTC asked for the two with the highest, and the two with the lowest Nielsen ratings.

In a list of seven particulars, the trade agency asked each of the networks to furnish (1) the names of all people participating in the sale, promotion and disposal of advertising time for the two seasons; (2) the identity of all advertisers in those two periods; (3) the total dollar expenditure in 1966-67 and the scheduled spending for next season; (4) documents exchanged between each network and any actual or prospective advertiser or advertising agency related to programs last year or upcoming; (5) internal correspondence about the sale of time; (6) price lists, rate cards and

## Double clutter since '50?

Admiral Corp., Chicago TV-set maker, which recently said it planned to take a hiatus in television advertising because of what it considers growing commercial clutter in the medium (BROADCASTING, June 19, 12), is making a study of programing since 1950 to prove its point. Admiral's board chairman, Ross D. Siragusa, has indicated the study so far tentatively suggests the number of commercials and commercial time have "just about doubled" since 1950. Admiral hasn't said when it expects the study will be completed.

"other announcements" used in the selling of advertising and the shows including those that discuss policies or practices dealing with prices, and (7) Nielsen network ratings for all the mentioned programs in the past season and "assessments and evaluations" for the coming season.

The agency's letter opens with these words:

"You are advised that the Federal Trade Commission is conducting an investigation of [name of network] and the other companies operating national television networks. This investigation is being conducted under Section 5 of the Federal Trade Commission Act for the purpose of determining whether any or all of the national television networks are engaged in discriminatory practices or other unfair methods of competition."

Section 5 of the FTC Act declares unlawful "unfair methods of competition and unfair or deceptive acts or practices" in interstate commerce.

In another section of the letter, in conjunction with its request for documents exchanged between a network and any advertiser, the FTC states: "This request covers all files showing all inquiries and responses thereto, and all selling and buying efforts (successful or not) made by [name of network], advertisers and advertising agencies, including inquiries, offers, bids, order letters and any other documents covering the sale or purchase, or attempt to sell or purchase, advertising in the 1966-67 and the 1967-68 shows."

**Discount Probe** ■ The Senate hearings on TV network discounts were held last May and June and resumed in December. Senator Philip A. Hart (D.-Mich.) was chairman of the subcommittee that heard testimony from a gamut of advertisers and antitrust lawyers, as well as rebuttals from network executives and other industry spokesmen.

Even before the hearings had begun, the networks announced that they were eliminating volume discounts from their rate schedules.

Among the contentions made by critical witnesses were that major corporations paid less per unit than smaller advertisers for TV network advertising; that smaller advertisers faced discrimination in getting desirable time slots and were denied regional market coverage permitted to the larger advertisers, and that in some instances larger companies excluded smaller competitors from securing any air time.

Critics also charged that rate cards





## We've got a hit on our hands and 16 markets to prove it.

Jacksonville, Washington D.C., Charleston, Indianapolis, Richmond, Charlotte. These are a few of the markets programming the all-new color hit, *The Village Square*.

The talents of the Villagers, vocalist Jeanne Lavoie and the Village Dancers, combine with a nationally known guest star each week. The result is a young 30-minute variety show with a fresh new approach that appeals to the whole family.

Folk Rock. Rock & Roll. Hits of Yesteryear. Comedy Skits. There's something for everyone to enjoy in the *Village Square*, and the rave notices prove it!

"After airing the first *Village Square*,

I was somewhat surprised by the number of adults who called and observed that this type music and entertainment was presented in such a tasteful manner." J. Nathan Tucker, WBTV Program Operations Manager.

"The best produced youth oriented program that I have seen." Bob Atkins, Program Director, WJXT (TV), Jacksonville, Florida.

"This is an important show. Well produced for teenagers, but refreshing and appealing for adults." Warren Wright, Program Manager, WFBM-TV, Time-Life Stations, Indianapolis, Ind.

Get with it today! This program is already partially pre-sold for your market.

### CONTACT:

# HITVILLE PRODUCTIONS

One Charlottetown Center • Post Office Box 682 • Charlotte, N. C. • Phone: 372-3959  
 Production Facilities: Jefferson Productions, Charlotte, North Carolina, in their new multi-million dollar color wing equipped with five Norelco-Plumbicon color cameras.

of the networks were not absolute, but only starting points for negotiations. One factor stressed by some of the adverse witnesses was that major, multi-product corporations can use piggy-back commercials, denied to two separate companies that wish to jointly buy a 60-second participation schedule.

An anticompetitive element was raised when it was noted that because of volume discounts, a large advertiser would be inclined to spend all his TV advertising budget with one network.

Network spokesmen rebutted this testimony, but the hearings ended with Senator Hart suggesting that the FCC assume jurisdiction over the time sale practices of stations and networks, even though FCC Chairman Rosel H. Hyde had testified specifically that the FCC should not, and under the Communications Act may not, intervene in the business of broadcasting.

It was during the Senate hearings that FTC Chairman Paul Rand Dixon disclosed that his agency was looking into TV network rates and sales prac-

tices. He said he was aware that the networks had announced that they were eliminating discounts from their rate cards, and that the practice now was the sale of participation minutes without discounts. But, he added: "Whether these new trends have bred new forms of discounts or discrimination we do not yet know."

Also appearing before the Senate committee was Edwin M. Zimmerman, first assistant to Donald F. Turner, antitrust chief of the Department of Justice, who aimed his statement principally at the possible anticompetitive aspects of the network practice that permits a single, multiproduct advertiser to buy one 60-second spot and advertise two products while prohibiting two unrelated manufacturers from buying the same spot to advertise their two products. He also questioned why two companies making complementary products could not jointly buy a series of 26 or 52 weeks of commercials and arrange their use between them. Why could not regional buyers, he asked,

form a buying alliance for this purpose?

He also saw discrimination in the alleged practice by networks of refusing to talk to smaller advertisers early in the season "until the larger customers have had an opportunity to pick and choose" their time buys.

The FTC's interest in the subject of network rates and practices came to the fore again earlier this year when that agency was appearing before a House appropriations committee. An item included among a dozen studies being conducted by the FTC's Bureau of Economics stated that the bureau had been directed to study "discriminatory" rates in TV advertising and to make a finding on how this might affect the position of small advertisers in TV.

Dr. Willard F. Mueller, the agency's economics director, said then that the study was to determine whether the networks actually have discontinued discounts for volume advertising and, if not, just what discounts are now permitted and what their effects are (BROADCASTING, May 8).

# Multiproduct clients boost radio networks

## Study of all networks by CBS traces factors behind the constant rise over past six years

Network radio is making a solid and steady comeback in advertising revenues, bolstered by a strong use of the medium by large multiple-product advertisers.

In the process of gaining strength each year, the combined four-network advertising income in time and talent rose to an estimated \$59 million in 1966, eclipsing the \$45.2 million invested in 1961 by 31%. In 1965, the comparable total was approximately \$56 million (BROADCASTING, June 20, 1966).

These are the salient points emerging from a detailed study of advertisers using network radio during each of the last six years, as prepared and released today (Aug. 7) by CBS Radio.

Commenting on CBS Radio's annual "state of the medium" report, George J. Arkedis, vice president and general manager of the network, noted that this was the first of the yearly studies to include a count of different brands and institutional services offered to the public on the four networks, in addi-

tion to the customary count of advertisers.

"We are particularly encouraged," he said, "by the sponsor endorsement implicit in the 1966 totals of 197 advertisers and 340 different brands and services. These totals indicate strong use of the medium by large, multiple-product advertisers, and we see this trend growing in 1967."

**The Big Boys** ■ He pointed out that new network radio moves this year by such sophisticated users of broadcast media as General Foods and Colgate-Palmolive "suggest to us that the values of this medium for large, as well as small advertisers, are being widely recognized and should increase."

Among the values of network radio for the business community, he said, is its expanding function as a "maximum news medium." He pointed out that covering the momentous events of 1967, such as the Middle East war, the summit meeting at Glassboro, N. J., and the Vietnam war, network radio "even more than in the past served the public

with special distinction."

The CBS Radio study pinpoints a gradual but consistent gain in advertising revenue each year from 1961 through 1966, with network radio expenditures climbing from \$45,159,000 to \$59 million in 1966 (all figures through 1965 are from the FCC Broadcast Financial Data Reports, except for 1966, which was estimated by the CBS Radio financial analysts).

Among the highlights of the study were the following:

- Of the 197 different advertisers on the four radio networks 108 were on CBS; 97, including five religious accounts, on NBC; 80, including three religious accounts, on ABC; and 73, including six religious accounts, on MBS (CBS Radio does not accept sponsorship of religious broadcasts).

- Of the 340 advertised brands or institutions, 182 were on CBS Radio, 152 on NBC Radio, 126 on ABC Radio and 108 on Mutual. Sixty-one advertisers were represented by multiple products and/or services and 136 by a single product or service.

- General Motors Corp held its position as the largest billing network radio advertiser in 1966, followed in order by Campbell Soup and State Farm Mutual Insurance Co. General Motors also was the leader in advertising multiple products and/or services, with 11, followed by Sterling Drug Inc. (nine) and Bristol-Myers Co. and Minnesota Mining & Manufacturing Co. (eight each).

- Foods remained the single most important category of radio advertising, with 19.2% of gross total expenditure

in 1966 as compared with 18.3% in 1965, followed by the cosmetics, toiletries, drugs and proprietaries, 17%; automotive, 14% and cigarettes, cigars, tobacco, 10.4%.

■ CBS Radio's 108 advertisers in 1966 were a gain of three over 1965; NBC's total of 97 was equal to the 1965 figure; MBS's 73 advertisers topped 1965 by 10 and ABC's 80 was nine less than the previous year.

■ There were 27 advertisers for the second year in a row that used schedules on all four radio networks. They were AT&T, Bristol-Myers, Campbell Soup, Chrysler Corp., Continental-National American Group, E. I. duPont de Nemours, Eversharp Inc., Florists' Transworld Delivery Association, Ford Motor Co., Foster-Milburn Co., P. Lorillard Co., Mennen Co., Motorola Inc., National Flaxseed Processors Association, Chas. Pfizer & Co., Polk Miller Products Corp., Quality Court Motels Inc., Reader's Digest Association, Revlon Inc., Rexall Drug & Chemical Co., R. J. Reynolds Tobacco Co., Richardson-Merrell Inc., Savings & Loan Foundation, State Farm Mutual

Insurance Co., Sterling Drug and Union Carbide Corp.

■ The categories that have shown the largest gains over the past few years are consumer services, publications, cigarettes, cigars and tobacco, and religious and miscellaneous.

All four radio networks cooperated to develop the medium's list of 197 different corporate advertisers and 340 advertised brands or institutions in 1966.

**Sets, Audience Grow** ■ The physical dimension of radio continues to grow unabated, the study reveals. The total market for radio sets in 1966 again established a record, with 47.6 million sets of all types sold, as compared with 44 million in 1965. Portable receivers again set the pace, with 23.4 million sold in 1966, up from 21.9 million in 1965.

The study also stresses the point that the increase in radio set sales, as compared with increases in television set sales and daily and Sunday newspaper circulation gains, continued dominant in 1966. From 1961 through 1966, the sale of radio receivers topped television

by 169.7 million sets. The combined circulation of all daily newspapers over the six year period increased by only 2.1 million.

As of Jan. 1, 1967, the total number of radio receivers in working order was estimated at 262.7 million sets, amounting to a net increase of 20.7 million since Jan. 1, 1966.

The study underscores the vast potential reach of radio in comparison with other media. It points out that its 262,700,000 sets (25% of them car radios) compare with 72 million U. S. TV sets; the 62 million combined circulation of *Life*, *Look*, the *Saturday Evening Post*, *Reader's Digest*, *McCall's*, *Ladies Home Journal* and *Better Homes and Gardens*, and the 61.4 million combined circulation of all morning and evening newspapers.

CBS Radio researchers drew from a number of sources to compile the report. Among these were the Radio Advertising Bureau, Electronics Industry Association, Leading National Advertisers/Broadcast Advertisers Reports and the Mutual Broadcasting System.

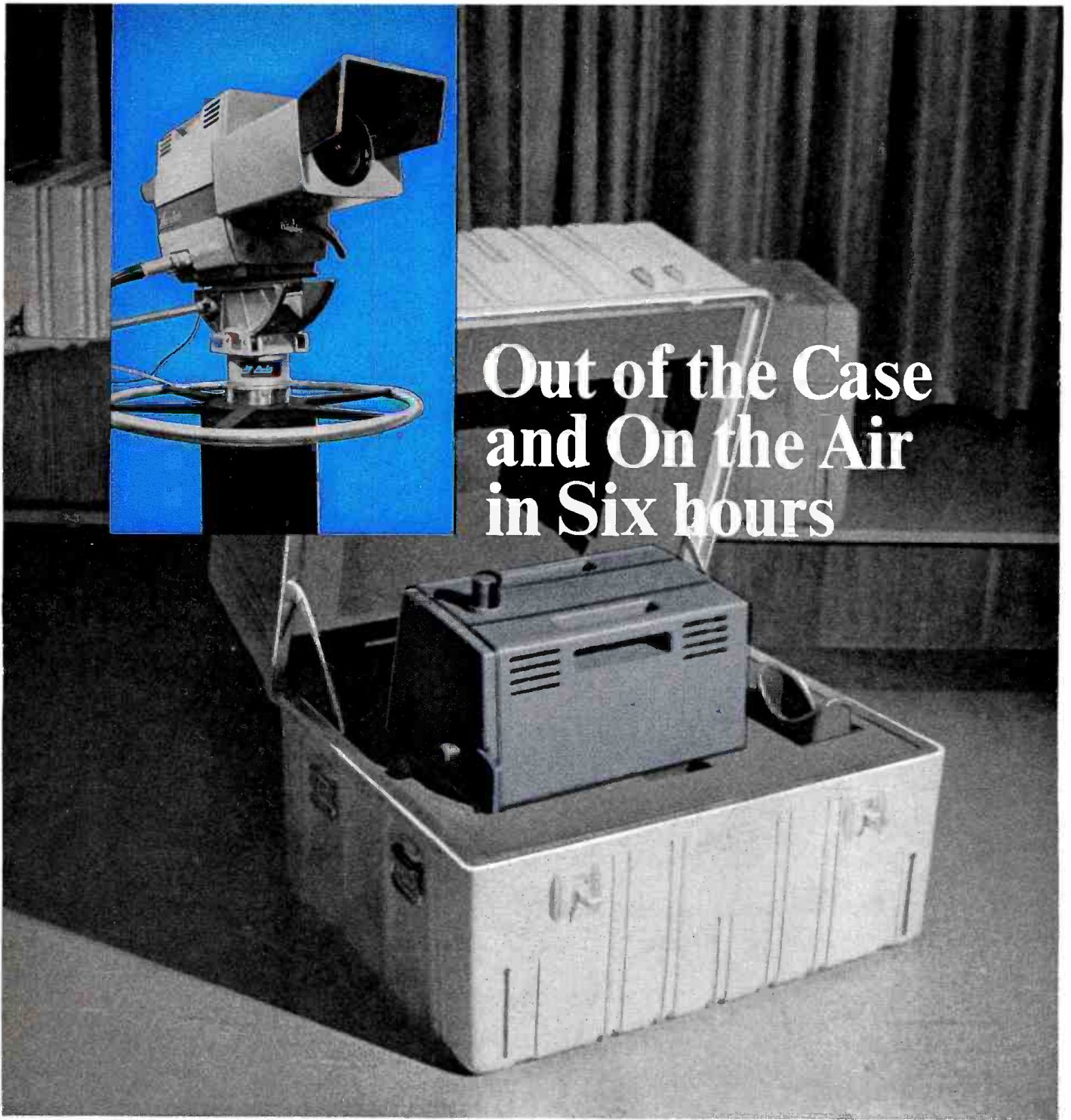
#### RADIO NETWORK ADVERTISERS January through December 1966

Adolph's Ltd.: Adolph's instant meat marinade, CBS; Adolph's meat tenderizer, CBS; Adolph's salt substitute, CBS (Foote, Cone & Belding).  
 Airkem Inc.: Airwick air freshener, ABC (Helfgott & Partners).  
 Alcan Aluminum Ltd.: Flexalum, ABC (U. Walter Thompson Co.).  
 American Cyanamid Co.: Breck Concentrate Shampoo, NBC (Young & Rubicam).  
 American Dairy Association: Fluid milk, CBS (Compton Advertising).  
 American Express Co.: Travelers Cheques, ABC, CBS (Ogilvy & Mather).  
 American Federation of Labor-Congress of Industrial Organizations: Institutional & political speech, ABC, CBS, NBC (Furman, Feiner & Co.).  
 American Home Products [Whitehall Labs]: Anacin, CBS; Dristan, CBS; Preparation H, MBS (John F. Murray Adv.).  
 American Motors Corp.: Rambler passenger cars, ABC, CBS, NBC (Benton & Bowles).  
 American Telephone & Telegraph Co.: Long distance telephone service, ABC, CBS, NBC, MBS (N. W. Ayer & Son).  
 American Tobacco Co.: Lucky Strike, CBS, NBC, MBS; Pall Mall, CBS, NBC, MBS (BBDO; Sullivan, Stauffer, Colwell & Bayles).  
 America's Future: Books & pamphlets, MBS (Bertram J. Hauser).  
 Amway Corp.: Detergents, ABC (Stevens Inc.).  
 Anderson Co.: Windshield wipers, CBS, NBC (Reincke, Meyer & Finn).  
 Anheuser-Busch: Budweiser beer, CBS (D'Arcy).  
 Armstrong Rubber Co.: Armstrong Tires, NBC (Lennen & Newell).  
 \*Assemblies of God: Institutional, ABC (Walter F. Bennett).  
 Baldwin Piano & Organ Co.: Baldwin organs, CBS (Campbell-Ewald).  
 Ball Brothers Co.: Canning products, ABC, CBS, NBC (Applegate Adv. Agency).  
 Bank of America National Trust & Savings Assn.: Travelers cheques, NBC (D'Arcy).

Bankers Life & Casualty Co.: White Cross Hospital Plan, ABC (Marshall John & Assoc.).  
 Bartell Media Corp.: [Macfadden Pub.]: Magazines, CBS (Direct).  
 Beatrice Foods Co. [La Choy]: La Choy Chinese food products, CBS (Campbell-Mithun).  
 R. C. Bigelow Inc.: Constant Comment tea, CBS (Wilson, Haight & Welch).  
 Bird & Son Inc.: Bird roofing, NBC (Reach, McClinton).  
 Blistex Inc.: Blistex remedy, ABC (E. H. Brown Adv.).  
 Block Drug Co.: Polident denture cleanser & tablets, ABC; Poli-grip, ABC; Nytol tablets, ABC; Tegrin, ABC (Grey Adv.; Sullivan, Stauffer, Colwell & Bayles).  
 Borden Co.: Aunt Jane's pickles, CBS; Borden's Cremora coffee creamer, CBS; Realemon lemon juice, ABC, CBS; Wyler's drink mixes, CBS, NBC; Wyler's gravy mixes, CBS; Wyler's soup mixes, CBS, NBC (Maxon Inc.; Geyer, Morey & Ballard; Needham, Harper & Steers; Lillienfeld & Co.; Compton Adv.).  
 Bristol-Myers Co.: Ban deodorant, NBC, MBS; Bufferin, CBS; Excedrin, NBC, MBS; Ipana toothpaste, ABC, CBS, MBS; Resolve, CBS, NBC, MBS; Vitalis, ABC, CBS, NBC, MBS; Dristan, ABC; Grove Labs Division: No Doz, ABC, CBS, NBC, MBS (Ogilvy & Mather; Young & Rubicam; Needham, Harper & Steers; Gardner Adv.).  
 Brunswick Corp.: [Zebco Co.], Fishing equipment, NBC; [Kiekaefer Corp.], Mercury outboard motors, MBS (A. A. Whitney; Gardner Adv.).  
 California Canners & Growers: Hearts Delight fruit nectar, ABC; Diet Delight canned fruits, ABC (Cunningham & Walsh).  
 California Date Growers Association: California dates, CBS (Carson/Roberts).  
 California Federal Savings & Loan Association: Savings & Loan Association, ABC (Melvin A. Jensen Adv.).  
 California Prune Advisory Board: California prunes, ABC (Botsford, Constantine & Mc-

Carty).  
 Campbell Soup Co.: Campbell's beans, ABC, CBS, MBS; V-8 Cocktail juice, ABC, CBS, NBC; Campbell's soups, ABC, CBS, NBC, MBS (Needham, Harper & Steers; BBDO).  
 Canadaigua Industries Co.: Wild Irish Rose wine, ABC (Hutchins Adv.).  
 Carling Brewing Co.: Beer, NBC (Aitkin-Kynett Co.).  
 Carrier Corp. [Bryant Mfg. Co.]: Bryant air conditioners, NBC (Griswald-Eshleman).  
 Chanel Inc.: Chanel perfume #5, NBC (Norman, Craig & Kummel).  
 \*Christian Reformed Church: Religion, NBC, MBS (Griswald-Eshleman).  
 Christmas Club: Christmas club, MBS (Ross Roy).  
 Chrysler Corp.: Certified car care, NBC; General promotion, NBC; Custom car care, NBC; Dodge cars, NBC; Plymouth cars, ABC, CBS, NBC, MBS; Marine division, NBC (Young & Rubicam; N. W. Ayer & Son; Ross Roy).  
 Church & Dwight Co.: Arm & Hammer washing soda [Sal Soda], CBS; Baking Soda, MBS (Ross Roy; Charles W. Hoyt).  
 CIBA Pharmaceutical: Antivy spray, CBS; Nupercainal medication, CBS (West, Weir & Bartel).  
 Cliff Notes Inc.: Cliff Notes study aids, NBC (Swanson, Sinkey, Ellis).  
 Coca-Cola Co.: Coca-Cola, NBC, MBS (McCann-Erickson).  
 Colgate-Palmolive Co.: Ajax, MBS; Ajax laundry detergent, CBS, MBS; Wash 'n Dry Towelette, ABC, MBS; Wildroot hair dressing, ABC, MBS, (Norman, Craig & Kummel; Ted Bates; D'Arcy Adv.).  
 Columbia Broadcasting System: TV programs, Fall preview, CBS; Columbia record albums, CBS (BBDO; Wunderman, Ricotta & Kline).  
 Comet Rice Mills Inc.: Comet rice, CBS (Norsworthy-Mercer).  
 Continental-National American Group: Golden 65 Plan Health Insurance, ABC, CBS, NBC, MBS (MacManus, John & Adams).





## Out of the Case and On the Air in Six hours

To put a TV color camera chain on the air the day you get it is quite a feat, but KLFY, Lafayette, La., did it. Of course, it was a Norelco 3-Plumbicon\* PC-70 Camera. That made the original setup and checkout easier because the Norelco is inherently simpler than any 4-tube camera.

KLFY has since discovered that everyday setup is likewise fast and simple. Maintenance is low,

reliability is high. And why not? There's one less of everything electronic in the Norelco, and what there is has been designed to give you the sharpest, and the most faithful color picture the state of the art permits.

Check into the PC-70, and very likely you'll soon be checking one out in your studio. Write us or our sales representative, Visual Electronics.

\*Registered trademark for television camera tubes.




*KLFY-TV News Director Dud Lastrapes interviewing Mr. Herbert Brown, Chairman of the Board of local advertiser Brown's Thrift City Pharmacies*

**Thomas G. Pears, Gen. Mgr., KLFY, Lafayette, La.:**

**“Although we had done some rewiring, we were amazed at the speed with which we got our new PC-70 chain in operation. It was delivered right on schedule and a factory representative was on hand to help with the installation. The picture is great!”**



<p><i>Awarded to Philips for Outstanding Achievement in Engineering for the Development of the Plumbicon Tube</i></p>	 <p>Emmy David Sarnoff Gold Medal</p>
<p><i>Norelco</i></p>	<p><b>PHILIPS BROADCAST EQUIPMENT CORP.</b></p>

299 Route 17, Paramus, New Jersey 07652



NETWORK RADIO ADVERTISER CATEGORIES 1964 TO 1966

Categories	Percent of total gross expenditure			Categories	Percent of total gross expenditure		
	1964	1965	1966		1964	1965	1966
Foods	21.5%	18.3%	19.2%	Paint, hardware, building	2.0	1.4	1.5
Cosmetics, toiletries, drugs & proprietaries	19.8	17.5	17.0	Soaps, cleansers, detergents	2.0	2.5	3.3
Automotive	14.8	14.1	14.0	Radio, TV, records	1.6	0.6	0.6
Cigarettes, cigars, tobacco	6.8	10.6	10.4	Household furn. & appliances	1.3	2.3	1.3
Consumer services	6.8	7.0	8.8	Beer, ale, wine	1.2	1.8	1.3
Gas & oil	6.4	5.1	5.2	Travel & Shipping	0.7	1.8	1.5
Confections & soft drinks	6.3	6.8	3.5	Religion	1.9	1.8	7.2
Publications	3.7	3.4	5.2	Miscellaneous	3.2	5.0	7.2

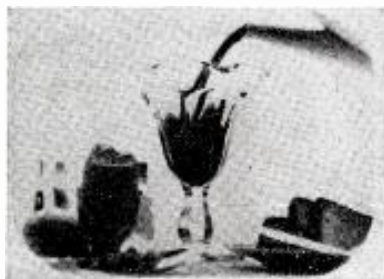
Source: 1964 to 1966—Radio Advertising Bureau.

- Cooper Tire & Rubber Co.: Tires, MBS; Tubes, MBS (Zimmer, Keller & Calverb).
- Corn Products (Best Foods): Knorr soups, CBS (Dancer-Fitzgerald-Sample).
- Cowles Communications Inc.: Family Circle magazine, CBS; Look magazine, ABC, CBS, MBS (Direct; McCann-Erickson).
- Cumberland Packing Co.: Sweet 'N' Low sugar substitute, MBS (R. D. R. Assoc.).
- Curtis Publishing Co.: Ladies Home Journal, CBS, MBS; Saturday Evening Post, CBS, MBS (BBDO; Clayton Davis & Assoc.).
- D. W. G. Cigar Corp.: Cigars, ABC (W B. Doner & Co.).
- \*Dawn Bible Students Assoc.: Religion, MBS (Wm. Gleeson Co.).
- E. C. DeWitt & Co.: E. C. DeWitt pills, ABC, CBS (Kastor, Foote, Hilton & Atherton).
- Deltona Co.: see Mackle Brothers.
- Diamond Alkali Co.: Agricultural chemicals, MBS (Howard Swink).
- Dunn & McCarthy Inc.: Enna Jettick shoes, CBS (Altman, Stoller & Chalk Adv.).
- E. I. DuPont de Nemours & Co.: Cantrix for stockings, ABC, CBS, NBC, MBS; Botany, MBS; Worsted-Tex, MBS; DuPont dacron fibers in apparel, NBC; 501 Carpet Certification, CBS; Textiles for home furnishings, CBS (BBDO; N. W. Ayer & Son).
- Eastern Products Corp.: see Geo. Roper Co.
- Eastman Kodak Co.: Camera equipment, ABC; Kodak film, ABC, NBC, MBS (J. Walter Thompson).
- Econ-O-Car International Inc.: Car rentals, MBS (West, Weir & Bartell).
- Ex-Cel-O Corp.: Purepac, MBS (Rockmore, Garfield & Shaub).
- \*Evangelical Foundation Inc.: Religion, NBC (Don Battle Adv.).
- Eversharp Inc. (Schick Div.): Schick razors, ABC, CBS, NBC, MBS; Shave cream, ABC, CBS, NBC, MBS; Parker Div., MBS (Compton Adv.; R. D. R. Assoc.).
- F & F Labs. Inc.: F & F cough drops, CBS, NBC; F & F throat lozenges, CBS, NBC (Lilienfeld & Co.).
- Falstaff Brewing Corp.: Falstaff beer, NBC (Dancer-Fitzgerald-Sample).
- Field Enterprises Inc.: World Book Encyclopedia, CBS; Child Craft books, CBS (Post-Keyes-Gardner).
- Florida Citrus Commission: Citrus fruit juices, CBS, NBC (Campbell-Ewald).
- Florist's Transworld Delivery Association: Flowers by wire association, ABC, CBS, NBC, MBS (Post-Keyes-Gardner).
- Ford Motor Co.: Autolite products, CBS, NBC; Ford cars, ABC, CBS, NBC; Ford English line, NBC; Institutional, CBS, NBC; Mercury cars, ABC, NBC; Corporate Adv., MBS (BBDO; J. Walter Thompson Co.; Kenyon & Eckhardt).
- Foster-Milburn Co.: Doan's pills, ABC, CBS, NBC, MBS (Street & Finney).
- General Cigar Co.: Robert Burns cigars, NBC; White Owl cigars, NBC (Young & Rubicam).
- \*General Conference of 7th Day Adventists: [Voice of Prophecy] Religion, NBC, MBS (Milton Carlson Co.).
- General Electric Co.: G. E. flashbulbs, ABC; Miniature lamps, ABC; Christmas tree lights, CBS (BBDO; Grey Adv.; Foster & Davies Inc.).
- General Mills Inc.: Bisquick, ABC, CBS, NBC; Total cereal, ABC, CBS, NBC (Dancer-Fitzgerald-Sample; Needham, Harper & Steers).
- General Motors Corp.: A. C. spark plugs, ABC, CBS, NBC, MBS; Fisher Body Div., CBS; Guardian maintenance, ABC, CBS; Oldsmobile cars, ABC, CBS, NBC, MBS; Buick cars, CBS, NBC; Chevrolet cars, CBS, NBC; Chevrolet trucks, CBS, NBC; United Motors service, ABC; Frigidaire appliances, ABC, CBS, NBC, MBS; Institutional, ABC, CBS; Pontiac cars, NBC (D. P. Brothier & Co.; McCann-Erickson; Campbell-Ewald; Dancer-Fitzgerald-Sample; MacManus, John & Adams).
- General Telephone & Electronics (Sylvania Electric Products Div.): Sylvania flashbulbs, CBS, NBC (Tatham, Laird & Kudner).
- General Time Corp.: Westclox clocks, NBC (MacManus, John & Adams).
- General Water Conditioning Inc. (Water Specialties Div.): Miracle White laundry products, CBS (Spot Radio Advertising Agency).
- Gibson Greeting Cards Inc.: Gibson greeting cards, ABC (Cye Landy A. A. Inc.).
- Gillette Co.: Razors, CBS, NBC; Razor blades, CBS, NBC; Shave cream, CBS, NBC; Right Guard deodorant, NBC; Heads Up hair grooming, NBC; Paper Mate pens and pencils, NBC (Clyne-Maxon; Leo Burnett).
- Glens Falls Insurance Co.: Insurance, NBC (Direct).
- B. F. Goodrich Co.: Tires, ABC (BBDO).
- \*Billy Graham Evangelistic Association: Institutional, ABC, NBC, MBS (Walter F. Bennett Co.).
- W. R. Grace & Co (Miller Brewing Div.): Miller High Life beer, NBC, MBS (Mathisson & Assoc.).
- Great American Insurance Co.: Insurance, NBC (Doremus & Co.).
- Hartz Mountain Products Corp.: Flea powder, CBS; Pet needs, CBS; Pet foods, CBS (MacManus, John & Adams).
- Hastings Mfg. Co.: Casite Oil Additive, ABC, NBC (Bozell & Jacobs Inc.).
- Hat Corp. of America: Hats, MBS (Grey Adv.).
- Helmak Products Corp.: Helmak Lint Pick-up, CBS (Maxon Inc.; Burton, Lachiusa & Sohigian Inc.).
- \*Highland Church of Christ: Religion, ABC, MBS (Fidelity Adv.).
- Holiday Inns of America: Holiday Inns, CBS, NBC (John Cleghorn Agency; Beard, Lawson & Potter).
- Hudson National Inc.: Vitamin products, MBS (Pace Adv.).
- In-Sink-Erator Mfg. Co.: Garbage disposal units, ABC (Peitscher/Janda Assoc.).
- International Harvester Co.: Cub Cadet lawn tractor, NBC; Motor trucks, MBS (Foote, Cone & Belding; Young & Rubicam).
- Jamar-Ruby Inc.: Men's slacks, NBC (Harold Breitner & Co.).
- Jeffrey Martin Labs: Compoz, ABC, MBS (Weimen & Schoor Inc.; Dunnan & Jeffrey Adv.; Kastor, Foote, Hilton & Atherton).
- Jupiter Corp. (Trestor Corp.): Pla, CBS; Spray Pla, CBS; Cement, CBS (Bronner & Haas Inc.).
- Kayser-Roth Corp.: Supp-Hose stockings, NBC (Daniel & Charles).
- Kellogg Co.: Kellogg cereals, ABC, CBS (Leo Burnett Co.).
- Kelly Services Inc.: Recruitment & sales, temporary services, CBS (Ross Roy).
- Kerr Glass Mfg. Corp.: Kerr glass jars & lids, CBS (Lowe Runkle Co.).
- Kiekaefer Corp.: see Brunswick Corp.
- Kiplinger Washington Editors Inc.: Changing Times magazine, ABC (Albert Frank-Guenther Law).
- Knox Gelatine Inc.: Knox Gelatine orange flavored drink, CBS (D'Arcy Adv.).
- Kohler Co.: Kohler plumbing fixtures, NBC (Clinton E. Frank).
- Liggett & Myers Tobacco Co.: Chesterfield cigarettes, ABC, CBS, NBC; L & M cigarettes, ABC, CBS, NBC (J. Walter Thompson).
- Lindsay Ripe Olive Co.: Lindsay ripe olives, CBS (Steedman, Cooper & Busse).
- Lockheed Aircraft Corp.: Institutional, NBC (McCann-Erickson).
- P. Lorillard Co.: Kent cigarettes, ABC, CBS, NBC, MBS; Newport cigarettes, ABC, CBS, NBC, MBS; True cigarettes, ABC, CBS, NBC (Lennen & Newell Inc.; Grey Adv.; Foote, Cone & Belding).
- Luden's Inc.: Luden's cough drops, CBS, NBC (Erwin Wasey; Philadelphia Agency).
- \*Lutheran Church (Missouri Synod): Lutheran Layman's League; Religion, NBC, MBS (Vladimir Adv.).
- Mackle Brothers Inc. (The Deltona Corp.): Deltona Real Estate (Patrick Duffy Adv.).
- Master Lock: Master locks, NBC (Scott Inc.).
- McCall Corp.: McCall's magazine, ABC (Grey Adv.).
- McGraw-Edison Co. (Div. American Laundry Machines): Arnold Palmer cleaning center, ABC; Martinizing dry cleaning process, ABC, NBC (Northlich, Stolley Inc.; Ralph H. Jones Co.).
- Mennen Co.: Mennen's Skin Bracer, ABC, CBS, NBC, MBS; Mennen's spray deodorant, ABC, CBS, NBC, MBS; Mennen's Soft Stroke shave cream, ABC, CBS, NBC, MBS; Mennen's push-



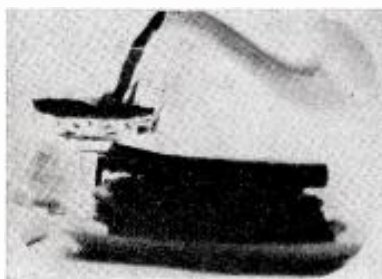
- button deodorant, MBS; Mennen's Bath Talc, MBS (Warwick & Legler).
- Mentholatum Co.: Mentholatum deep heat rub, ABC, CBS, NBC (J. Walter Thompson).
- Meredith Publishing Co.: Better Homes & Gardens magazine, CBS, NBC (Creswell, Munsell, Schubert & Zirbel).
- G & C Merriam & Co.: Merriam-Webster dictionaries, CBS (Kenyon & Eckhardt).
- Miami Beach: Resort, MBS (Miller, Bacon, Avrutis & Simmons).
- Miller Brewing Co.: see W. R. Grace & Co.
- 3-M Co. (Minnesota Mining & Mfg. Co.): Dynachrome film, CBS; Retail tape, MBS; Dynacolor, MBS; Rescue, MBS; Scotchbrite, MBS; Scotchgard, MBS; Tarnish Shield, MBS; 3-M Game, MBS (BBDO; MacManus, John & Adams).
- Minnesota, state of: Minnesota resort promotion, CBS (White, Herzog & Nee).
- Mobil Oil (Socony-Mobil Oil): Gas, CBS, NBC; Oil, CBS, NBC; Petroleum products, CBS (Ted Bates & Co.; Doyle Dane Bernbach).
- Montgomery Ward & Co.: MBS (Direct).
- Morton Mfg. Co.: see A. H. Robin Co.
- Motorola Inc.: Radios, ABC, CBS, NBC, MBS; Television sets, NBC (Leo Burnett Co.).
- Mutual of Omaha Insurance Co.: Insurance, ABC (Bozell & Jacobs; Roberts & Reimers).
- National Biscuit Co.: Premium saltine crackers, ABC, CBS, MBS (McCann-Erickson).
- National Dairy Products Corp.: Kraft confections, CBS, NBC; Parkay margarine, ABC, CBS, NBC (Foote, Cone & Belding; Needham, Harper & Steers).
- National Brewing Co.: Colt 45 malt liquor, NBC, MBS (W. B. Doner & Co.).
- National Flaxseed Processors Association: Flaxseed & linseed oil, ABC, CBS, NBC, MBS (BBDO).
- National Right to Work Committee: Institutional, MBS (Fore Inc.).
- National Steel Corp.: Tin cans, CBS (Campbell-Ewald).
- Nationwide Corp. (Nationwide Insurance Co.): Insurance, CBS, MBS (Ogilvy & Mather).
- Nestle Co.: Nestea instant tea, ABC, CBS; De-Caf instant coffee, CBS (Leo Burnett; Warwick & Legler; VanSant Dugdale & Co.).
- North American Van Lines: Moving van services, ABC, CBS (Bonsib Inc.).
- O'Brien Corp.: O'Brien paints, ABC (Clinton E. Frank).
- Ocean Spray Cranberries Inc.: Ocean Spray cranberry juice, CBS; Ocean Spray cranberry cocktail, CBS; Ocean Spray cranberry relish, CBS; Ocean Spray cranberry jelly, CBS (McCann-Erickson; Doyle Dane Bernbach).
- Patio Foods Inc.: Patio frozen Mexican dinners, CBS (Norsworthy-Mercer Inc.).
- Pennsylvania Grade Crude Oil Association: Pennsylvania crude oil, NBC (Meldrum & Fewsmith).
- Pennzoil Co.: Motor oil, ABC, CBS, NBC; Gas, ABC, NBC; Lubricants, ABC, CBS (Eisaman, Johns & Laws).
- Pepsico Inc.: Bottling companies, MBS (BBDO).
- Pet Inc. (Whitman Div.): Whitman candy, ABC, CBS, NBC (Gardner Adv.).
- Petersen Mfg. Co.: Vise-Grip tools, CBS (The Biddle Co.).
- Chas. Pfizer & Co.: Ben-Gay, CBS; Coty fragrances, ABC, CBS, NBC, MBS (LaRoche, McCaffrey & McCall; West, Weir & Bartel).
- Pharmaco Inc.: Sutton deodorant, CBS; Chooz, CBS; Cushion Grip denture adhesive, ABC (Shaller-Rubin Co.; Needham, Harper & Steers).
- Philadelphia & Reading Corp. (Union Underwear Corp.): Male underwear, ABC; Male shirts, ABC (A. A. Grey Inc.).
- Polk-Miller Products Corp.: Sergeant's Sentry dog collar, ABC, CBS, NBC, MBS (N. W. Ayer & Son).
- Popular Science Publishing Co.: Popular Science magazine, MBS (Campbell-Downe).
- Purex Corp. Ltd. (Campana Div.): Ayds, CBS; Cuticura soap & ointment, CBS (Foote, Cone & Belding; Erwin Wasey).
- Quaker State Oil & Refining Corp.: Quaker State motor oils, NBC, MBS (Kenyon & Eckhardt).
- Quality Courts Motels Inc.: Motels, ABC, CBS, NBC, MBS (The Marschalk Co.).
- R. T. V. Sales Inc.: Great moments in music records, MBS (Malcolm E. Smith Jr. Adv.).
- Radio Corp. of America RCA (NBC Div.): New TV programs, NBC, MBS; [RCA] Portable TV sets, NBC; Radios, NBC; Stereos, NBC (J. Walter Thompson Co.; McCann-Erickson).
- Rayette-Faberge Inc.: Cosmetics, MBS; Fragrances, MBS (Smith-Greenland Co.).
- Reader's Digest Association Inc.: Reader's Digest magazine, ABC, CBS, NBC, MBS (Schwab, Beatty & Porter; J. Walter Thompson).
- Renfield Imports Ltd.: Martini & Rossi Vermouth, MBS (Reach, McClinton & Co.).
- Renuzit Home Products Co.: Renuzit air fresheners, CBS; Renuzit dependable cleaner, CBS; Renuzit spray wax, CBS; Renuzit spray starch, CBS (Ringold/Kalish Co.).
- Retail Clerks' International Association: Institutional, NBC (William Magnes).
- Revlon Inc.: Esquire shoe polish, ABC, CBS, NBC, MBS; Tintex dyes, ABC, CBS, NBC, MBS; Top Brass hair dressing, CBS, NBC, MBS (Grey Adv.).
- Rexall Drug & Chemical Co.: One-Cent-Sale, ABC, CBS, NBC, MBS (BBDO).
- R. J. Reynolds Tobacco Co.: Camel cigarettes, ABC, CBS, NBC, MBS; Winston cigarettes, ABC, CBS, NBC, MBS; Salem cigarettes, ABC, NBC, MBS (William Esty Co.).
- Richardson-Merrell Inc.: Lavior mouthwash, ABC, CBS, NBC, MBS; Lavior oral spray, CBS (Leo Burnett Co.).
- A. H. Robins Co. (Morton Mfg. Co.): Chap-Stick, CBS, NBC; Chap-ans, CBS (Cargill, Wilson & Acree Inc.).
- George Roper Co. (Eastern Products Co. Div.): Drapery hardware, CBS; Folding doors, CBS; Awnings, CBS (S. A. Levynne Co.).
- SCM Corp.: Typewriters, NBC (BBDO).
- Sardeau Inc.: Sardo, MBS (R. D. R. Assoc.).
- Savings & Loan Foundation Inc.: Institutional, ABC, CBS, NBC, MBS (McCann-Erickson).
- Schenley Industries: Dubonnet wine, CBS (Norman, Craig & Kummel; Bliss/Grunewald).
- Scholl Mfg. Co.: Dr. Scholl foot spray, CBS (West, Weir & Bartel).
- Sinclair Oil Corp.: Gasoline, CBS, MBS; Motor oil, CBS, MBS (Geyer, Morey, Ballard).
- Singer Co.: Singer sewing machines, ABC, NBC (J. Walter Thompson).
- Smith, Kline & French Labs (Menley & James): Contac, CBS (Foote, Cone & Belding).
- Southland Corp.: 7-Eleven food stores, NBC (Stanford Agency).
- Standard Brands Inc.: Blue Bonnet margarine,

## COMMERCIAL PREVIEW: Yuban's sweet-tooth sell



Instead of stressing flavor directly, a new commercial for General Foods Corp.'s Yuban coffee artfully suggests "Have a cup of Yuban for dessert."

The various shots show Yuban being poured into a parfait glass with



such around-the-clock eating suggestions as "Bacon and eggs for breakfast—and dessert"; "A nice big sandwich and dessert" and "Or how about strawberry shortcake . . . and dessert."

The commercial is being carried



on various daytime and nighttime network television programs and in spot television in top markets, starting last Friday (Aug. 4).

It was created by Grey Advertising, New York, and produced by Horn-Griner, New York.

## TV networks running well ahead of '66 pace

Network TV billings for the first half of 1967 were \$58 million, or 8.7% higher than for the same period last year, according to the Television Bureau of Advertising.

Estimated net time and program billings for the first half of 1966 were \$663,291,000. They increased to \$721,209,400 for the same period this year. First-half billings for daytime increased 11%, from \$210,364,300 to \$233,465,300 and nighttime billings increased 7.7% from \$452,927,600 to \$487,744,100.

Network billings for the month of June were down, however, from \$92,910,200 last year to \$90,539,300 this year. The 2.6% decline is attributed by TVB to the estimated

155 hours devoted by the networks to the Mideast crisis and Soviet Premier Alexei Kosygin's visit to the U. S. TVB earlier had estimated

June billings under normal news conditions would be about \$100 million.

Network TV net time and program billings follow:

	June			January—June		
	1966	1967	% Chg	1966	1967	% Chg
Daytime	\$32,154.7	\$30,527.6	- 5.1	\$210,364.3	\$233,465.3	+11.0
Mon.-Fri.	26,091.4	23,565.5	- 9.7	157,445.9	172,819.4	+ 9.8
Sat.-Sun.	6,063.3	6,962.1	+14.8	52,918.4	60,645.9	+14.6
Nighttime	60,755.5	60,011.7	- 1.2	452,927.6	487,744.1	+ 7.7
Total	92,910.2	90,539.3	- 2.6	663,291.9	721,209.4	+ 8.7
	1967	ABC	CBS	NBC	TOTAL	
January		\$37,932.9	\$55,896.2	\$46,819.6	\$140,648.7	
February		35,639.1	47,593.2	40,696.7	123,929.0	
March		40,263.7	53,209.2	45,214.9	138,687.8	
April		34,421.9	44,485.0	40,111.2	119,018.1	
May		30,178.6	41,832.3	36,375.6	108,386.5	
June		24,418.9	36,079.8	30,040.6	90,539.3	

Source: 1967—LNA; 1966—LNA/BAR

CBS, NBC; Chase & Sanborn regular coffee, CBS, NBC; Chase & Sanborn instant coffee, CBS, NBC; Fleischmann's margarine, CBS, NBC; Royal Pudding & Pie Filling, NBC; Tender Leaf instant tea, ABC, NBC; Tender Leaf regular tea, ABC (Ted Bates Co.).

Standard Oil of Kentucky: Petroleum products, MBS (BBDO).

Standard International Corp. [Standard Household Products]: Bon Ami Jet Spray, ABC, CBS; Dust 'n Wax, ABC, CBS (Remington Adv.); Wilson, Haight & Welch; Ingalls Assoc.).

State Farm Mutual Insurance Co.: Auto Insurance, ABC, CBS, NBC, MBS (Needham, Harper & Steers).

Sterling Drug Co.: Bayer Aspirin tablets, ABC, NBC; Phillips Milk of Magnesia, ABC, NBC; Energine spot remover, ABC; Energine lighter fuel, ABC; Ironized yeast, ABC, NBC, MBS; Lysol liquid spray disinfectant, ABC, CBS; Medi-Quik antiseptic, ABC; Noreen Color hair rinse, ABC; Something Else home permanent, ABC (N. W. Ayer & Son; Thompson-Koch; Richard K. Manoff Inc.).

Strombecker Corp.: Model road racing kits, NBC (Herbert Baker Adv.).

Studebaker Corp.: S. T. P., MBS (Arthur Meyerhoff Inc.).

SuCrest Corp.: Grandma's Molasses, ABC (Kastor, Hilton, Chesley, Clifford & Atherton).

Sun-Maid Raisin Growers of California: Sun-Maid raisins, CBS (Maxon Inc.).

Sunsweet Growers Inc.: Sunsweet prunes, CBS (Long Adv.).

Testor Corp.: see Jupiter Corp.

Texze Chemical Inc.: K2r spotlifter, NBC (Henderson Adv.; A. A. Venet Inc.).

Time Inc.: Life magazine, NBC; Time magazine, CBS (Young & Rubicam).

Union Carbide Corp.: Prestone anti-freeze, ABC, CBS, NBC, MBS; Engine tune-up, ABC, CBS; Prestone oil miser, ABC, CBS (William Esty Co.).

United States Gypsum Co.: Ceiling tile, NBC (Fulton Morrissey Co.).

V-M Corp.: Record players, ABC; Tape recorders, ABC; Component sound systems, ABC (Rink, Wells & Assoc. Adv.).

Wallace & Tiernan Inc. [WTS Pharmacraft]: Desenex foot powder, CBS (Rumrill-Hoyt Inc.).

Warner-Lambert Pharmaceutical Co.: Corn Huskers hand lotion, CBS, NBC (Glenn Adv.).

Washington Post Co.: Newsweek magazine, CBS, NBC (Joe Gans Co.; N. W. Ayer & Son; Bruce Friedlich & Co.; J. M. Hickerson).

Waterman-Bic Pen Co.: Bic ball point pens, MBS (Ted Bates & Co.).

Water Specialties: see General Water Conditioning Inc.

Western Industries-Torginol of America Inc. Div.: Torginal floors, ABC (M. B. Scott Inc.).

Wm. Wrigley Jr. Co.: Wrigley's chewing gum, ABC, CBS, NBC (Arthur Meyerhoff Inc.).

Wynn Oil Co.: Wynn's friction proofing products, ABC, CBS, NBC (Erwin Wasey).

TOTAL BRANDS & INSTITUTIONS 340

TOTAL ADVERTISERS\*\* 197

TOTAL ABC—126; CBS—182; NBC—152; MBS—108.

Source: LNA/BAR for ABC, CBS, NBC for 1966; Mutual Broadcasting System for MBS; Standard Directory of Advertisers, 1966; additional agency and brand data from ABC, CBS, MBS and NBC.

\*CBS Radio does not accept sponsorship of religious broadcasts.

\*\*These are corporate advertisers. Divisions of corporations are not counted separately in this total.

## Mediastat plans new radio study

Mediastat Inc., New York, last week announced a new all-county radio circulation study to advertising agencies.

The study, which began last month in Maryland and is planned to cover Pennsylvania, Delaware and the District of Columbia during August, will report on every radio station with a minimum 1% net weekly circulation in any county in the 48 contiguous states, on an 18-month updating cycle.

Reports will be issued on state/county and station/county bases, with competitive station supplementary reports available. Reports will be issued within four weeks after the measurement period.

Mediastat said telephone interviews on radio listening will be attempted with every member of the family 12 and older in each county sample. Up to five call-backs will be undertaken to yield as many individual family members as possible.

The minimum sample will be 50 households in counties with populations of at least 5,000; 100 households in counties with populations of at least 500,000. Counties with populations smaller than 5,000 will be grouped with adjacent contiguous counties that are "homogeneous," according to the announcement.

**Standardized** ■ It was explained that the county-by-county basis of the regularly updated study will enable large metropolitan stations to examine their audience in each county, and stations in medium and small markets will be measured on a standardized basis in each county they serve.

Advance subscription rates to stations for the new Mediastat study depend on the individual station's facilities, along a range from \$195 for the home county, \$2,000 for the total reportable coverage area for an FM-only station, to \$340 for the home county, \$2,950 for the total coverage area of a full-time AM-FM operation. The entire range of rates increases 50% if the report is accepted after publication.

Rates to advertising agencies are keyed to the individual agency's network and spot-radio billings, ranging

from a \$1,200 charter rate (\$1,550 after publication) to an agency with less than \$1 million in radio billings to \$5,200 charter rate (\$6,200 after publication) to an agency with radio billings in excess of \$10 million.

A spokesman for Mediastat said that 17 Maryland stations have already subscribed to all or part of the study of that state's radio audience. Promotional mailings on the service have gone out to all radio stations and approximately 300 advertising agencies.

The balance of the states will be surveyed on a staggered basis from September 1967 through December 1968.

## Cigarettes: some good and some bad news

While 41 representatives put their names on a bill that would enact the Federal Trade Commission's recommendation that cigarette packs carry a strengthened warning, activity on the Senate side indicated that help for the tobacco industry may be on the way.

The Senate Commerce Committee, under Chairman Warren Magnuson (D-Wash.), was reported to have issued invitations to the inventor of a new filter, claimed by its sponsor, Columbia University, to be unusually effective in reducing tars and nicotine without impairing taste or draw of cigarettes.

Committee staff members would not say that affirmative replies had been received, but it was indicated that invitations had been issued to Robert Strickman, president of Allied Testing and Research Laboratories, Hillsdale, N. J., inventor of the filter, and Dr. Grayson Kirk, president of the university.

The 41 House members urged substitution of the present warning on cigarette packs with the wording: "Warning: Cigarette smoking is dangerous to health and may cause death from cancer and other diseases." The bills (H.R. 12054 and 12055) also require that the warning appear in all advertisements, along with tar and nicotine ratings, and empowers the secretary of Health, Education and Welfare to prescribe rules establishing a maximum length for cigarettes. The bills appeared to be identical to one introduced on July 25 by John E. Moss (D-Calif.), chairman of the House Commerce and Finance Subcommittee (BROADCASTING, July 31).

Cosponsors included Commerce Committee members John Jarman (D-Okla.), chairman of the Subcommittee on Public Health and Welfare; John D. Dingell (D-Mich.), and Richard L. Ottinger (D-N. Y.).

BROADCASTING, August 7, 1967

## Goodrich signs for slew of ABC specials

The signing of what is described as "the largest contract between one company and a network in the history of television specials" was announced last week by the advertiser, B. F. Goodrich Co. The contract provides for full sponsorship by Goodrich of 27 hours of ABC-TV specials including repeat telecasts, and one-quarter sponsorship of all ABC News pre-convention, convention and election coverage during the 1968 presidential race.

"This commitment is three times as large as our sponsorship of documentaries in 1966 and 1967 and testifies to our continuing belief in the power of responsible television to entertain, stimulate and educate the American viewer," Ward Keener, president of B. F. Goodrich, said last week.

Thomas W. Moore, president of ABC-TV, said Goodrich will fully sponsor a total of 11 ABC News documentaries, eight new shows (which will then be repeated) and three repeats from previous seasons. The company will sponsor also the four *Undersea World of Jacques-Yves Cousteau* hours planned for next season, and their repeats.

Goodrich sponsorship of ABC News convention-election coverage will include the primaries and alternate weeks of *Issues and Answers* and *ABC Scope*.

## Will General Foods shift out of TV?

A report that General Foods Corp., White Plains, N. Y., is considering a shift of some of its TV billings to other media was discounted along Madison Avenue last week as an exaggeration.

The food advertiser spent more than \$93 million in television last year. The total budget, according to General Foods, amounted to more than \$140 million.

The speculation over GF's intentions was touched off by General Foods President A. E. Larkin, who told a stockholders' meeting July 26 that TV "on which most of our money is spent" was a "seller's market" and that General Foods felt "challenged continuously" to look into other advertising as well, as a way to increase effectiveness.

Mr. Larkin's statement drew various interpretations, but in the perspective of agency officials close to General Foods, the position was seen as consistent with the advertiser's belief—and

beef—that TV's prices are too high.

But, said authorities, this doesn't presage a jump to another medium. A substantial portion of GF's budget is already committed for the fall TV season, it was noted, and there was no evidence of "any big move to print or radio or to any other advertising medium." GF is several millions of dollars heavier in network (mostly CBS-TV). The split in 1966 spending came to approximately \$50 million in network and over \$43 million in spot.

General Foods business is handled by five of the larger U.S. advertising agencies, all in New York: Young & Rubicam, Benton & Bowles, Grey Advertising, Ogilvy & Mather and Doyle Dane Bernbach.

## Tobacco Institute raps FTC test techniques

The Federal Trade Commission last week ordered the beginning of cigarette testing for tar and nicotine content, with FTC Chairman Paul Rand Dixon taking issue with his colleagues on one particular.

Almost simultaneously with the FTC's action, the Tobacco Institute charged that the methods to be used are unscientific and that the results would be inaccurate and deceptive. The Tobacco Institute also repeated its contention that there is "no valid scientific evidence" that tar and nicotine are responsible "for any human illness."

The FTC only last month called on Congress to give it authority to require the tar and nicotine content of cigarettes to be listed on each package and to be specified in all advertising as well as a more stringent health warning (BROADCASTING, July 3 et seq.)

**Standards Set** ■ In announcing the commencement of tar and nicotine tests the FTC said that they would be carried out by its smoking machine under these conditions:

- Cigarettes will be purchased at retail stores in 50 areas throughout the country on a random basis. About 50 brands will be tested.

- Results will be based on a test of 100 cigarettes of each brand.

- Each cigarette will be smoked down to a 23 millimeter butt length, or to the filter and overwrap plus 3 mm. The butt length of 23 mm is slightly over 4/5ths of an inch.

- Tar content will be reported to the nearest milligram and nicotine to the nearest tenth of a milligram.

The Tobacco Institute challenged the FTC's decision, claiming the 23-mm butt length is too short. Butt length, it said, should be 30 mm. It urged that



reports should be based on both a "per-puff" and "per-cigarette" test and claimed that the FTC sample of 100 cigarettes is too small; that a minimum of 200 cigarettes should be tested for each brand.

**Prefers 30 mm** ■ In his dissent, Mr. Dixon favored the 30-mm test length. He noted that tar and nicotine information now published by some cigarette brands are based on 30-mm butt length. And he also noted that of the 120 brands and types of cigarettes now on the market, only 49 can be smoked to 23-mm.

The FTC, anticipating these arguments, emphasized that the test procedure is for the purpose of determining the amount of tar and nicotine in a cigarette under prescribed test procedures, not a measurement of the amount inhaled by any person.

Commissioner Everette MacIntyre did not take part in the vote.

## New agency lights up with \$2-million account

An advertising agency was born with a \$2-million-a-year cigar in its mouth last week when David, Oksner & Mitchneck Inc., New York, was established with its first account, the Consolidated Cigar Corp.

Bob David, 40-year-old president of the new agency, was until last month vice-president - management supervisor and member of the board of directors of Papert, Koenig, Lois, New York, where he supervised the Consolidated Cigar, Ronson, Quaker Oats and Simplicity Patterns accounts.

Bob Oksner, vice president-co-creative director of DOM, was a vice president and copy chief at LaRoche, McCaffrey & McCall, New York. Marvin Mitchneck, the third principal and also vice president-co-creative director, was a senior vice president, associate creative director and member of the board of the Marschalk Co. Messers. Oksner and Mitchneck are reunited in the new agency from their previous association at Marschalk, where they created the award-winning Chun King campaign.

## Business briefly . . .

**North American Philips Co.**, through LaRoche, McCaffrey & McCall Inc., both New York, is mounting a record second-half advertising campaign for its Norelco shavers. The bulk of the product's \$7-million budget for 1967 will be spent in television. Norelco will be a participating sponsor of the National Football League games, *The Smothers Brothers*, *Mission: Impossible*, *Mannix*, *Red Skelton Show*, *My Three Sons*, *The Thursday* and *Friday Night Movies*,

## Man about town

Any young broadcaster can expect the same red-carpet treatment when he chances to be in New York on the way to a Bahamas vacation. Well—almost any young broadcaster.

Patrick Nugent, proto-broadcaster from Austin, Tex., and recently a new father (he's married to the former Luci Baines Johnson), breezed into Manhattan last week for a short visit, between planes, to his station's rep (The Katz Agency); an ad shop (Ted Bates & Co.); a typical New York luncheon with some media executives; and some casual conversation with fellow broadcasters Frank Stanton, CBS president, and Robert Sarnoff, president of RCA.

The nice looking young man's visit left secretaries agog and prompted one Madison Avenue-type who met him to say: "He's a real nice young guy; maybe a little green about the broadcasting business, but he'll learn."

Mr. Nugent would appear to have plenty of time: among his father-in-law's many interests is KTBC-TV Austin, where Mr. Nugent is a junior executive.

*Carol Burnett Show*, *Lost in Space*, *Cimarron Strip*, *Wild Wild West*, *Gunsmoke*, *Daktari*, and *The Evening News with Walter Cronkite*, all on CBS-TV. In addition, the company is undertaking extensive spot TV in the top-47 markets.

**Carling Brewing Co.**, Cleveland, through Jack Tinker & Partners, New York, will sponsor CBS-TV's presentation of the last five holes on the final days of the fourth annual \$200,000 Carling World Golf Championship in Woodbridge, Ont., Sunday, Sept. 3 (4:30-6:30 p.m.) and Monday, Sept. 4 (4:30-6 p.m.).

**Hassenfeld Bros.**, Pawtucket, R. I., manufacturers of Hasbro toys, games and hobbies, will use network TV for the first time to promote two new games. Special commercials for "Tie 'n Tangle" and "Dunninger" will be on the NBC-TV *Tonight* show for nine weeks starting Aug. 28. Agency is The Bruns Advertising Agency, New York.

**Baumritter Corp.**, New York, (Ethan Allen furniture) through Rockwell, Quinn & Wall Inc., New York, is planning an extensive spot TV campaign this fall. Commercials will be tagged with local dealers' names and locations free of charge.

## Corning drops TV for consumer ads

Television has been dropped from the advertising plans of Corning Glass Works' Consumer Products Division for the second-half of 1967. The consumer ad budget will be concentrated in print media—the *New Yorker* magazine and 14 women's-home-type magazines.

R. B. Chamberlin, advertising manager for the consumer products division (Corning ware, Pyrex ware and Centura tableware are its products) said the change represents a "significant shift" from the emphasis in the past few years on network television.

"We feel at this time that we can achieve maximum impact with our advertising dollars in print media," he said in a statement. Corning officials cited rising television costs and the "enormous commitment" required to use television effectively as the reasons for the shift.

Current ad budget for the consumer division is close to \$2 million, a Corning spokesman said. Media buys for the first half of 1968 and beyond have not yet been firming said the spokesman.

Corning advertises its consumer products through Rumrill-Hoyt Inc., New York.

## Agency appointments . . .

■ The Block Drug Co., Jersey City, N. J., has appointed Sullivan, Stauffer, Colwell & Bayles, New York, as agency for its newly acquired B. C. Remedy Co., Durham, N. C. The account bills \$2.5 million, of which about \$2 million is in broadcast. Former agency was C. Knox Massey & Associates Inc., Durham, N. C.

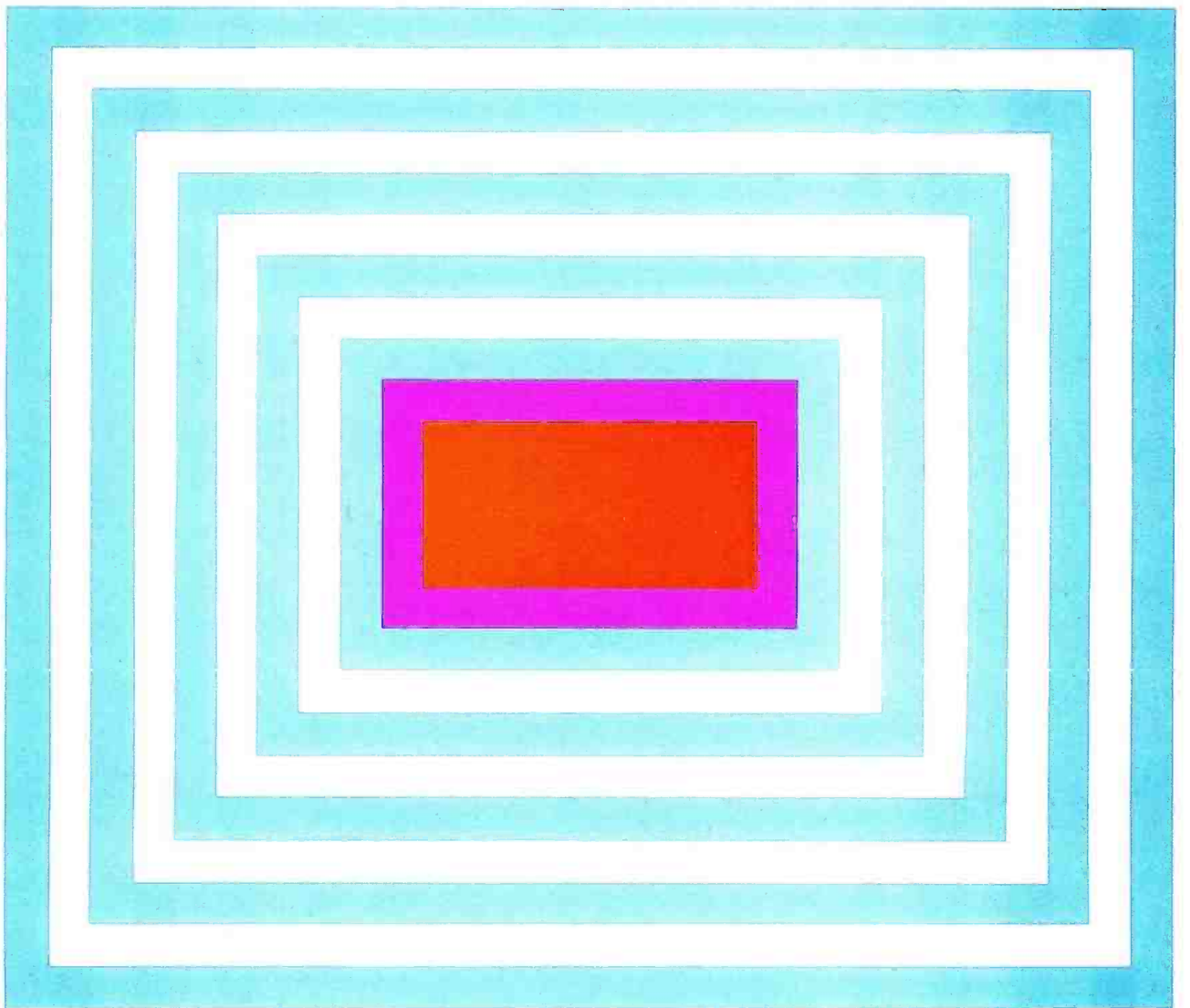
■ Buitoni Foods Corp., South Hackensack, N. J., manufacturer of Italian food products, has transferred advertising for spaghetti, macaroni and sauces divisions from Albert Frank-Guenther Law Inc. to Doyle Dane Bernbach, both New York. Billings are approximately \$1 million. Albert Frank retains the frozen-foods account.

■ General Cigar Inc., New York, has appointed Young & Rubicam, New York, as agency effective Oct. 1, replacing Needham, Harper & Steers. The account spent about \$800,000 in broadcast in 1966, but in 1967 Corina has shifted its emphasis from media advertising to special sales-promotion activity.

■ Thomas J. Lipton Co., Englewood Cliffs, N. J., Good Humor Division's ice cream account moves to Weightman Inc., Philadelphia, from J. Walter Thompson Co., New York. Good Humor spent \$82,420 in spot TV and \$118,000 in spot radio last year.

**Coming  
in September**

**A hot book  
for the  
cool medium**



**McLunan says  
television is cool.**

**You'll say the new  
Television Magazine is hot  
when you see it  
in September.**

### **New Size**

Beginning in September TELEVISION will be presented in a wholly new format. It will be produced in smaller size (like the page at right) to make it easier for readers to handle. The size will give the editors new flexibility in the use of printing techniques and the choice of papers. It will give advertisers the opportunity to use standard plates.

### **New Look**

The new TELEVISION will be profuse with brighter graphics, restyled from cover to cover. Editorial color will run through the book, to reflect the all-color medium that TELEVISION is reporting. But there's more than a face-lifting to the new TELEVISION.

### **New Scope**

Old departments will be modernized, new ones introduced. There'll be regular reports on finance, audiences, market measurements, color and UHF penetration, CATV connections, commercial techniques. Leaders in the field will square off on controversial issues. A wider range of articles will identify trends before they start, put events into historical perspective. The knowledgeable work of TELEVISION'S experienced staff will be augmented by contributions from outside experts. All this to make the meaningful monthly must reading for the influentials in TV.



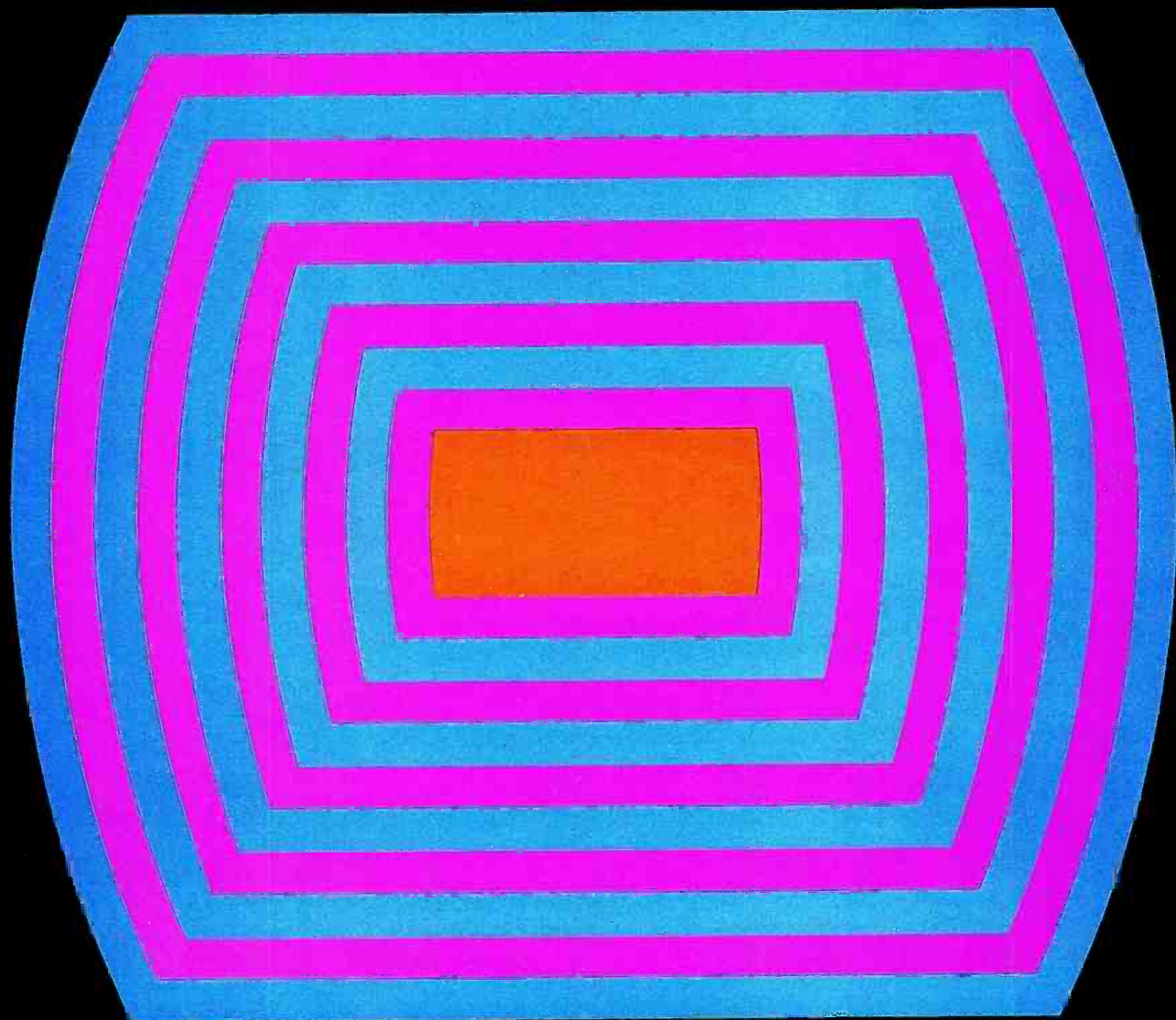
# TELEVISION

September 1967

Volume XXIV

Number 9

One Dollar



# An advertising hot line for the television business

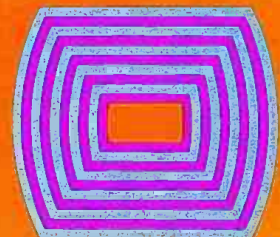
The new TELEVISION can take your message straight to the centers of buying power and policy making. It guarantees concentrated coverage of national advertisers and their agencies; targeted penetration of broadcasting, programming, supporting services, other communications media and government.

The new TELEVISION will deliver your message in a unique environment—in a showcase of graphic excellence. Your advertisement itself will be given optimum reproduction on the high-quality paper that will be standard in the book. (Yet you will achieve economies in plate-making because of the standard size.)

The new TELEVISION will give you the bonus of repeated exposure. It is designed to be read carefully at more than one sitting, to be saved for needed reference.

Wire or call collect to start your schedule in the September issue—with its new size, new look, new scope. You'll want your message on it when the hot line opens in TV.

Washington: 1735 DeSales Street, N.W. 20036. (202) 638-1022.  
New York: 444 Madison Avenue 10022. (212) 755-0610.  
Chicago: 360 North Michigan Avenue 60601. (312) 236-4115.  
Hollywood: 1680 North Vine Street 90028. (213) 463-3148.





# CPB limited to one-year funds

House Commerce Committee postpones authorization for future development

Tighter control has been the watchword of the House Commerce Committee, meeting behind closed doors on a line-by-line appraisal of the administration's bill to create a subsidized corporation to aid educational-television program development. Following two weeks of hearings on the Senate-passed legislation, House members have cut back the duration of appropriations authorizations and applied a political test for members of the proposed corporation's board of directors.

During a brief executive session last Thursday (Aug. 3), House panel members approved an amendment reportedly proposed by Representative Paul Rogers (D-Fla.) that would limit the corporation's authorization to \$9 million for fiscal 1968, deleting an open authorization ("such sums as may be necessary") for the next fiscal year. Some observers cited the action as limiting the franchise for the corporation for one year, but the language that was reported to be changed indicated that only the corporation's eligibility for a fiscal 1969 appropriation was to be inhibited by the House group's action.

The amount of the first year's authorization, \$9 million, was the same as submitted in the administration bill and as approved by the Senate (BROADCASTING, May 22). The change in the tenure of the authorization was seen, however, as a means by which the Commerce Committee could be assured of another look at the corporation next year when administration proposals on long-term financing have been promised. (The Carnegie Commission on Educational Television, author of the basic proposal to create a subsidized-broadcasting corporation, suggested that a manufacturers' excise tax on TV sets be earmarked for the corporation's use.)

**Political Balance** ■ On Tuesday an amendment offered by Representative William L. Springer (R-Ill.), ranking Republican member on the committee, to require that no more than eight of the corporation's board members have the same political party affiliation was accepted by voice vote. Mr. Springer

sought support for the political-test proposal from witnesses during hearings on the bill, but it was not expected that his idea would prevail in executive sessions. However, it was reported that the assistance of Representative John E. Moss (D-Calif.) provided sufficient bipartisan support to carry the Springer amendment.

Another Springer amendment modification, prohibiting ETV stations from editorializing or supporting or opposing any political candidates also gained committee approval. This change in the bill could, if passed and accepted by the Senate, amount to a whole new section in the Communications Act, it was noted. Its acceptance was presaged

during the second week of hearings and at the time did not alarm ETV witnesses. Some observed that noncommercial broadcasters are already so constrained by their nonprofit and tax-exempt status (BROADCASTING, July 24, 17).

**Name Change** ■ One of the first changes the House group made in the bill, committee sources said, was to change the name of the corporation from Corp. for Public Television to Corp. for Public Broadcasting, thus bringing the legislation into conformity in that regard with that passed by the Senate.

In other changes:

■ The House committee provided

## Bliss reigns at Lee's date on the Hill

His 17 minutes in the witness chair almost up, FCC Commissioner Robert E. Lee smiled his appreciation at Senator John O. Pastore (D-R.I.) during the Senate confirmation hearing last week on Mr. Lee's third-term reappointment to the commission. Senator Pastore left no doubt in the commissioner's mind that the appreciation was mutual.

The brief hearing, sandwiched between Commerce Committee action on passenger-train discontinuances and pipeline safety, was almost over before it began and compliments were the order of the day. Senator Pastore was in charge of the interrogation, with committee communications counsel Nicholas

Zapple in attendance. Senator Vance Hartke (D-Ind.) came in just in time to join in Senator Pastore's final words of praise for Mr. Lee.

Senator Pastore, chairman of the Communications Subcommittee, asked Mr. Lee for status reports on various matters currently before the commission: UHF, land-mobile spectrum problems and application of the fairness doctrine to cigarette advertising.

Commissioner Lee said that UHF was doing fine, although land-mobile pressure would probably force a re-examination of the allocations table with an eye toward reassignment of some UHF space to land mobile. Senator Pastore cited channel shortages inhibiting expansion of police radio in Washington and asked when there might be some commission action on the problem. Mr. Lee replied, "after today, probably tomorrow."

The FCC commissioner also told Senator Pastore that as far as he was concerned the extension of the fairness doctrine to product advertising would go no farther than its application to cigarettes.

The committee may vote on Mr. Lee's reappointment and prepare a report to the Senate this week. Mr. Lee was first named to the commission in 1953, was reappointed in 1960 and nominated for a third full seven-year term last month (BROADCASTING, July 17). He previously served with the Federal Bureau of Investigation and on the staff of the House Appropriations Committee.



Commissioner Lee  
Mutual admiration society



that grants for construction and equipment be limited to 8½% of the annual appropriation for any one state. The bill as drafted and approved by the Senate provided for a 12½% limit.

▪ The panel eliminated an open-ended authorization for facilities-grants appropriations and spelled out the amounts authorized for the next three fiscal years: \$10.5 million for 1968, \$12.5 million for 1969 and \$15 million for 1970. Only 1968's \$10.5 million appeared in the draft bill or the Senate version.

▪ The committee added language that would require the CPB to submit to an annual outside audit, and nothing in the language adopted would preclude a review of that audit by the General Accounting Office. Audits were left to the discretion of the CPB board in the original bill, as part of the strategy to help insure insulation from political pressures.

**CPB Saved** ▪ In a straight-party-division vote last Wednesday that was described by some committee observers as pro-forma, an amendment reportedly offered by Representative Albert W. Watson (R-S.C.) to strike Title II from the bill, and with it all reference to the programming corporation, was defeated 18-13. Committee sources considered the vote not a test of strict Republican

or Democratic sentiment on the measure but that minority party discipline was upheld in the expectation that the majority would keep the heart of the bill alive.

Although Committee Chairman Harley O. Staggers (D-W.Va.) had threatened to keep the panel in session on Friday if work on the bill (H.R. 6736) had not been completed, after the Thursday meeting adjourned without final action it was announced the consideration would resume "early this week."

## WSRA ordered off for promotion, power misdeeds

Fraudulent Thanksgiving and Christmas contests and operation in excess of power spelled revocation last week for Santa Rosa Broadcasting Co.'s WSRA Milton, Fla., according to the FCC.

WSRA is licensed to operate with 1 kw daytime and 250 w at night on 1490 kc. On numerous occasions during 1965, the station was found to be operating with 1 kw prior to local sunrise and after local sunset, the commission said.

The station also conducted two fraudulent contests during the 1965 Thanksgiving and Christmas seasons, the commission alleged in its order last

week. One contest involved the awarding of free turkeys as prizes based on listener guesses of the number of tape prerecorded "shots" required to kill a turkey. The commission charged that the tapes were selected to coincide with a listener's guess depending on the number of wins determined for each day of the contest and whether the station wanted a particular entrant to win or lose.

The Christmas contest, based on the use of the station's call letters in home decorations, never awarded an announced cash first prize, according to the FCC. When challenged to reveal the name of the winner on a subsequent open mike program, Frederick Davis, WSRA president and majority stockholder of Santa Rosa, furnished a fictitious name to the program's announcer, the commission said.

During a revocation proceeding in May, Santa Rosa declined to contest the case because of the bankruptcy of Mr. Davis, and was held in default by an FCC hearing examiner.

The station was ordered off the air by Sept. 30.

## Changing hands . . .

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

▪ **WFAM-TV Lafayette, Ind.:** Sold by Sarkes Tarzian Inc. (Sarkes Tarzian, president) to RJN Broadcasting Co. for \$250,000. RJN is wholly owned by Richard F. Shively, who also owns 18.8% of WLKY-TV Louisville, Ky. Mr. Shively is president of Telesis Corp., multiple CATV owner. Lafayette is Mr. Shively's hometown and he will have three sons attending Purdue University in Lafayette in the fall. WFAM-TV (ch. 18) operates with 186 kw visual from an antenna height of 660 feet above average terrain.

▪ **KLUV Haynesville, La.:** Sold by John J. Shields, Donald J. Davis and Warren B. Smith to J. F. Robillard of Chicago, and J. P. Robillard of New Orleans, for \$50,000. KLUV is daytimer on 1580 kc with 250 w. Broker: Blackburn Co.

**APPROVED** ▪ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 76).*

▪ **WIL-AM-FM St. Louis:** Sold by H. and E. Balaban and others to LIN Broadcasting Co. for \$1.65 million. LIN is group broadcaster with multiple CATV ownership, motion-picture production, owns Miss Teen-Age America contest and is in mail-merchandising business. Frederic Gregg Jr. is president of LIN. LIN has recently bought KLIF Dallas and KILT and KOST(FM) Houston for \$15 million, and WAVY-AM-TV

## check Blackburn about financing!

Arranging the proper financing that responsible buyers and sellers need to do business is just one of the full range and depth of services of Blackburn, the reliable broker. Others, equally important, include an accurate appraisal or actual as well as potential; a good name that is worth more to us than any single commission could ever be.

## BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

### WASHINGTON, D.C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
RCA Building  
333-9270

### CHICAGO

H. W. Cassill  
William B. Ryan  
Hub Jackson  
Eugene Carr  
333 N. Michigan Ave.  
346-6460

### ATLANTA

Clifford B. Marshall  
Robert A. Marshall  
Mony Building  
1655 Peachtree Rd.  
873-5626

### BEVERLY HILLS

Colin M. Seloh  
Bank of America Bldg.  
9465 Wilshire Blvd.  
274-8151

Norfolk - Portsmouth - Newport News, Va., for \$8 million (BROADCASTING, July 24, 3). Balabans, who own one-third interest in WIL stations, also control three TV stations in Illinois and recently sold KBOX-AM-FM Dallas (BROADCASTING, July 3). WIL founded in 1922, operates with 5 kw fulltime on 1430 kc. WIL-FM is on 92.3 mc with 38 kw.

▪ WDEE-AM-FM Hamden, Conn.: Sold by Richard Greene and Stuart M. Cadan to group headed by Noel Cote, Frank Delfino and Ted Quale for \$255,000 with adjustments, aggregating \$400,000. Mr. Quale, who is with WFAS-AM-FM White Plains, N. Y., will be president and general manager. Messrs. Cote and Delfino are with WCC Bridgeport, Conn. WDEE is daytimer on 1220 kc with 1 kw. WDEE-FM operates on 101.3 mc with 20 kw.

▪ WARN-AM-FM Fort Pierce, Fla.: Sold by Walker Broadcasting Corp. to Drew J. T. O'Keefe for \$220,000. Mr. O'Keefe is attorney; 100% owner of WBCB Levittown-Fairless Hills, Pa., and 65% owner of WKEN Dover, Del. WARN is on 1330 kc with 1 kw days and 500 w nights. WARN-FM operates on 98.7 mc with 1.3 kw.

▪ Wwgo Erie, Pa.: Sold by Thomas R. Bromely and others to John Laubach Jr. and Robert Burstein for \$200,000. Mr. Laubach owns WESA Charleroi, Pa. Mr. Burstein is Pittsburgh businessman. Wwgo is on 1450 kc with 1 kw days and 250 w nights.

#### Community Television

▪ Union, Me.; Endicott, N. Y.: Tri-Town Video Inc. sold by American Cable TV Inc. (Bruce Merrill) to Lawrence Flinn Jr., owner of Vestal Video Inc. (Vestal, Owego and part of Union, all New York). Price was not disclosed. Vestal Video's CATV systems are in communities adjacent to Tri-Town Video's system. Malarkey, Taylor and Associates acted as consultants to Mr. Flinn.

### Hawaiian research firm accredited by BRC

TRACE, a Hawaii-based radio audience measurement service, has received national accreditation by the Broadcast Rating Council. This accreditation is the third to be issued by the council for a radio rating service (there also are three accredited TV rating services).

TRACE, which stands for Traffic Radio Audit-Coincidental Enumeration, measures and reports separately on a parallel basis both in-car radio listening and in-home listening. Though TRACE conducted a number of studies in several West Coast markets a few years

ago, it has essentially limited its research to the Hawaiian market. As a result of the accreditation from the rating council, the research service, originated by Maurice D. Myers, president of Survey & Marketing Services Inc., Honolulu, is now working on plans to expand to the mainland of the U. S.

The TRACE report is based entirely upon coincidental surveys. The in-car audience is interviewed at selected major intersections throughout an area, while the in-home audience is surveyed by telephone coincidental methodology. Audience composition is reported for both in-car and in-home listening.

### Conditional renewals given Wometco outlets

The FCC has dismissed a request by Antwin Theaters Inc. that would have stripped ABC Inc. and Wometco Enterprises Inc. of the licenses of their owned or controlled television stations. And in the process the commission granted pending renewals for two Wometco stations, conditioned on the outcome of an antitrust suit that had been filed against the company by Antwin.

An operator of a drive-in theater

in the Miami area, Antwin lodged its petition to deny in November 1966. Antwin asserted that ABC's wholly owned subsidiary, Florida-State Theaters, and Wometco, through its ownership of theaters in Dade county (Miami) and throughout Florida, as well as their ownership of television stations, were engaging in monopolistic and fraudulent practices by maintaining their monopoly over the distribution of first-run motion pictures in that county (BROADCASTING, Nov. 7, 1966). Antwin filed a treble-damage antitrust suit to that effect in the U.S. District Court for the Southern District of New York in July 1966 naming Wometco as a defendant among many others.

The operator asked the commission to deny the pending applications for Wometco's owned or controlled WTVJ (TV) Miami and WFGA-TV Jacksonville, both Florida, and WLOS-TV Asheville, N. C.; and to call for and deny license-renewal applications for Wometco's KVOZ-TV Bellingham, Wash., and ABC's WXYZ-TV Detroit, WBKB-TV Chicago, KGO-TV San Francisco, KABC-TV Los Angeles, and WABC-TV New York. (The fate of WFGA-TV, now in interim operation, depends on the outcome of a comparative hearing [BROADCASTING, July 10].) Antwin claimed that renewal of any of the ABC/Wometco licenses

## EXCLUSIVE BROADCAST PROPERTIES!

**TEXAS PANHANDLE** — Old established daytimer, 1 kw, in single station growing market. Good equipment — some real estate. Priced to sell fast—\$25,000 down—balance eight year term. Plenty of potential. **Contact George W. Moore in our Dallas office.**

**MIDWEST** — Ideal Midwestern AM-FM combination in a market of some 48,000—On an absentee basis in 1966, the station had a cash flow of approximately \$30,000. All new FM equipment. The station is priced at \$215,000 with a down payment of \$45,000, balance over eight years. **Contact Richard A. Shaheen in our Chicago office.**

*Hamilton-Laudis*  
AND ASSOCIATES, INC.

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES • APPRAISALS & FINANCING

WASHINGTON, D. C. 1737 De Sales St., N. W. 393-3456	CHICAGO Tribune Tower 337-2754	DALLAS 1511 Bryon St. 748-0345	SAN FRANCISCO 111 Sutter St. 392-5671
---	--------------------------------------	--------------------------------------	---

*America's Most Experienced Media Brokers*

## In-depth study of AT&T needed: Johnson

And then there is another facet of FCC Commissioner Nicholas Johnson not often seen in his frequent harangues against the antiquated processes of the commission. In a 57-page opinion concurring with the July 5 FCC decision to limit AT&T's rate return for interstate services between 7% and 7.5% (BROADCASTING, July 10), the commissioner asserted, in often eloquent terms, that a "complete rethinking of our regulation of the telephone system is necessary and desirable."

Posing many questions and answering few, the commissioner seeks to broaden the scope of commission inquiry when it formally takes up in the fall phase two of the AT&T case dealing with the share of the company's total revenues the various services should provide.

Restructuring of the commission's probe, he ventured, could follow

along the lines of a thorough examination of all the factors that influence prices consumers have to pay, the range and quality of available services, the ways they are used, and the national social-economic-political consequences of the resulting communications behavior. "There is more to the public responsibility and consequences of monopoly utilities," he said, "than can be served by governmental review of rate of return, the value of the rate base and prohibitions against unreasonable price discrimination."

"Modern-day public utility theory must not only recognize and accommodate, but fully harness, the thinking and forces of our topsy-turvy new economics," the commissioner contended. What concerns him, however, is that "ill-informed" regulatory decisions may ultimately accrue more substantial costs to society.

would "enable those companies to continue using the leverage of the buying power" that station ownership gives them to deprive it of a free market in which to obtain first-run pictures.

Not unexpectedly, the commission dismissed Antwin's petition to deny in accordance with past practice. Normally, the commission does not permit its practices to be affected by private anti-trust suits, until they are resolved.

Instead the commission directed that the license-renewal applications for WTVJ(TV) and WLOS-TV be granted conditioned on the outcome of the anti-trust suit and that the licensee immediately notify the commission of the final disposition of that case. At that time the commission said it will determine what action concerning the parties, "if any, is required by the circumstances."

## Broadcasters fight over Charlotte CATV

A clash over CATV in Charlotte, N. C., involving three broadcasters and a local telephone company—but the broadcasters are not all on one side—has been brought to the attention of the FCC.

Involved on one side is Cox-Cosmos Inc., jointly owned by Cox Broadcasting Corp. and Cosmos Broadcasting Corp. On the other side is Jefferson-Carolina Corp.,—a CATV company

owned jointly by Jefferson Standard Broadcasting Co., and the Carolina Telephone and Telegraph Co. Both Cox and Jefferson own TV stations in Charlotte, WSOC-TV and WBTV(TV) respectively. All three of the broadcast companies are group owners.

Both CATV groups received non-exclusive franchises to serve Charlotte on April 3. Jefferson-Carolina immediately entered into a lease-back arrangement with Southern Bell Telephone Co. Cox-Cosmos planned to build its own facilities, using telephone and power company poles.

In its complaint to the FCC, filed last week, Cox-Cosmos said that it made the decision to build its own system after it had understood that the Jefferson-Carolina system would be built by the telephone company on a schedule providing for 60 miles of trunk line six months after engineering plans and 30 miles a month thereafter. Southern Bell owns 15.2% of Carolina, Cox-Cosmos said, and in turn is owned wholly by AT&T.

Cox-Cosmos said it discovered recently that the telephone company was proceeding at an accelerated pace and was wiring up the central part of Charlotte first.

Cox-Cosmos said it had asked the telephone company for pole line maps, but that the telephone company stated it had none. Cox-Cosmos thereupon proceeded on a street-by-street survey.

Early in June, the complaint related, Cox-Cosmos became aware of the expedited construction. After conferring with Southern Bell officials, Cox-Cos-

mos decided it too would order lease-back facilities on the same terms as Jefferson-Carolina, but was told the accelerated construction would only begin after engineering plans had been approved. This would cause the Cox-Cosmos installation to be delayed, while the Jefferson-Carolina construction proceeded, the complaint stated.

**Violates Rules** ■ Furthermore, Cox-Cosmos contended, since Carolina Telephone's principal stockholder is Southern Bell, an affiliate of AT&T, this violates a 1956 consent order in which AT&T is prohibited from engaging in any activity other than telephone service. Cox-Cosmos also said that Carolina Telephone is violating safety code provisions in its speeded up construction for Jefferson-Carolina.

Cox-Cosmos asked the FCC to order Southern Bell to abide by AT&T CATV guidelines that call for installation to proceed with 60 miles of trunk at the end of the first six months, and 30 miles per month thereafter. Cox-Cosmos also questioned the plan of Jefferson-Carolina to use a single headend facility since Charlotte receives TV signals from both the north and the south of the city. It asked the commission to order all parties to construct systems so that they are completed simultaneously.

Responding to the charges, Charles H. Crutchfield, president of Jefferson Standard, and Michaux H. Crocker, president of Jefferson-Carolina, said that all dealings with Southern Bell were a matter of official record. "These written documents," they said, "will prove that neither Jefferson-Carolina nor Southern Bell has 'cheated' or misrepresented anything with respect to our CATV operations in Charlotte or elsewhere." Jefferson-Carolina recently announced that its CATV service would be activated this month.

## Pay-TV oral argument scheduled for Oct. 2

The 12-year-old pay television proceeding received an expedited boost from the FCC last week. In separate, but concurrent actions the commission set the date for oral argument on the report issued by its three commissioner-pay-TV committee (BROADCASTING, July 17) as well as issued a second further notice of proposed rulemaking inviting comments on technical rules that should be adopted.

Oct. 2 was scheduled for oral argument with Sept. 15 as a deadline for comments or outlines of arguments from interested parties wishing to participate in the hearing. The commission requested that the comments not be addressed to that portion of the report



dealing with system performance-capability standards.

At the same time the commission issued its second rulemaking notice on technical rules so that it would be able "to give consideration to the technical matters concerning system performance capability sooner so that if, after oral argument, it should be decided to establish a subscription-television service and not limit it to the use of a single technical system, the technical and other matters can be considered concurrently and the new service could get under way with a minimum of delay."

The commission also took pains to point out that its notice was "not to be construed as a prejudgment of the basic issue of whether a nationwide STV service should be established." The notice was merely intended to expedite the proceeding, it said.

Along with the notice the commission published a proposed set of criteria for type acceptance of pay-TV systems, similar to conventional TV-station operation. The commission said it did not presently foresee the need for special technical operating requirements for the service. The rulemaking comments are due Sept. 29 with reply comments due Oct. 20.

## Rochester ch. 13 goes to Flower City

How do you resolve a six-year-old comparative hearing involving 10 applicants none of whom offers the commissioners sitting in judgment significant differences to effect a clear-cut selection?

That question is rooted in Commissioner Nicholas Johnson's dissent to an FCC grant last week for channel 13, Rochester, N. Y., to Flower City Television Corp. And in no small way the commission's failure to accord the Flower application preference over the other applicants in any of the standard six comparative criteria moved Commissioner Robert T. Bartley to dissent to the majority decision as well.

Applicants for the channel involved in the proceeding since Nov. 15, 1961 and parties to the interim operation since 1962 are Flower, Genesee Valley Television Co. Inc., Star Television Inc., Community Broadcasting Inc., Heritage Radio and Television Broadcasting Co. Inc., Main Broadcast Co. Inc., The Federal Broadcasting System Inc., Citizens Television Corp., Rochester Broadcasting Corp. and Rochester Telecasters Inc., all Rochester.

Originally the grant was recommended in an initial decision in 1964 to Rochester Area Educational Tele-

vision Association Inc. and Rochester Telecasters to operate the facility on a share-time basis. However, the commission set aside the hearing order and designated the proceeding for further hearing. After negotiations with the other applicants, RAETA asked for dismissal of its application. The commission then determined the proceeding would be decided on the basis of the existing record and in accordance with its then recently adopted (1965) policy statement on comparative hearings (BROADCASTING, Aug. 2, 1965).

**Diversification** ■ Though Flower did not receive first preference in the six standard criteria the commission accorded Flower by process of elimination a preference over Federal because that company had existing broadcast interests (WSAY Rochester and WNIA Cheektowaga, N. Y.). "We feel that the public's interest in a television station in Rochester which will provide an entirely new viewpoint in broadcasting not associated with any existing station," the commission said, "is more important than the greater ownership participation which would be provided by Federal."

Flower also received an ultimate preference over Community because of its superiority in the area of participation in station operation. The commission noted that "a great majority of the Flower stock is held by persons with area familiarity . . . who will devote some time to the station's operation."

In his dissent Commissioner Bartley said he would have granted the Federal application because the company evinced 100% integration of ownership. Further the commissioner said that although he agreed with the intent of diversification of control of media of mass communications criteria, he viewed a licensee's facilities (AM, FM and TV) as a broadcast unit.

"As technical advancements were made, and an AM licensee added FM and TV to enhance its broadcast service in the community," the commissioner noted, "I believe the public interest was benefitted." Commissioner Bartley concluded: "I find generally that a proposal to add a facility to such a locally oriented unit is in the public interest and not subject to demerit per se." For those commissioners who argued that the Flower proposal offered a "new voice," the commissioner retorted: "I believe that more basic than the matter of a 'new voice' is the quality of the 'voice' that is added to the area."

**Johnson's View** ■ Commissioner Johnson reserved harsher words for the process of comparative hearings rather than registering a complaint against the majority decision. Though he would grant a slight preference to Community on the basis of its past

broadcast record, he did not offer this judgment "for it appears to me impossible to make meaningful distinctions between applicants with such insignificant and noncomparable differences.

"The comparative process for selection of broadcasting licensees," the commissioner asserted, "is a sad commentary on the American administrative process. The basic bankruptcy of the approach and the absence of any correlation between the results reached and any discernible policy has been demonstrated long ago."

Commissioner Johnson noted with alacrity that this "extraordinary marathon conducted by the commission and the applicants has produced no more satisfactory result than would a drawing from a hat." He cited that this proceeding was an example of the "intolerable delay" that can accompany the comparative process. And though the commissioner acknowledged that he is not the first person to have expressed this view, he emphasized "neither Congress nor this commission has made necessary moves to change the process—a change which is long overdue."

## TV families to grow by 1.5 million: ARB

An increase of more than 1.5-million TV households is predicted for Jan. 1, 1968 by the American Research Bureau. This is 300,000 more television homes than the over-all increase in households.

ARB estimated that there will be 56,374,100 households with one or more TV sets at the beginning of next year. This is an increase of 1,535,600 TV households over last year's estimate, it said. Total households in the U.S. will amount to 59,768,800, ARB said, compared to 58,522,800 at the beginning of this year, when 54,838,500 were TV homes.

Although the over-all penetration of TV remains at 94%, ARB listed Rhode Island, New Jersey, Maryland, Michigan and Ohio as showing a high penetration of 97%. Last year only New Jersey and Michigan reached that peak. Mississippi had the lowest penetration of TV households with 86%; last year Mississippi also was low with 83%.

California leads all states in the number of television households, 5,983,800. Last year it had 5,762,000, and also was number one. New York follows with 5,578,500 TV households, compared to 5,480,400 last year. The state with the lowest number of TV households is Wyoming with 96,500. Last year it was also lowest, with only 97,300.

# Editorializing tied to station revenues

**NAB survey finds that stations with higher income take editorial positions more freely and often**

More than half of the radio and TV stations now editorialize.

Gross revenues play a role in a station's decision to editorialize.

Most stations feel editorializing should be an expression of the station's view on public issues.

Items of purely local interest are most likely to be covered editorially.

Broadcast management's understanding of the fairness doctrine is far from thorough.

TV stations editorialize more actively than radio stations.

Only one out of 10 stations has ever endorsed a political candidate.

These are some of the major findings presented by the National Association of Broadcasters last week at the fifth annual National Broadcast Editorial Conference at the University of Michigan, Ann Arbor.

The findings come from a survey conducted from July to November 1966 by the NAB research department to provide data in two areas: the personal opinions, attitudes and knowledge about editorializing among broadcasting executives; and the extent of editorializing and the policies, practices and experiences of those that do editorialize.

The NAB report, delivered by Howard Mandel, vice president for research, was based on responses from 1,444 broadcast executives regarding their views on editorializing, and from 1,276 radio and 247 TV stations on the number that editorialize and how they do. Of the 1,276 radio stations, 400 were AM-FM operations.

Other speakers included Hollis Seavey of NAB's government affairs department; Willard Schroeder, vice president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich., and Senator Philip A. Hart (D-Mich.) (see page 59).

**Over 50%** ■ According to the study, 57% of radio stations and 56% of TV stations said they now broadcast editorials; 33% radio and 35% TV have never editorialized; 10% radio and 9%

TV did editorialize but are not doing so now.

The NAB found that there was no appreciable increase in the extent of broadcast editorializing comparing the 1966 findings to a 1963 postcard survey of the industry.

Incidence of editorializing "is positively related to gross revenue and this is particularly noticeable in the case of radio," the survey found. It showed 73% of radio stations with revenues of more than \$500,000 broadcasting editorials, 62% of stations with revenues of \$250,000-\$500,000, and 54% of stations with revenues below \$250,000.

Among TV stations that editorialize, the figures are 59% of those with incomes above \$1 million, and 48% of those below that figure.

Of all the stations that are editorializing, 44% said they have been doing so for at least five years; 32% for three or four years, and 23% for no more than two years.

**Personnel Problem** ■ Of the stations that said they had never editorialized, 65% said they didn't have enough personnel or time. This figure was 66% for stations that used to editorialize. Of the "never" group, 13% said it was due to a difficulty in complying with the fairness doctrine, while 24% of the "used to" group gave this reason.

However, of those that used to editorialize, 55% said they did plan to start doing it again, while only 24% of those that had never editorialized planned to start doing it.

Among television stations, 39% said they editorialize daily, 22% weekly, and 39% had no regular schedule. For radio stations, the respective figures were 25%, 14% and 60%.

Asked to describe its most recent editorial issue, 70% of the radio and 69% of the TV stations said it was a purely local issue; 22% radio and 24% said it was a state or national issue; only 3% dealt with noncontroversial subjects such as safe driving, Smokey

the Bear, Mother's Day.

**Community Need** ■ According to the survey, about half the stations recently editorialized on existing local conditions or practices. These covered schools, transportation facilities, city planning, urban renewal, etc. Of the editorials on local conditions or practices, nine out of 10 were addressed to some proposal for change.

Only 10% of all stations have ever endorsed a political candidate. Again, income of the station had a bearing on the question among radio stations. Of stations grossing \$500,000 or more, 22% had endorsed a candidate, compared with 10% of stations with smaller revenues.

The study of management's knowledge and opinions of the fairness doctrine led NAB to conclude that particularly among radio executives there is not a thorough understanding of the doctrine. The survey asked for a true or false answer to the following statement: "The fairness doctrine requires that a station give equal time for the presentation of views contrary to the stand taken by the station in an editorial." The statement is false because it contains the "equal-time" phrase. However, 69% of radio management said the statement was true, compared to 56% of TV executives and 48% of executives speaking for both radio and TV operations.

**Lack of Knowledge** ■ Questioned on Section 315 of the Communications Act, the survey found one of three broadcast executives think the statute applies to editorials as well as to political candidates speaking in their own behalf and "again radio-station management is less knowledgeable than those who set policy for television and for both media."

A majority of the bi-media management (62%) felt Section 315 should be repealed, compared to 43% for all management replies. Bi-media management also felt more strongly than total management (64% to 59%) that the fairness doctrine keeps stations from editorializing on important issues. A majority of bi-media management (56%) felt the fairness doctrine should be abolished while only 43% of total management felt this way.

The survey also found that management of stations which do not editorialize are less strongly opposed to the fairness doctrine and Section 315 although their understanding of these regulations is no different from that of editorializing-station management.

**House Hearing** ■ Discussing the editorializing climate in Congress, Mr. Seavey pointed out that the most serious editorializing problem on Capitol

# Editorials should use ad techniques: Hart

Editorial comment, particularly on television, is not as influential as it should be because too many broadcasters have followed the time-worn newspaper tradition of just speaking an editorial or giving it voice-over while the words roll by on the screen. Broadcasters got that word last week from Senator Philip A. Hart (D-Mich.) in a speech to the National Broadcast Editorial Conference at the University of Michigan, Ann Arbor.

An editorial on TV, he felt, can be made to be memorable in a manner that "no print medium can match," if broadcasters would use proven commercial techniques for editorials. He noted that "a one-minute TV spot showing a lot of agitated tummies that only Alka-Seltzer can soothe is far more effective than any newspaper ad for the same product."

On the other hand, a furniture store or supermarket usually finds better results from newspapers because the ad can be clipped, the prices studied and compared.

**Super Sell** ■ The TV editorial, he continued, should be like the Alka-Seltzer spot, a creative endeavor



Senator Hart  
Use commercial style

"taking advantage of all the audience involvement that Marshall McLuhan tells us the medium is capable of."

As an example, he asked why a station campaigning against slum

housing shouldn't use an editorial "of an artfully photographed and skillfully edited two-minute film of an afternoon in the life of a slum child. And if music would heighten the effectiveness of the message, why not use music?"

Admitting that cost of such editorials might be a factor, the senator had a ready reply. TV advertisers don't come on for just one spot and then fade from the scene. They repeat, and repeat and repeat.

By the same token, he asked, why should radio and TV have different editorials daily just because newspapers do? Again, he urged stations to take a leaf from the commercial workbook—use repeated exposure to gain memorability among the audience.

"If an editorial film were skillfully, interestingly and tastefully done," he added, "I think an audience could bear to see it several times."

Editorials are a service to the community, Senator Hart said, and the more opinions a community has available, "the more likely that community will be able to make a sound decision . . ."

Hill today is endorsement of candidates. The House Commerce Committee is now studying the question and there are indications of a hearing on the subject.

"Many members of the committee," he said, "believe that the FCC has not exercised adequate surveillance over editorializing practices of licensees, but admit that this may result from budget and manpower limitations. There is also sentiment that some radio broadcasters in very small markets are especially vulnerable to complaints about lack of fairness in dealing with editorializing in general and political candidates in particular."

He noted that broadcast journalism has grown, will continue to grow and editorializing "is an inescapable ingredient of that growth. To an increasingly greater degree the American people will look to radio and television not only as their prime source of news but as the vehicle through which they are exposed to the various sides of issues of public importance."

**Public Acceptance** ■ Mr. Schroeder noted the public "seems to be accepting, even demanding, more and more news, information and interpretation from TV and radio." While the public

is looking to broadcasters for this material, he continued, the industry seems to have "an inferiority complex about our status as a source of news and information. We don't quite yet believe deep inside that people are depending on us in such an overwhelming manner to give them the news information and interpretation they want."

He predicted the feeling of disbelief would fade with news-oriented personnel into top management positions.

The ever-increasing emphasis on news by the TV networks was interpreted by Mr. Schroeder as a sign of realism in private enterprise. The network executives, he said, in referring to coverage of the Arab-Israeli war and the Johnson-Kosygin talks, canceled a lot of advertising and spent a great deal of money for news coverage "only because they are convinced viewers want it and that giving it to them is basic to their long term success and growth."

Discussing relations with the FCC, he said the commission generally seems to feel broadcasters do a "fairly good job" in news and editorializing, "but, ironically, it persistently acts as if we're really not to be trusted, that the only way to insure a healthy fair treat-

ment of controversial issues is to pile regulations on top of regulations."

The actions of the FCC and the politicians who fear broadcast editorials, he added, seem to be in "sharp contrast with the attitude of the general public."

## Triangle to distribute 61 feature films

The acquisition by Triangle Program Sales of 61 feature films for TV distribution is being announced by the company today (Aug. 7) as part of an expansion move into motion-picture distribution and production for TV.

Ben Barry, who has headed his own syndication firm for the past 16 years, has been named director of Triangle Program Sales. He brings into the Triangle operation 61 features (15 in color) in new packages to be announced shortly. Mr. Barry currently is negotiating for other motion pictures to be released to TV by Triangle, which has not been active in feature-film distribution to TV for the past three years.

A spokesman said that Triangle plans to become active in the feature-film production area in 1968.



# Riot coverage stirs Congress

Network news policy may be reviewed in House; others cite need for code

Criticism of broadcasting exposure given to rioters and those who would incite civil disorder showed signs last week of blossoming into a full-fledged congressional issue. During the week, one congressman's office reported a record mail response, other congressmen picked up the theme and the chairman of the House Communications Subcommittee said he was seriously considering asking the networks to appear before his panel to explain their policies on riot coverage.

Representative Durward G. Hall (R-Mo.), whose statement two weeks ago on responsibilities of media during and before riots drew widespread coverage (BROADCASTING, July 31), has since re-

ceived hundreds of letters from all parts of the country, an aide said. All but one were favorable to Mr. Hall's thesis that media, especially the "instant media," could contribute to riots by giving time to direct appeals for violence.

Some of Representative Hall's correspondence was from broadcasters, who concurred with the congressman's concern, if not with the desirability of legal curbs on broadcasting, he added. Several discussed efforts to establish local codes of emergency coverage procedures. Others pointed at networks as a source of out-of-town inflammatory material, the aide reported.

**Network News** ■ The three major networks AP and UPI were sent letters by Senator Hugh Scott (R-Pa.), ranking minority member of the Communications Subcommittee, urging the development of a code of emergency procedure. He said that the reporting of riots should be balanced by appeals for law and order.

"Such a code must be consistent with freedom of speech," Senator Scott observed in the letters to ABC, CBS and NBC. "Nevertheless, concentration on the sensational aspects of the situation and the frequent broadcast of appeals to riot by extremists raises a serious question as to the editorial responsibility

and the discretion of the media."

Senator Ralph Yarborough (D-Tex.) cited responsibility of broadcasters in Dallas as the reason that a riot is not feared there. On *Metromedia's Opinion: Washington*, Senator Yarborough said "they don't spend time here [in Dallas] on television showing Stokely Carmichael and others calling for black revolution. They don't show looting—spend all the news time showing looters shooting at police and looting stores."

Representative Hale Boggs (D-La.) also cited "the tremendous impact of national television" and said he was "amazed that our vehicles of communication would use their time and effort to put [agitators] on nationwide television to spread this kind of disorder and incite people to riot in our country."

Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, said that because of the press of Commerce Committee business he could not say when he might hold hearings on network riot coverage, if he does so decide. He indicated he had no pat answers to an admittedly sticky freedom-of-speech problem but said he would like to know of the presence of cameras and newsmen in riot situations and what policies the networks have for news coverage on the scene.

## KPIX(TV) takes viewers on hippieland trip

Westinghouse Broadcasting-owned KPIX(TV) San Francisco this month completed a three-part documentary series that amounted to a psychedelic trip to the grooviest hippie

hangout in the country. This television happening took place in San Francisco's Haight-Ashbury section. It included love-rock music, flower children, long-hairs, beards, such

musical groups as The Grateful Dead and The Quicksilver Messenger Service and a strong flavoring of LSD.

KPIX's examination of the hip society began last February with a visit to the Psychedelic Shop, The Print Mint, the Drug Store Cafe, the Straight Theater and to The Swami, who conducts services in Krishna Consciousness, a new Eastern-oriented mystical religion.

The second documentary in the series, broadcast last May, examined the dance-music sounds peculiar to the hippie society. Introduced was the Quicksilver Messenger Service, a group that has never made a record or appeared on television, yet is considered one of the most popular dance-hall performers.

The concluding half-hour special, presented July 11, took a close look at LSD and the people who use the drug. Each of the programs in the series, entitled *The Maze*, had a different tour guide or program commentator.



Hippie rings his bell for wide-eyed reaction

# Issues restated in WLBT case

TV station says it attempts  
to serve both sides of  
racially split community

A schism between southern Negroes and whites is at the heart of a license-renewal proceeding involving WLBT (TV) Jackson, Miss. Proposed findings of fact submitted by the station, the FCC's Broadcast Bureau and the United Church of Christ last week to Hearing Examiner Jay A. Kyle point to the broadcaster's dilemma: in the station's words, an attempt to play the role of middle man in a community almost equally composed of Negroes and whites divided between segregationists and integrationists, where many believe "rather resentfully that television has created the civil-rights movement" and where the station is never "doing enough" from either point of view.

The WLBT renewal was ordered for hearing by the commission after the U.S. Court of Appeals overturned a commission decision of May 19, 1965, granting the station a one-year renewal. The short-term renewal was granted because of charges the United Church of Christ had made against the station. The church and others in the Jackson community were eventually made intervenors to the proceeding.

The church's position in its findings is that WLBT had not, during the course of its license-renewal period, "made a good-faith effort to ascertain the needs of its Negro community or to serve those needs." (The station's grade-B area serves a population in excess of 850,000 of whom 47.4% are Negroes.)

The church further claimed that the station affords "almost no opportunity" to Negroes to share the use of its facilities and that the station's operations show a 12-year pattern of failure to present conflicting views on controversial racial issues. (WLBT, in its findings, maintains that it is "in a position where it is 'damned if it does—damned if it doesn't.'")

**Unbalanced** ■ The church noted that the station cannot claim that its over-all record demonstrates a balance of comment on civil-rights issues. In fact, the church contends: "WLBT's over-all record is a long series of claimed mistakes in understanding the application of the fairness doctrine" with respect to spot commercials, discussion of states rights, personal attacks in political interviews, and the like. (The Broadcast Bureau,

in its findings, which recommended license-renewal, said the record does not support intervenor charges that WLBT did not make time available for discussing conflicting views on issues of public importance, or did not afford Negro spokesmen opportunities to discuss the issue of racial integration.)

The church alleged that the station's claimed mistakes "resulted in the unbalanced promotion of segregationist views" and that its programing on racial issues "was designed to serve primarily the extremist fringe of the white population with which its general manager was associated." It was not until February 1964, just before the filing of the renewal application, the church noted, that the station had "a single local program on which Negroes could regularly participate."

The church concluded that the station's efforts at compliance have been "negative rather than affirmative," coming after long delay, and have been "characterized by an over-cautious adherence to the racially segregated patterns of the past." Though the station has made a "modest increase in public-service announcements for Negro organizations and in local Negro religious programing," the church alleged that these programs and announcements are presented before 7:30 a.m.; and further there is "still a striking disproportion in programing for white and Negro organizations and churches."

**Past Responsibility** ■ In any event, the church contended that the station's improvement should receive little weight in the proceeding since "even if the licensee, once called to account, has become a model station, the necessities of an effective enforcement policy would preclude renewal."

As far as WLBT's present practices are concerned, the church concluded that there "is little evidence of effective and consistent contacts with the Negro community" by the station or that any WLBT employe in a responsible position "is either a Negro or has any association with the civil-rights movement."

The station in defending its practices claimed that the intervenors "apparently misconceive the role of a television station—as they misconceived the role of television news. Television news is not meant to 'create' a movement," the station said, "nor is television to be used as an instrument to advocate a particular social philosophy, or political position, to the exclusion of others. It is only to report events and provide the means for discussion of issues as they happen—fairly and accurately." It is apparent, the station said, the intervenors' position "is that WLBT is biased and prejudiced whenever it does not present a point of view totally in accord with their own. . . ."

# Renewals bring two dissents

Cox and Johnson take off  
again on stations that  
program minimum of news

The FCC's recent batch of license renewals to stations that offer minimum or nonexistent proposals for news and public affairs programing drew additional fire from Commissioners Kenneth A. Cox and Nicholas Johnson last week.

The commissioners issued their latest broadside in separate dissents (the fourth such dissent in two years for Commissioner Cox) to a Broadcast Bureau report that 265 of a total of 345 AM and TV stations in Indiana, Kentucky and Tennessee, whose licenses came up for renewal consideration last week, were found to be qualified. The remaining stations had minor problems associated with their applications. Of those 265 stations approximately 90 of them, in one category or another, propose to program less than 5% news, 1% public affairs and 5% "other" programing (agricultural, religious and instructional).

What "distressed" Commissioner Cox with the latest renewals was the "continuing increase in the number of television stations included in these lists." He said that 10 of 14 stations that propose to present less than 5% news are TV stations, "some of them well established VHF stations in markets like Memphis, Chattanooga and Nashville."

The commissioner also noted that among the licensees of these stations are "successful multiple owners like RKO General, Taft and General Electric" and that these stations in the main are engaged in profitable operation.

"In a period when each new study shows more people relying on television and radio for their primary source of news," he said, "it seems to me that these television stations should be increasing their efforts to insure that the people in their market areas are well enough informed to deal with the problems facing them."

Commissioner Johnson dissented to the renewals on basically the same grounds he used to object to the February grants (BROADCASTING, March 13). He complained: "I do not feel that the commission can fulfill its responsibilities to the public by renewing such licenses without the slightest inquiry or concern as to justification or excuse."



# News escapes fairness doctrine

Coverage of Dodd Senate debate results in ruling that personal-attack provision does not apply to newscasts

As the result of two FCC postures assumed last week on its controversial fairness doctrine, broadcasters gained a break in the personal-attack principle and got a glimpse at a tough road of litigation ahead.

On the one hand, the commission with minor qualifications specifically exempted from the personal-attack provisions of the fairness rule "bona fide newscasts or news specials concerning a current event, or on-the-spot coverage of a bona fide news event." The news program exemptions were made amendments to the commission's recent codification of the fairness rules as they apply to the broadcast of personal attacks and editorials for or against political candidates (BROADCASTING, July 10).

On the other hand, the commission served notice on the broadcast industry, through an address delivered by Robert V. Cahill, legal assistant to Chairman Rosel H. Hyde, before the fifth annual National Broadcast Editorial Conference, that it "believes in the validity and righteousness of its actions" relating to the fairness doctrine "and welcomes the opportunity to defend them in court."

**Dodd Case** ■ The commission amendment came as a result of a complaint registered by Michael V. O'Hare, former accountant for Senator Thomas J. Dodd (D-Conn.), against NBC. Mr. O'Hare, who with three other former Dodd employes supplied columnist Drew Pearson with the lawmaker's personal files that eventually led to the senator's censure, alleged he suffered a personal attack by Senator Russell B. Long (D-La.) in a film clip used on the Huntley-Brinkley news program. He contended that NBC's failure to give him prior notification violated the fairness rule applying to such personal attacks.

The network rebutted that prior notice was impossible since the recorded portion featuring Senator Long was inserted in the live program shortly before its broadcast. In any event, the network rejected the contention that such news items fall under the personal-attack principle. And, no doubt to the relief of many broadcasters, the FCC agreed.

"We are making this clarification," the commission said, "in order to stress that our rules are in no way designed to inhibit or impede the timely execution of the all-important news functions of licensees or network."

Though the general fairness doctrine

is applicable to news programs and "licensees are required to make reasonable good-faith judgments upon the particular facts of the case with that doctrine," the commission noted, an element of timeliness surrounding the programs would render the personal-attack principle inapplicable. A daily, "hard news" program, for example, would be exempt; a news documentary or news interview show would not.

If a broadcaster, in newscasts or in timely news specials geared to a current event, airs news that includes a personal attack which was made as a part of that event, the commission explained, "the personal-attack doctrine would be inapplicable." Fairness, the commission went on to say, "could be met simply if the licensee broadcasts news stories giving the other side of the matter (including the attack facet)." The only aspect of a timely newscast that is not exempt is an editorial or similar commentary that embodies personal attacks.

Present rules require licensees whose stations broadcast a personal attack to send the person or group cited a script or tape of the attack, notification of the time of the broadcast and an offer of a reasonable opportunity to respond. The broadcaster's notification and offer must be made within a week of the broadcast.

News documentaries and news-interview shows, however, do not share in the personal-attack exemptions. Docu-

## News blockade?

Informal complaints were filed last week with Wisconsin Governor Warren P. Knowles by ABC News and United Press International over alleged obstructive behavior by National Guard troops toward newsmen covering racial disturbances in Milwaukee.

A spokesman for ABC News said "some inexperienced kids in the guard have pretty consistently stopped and searched our news cars, despite their being clearly marked and the correspondents' credentials."

UPI complained of National Guard "press blockades" that were "keeping us from doing our job. The complaint was informal, and we expect the situation will be ironed out quickly."

mentaries "ordinarily do not involve this aspect of timeliness," the commission noted, "therefore the licensee, in preparing the documentary, can readily comply with the personal-attack principle." The news interview show, "which is akin in this respect to many other talk programs," the commission said, "is not exempted" for the same reason.

**Candidates Exempt** ■ The only exemptions that are open to these type of programs, the commission cited, are those involving attacks made by legally qualified candidates or other such candidates, their authorized spokesmen, or those associated with them in the campaign. The exemptions are granted because the equal-time law "is usually applicable" in such matters.

The commission reiterated the purpose of the rules is to "delineate better the licensee's responsibilities in this important area and to afford the commission a further needed sanction to deal with those who flagrantly violate the underlying policies in situations where there is no reasonable question as to the licensee's responsibility." Under present rules the maximum sanction available to the commission is a \$10,000 fine to be imposed on stations that fail to abide by the requirements but whose violations are not so extreme as to warrant designating their license-renewal applications for hearing.

Whatever helping hand the broadcaster received from the commission last week was mollified to some extent by the promises of Mr. Cahill's remarks in Ann Arbor, Mich. Touching many bases embodied in the fairness doctrine (which he called "remarkably lucid for a product of the bureaucratic will") Mr. Cahill emphasized the positive aspects of the rules and the commission's desire to defend them in court, when necessary.

In the commission's opinion, he said, "certainly, the FCC strongly encourages editorial leadership by broadcasting stations, and despite some opinions to the contrary, the commission believes that its regulatory policies have created an atmosphere which should foster, not hinder, editorializing." He pointed out that a fundamental basis of the commission's position is that the public has a right to be informed of different attitudes and viewpoints held by the various groups that make up the community. "While such a view restricts the licensee's freedom to utilize his station in whatever manner he chooses," Mr. Cahill acknowledged, "it does so not as a violation of free speech, but in order to make possible the maintenance of his facility as a means of freedom of speech for the general public."

**Limits** ■ He took issue with "any characterization of the FCC's actions as encroaching, in any fashion, on the 'prerogatives of broadcast editorialists'. Frankly, it is personally disturbing to



me to hear allegations that the government's insistence on fairness in the treatment of controversy is hampering and even thwarting the growth of electronic journalism."

In a pointed manner, Mr. Cahill levied a countercharge at "those spokesmen who loudly contend that the fairness doctrine is an obstacle to journalistic achievement—[they] need look no further than the accomplishment of many of their associates to recognize the fallaciousness of their argument." He termed the doctrine a useful guide toward broadcaster responsibility. Whatever burden the doctrine had created on broadcasters, he felt it to be "strictly secondary, and does not deter nor prevent the success of a dedicated and creative broadcaster who is seriously committed to the journalistic tradition."

The real difficulty, in Mr. Cahill's terms, "lies with broadcasters who are not seriously committed to the journalistic function or to the exposure of controversy. They use the doctrine as an escape hatch to avoid involvement in community affairs. [It] becomes a convenient whipping boy to excuse nonaction and they would continue on the same course in its absence."

Mr. Cahill touched other fairness highpoints:

- Sponsored programs involving controversial issues: "No reasonable man would argue that ability to pay should be the sole criteria determining the public's right to be exposed to opposing views";

- Fairness applied to cigarette advertising: "The commission is not by this ruling urging any novel departure that would apply the doctrine to all products commercially advertised."

Ultimately, Mr. Cahill suggested that "most broadcasters accept the end result [of the doctrine] since it coincides with their own personal view that listeners should be informed regarding conflicting views on issues of public importance." And he noted that if the commission should ever overstep its "permissive province" in the fairness doctrine, "the doors of the courtroom are open." But Mr. Cahill left no doubt as to the commission's view of the present fairness litigation: "It welcomes such challenges."

## New TV story form planned by ABC-TV

ABC-TV plans to develop what it calls "the first story form ever created and written expressly for television." An announcement last week from Leonard Goldberg, vice president in charge of TV network programming, said novelist Harold Robbins ("The Adventurers," "The Carpetbaggers" and

## Saigon Bobbie boosts morale in Vietnam

When blonde Barbara Oberhansly volunteered for American Red Cross secretarial work in Vietnam, the plausibility of being offered her own TV show doubtless escaped her. And well it might have, for Bobbie, a previous Brigham Young University student and San Francisco bank

secretary, had no such plans for her future. The Armed Forces Television Network in Saigon apparently did; a few weeks ago Bobbie, anything but a schooled meteorologist, began her nightly AFTN weather program.

The 23-year-old Saigon starlet reports on conditions stateside as well as in Saigon and GI recreation areas and, according to one of her many fan letters, keeps "the image of the American girl next door" fresh in the minds of her avid audience. Another letter, requesting charter membership in her fan club, testifies to her popularity among the 150,000 area-based GIs.

The Air Force Weather Service at Tan Son Nhut Air Base recently awarded the pretty Takoma, Wash., miss an honorary staff membership. Among the more notable plaudits appreciatively bestowed upon Bobbie is a special appointment by Tan Son Nhut weather tower as honorary mascot.



"The Dream Merchants") has been engaged to develop this new form.

It was explained the form will be of a "TV novel," with an ending to the story as contrasted to such open-end serial dramas as ABC-TV's *Peyton Place*. The project is targeted for ABC-TV's nighttime schedule in the 1968-69 season. Mr. Goldberg said the project tentatively has been titled *Harold Robbins' The Survivors* and that the story would not be subject to "fixed standards of time but will be presented over the course of as many weeks as are necessary to tell the complete story."

## Court stops cutback of Liberal CATV service

A CATV system in Liberal, Kan., has won a temporary victory in its battle to continue serving its customers with six TV signals pending the outcome of litigation.

A federal court in Denver granted the Teleprompter-owned Liberal CATV company a stay against an FCC order earlier this year that would have required the cable system to drop what it claims would be 60% of the programs it is delivering to its 2,500 subscribers.

The Liberal antenna system furnishes six channels of TV programs to its customers; three from Amarillo, Tex., two from Garden City, Kan., and one from Ensign, Kan. The Garden City

(KGLD-TV) and KUPK-TV) and the Ensign (KTVC-TV) stations are considered local stations since they put a grade B signal over Liberal. The Amarillo stations (KFDA-TV, KGNC-TV and KVII-TV) are brought in via microwave; they are 136 air miles from Liberal. The duplication problem arises from the fact that KFDA-TV and KTVC-TV are both affiliated with CBS; KGNC-TV and KGLF-TV with NBC and KVII and KUPK-TV with ABC. Under the commission's CATV rules adopted last year, CATV systems are obligated to protect local stations by not duplicating programs from distant stations.

Following the adoption of the CATV regulations by the FCC, Teleprompter asked for a waiver of the nonduplication rule for its Liberal cable system. The commission denied this petition without a hearing last February, and affirmed this denial again last June. Teleprompter appealed the FCC's action and asked for a stay pending litigation on the appeal. Teleprompter's principal contention is that the FCC cannot deny a petition without a hearing. The case is expected to come up for argument in the fall.

## Radio series sales . . .

*Grand Ole Opry* (WSM Inc.): KWCL Oak Grove, La.; WHUB Cookeville, Tenn.; WSLC Clermont, Fla.; KZAK Tyler, Tex.; WKBH La Crosse, Wis.;

## 'Woodbury' aims for at least 25 stations

The new *Woody Woodbury Show*, which will target its appeal to the "now generation" of young adults, has been sold in 13 major markets without benefit of a pilot and is expected to reach a total of 25 markets by airtime of mid-September.

Walt Kingsley, vice president of Wolper Television Sales, which is distributing the Monday-through-Friday 90-minute personality-entertainment show, reported last week that sales have been made to the four Metromedia stations — WNEW-TV New York, WTTG(TV) Washington, KMBC-TV Kansas City, Mo., and KTTV(TV) Los Angeles—and to outlets in Chicago, Indianapolis, Philadelphia, Miami, St. Louis, Denver, Detroit, Dallas and Boston. In addition, several orders were pending last week. The series is being produced by Ralph Edwards Produc-

tions in association with Metropolitan Broadcasting Television, a division of Metromedia (as is Wolper Television Sales). Jim Jordan was signed last week as director.

To acquaint both the broadcast community and the general public with Mr. Woodbury, who is described as a "relatively new face" in television, Wolper TV Sales and the Metromedia stations arranged for the young entertainer to appear before various civic and professional groups throughout the country in recent weeks. Mr. Woodbury and Mr. Edwards were guests of honor last week at two New York parties and a luncheon, which were attended by approximately 1,000 advertiser and agency media executives and employees. They also appeared at a reception in Washington Wednesday (Aug. 2).

chased broadcast rights to the series for Indiana, Michigan, North Dakota plus 22 selected markets in Minnesota, Illinois, Kentucky, Tennessee and Alabama. J. Walter Thompson and Doyle Dane Bernbach, both Chicago, are handling the account.

Woroner has sold the series to 19 of the top 20 national markets. Among the stations that will be broadcasting the series are: WHN New York; WGBS Miami; WCAU Philadelphia; WJBK Detroit; KNBR San Francisco; WBZ Boston; WTOP Washington; WKBW Buffalo and WIBC Indianapolis.

As part of the promotion for the series, which will be released Sept. 11, a \$10,000 gold championship belt will be presented to the champion. If awarded posthumously, it will be accepted in the winner's name and placed in the Boxing Hall of Fame, according to Woroner. In addition, the production firm will hold a national contest with a first prize package consisting of a \$12,000 boat, air buoy diving gear, a week's vacation for two in Miami and a solid gold commemorative ring.

## Pat Boone to head new TV variety show

A new talk-variety show entry, *Pat Boone in Hollywood*, was announced last week for syndication in both 90- and 60-minute lengths on a five-day-per-week basis. The show is to be coproduced by Filmways Inc. and Cooga Mooga Inc., and syndicated by Firestone Films Syndication Sales Ltd.

Filmways said the show would be taped in color before a live audience at ABC's Vine Street Theater in Hollywood. It will have a cohort each week, feature various name personalities and will be supported by an orchestra.

The company said stations in 16 markets had already set September dates for the program's start. They are WPIX(TV) New York; KPLR-TV St. Louis; WFIL-TV Philadelphia; WGR-TV Buffalo, N. Y.; KHJ-TV Los Angeles; WGN-TV Chicago; CKLW-TV Windsor-Detroit; WTOP-TV Washington; WTVJ(TV) Miami; KWGN-TV Denver; WFGA-TV Jacksonville, Fla.; WJRT-TV Flint, Mich.; WFBG-TV Altoona, Pa.; KFRE-TV Fresno, Calif.; WNHC-TV New Haven, Conn.; and KTVT(TV) Fort Worth-Dallas.

## TV series sales . . .

*Exercise With Gloria* (Triangle Program Sales): KABC-TV Los Angeles, and KWGN-TV Denver.

*High and Wild* (Sandy Frank Program Sales Inc.): KERO-TV Bakersfield, Calif.; KBTV(TV) Denver; WANE-TV Ft. Wayne, Ind.; WTTV(TV) Indianapolis; WGR-TV Buffalo, N. Y.; KPLR-TV St.

WRCK Tusculumbia, Ala., and WLSD Big Stone Gap, Va.

*John Doremus Show* (Functional Media Inc.): KALF Mesa, Ariz.; KSJO San Jose, Calif.; WMRP Flint, Mich.; WDUZ Green Bay, Wis., and WTKM Hartford, Wis.

*Flying Saucers . . . Serious Business* (Radiozark Enterprises Inc.): WPHC Waverly, WJAK Jackson and WMPC Columbia, all Tennessee, and KSPL Diboll-Lufkin, Tex.

*Strangest of All* (Radiozark Enterprises Inc.): WCSR Hillsdale, Mich. and WKIS Orlando, Fla.

*Tennessee Ernie Ford* (Radiozark Enterprises Inc.): KMPL Sikeston, Mo.

*Dream World Series* (Triangle Program Sales): WGIR Manchester, N. H.; WWSR St. Albans, Vt.; WKTN-FM Kenton, Ohio; WOOD Grand Rapids, Mich., and WKAM Goshen, Ind.

*Anniversaries in Sound* (Triangle Program Sales): WNAX Yankton, S. D., and WMTL Leitchfield, Ky.

*Point of Law* (Signal Productions): WSUN St. Petersburg, Fla., and WSOY Decatur, Ill.

*The World of Money* (Signal Productions): WRAM Monmouth, Ill., and WCTA Andalusia, Ala.

*Doctor's House Call* (Signal Productions): WMBS Uniontown, Pa.

*Earl Nightingale Program* (Nightingale-Conant): KARK Little Rock, Ark.; WIII Homestead, Fla.; WBTR-FM Carrollton, Ga.; WTAY Robinson, Ill.; WTRG-FM Elkhart, Ind.; WNWI Valparaiso, Ind.; KNEX McPherson, Kan.; WIEL Elizabethtown, Ky.; KALB Alexandria, La.; WKIK Leonardstown, Md.; WDBC Escanaba, Mich.; WKDL Clarksdale, Miss.; KIRX Kirksville, Mo.; KCSR Chadron, Neb.; KOWH Omaha; WLNH Laconia, N. H.; WMTR Morristown, N. J.; WRRZ Clinton, N. C.; WNCA Silver City, N. C.; KOKL Okmulgee, Okla.; WKTA McKenzie, Tenn.; WBMC McMinnville, Tenn.; KBST Big Spring, Tex.; KTSM El Paso, Tex.; KMHT Marshall, Tex.; WATK Antigo, Wis.; WLKY Ladysmith, Wis.; CKYL Peace River, Alberta, Canada, CHSL St. John, New Brunswick, Canada; ZNS Nassau, Bahamas, and KSBK Naha City, Okinawa.

**Woroner series sold  
in over 300 markets**

## Woroner series sold in over 300 markets

With the signing of Associated Breweries, South Bend, Ind., as a midwest regional sponsor, Worner Productions announced last week that its syndicated radio *All Time Heavyweight Tournament and Championship Fight* had passed the 300-market sales mark.

The series will match 16 of the world's greatest heavyweight champions in an intricate computer-based tournament (BROADCASTING, May 15).

The Miami-based production firm said that Associated Breweries has pur-

Louis; KDTV(TV) Dallas; WYAH-TV Norfolk, Va.; WLCY-TV Tampa, Fla., and KRON-TV San Francisco.

*The Traveler* (Sandy Frank Program Sales Inc.): KPLR-TV St. Louis; WLCY-TV Tampa, Fla.; WVMY-TV Watertown, N. Y., and KDTV(TV) Dallas.

*America* (Sandy Frank Program Sales Inc.): KERO-TV Bakersfield, Calif.; WROC-TV Rochester, N. Y.; KOA-TV Denver; KDTV(TV) Dallas, and KPLR-TV St. Louis.

*The American West* (Sandy Frank Program Sales Inc.): KDTV(TV) Dallas; WYAH-TV Norfolk, Va.; WTTV(TV) Indianapolis, and WLCY-TV Tampa, Fla.

## Miami Beach to house Republican convention

Miami Beach got the nod of the Republican site-selection committee as the spot for next year's presidential convention. The announcement was followed by a prompt announcement by the Democrats that the site for the Democratic convention was still an open question despite widespread reports that the Democrats would choose the same facilities as the Republicans.

Broadcast media have urged a joint location to save costs of moving color equipment. The Republican committee picked Miami Beach over the other top contender, Chicago, after a repeat inspection of the Florida facilities. Accommodations for broadcasters are to be expanded under the terms of the agreement.

The decision still must be ratified by the Republican National Committee, but approval is expected.

## Business news roundups offered by L.A. firm

A financial news service for TV stations was launched last week by Scantlin Electronics Inc., Los Angeles, which will use hourly business reports supplied by Dow Jones & Co., New York.

The business news summaries that Scantlin is purchasing from Dow Jones will be prepared by the staffs of *The Wall Street Journal* and the Dow Jones News Service. They will include economic and political news affecting investors, interpretations of stock-market movements and interviews with corporate officials.

The Scantlin program package consists of a series of displays of stock prices, leading averages and other market information as well as the Dow Jones News, which will be presented

## Safer report from inside Red China set by CBS-TV

CBS-TV will broadcast on Aug. 15 (10-11 p.m.), a special program, *Morley Safer's Red China*, said to be the first broadcast filmed in Communist China by an American news organization. The program will be sponsored by the Western Electric Co., New York, through Cunningham & Walsh, New York.

CBS News correspondent Morley Safer, a Canadian, and CBS News cameraman John Peters, a British subject, spent 21 days in Red China on tourist visas, and, according to CBS, were required to give the appearance of leisurely tourists while performing as journalists and film-

makers. They brought their raw film out of China uncensored.

Guides were with them constantly and the people they met in cities, villages, communes and in factories were "extremely hospitable," CBS News stated. Once, however, when Mr. Safer made a comment about an industrial exhibit in Shanghai, he was hauled before a "Revolutionary Court" and charged with "crimes against the people, crimes against Chairman Mao" and other offenses, according to CBS. He was able to convince the court that he bore no ill will against the Chinese people and he was released.

orally by local station announcers. WCU-TV Chicago began broadcasting the Scantlin program, called *The Stock Market Observer*, last week. Others that have signed contracts with Scantlin, it was said, are WGBS-TV Miami, KDTV(TV) Dallas and KVVV-TV Houston.

## Universal expands TV pilot into movie

Universal Television, noted for tenacity when it comes to salvaging a project, has sold as a movie for network TV a pilot that it could not sell as a series last season. The movie project, a spinoff from an unsold one-hour pilot for the 1966-67 season, "It Takes a Thief," has been sold to ABC-TV. It in turn may be a spinoff for a future ABC series.

The new version of the project is being produced, as was the original, by Frank Price. It will star Robert Wagner, the only performer being held over

from the initial effort. He will be joined in the two-hour movie version by John Saxon and Senta Berger.

New footage, to be added to film already shot, will be taken at Expo '67 in Montreal. The movie will operate on a budget of about \$1 million.

It's the second television movie Universal has made for ABC-TV. The first was "Winchester 73," which wound up playing NBC-TV instead as a "World Premiere" project. While Universal has made almost all of its TV movies as part of the "World Premiere" commitment to NBC-TV, it now is hoping to turn out similar efforts for the other networks. "It Takes a Thief," apparently, is a step in that direction.

## NBC News expands roles of four correspondents

Viewers of NBC-TV's early-evening *Huntley-Brinkley Report* will regularly see four new faces on the half-hour news program beginning sometime in late August.

The network's news department has permanently assigned four NBC correspondents — John Chancellor, Jack Perkins, Sander Vanocur, and Douglas Kiker—to the show. The four correspondents will augment Chet Huntley and David Brinkley who will continue as principals of the show.

NBC officials said assignment of the four newsmen to the show will give them more "exposure" and will enable them to work on in-depth reports and possibly "open discussions" of major news issues during the course of the program.

Mr. Chancellor, who rejoined NBC in June after two years as head of the

## It's different

Yes, Virginia, Seattle's flower children do have a radio voice.

KRAB(FM) it's called, "that splotch of wine on the silken tie of the community." The station's programming, by its own admission, is "basically outrageous," with a forum on "The Pill and the Puritan Ethic," on-the-air group therapy, evaluations of Marquis De Sade and the "funky" music of W.A. Mozart.



## UPI finds radio makes money from news

Broadcasters throughout the country can soon expect to receive copies of "News Makes Money," a booklet prepared by United Press International.

The booklet contains respondents' comments to a recent survey sent to 50 financially successful radio stations by UPI. The survey was made by the news-gathering organization in response to requests by salesmen for more detailed selling information.

Twenty-seven radio stations responded to the survey; all cited news as a major factor in their present success and a large consideration in future programming, according to the

report. Respondent stations, located in 20 states, serve markets ranging in size from 6,000 to 2.5 million. Some of the stations were affiliated with a network, others were independents.

The survey reveals, according to UPI, that most stations agree that news programming volume will increase in the future; and that they would have lost money without an aggressive news operation. All but one of the respondent stations said they made money on their present news operations, and one station claimed it expected "50% of our net" to come from news in the near future.

Voice of America, will report from Washington, as will Mr. Vanocur. Mr. Kiker will report from New York and Mr. Perkins from Los Angeles.

As originally envisioned by NBC News, one of the four correspondents now assigned to the *Huntley-Brinkley Report* was to have been Tom Pettit, a former NBC correspondent, who recently was named West Coast correspondent for the Public Broadcast Laboratory and noncommercial KCET(TV) Los Angeles (BROADCASTING, July 24). In a related development, it was announced last week that Robert MacNeil, also a former NBC correspondent, will join the British Broadcasting Corp. in the fall and will also serve as London correspondent of the PBL. Until recently, he had co-anchored NBC's *Scherer-MacNeil Report*.

## Program notes . . .

**New offices** ■ Ezra Baker Films Inc. has opened new offices at 116 Kraft Avenue, Bronxville, N. Y. Judson Whiting, TV-radio programming and production executive at Kenyon & Eckhardt, New York, has joined the company as director of sales and production associate.

**New 'Virginian' role** ■ Veteran character actor John McIntire returns to Universal City Studios, where he used to be the boss in *Wagon Train*, to portray a new character in the long-running NBC-TV series *The Virginian*. The decision to add Mr. McIntire to the cast of the series was motivated by the absence of regular star Charles Bickford, who currently is recuperating from a chest infection. *The Virginian* returns

this fall for its sixth network season.

**Fighting obscene phone calls** ■ KRAK Sacramento, Calif., and Pacific Telephone Co., that city, have started a series of instructional messages to focus attention on the problem of obscene phone calls. Scripts will be made available upon written request. Requests should be addressed to Jay Hoffer, vice president in-charge-of programming, KRAK Sacramento, Calif. 95860.

**In honor of** ■ The Dallas chapter of Sigma Delta Chi, professional journalism society, has established a scholarship at Southern Methodist University in memory of Carlton F. Wilson, UPI newsman who died of cancer June 28. The fund will be built by contributions from Dallas chapter members and anyone interested. Wayne Gard, 3624 Normandy, Dallas, chapter coordinator of scholarships, is accepting donations.

**Life in Soviet prison** ■ A one-hour documentary, *I Was a Prisoner of the Russians*, has been produced by WPXI(TV) New York for worldwide distribution. The program is built around hundreds of pencilled, eye-witness sketches made by a Polish artist, Vladimir Kovanko, during the 18 months he was held in five Siberian prison camps.

**'Rock' with FM** ■ LaBrie Associates, New York, has developed a new "rock 'n' roll" music programming service for FM stations called "International Discotheque." The service is available in mono or stereo, and includes a basic library with a weekly turnover. An hour reel averages about 21 songs with a 25 cycle tone after every fifth selection. La Brie is also the creator of "Lush Au Go-Go," which it describes as a "middle-of-the-road" music service.

## EQUIPMENT & ENGINEERING

### Radio spectrum parley planned

To study economics and administration of radio facilities

Quietly and without fanfare a conference on the economics and administration of the radio spectrum has been scheduled for next month under the auspices of two nationally-prestigious organizations—the Brookings Institution and Resources for the Future Inc., both in Washington. Resources for the Future is financed by the Ford Founda-

tion. The outcome of this conference, one of several studies underway or imminent involving the electromagnetic spectrum, may be momentous for broadcasting as well as other users of the spectrum.

The meeting is to take place Sept. 11 and 12 at Airlie House, Warrenton, Va., 40 miles south of Washington. About 40 representatives of the academic community, government agencies and industry have been invited to attend to discuss the conference theme: "The Use and Regulation of the Radio Spectrum."

Five of those invited are preparing papers to be used as the bases for the seminar. They are Drs. Sidney S. Alexander, Massachusetts Institute of Technology; Harvey Levin, Hofstra University; John McGowan, Yale University; William Meckling, University

of Rochester (N.Y.), and Leland Johnson, Rand Corp. All are economists who have specialized in various parts of the communications field.

Among those invited to participate in the conference are James D. O'Connell, telecommunications adviser to the President; William Plummer, telecommunications management, Office of Emergency Planning; FCC Commissioners Kenneth A. Cox and Nicholas Johnson; Douglas Cater, assistant to the President; Dr. David C. Blank, CBS/Broadcast Group vice president for economics and research; Dr. Carl Kaysen, Harvard, as well as representatives of AT&T, RCA, and Motorola among others.

The idea of a conference originated, it is understood, with Mr. O'Connell earlier this year. In his report to Congress last February, he warned of "stagnation" in the radio spectrum unless

some forward planning was undertaken soon (BROADCASTING, Feb. 27). Mr. Cox has been the FCC liaison with the joint government-industry committee studying the improvement of land-mobile services' use of radio frequencies. Mr. Cater is the White House specialist on educational broadcasting with special attention to the administration's bill to establish a Corp. for Public Broadcasting.

The Warrenton meeting arrangements are being handled by William Capron, senior staff-economics, Brookings, and Hans H. Landsberg, director of appraisals, Resources for the Future.

The Warrenton study is one of several involving the radio spectrum. Only last month the FCC announced that it was prepared to take a comprehensive look at new spectrum uses on the horizon (BROADCASTING, July 10). Earlier this year, the commission received \$300,000 from Congress in its 1968 budget to undertake an engineering study of frequency management. Last spring a Department of Commerce advisory committee recommended that the entire radio spectrum be scrutinized, with an initial appropriation of \$10 million. And, allied with these, is a summer-long, high-level look at the future of the nation's space program, including broadcasting from satellites (see page 68).

## GE, PHS tangle over publicity

House probe of X-ray danger from color-TV sets hears conflicting testimony

Conflicting testimony on the advisability of avoiding publicity about X-ray-emitting color-TV receivers was heard last week during the first of three scheduled congressional hearings on set-radiation hazards. Public Health Service witnesses, appearing before the House Commerce Committee's Commerce and Finance Subcommittee, disavowed opinions expressed by General Electric officials that PHS had at

least tacitly agreed with GE's intention to proceed with "a quiet, orderly field program" to correct malfunctioning sets.

The day-long probe (July 31) on radiation problems, with John E. Moss (D-Calif.), subcommittee chairman, presiding, was a continuation of a hearing begun last spring on the establishment of a commission on product safety. During a three-month-long interruption in the hearing because of other committee business, radiation hazards involving 154,000 large-screen color sets manufactured by GE became a public issue of large proportions (BROADCASTING, July 31).

In addition to last week's investigation, the X-ray issue has prompted another House Commerce subcommittee hearing—on health aspects of set radiation, set for next Monday (Aug. 14)—and a Senate hearing, by the Consumer Subcommittee, set for Aug. 28, 29 and 30.

**GE-PHS Agreement** ■ GE witnesses Donald D. Scarff, since July 1 a GE vice president and general manager of the Consumer Electronics Division; Richard E. Christie, general manager of GE's major television department, and Charles H. Lake, division counsel, explained they had the impression that PHS concurred with the company's reluctance to announce publicly that sets being modified in the field could present a radiation hazard to viewers. Chairman Moss, detecting signs of disagreement among PHS representatives who had testified earlier, called on James G. Terrill Jr., director of PHS's National Center for Radiological Health (NCRH), for an impromptu rebuttal from the audience.

Mr. Terrill told the subcommittee that his office continually urged GE to make its information public: "In early May, in mid-May, it was the main thrust of our discussions," he said. Mr. Terrill said the fact that GE had sold sets emitting excessive X-radiation had officially come to his attention in April, although the NCRH had been advised of the X-ray problem in production-line sets in January. GE made a public statement concerning the sets on May 18.

As a result of their discussions with health experts, the GE spokesmen said, it was decided that emotional reactions to a premature public announcement would outweigh any possible health hazards; further, an early announcement could have resulted in demands for correction before the new tubes were ready in sufficient quantity.

Of the 154,000 sets produced, GE estimated that 90,000 made their way into consumers' homes, where they are being corrected free of charge (servicemen are now being offered a \$5 bounty and a free replacement tube for each uncorrected set discovered). About

6,000 to 7,000 unshielded sets remain to be located, GE said, and it expects that normal servicing will ultimately correct any that cannot be immediately found.

Mr. Scarff also told the committee that if GE had previously had "the exacting preventive procedures now in effect, the situation would have been avoided."

**Engineering Error** ■ Underwriters Laboratories Inc. President Baron Whitaker, whose organization gave its seal of approval to the GE sets, told the subcommittee that the failure of UL to spot the potential X-ray hazard was caused by "an error in engineering judgment."

E. William Henry, appearing in behalf of U.S. television manufacturers and the Electronic Industries Association, stressed that EIA's investigations have shown that the GE problem was "an isolated case and not representative."

## Court rejects suit against trade center

Judge Frederick Backer of the New York state supreme court last week refused to enjoin the New York Port Authority from furnishing television

**CHIEF ENGINEER**  
Immediate opening, transmitter, color, tape and film experience. New equipment, arriving momentarily. Changing studio/transmitter site. Also opening—assistant chief/maintenance.  
Phone collect Mike Reuther, Manager  
KSHO-TV, Las Vegas, Nevada 702-734-2464

**WDBZ**  
GREEN BAY, WISCONSIN  
BEN A. LAIRD, President

**AM FM** **NUMBER 1\***

GREEN BAY'S ONLY 24 HOUR STATION

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

**IN GREEN BAY**

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

STONE REPRESENTATIVES, INC.

broadcasting facilities on top of the proposed World Trade Center.

In a suit filed in April, Lawrence A. Wien, president of the Empire State Building, charged the authority with trying to lure the antennas of New York's nine TV stations from his building to the trade center. Broadcasters and the port authority countered with a motion to intervene, and a request for a summary denial of Mr. Wien's motion (BROADCASTING, April 17). Their motion was granted.

Last week, Paul O'Dwyer, attorney for Mr. Wien, said he would appeal the decision to the appellate division.

## Comsat asks go ahead for domestic system

The Communications Satellite Corp. says that its pilot communications satellite system it is prepared to launch for domestic telecommunications service would cost an estimated \$57.7 million.

In a filing with the FCC on July 28, Comsat said the system, proposed last March (BROADCASTING, April 3), would consist of two multi-purpose satellites and 32 ground stations in the Mountain and Pacific time zones and one each in New York and in Los Angeles. The space segment, including research and development, would cost \$35.7 million, Comsat said, and the earth segment, \$22 million including all stations, land and buildings. Revenue for the two-year trial period, which Comsat said could begin in 1970 if given permission soon, was estimated at \$23.5 million annually.

Each of the two satellites, the company said, would be capable of transmitting 12 color TV programs.

Comsat supplied the data in response to an FCC request for more

information on the suggested pilot program. The company said it would act as trustee until ownership issues are resolved. But, in the meantime, Comsat Chairman James McCormack said in a letter to the commission, the pilot program would demonstrate the advantages of a multiple-use satellite communications system, as well as furnishing government and industry valuable experience.

In related developments: FCC authorized Comsat to build a second antenna at the Paumalu, Hawaii, earth station, to be completed next March. And Comsat issued requests for proposals from commercial companies for the building and equipping of three new earth stations—at Green Valley, Preston county, W. Va.; near Cayey, P. R.; and near Jamesburg, Monterey county, Calif.

## Three express views on domestic satellite

A group of scientists, meeting at Cape Cod as part of a review of the nation's space program, has heard varying views on the complexities of domestic satellite systems. The panel, under the chairmanship of Dr. Wilbur Pritchard, of the Communications Satellite Corp. Laboratories, heard Vincent T. Wasilewski, president of the National Association of Broadcasters; Asher H. Ende, deputy chief, Common Carrier Bureau, FCC, and Dr. Martin H. Seiden, economic consultant who did a study of CATV for the FCC several years ago.

Mr. Wasilewski spoke in favor of a specialized system "tailored to the needs of broadcasting." This could be established quickly, he said, and its economies could be realized more di-

rectly. A domestic system, he emphasized, must provide that individual stations or groups of stations be permitted to own ground facilities.

A system of broadcasting directly to home receivers, he observed, raises a number of questions involving economics and social purpose.

Mr. Ende spoke principally about the problems of overcoming interference factors on earth, as well as "parking" space for satellites in a domestic system. In discussing a TV-only system, Mr. Ende warned that the needs and desires of Canada and Mexico must be taken into account.

**Money Saver** ■ Dr. Seiden expressed his belief that a domestic system would contribute substantial cost reduction to users and, except for direct-to-home transmissions, would affect mostly the common carriers. If a direct-broadcast satellite system were to be authorized, he observed, this might "radically alter the function of television stations and eliminate the need for CATV systems." It also would "substantially reduce the role of TV networks by eliminating the need for affiliated stations," he said.

"The resulting ease of entry," he observed, "will greatly increase the number of competing voices in the television broadcasting field. It is possible that with the more advanced system, the entire nation would receive as many as 20 different programs simultaneously." And, he continued, "program sources might be permitted to lease satellite time on an occasional basis. . . ."

The summer meeting, at Woods Hole, Mass., on Cape Cod, is being held under the auspices of the National Academy of Science.

## FCC prods manufacturers on simpler UHF tuning

The FCC has asked 10 manufacturers of TV sets what the outcome is for easier tuning of UHF channels. Although no answers have been received yet, manufacturing sources expressed doubt that any simple solution is on the horizon.

The commission's letter, over the signature of FCC Chairman Rosel H. Hyde, went out July 24, following commission approval on July 5. It was sent to Admiral, Westinghouse, General Electric, RCA, Magnavox, Philco-Ford, Motorola, Zenith, Sylvania and Warwick.

Calling attention to the current practice of "two-step" tuning procedure for UHF—first tuning to the UHF position, then to UHF channels—the FCC letter says that obviously this means UHF tuning is more complicated than VHF tuning, and that the advantages of remote control are not being applied

## FM-set sales jump 55%; TV, AM slump

Distributor sales of FM sets to retailers last May zoomed up 55.4% over sales for the same month in 1966, according to the Electronic Industries Association.

But five-months sales of radio sets with FM increased only 1.7% over the comparable 1966 period, the figures showed.

Auto radios sold more briskly in May than in April, attributed to advancing auto sales, but auto-radio sales for the first five months of the year are still 9.7% below sales for the same 1966 period.

Color TV sales for May were up 5.3% and year-to-date figures were

up 13.7%. Black and white TV sales, however, slumped 20.5% for May and 29.7% for the five-month period.

Sales by distributors as reported by EIA's Marketing Services Department:

Period	TELEVISION		
	Color	Monochrome	Total
Jan.-May 1967	1,692,081	2,027,802	3,719,883
Jan.-May 1966	1,488,346	2,882,797	4,371,143
Period	RADIO		
	Home (with FM)*	Auto	
Jan.-May 1967	4,088,439	(1,352,598)	3,540,133
Jan.-May 1966	4,803,892	(1,330,339)	3,918,379

\* Excludes auto radios.



to UHF.

It also refers to industry comments in 1962, when the all-channel television receiver bill was passed by Congress, that "push-button, as well as other means of tuning, will be actively pursued."

The letter continued: "It appears that unless something is done promptly to end the disparity in ease of tuning, many receivers with a permanently built in UHF deterrent will be purchased by the public." It concluded with a request for comments and plans "for correcting this unfortunate trend."

## Technical topics . . .

**Craig tape** ■ A helical-scanning, full field FM-modulated one-half inch tape system, the Craig Model 6401 video-tape recorder, has been introduced by Craig Panorama Inc., division of the Craig Corp., Los Angeles. The recorder is priced at \$1,035.

**More sound** ■ Reeves Broadcasting Corp., New York, has made an audio system available for video-taped commercials. The company said original quality of the audio track can be preserved through as many video editing

processes as are necessary, through a double system of 16-mm or 35-mm magnetic film that is recorded simultaneously with the video-tape recorder audio track. The system was devised by Emil Neroda, sound engineer for Reeves, for the *Hallmark Hall of Fame*, and was also used in recording Barbra Streisand.

**New viewfinders** ■ Television Utilities Corp., Long Island City, N. Y., has announced for shipment two new viewfinder cameras both with built-in zoom lenses. The lenses have operator controls remoted to the rear of the camera. The cameras have five-inch viewfinders, feature 600-line resolution and modular construction. They weigh 23 pounds each. Model VF1000 is priced at \$1,795; VF1500 at \$1,995.

**CCTV contract** ■ Ampex Corp., Redwood City, Calif., which previously completed installation of TV recording and playback facilities at 17 U.S. Army training centers and schools, last week received contracts totaling more than \$3.7 million for closed-circuit television equipment from the U.S. Continental Army Command. The equipment, some for video-tape recording and playback

and some for program origination and testing, basically will be used to expand the facilities for closed-circuit television in army training.

## FCC clarifies its translator rules

The FCC has amended its rules dealing with the processing of TV broadcast applications to clearly define what constitutes a major change in the facilities of TV translator stations.

For those stations authorized under part 73 of the commission's rules, a major change now is defined as any change in frequency or station location as well as any change in power or antenna location or height above average terrain that would result in a change of 50% or more of the area within the station's grade B contour. Regarding those translators authorized under part 74 of the commission's rules, a major change is any change in frequency (output channel), primary station (input channel) or principal community or communities.

## INTERNATIONAL

# Hill's shift to BBC causes tremors

## ITA FEARS NEW COMPETITION AND BBC WARY OF TV REVAMPING

The appointment of Lord Hill of Luton, current chairman of the Independent Television Authority to be chairman of the BBC, has given Great Britain's broadcasters a severe case of jitters.

The naming of Lord Hill to the post, effective next month, was announced July 26 by Prime Minister Harold Wilson. He succeeds the late Lord Normanbrook (BROADCASTING, June 26).

At the BBC, apprehension stems from Lord Hill's history at the ITA where he kept tight reins on commercial TV, particularly on the program contractors, and from the possibility that he might revamp the noncommercial BBC-TV into a combined commercial operation with ITA.

On the other side of the road, the

commercial entities, already shaken by Lord Hill's reallocation of ITA program contracts, effective July 1968, and the creation of a new programming area (BROADCASTING, June 19) are wondering how they will fare against a corporation guided by Lord Hill with his proven record in commercial TV.

A former cabinet minister and a physician by profession, Lord Hill has a reputation for tough administra-

tion. It's expected he will study the BBC operation for several months before deciding on his course of action.

Sir Robert Fraser, director-general of ITA, told BROADCASTING in London that his relationship with Lord Hill was most amicable during the half-dozen years they had worked together. Technically, Lord Hill continues as the policy head of ITA until September but reportedly already has undertaken



BROADCASTING, August 7, 1967

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

a top-to-bottom study of the noncommercial "private" corporation, which functions independent of Parliament, unlike ITA.

Greatest concern is over what might happen to the BBC's autonomy and to its director-general, Sir Hugh Greene. Sir Hugh is a militant executive who brooks no "official" interference. A distinguished journalist and of independent wealth, Sir Hugh will stay on the job only if not interfered with, according to his closest advisers. He was away on a holiday last week.

**Wilson Unhappy** ■ It's generally thought Prime Minister Wilson selected Lord Hill to ride herd on the BBC because he's unhappy about the corporation's performance, particularly its bent to sate his administration.

Lord Hill's successor at ITA hasn't been named but is expected to be Herbert Bowden, commonwealth secretary and sixth in cabinet precedence.

Talk along London's TV row centers around reports that the Wilson administration wants to merge ITA and BBC-TV into a single commercial entity. But both BBC, now supported largely by a set license fee (\$15 per year) plus revenues from subscriptions to and advertising in the weekly *Radio Times* and the sophisticated monthly, *The Listener*, has a crown franchise that runs another 10 years. ITA, created by parliamentary act, also has a tenure of another decade.

Thus it's said nothing can happen until 1977 at the earliest and it is just as freely predicted Sir Hugh will quit the BBC if there are any definite moves toward commercialization.

It's not so, however, with radio, where it's generally thought that at least one of the several noncommercial radio services will go commercial if only on a local or regional basis. BBC's TV services for the first time are running a modest deficit of less than 90,000 pounds (about \$250,000) a year and this is regarded by the BBC

as a temporary condition.

The change in program contractors, some disenchanted contractors allege, was brought about largely through newspaper influence. They point out that in the reallocation every important newspaper in the country figures in the new ownership. One of the existing contractors, the only entity to emerge with its position still strong, is ATV Network Ltd., headed by Lew Grade, a leading showman and broadcaster.

## Spanish producers plan another meet

A group of television producers from six Spanish-speaking countries has concluded its first annual conference in Santiago de Compostela, Spain, to establish a common Spanish-American denominator in program production, it was reported last week.

The group discussed various aspects of dubbing into Spanish and studied and analyzed the differences between the European and American TV industries. Participants scheduled another meeting in Buenos Aires in 1968. Among the representatives in attendance were Goar Mestre, who is associated with production companies in Argentina, Venezuela and Peru, and Emilio Azcarraga, vice president, *Tele-sistema Mexicano, S.A.*

## Abroad in brief . . .

**London link** ■ Weightman Inc., Philadelphia, has completed an agreement with Davidson, Pearce, Berry & Tuck Ltd., London, on handling European advertising for Weightman clients undertaking European distribution. The London agency will create and execute advertising, with Weightman approving plans and creative work. Allen Products Co., Allentown, Pa., division of Liggett & Myers Tobacco Co., will be

the first to use the service to promote Alpo pet foods.

**UPI goes abroad** ■ United Press International has announced that it has been testing a European-wide communications network that divides a single physical circuit into newswire and telegraph channels. R. W. Beaton, UPI vice president and general European manager, said the new multichannel circuit "doubles, in some cases triples" total UPI newswire capacity between the London control desk and European bureaus.

**Making connections** ■ General Telephone & Electronics International Inc., subsidiary of General Telephone and Electronics Corp., New York, is installing a microwave communication system between Norway and Sweden that will triple the capacity of existing radio communications between the two countries. The system, which is to be completed this fall, will provide 1,800 channels for transmission of television programs. Equipment for the project will cost approximately \$230,000.

**RCA earth station** ■ RCA has been awarded a \$4 million contract to build an earth station at Mill Village in Nova Scotia for the Canadian Overseas Telecommunication Corp. The station is to operate with a high capacity system of satellites to be launched in geo-synchronous orbit over the Atlantic, Pacific and Indian oceans in 1968. A new satellite, Intelsat III, will replace the existing limited capacity commercial satellites, Early Bird and Intelsat II.

## U.S.-Italian affiliation

Colodzin Productions, New York, producer of TV film commercials, announces it has formed an affiliation with Edizioni Aurora TV of Rome, Italy.

## FINANCIAL REPORTS

### Gannett considers plan to go public

Gannett Corp., Rochester, N.Y.-based newspaper chain and group broadcaster, has announced plans to recapitalize as the first move in going public, possibly some time before the end of the year.

The recapitalization plan will be submitted to stockholders at a special meeting Sept. 1. Following approval, it's understood, a registration statement will be prepared for submission to the

Securities and Exchange Commission.

The company which owns 28 newspapers and nine broadcasting stations in three states, also disclosed financial figures for the first time. In 1966, the company had total revenues of \$100,684,332 and pretax earnings of \$7,020,105.

The new capitalization plan calls for the conversion of all outstanding class A, class B common and participating preferred stock into a single, voting class of common stock. There will be 10-million shares authorized, with 4,235,700 outstanding after the program is completed.

At present there are 40,980 class A common, 48,670 class B common and 32,000 preferred shares outstanding. The only voting stock is the class A shares, wholly held by the nonprofit Frank E. Gannett Newspaper Foundation Inc. Mr. Gannett died in 1957. After the reorganization, the foundation will hold about 39%.

The class A and class B common will be split 40 to 1 when converted into common stock. The preferred shares, held by executives and management employees of the company, will be converted on a 20 to 1 basis.

Both class A and class B stock pres-

ently pay \$7 a share annually. Paul Miller, president of the company, said directors intend to establish an annual cash dividend rate on the new common of at least 65 cents a share. This would be the equivalent of \$26 a share on class A and B common currently outstanding.

Gannett stations are WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, both New York; WDAN-AM-FM Danville and WREX-TV Rockford, both Illinois, and WEZY-AM-FM Cocoa, Fla.

## Chris-Craft's earnings up 50% for half year

The highest first-half earnings in 12 years were reported by Chris-Craft Industries Inc., Oakland, Calif. Consolidated net earnings for the first six months were up 50%; consolidated sales, up 16%.

Net earnings for the second quarter increased 90% over 1966, and sales were up 29% over sales of the same period last year, which were surpassed in recent years only by 1965's record for the period. Chris-Craft, which manufactures boats and has an automotive parts division, owns three television stations: WTCN-TV Minneapolis-St. Paul; KCOP-TV Los Angeles, and KPTV-TV Portland, Ore.

"The company's excellent earnings" reported John G. Bannister, president, "resulted from high level sales of both television and boat operations."

For six months ended June 30:

	1967	1966
Earned per share	\$1.07	\$0.72
Consolidated sales	42,134,984	36,311,289
Federal and foreign taxes	1,670,000	1,131,000
Consolidated net earnings	1,793,684	1,196,861
Shares outstanding	1,675,146	1,681,225

## Financial notes . . .

■ TransAmerica Corp., San Francisco-based financial holding company and parent of United Artists Corp., reported record earnings for the first six months, ending June 30. Consolidated net earnings for the period were \$34,961,800, the highest in the company's history. This is equivalent to \$1.43 a share or a 12% increase over the comparable period in 1966. TransAmerica's 1966 earnings for the first six months were

\$25,440,600, or \$1.28 a share of common stock. Earnings of United Artists were including in this year's report.

■ Foote, Cone & Belding Inc., New York, has declared regular quarterly dividend of 20 cents a share of common stock, payable on Sept. 8, 1967, to stockholders of record Aug. 18.

## Teleprompter earnings hold steady in half

Teleprompter Corp. last week reported first-half 1967 earnings of \$677-061 on revenues of \$3,455,555, as compared with earnings of \$672,967 on revenues of \$3,349,677 during the same period last year.

In the more recent figures, however, are \$556,633 of nonoperating income, primarily from the sale of Teleprompter Manhattan CATV Corp. subsidiary stock to Hughes Aircraft.

It was noted that operations of a Teleprompter division, which installs and maintains apartment house master TV antennas, were affected by the construction slowdown late last year and that increased interest charges on long-term debt also adversely affected earnings.

Teleprompter filed a registration with the Securities and Exchange Commission seeking the sale of 40,000 shares of common stock at \$35 a share maximum. Selling shareholders, Joseph Silverman, Harry Morris Jr. and Herbert M. Ardstron, each proposed to sell all of their holdings of 20,000, 10,000 and 10,000 shares, respectively. These shares were issued to them in connection with the acquisition of Retma and Amplitel, master antenna companies.

For the six months ending June 30:

	1967	1966
Earned per share	\$0.80	\$0.82
Revenues	3,445,555	3,349,677
Net earnings	677,061	672,967

## Northeast dampens Storer's profits

Multiple broadcast owner, Storer Broadcasting Co., Miami Beach, reported that broadcast-related operations in the first six-month period of 1967 were slightly ahead of the 1966 period. Lower corporate earnings resulted, however, from an increased losses by the company's 85.7% subsidiary, Northeast Airlines Inc., and its wholly owned Storer Leasing Corp.

Second-quarter after-tax earnings for the period from April to June 30 were \$2,113,945 or 51 cents a share, down from 1966 second-quarter earnings of \$2,539,663 or 61 cents a share. Gross revenues from broadcast operations for the 1967 second quarter were \$14,642,-

000, up 11.4% from the \$13,145,000 gross revenues of the 1966 quarter. Gross revenues from broadcast operations were up 11.6% during the first six months of 1967, increasing to \$27,827,000 from \$24,943,000 in 1966.

Storer stations are WJBK-AM-FM-TV Detroit, WJW-AM-FM-TV Cleveland, WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta, WITI-TV Milwaukee, WSBK-TV Boston, WHN New York, WIBG-AM-FM Philadelphia, WGBS-AM-FM Miami and KGBS Los Angeles.

For first six months ended June 30:

	1967	1966
Earned per share	\$1.00	\$1.16
Income before taxes, excluding nonbroadcast subsidiaries	8,337,123	8,332,799
Northeast Airlines profit (loss)	(1,795,912)	(115,336)
Storer Leasing profit (loss)	(2,585,326)	(525,121)
Pretax income	5,751,797	7,807,678
Taxes on income	1,589,946	2,988,562
Net income	4,161,851	4,819,116
Shares outstanding	4,172,622	4,148,697

## Comsat income doubles but earnings show drop

Communications Satellite Corp., Washington, reported that revenues nearly doubled in its second quarter, but per-share earnings declined 25%.

Comsat attributed the drop to a change in its accounting procedures, which, consequently eliminates com-

## DRAMATIZE TV WEATHER

Show viewers impending weather—before it happens.

Orbiting weather satellites, such as ESSA II, are now transmitting pictures of daily weather conditions over your entire coverage area.

You can receive these pictures directly on Alden APT facsimile recording equipment—same type now in production for U.S.W.B., U.S.A.F., U.S.N. and others.

Viewers will see . . . storms . . . hurricanes . . . and other weather conditions . . . before they happen. TRULY DRAMATIC!

Be the first TV station in your market to capture the weather audience with APT (Automatic Picture Transmission) pictures recorded on your own Alden Facsimile Recorder. Same equipment can receive standard U.S. Weather charts, or any other type of graphic information, such as TV scripts of commercials sent via an Alden Facsimile Scanner over any existing communication link.

Systems from \$10,819. Basic recorder only \$5,171. Component units also available for use with existing electronics and antennas. Sale and lease plans. Write today for full details:

IRVING R. TATRO, Manager, Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Dept. GG-8, Westboro, Mass. 01581 Tel. 617-366-4467.

## CAMBRIDGE SCHOOL

RADIO AND TELEVISION BROADCASTING  
Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management, Communications, Liberal Arts. Professional training on School Station WOSB and WOSB-TV. Activities. Placement. Dormitories. Co-Ed. Catalog.

Write Mr. Roberts, Cambridge School  
432 Beacon Street, Boston, Massachusetts 02116



parable figures for 1966. On May 1, the company discontinued capitalizing its satellite development costs and began amortizing them over a 10-year period. In addition, Comsat increased the depreciation of its two satellites launched in the first quarter. Therefore, per share earnings dropped to nine cents in the second quarter from twelve cents in the first period.

For the first six months ended June 30:

Earned per share	\$0.21
Operating revenues	6,983,145
Operating expenses	9,924,279
Transfer to satellite system	
development costs	2,205,531
Net operating loss	(755,603)
Income from interest	2,843,749
Net income	2,088,146

## Telesystems balks as Livingston-Gencoe wed

The merger of Gencoe Inc., a multiple CATV owner, and Livingston Oil Co., Tulsa, Okla., an oil and gas producing company, became official last week when a formal agreement was signed.

Originally, the merger was to include Telesystems Corp., multiple CATV group which would have made the combination the largest CATV group in the country (BROADCASTING, May 1). Last week's announcement said negoti-

ations with Telesystems had been suspended because the acquisition "wasn't in the mutual interest of the two companies at this time." Fred Liberman, president of Telesystems, declined to amplify the statement.

The Gencoe acquisition is subject to approval of Livingston Oil stockholders at the annual meeting on Sept. 26.

## CBS/Holt Group forms as third arm of CBS

CBS Inc. has announced the formation of the CBS/Holt Group. The new organization becomes the company's third operational group, alongside the CBS/Broadcast Group and the CBS/Columbia Group. CBS/Holt will be the publishing, educational services and systems organization within CBS Inc.

Alfred C. Edwards, former chairman and president of Holt, Rinehart and Winston Inc., New York publishers, was named president of the new group.

HR&W, which merged with CBS Inc. last week, will operate within CBS/Holt as a wholly owned CBS subsidiary, with Mr. Edwards serving as chairman and chief executive officer. Merger of HR&W into CBS was approved by more than 85% of the respective companies' shareholders on June 29.

## Columbia Pictures gets option on bank's stock

Columbia Pictures Corp., which had been plagued with dissident stockholder actions and threat of a proxy fight during the past year, has obtained a written option enabling it to buy the approximate 36% interest in Columbia stock owned by the Banque de Paris des Pays Bas, it was reported last week.

Spokesmen for both Columbia Pictures and the bank confirmed the option but declined to discuss its terms. A New York official of the bank said the option expires "in several weeks." The option price was not divulged but it is said to exceed substantially the \$26.6 million paid by the French bank.

Banque de Paris acquired its interest in Columbia through a tender offer in October 1966 and a purchase of some dissident shareholders' stock in January. Last fall the bank had been allied with the group of rebel shareholders who were preparing for a proxy fight, but later it made a truce with Columbia's management and pledged support to it.

The bank owned 744,318 shares of Columbia stock on May 31, amounting to about 35.8% of shares outstanding. Columbia Pictures closed at \$47 a share on Wednesday (Aug. 2).

## ABC Inc. stockholders hear pledge to fight Justice Department

ABC's annual meeting, postponed because of the latest delays in the company's on-again-off-again merger with International Telephone & Telegraph Corp., finally took place Wednesday (Aug. 2) in New York, in a little more than an hour.

President Leonard Goldenson mentioned the company's two-cents-per-share decline in earnings for the second quarter of 1967 from the same period last year (BROADCASTING, July 31) and charged it off to "the costs of covering the Mideast crisis."

Mr. Goldenson commented more extensively on the Justice Department's latest move against the proposed merger in seeking reversal of FCC approval in the federal District of Columbia Circuit Court of Appeals. Mr. Goldenson said:

"In our opinion, [it] is another delaying tactic, typical of their attitude from the beginning toward the merger. . . They have attempted to substitute their opinion for that of the FCC, the independent government

agency specifically authorized by Congress to supervise and regulate the broadcasting industry and to



Mr. Goldenson  
We are right

make such policy decisions.

"Now the case is before the federal court. We intend to contest the [Justice Department's] appeal with all our capabilities, vigorously and fully. We are convinced that we are right. We hope that ultimately we shall win. ITT feels the same way. Together, both companies will join with the FCC in opposing the Justice Department in court."

Mr. Goldenson added that ABC "will probably make some short-term borrowings" to meet its immediate cash needs. He said the time during which the merger is pending would be used to examine ABC operations with a view to conserving cash, and that "alternative means" of satisfying long-term financial needs would be studied.

The board of directors was re-elected with the exception of Walter Marshall, who has retired as both chairman of Western Union and director of ABC. He was replaced by Theodore Schlesinger, president of Allied Stores.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Clifford Botway**, associate partner and director of media and broadcasting, Jack Tinker & Partners Inc., New York, elected full partner.



Mr. Schuckle



Mr. Mathai

**Herbert C. Schuckle**, president of Emery Advertising Corp., Baltimore, elected chairman of board of directors. **Louis F. Mathai**, VP of Emery, elected president.

**Dean Lierle Jr.**, VP-creative director, Campbell-Ewald Co., New York, joins Earle Ludgin & Co., Chicago as senior VP and creative director.

**Lee A. Lahey**, secretary and director, Robert E. Eastman & Co., New York, elected senior VP. **Peter M. Schulte**, manager of Eastman's Chicago office, and **Ed Carrell**, manager of Dallas office, named VP's.

**Nelson O. Argueso**, senior VP and treasurer, Sullivan, Stauffer, Colwell & Bayles, New York, retires. No future plans announced.

**Milton F. Coulson Jr.**, **Darrell C. Roberts** and **Harold F. Stephenson**, VP's with MacManus, John & Adams, Bloomfield Hills, Mich., elected senior VP's.

**David J. Byrnes**, manager of tape operations at Videotape Center, New York, named VP in charge of sales and video tape operations at Harold M. Tulchin Productions, that city. **Roy Appley**, production coordinator at Videotape Center, New York, appointed manager of post-production operations for Tulchin, that city.

**Michael Hitzig**, PR director, Pellon Corp., New York, joins David J. Mendelsohn Advertising Agency, New York, in same capacity.



Mr. FitzSimmons



Mr. Kalt

**William H. FitzSimmons**, with The Marschalk Co., New York, joins Ted Bates & Co. there as management representative on Wink account, new assignment from Canada Dry Corp. **Bryson Kalt**, account executives at Bates,

New York, named VP and account supervisor on new product development side of Canada Dry business.

**Robert Carey**, with Leo Burnett Co., Chicago, joins Kenyon & Eckhardt there as associate creative director.

**Dayton Ball**, associate creative director, Cunningham & Walsh, New York, joins Weightman Inc., Philadelphia, as associate creative director for copy.

**Rex Messersmith**, program director of WMAX Yankton, S. D., named commercial manager. He succeeds **Dale Weber**, now general manager of KRST St. Louis Park, Minn.

**Hal Carpenter**, local sales manager for WPRI-TV Providence, R. I., appointed regional sales manager. **Vic Sylvia**, account executive at WPRI-TV, becomes local sales manager.



**Leslie T. Harris**, with Market Planning Corp., New York, member of Interpublic Group of Companies, named to newly created position of executive VP.

**Kenneth M. Merritt**, formerly copy supervisor at Kenyon & Eckhardt and J. Walter Thompson Co., both New York, joins D'Arcy Advertising Co., that city, as associate creative director.

**Howard Teitler**, account executive for J. Walter Thompson Co., Chicago, named manager of Chicago office of National Television Sales. **Bob Dwyer**, with The Katz Agency, Chicago, joins sales staff of NTS, that city.

**Stanley M. Turk**, account executive for Cunningham & Walsh, New York, joins Meltzer, Aron & Lemen as supervisor of agency's New York office accounts.

**Ellis J. Veech Jr.**, media supervisor at Knox Reeves Advertising, Minneapolis, named media supervisor for advertising and marketing services at General Mills, that city.

**John Owen Connell**, account executive, KMOX-TV St. Louis, appointed account executive, CBS TV Stations National Sales, New York.

**Nevin W. Meredith**, with Leo Burnett Co., Chicago, joins Needham, Harper & Steers, that city, as account executive. **John L. Wells** named account executive at NH&S, that city.

**Kris Gangadean**, with Metro TV Sales, New York, appointed account executive.

**Dave Murphy**, senior media buyer from BBDO, New York, joins radio office of Broadcast Communications

Group, Chicago, as account executive.

**Frederick R. Appleton**, with D'Arcy Advertising Co., New York, joins Doremus & Co. there as account executive.



Mr. Mackey



Mr. Regan

**Charles D. Mackey** and **Theodore M. Regan Jr.**, creative directors at N. W. Ayer & Son, Philadelphia, elected VP's.

**Dave A. Holland**, advertising supervisor for outdoor producers at Allis-Chalmers Manufacturing Co., Milwaukee, joins Gardner Advertising Co., St. Louis, as account executive. **Mary Howard**, media analysis supervisor for Gardner, St. Louis, named associate media director in charge of training, media analysis and administration.

**Thomas A. Brown**, former brand advertising manager for National Biscuit Co. and account executive for Young & Rubicam, both New York, joins Henry J. Kaufman & Associates, Washington, as account executive. **Tina M. Martin** joins Kaufman's radio-TV department, Washington, as copy writer.

**Andrew J. McKelvey**, with Meltzer, Aron & Lemen, New York, joins J. S. Fullerton Inc., that city, as account executive.

**Casey A. Heckman**, with Ruben Advertising Agency, Detroit, joins WFBM-TV Indianapolis as account executive.

**Jack Ambrozic**, account executive with Radio Advertising Representatives, New York, joins WMCA there as account executive.

**Ronald D. McDaniel**, with KDKA-TV Pittsburgh, appointed account executive at KYW Philadelphia. Both are Westinghouse Broadcasting Co. stations.

### MEDIA

**J. Harry Abbott**, general manager of WSPA-AM-FM-TV Harrisonburg, Va., elected VP.



Mr. Somerset



Mr. Newell

**Joseph B. Somerset** and **Peter C. Newell**, VP's of Capital Cities Broadcasting Corp., New York, named gen-



eral manager and station manager, respectively, of Capital Cities' WPAT-AM-FM Paterson, N. J.

**William Pipher**, general sales manager, WDHO-TV Toledo, Ohio, named general manager.

**Donald W. Meyers**, sales manager of WAKY Louisville, Ky., appointed general manager, replacing **Joel Thrope**, who becomes senior VP in charge of all broadcast properties of parent LIN Broadcasting Corp. (group owner).

**Red Jones**, formerly with WQXI and WPLD, both Atlanta, appointed general manager of WSNE Cumming, Ga.



Mr. Yager

**K. James Yager**, VP and director of Cosmos Broadcasting Corp., Columbia, S.C., named general manager of Cosmos Cablevision Corp., that city.

**Larry Wakefield**, production manager and sports director of KATI Casper, Wyo., named station director of KAWY(FM), that city.

**Karl Sippel**, with WKBW-AM-TV Buffalo, N.Y., named business manager for WPRI-TV Providence, R. I.

## PROGRAMING

**Ruth Elliott**, executive secretary for both program development and current programing departments, ABC-TV West Coast, named to newly created post of administrative assistant to VP in charge of programs, ABC-TV West Coast. **Don Kraatz**, with ABC-TV programing department, West Coast, assigned responsibility for all phases of ABC-TV program administration, both daytime and weekend program schedules, Hollywood.

**David Victor**, VP for Filmways TV Productions Inc., named producer of new CBS-TV series, *Dundee and the Culhane*. He replaces **Sam Rolfe**, creator-producer of series, who leaves to write screenplay for Filmways.

**Frank Konigsburg**, director of talent and program administration for NBC, New York, joins Artists Agency Corp., Los Angeles, as VP in charge of business affairs.

**Jim Jordan**, veteran TV director, named director of new 90-minute *Woody Woodbury Show*, starting this fall in syndication.

**Hardie Frieberg** named president of Spectrum Ltd., newly formed subsidiary of Spectrum Productions Inc., New York. Spectrum Ltd. is to begin production of *Joe Franklin Show*, TV interview program for syndication.

**Quinn Martin**, who currently produces *The FBI* and *The Invaders* on ABC-TV, signed to new five-year con-

tract with network. Terms call for Mr. Martin's QM Productions to produce at least one series per year for ABC-TV.

**Donald E. Adams**, controller of General Switch Co., Brooklyn, N. Y., named controller of Association Films Inc., New York.

**Seymour Horowitz**, program director for KGO-TV San Francisco, appointed director of program services for ABC Owned Television Stations.

**Jesse R. (Buddy) Ragan**, program director of KTAL-TV Texarkana, Tex.-Shreveport, La., joins Maxwell Electronics Corp. (which has CP for KMEC-TV Dallas) as program director.

**Bill Wardlaw**, operations director for KBOX Dallas, appointed program director for KBBQ Burbank, Calif.

**Ken MacClelland**, formerly art director for CBS and NBC, appointed scenic art director for KTTV(TV) Los Angeles.

**Shelley Andrews**, formerly with Alan Burke and Barry Gray shows, both from New York, joins Westinghouse Broadcasting Co. in Philadelphia as talent coordinator for *The Mike Douglas Show*.



Mr. Norvet

**Robert Norvet**, general manager of film operations for CBS-TV Hollywood, named VP. He will continue to be responsible for operation of CBS Studio Center, Hollywood. **Thomas W. Downer, Jr.**, with Campbell-Ewald, Los Angeles, appointed director of program practices, CBS-TV, Hollywood. He replaces **Charles C. Pettijohn**, named to new position of executive editor, program practices, Hollywood.

**Bill Jenkins**, producer of "Books of the Bible," records, joins KGBS Los Angeles as production manager.

**Don Meinert**, with KCHA Charles City, Iowa, joins KGLO-AM-TV Mason City, Iowa, as farm director.

**Vinnie Bell**, animator, joins art department of Coastal Film Service, New York.

## NEWS

**Lemmy Pinna** rejoins UPI and will take over UPI bureau in Karachi, Pakistan, in late August, replacing **Max Vanzi**, who joins Tokyo staff. **Max Jennings**, bureau manager in Cheyenne, Wyo., takes over as manager in Caracas, Venezuela, in late August, replacing **Dennis Fawcett**, resigned.

**John W. Hall**, with AP bureau in Jackson, Miss., transfers to New Or-

leans, as AP broadcast news editor for Louisiana and Mississippi.

**Warren Olney**, correspondent for San Francisco and Sacramento, Calif., news bureaus of KNXT(TV) Los Angeles, appointed bureau manager-correspondent of CBS Owned Television Stations Washington news bureau, succeeding **George Reading**, who moves to news staff of WBBM-TV Chicago. KNXT and WBBM-TV are CBS-owned stations.



Mr. Lazard

**Sidney Lazard**, formerly with ABC News in Rome, Paris and New York, appointed NBC News correspondent in New York.

**Irwin Krakowsky**, assistant director of news and public affairs for WCBS New York, named executive news editor for CBS News, radio. He succeeds **Marvin Friedman**, who moves to WCBS as executive news director. **Peter Wells**, writer-producer for special reports and documentaries for CBS Radio, New York, appointed executive producer for CBS News, radio, succeeding **Dick Reeves**, who becomes director of special broadcasts for WCBS.

**Lee McNew**, with WXYZ-TV Detroit, appointed director of news and special events for WJBK-AM-FM, that city.

**Bud Carter**, news director of KWHK Hutchinson, Kan., appointed news director of WHB Kansas City, Mo.

**Charles Cremer**, formerly with WTHI-AM-FM-TV Terre Haute, Ind., WREX-TV Rockford, Ill., and noncommercial WILL-AM-FM-TV Urbana, Ill., appointed news director of noncommercial WSUI Iowa City.

**Miguel Bomar**, former director of Latin American affairs at Radio New York Worldwide, and TV producer at United Nations, both New York, named newsman and commentator in Washington for three TV stations in Argentina, Uruguay and Paraguay (channels 9, 4 and 9, respectively).

**John M. Day**, VP and director of news and public affairs, WHDH Boston, elected board member of AP Radio and Television Association, representing radio outlets of 5 kw and over, eastern district. Other board members elected: **Eddie Barker**, news director, KRLD-TV Dallas, (at large) representing stations in southern district; **Thad Sandstrom**, VP and general manager, WBW-TV Topeka, Kan., representing TV stations, central district; **Gene Shumate**, VP and news director, KRXX Rexburg, Idaho, representing radio outlets under 5 kw, western district.

**D'Etta Barnhardt**, with WGHP-TV High Point-Greensboro-Winston-Salem,



N. C., joins Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBT-TV), Charlotte, N. C., WBTW-TV Florence, S. C., Jefferson Productions) as news reporter.

**Edward M. Sacks**, with El Loco Ltd. Associates, radio programming consultants, appointed to news staff of KFSB Joplin, Mo.

**Sam Andrews** joins news department of WSB-AM-FM Atlanta.

## FANFARE

**Earl Zeigler**, NBC's West Coast press department, Burbank, Calif., appointed manager, press administration, West Coast. **Douglas Duitsman**, press department supervisor, appointed manager, press and publicity.

**John Druckenbrod**, director of information services for American Podiatry Association, Washington, appointed director of public relations for National Community Television Association, that city. **Barry Crickmer**, NCTA director of information, resigns. No future plans announced.

**Parker H. Jackson**, with KDEO El Cajon, Calif., named supervisor of advertising-promotional functions at KHJ-TV Los Angeles.

**Burt Toppan**, formerly with Wometco Enterprises, Miami, and Los Angeles advertising and PR firms of Don Frank and Associates, Harshe-Rotman & Druck, and Rogers & Cowan, appointed advertising and promotion manager of The California Exposition, now under construction in Sacramento.

**Alan Ebert**, formerly with NBC-TV and CBS-TV, both New York, named coordinator of all activities of McFadden, Strauss, Eddy & Irwin, that city.

## EQUIPMENT & ENGINEERING

**Mario Alves**, with Riker Video Industries, Hauppauge, N. Y., named president and chief executive officer.

**Walter Druker**, VP for General Camera Corp., New York, joins ColorTran Industries Inc., Burbank, Calif., as assistant to president.

**William D. Scholten**, with Oak Manufacturing Co. division of Oak Electro/Netics Corp., Crystal Lake, Ill., named VP, operations.

**Marion Stoner**, chief engineer at WJBK-TV Detroit, named chief engineer of WJBK-AM-FM-TV. **Ray Mallon**, with WJBK, and **Lee Stevens**, with WWUP-TV Sault Ste. Marie, Mich., named assistant chief engineers for WJBK-AM-FM-TV.

**Dennis W. Burns Jr.**, formerly with Fischer & Porter Co., Warminster, Pa., and American Locker Co., Jamestown, N. Y., named sales engineer for Georgia and Florida area by CATV systems

division of Jerrold Electronics Corp., Philadelphia. Mr. Burns will have headquarters in Atlanta.



Mr. Kidde

**William B. Kidde**, assistant manager of video-tape operations for Sports Network Inc., New York, named chief engineer of WNJU-TV Linden-Newark, N. J.

**George Hillas**, manager of on-air operations in broadcast operations and engineering department of ABC-TV Hollywood, named general manager of studio field operations. **Bill Dryer**, manager of TV studio operations, replaces Mr. Hillas. **Bob Gabrielson**, technical operations supervisor in field, replaces Mr. Dryer. **Jack Wood**, manager of quality control, replaces Mr. Gabrielson. **George Otte**, general manager of studio field, succeeds Mr. Wood and becomes administrative assistant to department director, Theodore B. Grenier.

**Fred Heatley**, technical crew chief for WBZ-TV Boston, named technical supervisor.

**Frank B. Court** joins Ameco Inc., Chicago, as Midwest sales representative.

## ALLIED FIELDS

**Leo Resnick** and **George Spiegel** have formed Washington law firm of Resnick and Spiegel, Watergate Office Building, 2600 Virginia Ave., N.W. Telephone: 333-8860. Mr. Resnick, former FCC hearing examiner, has been in private practice since 1953. Mr. Spiegel, in private practice since 1960 specializing in Federal Power Commission cases, was previously with Navy Department's Board of Contract Appeals.

## INTERNATIONAL



Mr. Sutherland

**F. N. Sutherland**, chairman of The Marconi Co., Chelmsford, Essex, England, elected chairman of Conference of Electronics Industry, London.

**John G. Leitch**, U.S. radio and television engineer and consultant, leaves for Philippines Oct. 1 to spend three months advising ABS-CBN Broadcasting Corp. in Manila.

**Donald Baverstock**, with BBC from 1950-65, named director of programs, Yorkshire Television Network (formerly Telefusion Yorkshire), Leeds.

**Derrick Amooore**, editor, BBC-TV's current affairs program *24 Hours*, London, appointed assistant head of BBC-

TV's current affairs. **Tony Whitby**, assistant editor of *24 Hours*, takes over as editor. **David Webster**, acting editor, *Panorama*, confirmed as editor.

**William J. Mann**, with Canadian Curtiss-Wright Ltd., Toronto, named director, Canadian operations, for Oak Electro/Netics Corp., that city.

## DEATHS



Mr. Brophy

**Thomas D'Arcy Brophy**, 73, who retired in 1957 as board chairman of Kenyon & Eckhardt, died in Pawling, N.Y., on July 29 as result of injuries suffered in automobile accident. Mr. Brophy joined K & E in 1931; was elected president in 1937 and board chairman in 1949. He helped organize American Heritage Foundation; served as its president from 1947 to 1955 and thereafter was its chairman. He also was one of founders of The Advertising Council and was former chairman of both American Association of Advertising Agencies and Education Committee of Advertising Federation of America.

**Col. James Wallace Baldwin**, 68, U.S. Army retired, died July 29 at Washington Hospital Center in Washington of complications resulting from surgery performed three weeks ago. He was former managing director of National Association of Broadcasters in 30's and Signal Corps officer during World War II. Earlier he became secretary of Federal Radio Commission in 1932. He is survived by his wife, Caroline, and two daughters.

**Thomas W. Massoth**, 62, VP, administrative services, RCA, died at Morristown, N. J., of heart attack July 29. He was in charge of community relations and public affairs for RCA in Camden, N. J., area where corporation has manufacturing facilities. Surviving are his wife, Frances, son and daughter.

**Mary C. Fairbanks**, 55, VP of WBC-AM-FM Indianapolis, from its founding and for many years director of station, died Aug. 2 after long illness in her home in Indianapolis. She was also VP and director of WRMF Titusville, Fla., from its founding in 1957. She is survived by her husband, Richard, and four sons.

**Dr. G. M. Geldert**, 81, once owner and operator of CKCO Ottawa, now CKOY, died July 27 following long illness. He has been president of Royal Philatelic Society of Canada since 1959.

**Edgar H. Twamley**, 70, broadcaster associated with stations in Davenport, Iowa, Los Angeles, New York and Buffalo, N.Y., died July 26 in hospital in Santa Barbara, Calif., following surgery.

He was manager of WBEN Buffalo from 1932 to 1945. He is survived by his wife, Elva, son and daughter.

**Francis M. Fitzgerald, 53**, owner of WOV Charlotte, N. C., died July 24 of heart attack in Charleston, S. C., hospital. He is survived by his wife, Frances, and daughter.

**Georgia Fuller, 69**, for 15 years public service director for KMPC Los Angeles, died at her home in Hollywood July 25. Mrs. Fuller began in broadcasting with WSUN St. Petersburg, Fla., in late '20s. She subsequently was casting

director for NBC Radio in Chicago and New York for 17 years and came to West Coast in late '40s as casting director for ABC Radio in Los Angeles. She is survived by daughter, actress Barbara Fuller.

**George Rennie, 47**, producer-director for CFPL-TV London, Ont., died July 29 of heart attack at his London home. He had worked at CFPL-TV since 1954. He is survived by his wife, Betty, and son.

**Ralph L. Gates, 50**, account executive, Young & Rubicam, New York, died of heart attack July 25. His wife,

Bridget, daughter and two sons survive.

**Jackie Pierce, 48**, public service director of WTVJ(TV) Miami, died Aug. 1 in her home in Miami. Police listed death as apparent suicide. She began her career in television when WTVJ went on air in 1949. In private life, she was Mrs. Ernest Felix. Surviving are her husband and son.

**Edward I. Broadhurst, 58**, NBC draftsman in New York for 34 years, died of heart attack July 23 in Emerson, N. J. He is survived by his wife, Grace, and two sons.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 27 through August 2, 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. UMC Broadcasting Corp.—Amendment to change frequency from ch. 25, 536-542 mcs. to ch. 53, 704-710 mcs. Ann. July 27.

\*Pocatello, Idaho—State Board of Education acting as trustees of Idaho State University. Seeks VHF ch. 10 (192-198 mc); ERP 87 kw vis, 13 kw aur. Ant. height above average terrain 1,451 ft.; ant. height above ground 87 ft. P. O. address: Idaho State University. Estimated construction cost \$435,897.47; first-year operating cost \$159,408; revenue none. Geographic coordinates 43° 30' 02" north lat.; 112° 39' 36" west long. Type trans. RCA TT-11AH. Type ant. RCA TF-6AH. Consulting engineer John H. Mullaney, Rockville, Md. Principals: Dr. Lloyd Watkins, executive vice president, Herbert Everitt, director radio-TV service, John J. Peacock, president state board of education. Ann. July 31.

\*Evansville, Ind.—Evansville-Vanderburgh School Corp. Seeks VHF ch. 9 (186-192 mc); ERP 316 kw vis., 63.2 kw aur. Ant.

height above average terrain 578 ft.; ant. height above ground 570 ft. P. O. address: 200 Northwest Seventh Street, Evansville 47708. Estimated construction cost \$583,100; first-year operating cost \$203,152; revenue none. Geographic coordinates 38° 01' 31" north lat.; 87° 21' 43" west long. Type trans. RCA TT-25CH. Type ant. GE TY-54-A. Consulting engineer Ray L. Sherwood, Aurora, Ill. Principals: Herbert Erdmann, superintendent, Robert Edelman, director et al. Applicant owns \*WPSR(FM) Evansville, Ind. Ann. Aug. 2.

##### INITIAL DECISION

■ Grant for new UHF TV, WBLG-TV, ch. 62, Lexington, Ky., has been proposed by FCC Hearing Examiner David I. Kraushaar in initial decision. WBLG-TV Inc. is only applicant for ch. 62. Kentucky Central Television Inc., which originally applied for same channel, withdrew its application in February of this year. WBLG-TV would become third UHF TV station in Lexington. Other two stations are WKYT-TV, ch. 27, and WLEX-TV, ch. 18. Action July 28.

##### OTHER ACTIONS

■ By memorandum opinion and order; Commissioner Cox concurring in part and dissenting in part and issuing statement; Commissioner Johnson concurring in result, FCC dismissed Comint Corp., ch. 9, Orlando, Fla.'s petition by Comint Corp. for reconsideration of commission's action of March 29. In its action, commission had dismissed Comint's application for interim authority to provide TV service on ch. 9 pending final determination of comparative proceeding in Docs. 11081, 11081, and 17339-44 for regular authority. Mid-Florida Television Corp. (WFTV(TV) Orlando), was authorized to operate station during that period. Commission clarified condition it imposed by stating that no evidence would be received in comparative proceeding relating to broadcast experience, performance or record of Mid-Florida in operation of WFTV after November 17,

1965. Action July 28.

■ Review board in Buffalo, N. Y. TV broadcast proceeding Docs. 15254-5, denied motion for additional time for oral argument filed on July 21 by WEBR Inc. Board Members Berkemeyer and Slone absent. Action July 28.

■ Review board in San Angelo, Tex., TV broadcast proceeding Docs. 17541-2, granted request filed July 28 and extended to Aug. 4 time to file responsive pleadings to petition for enlargement of issues filed on July 17 by S R C Inc. Action Aug. 1.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on July 24 in Macon, Ga., (Rovan Television Inc. and Romac Macon Corp.) TV proceeding, directed that proposed exhibits of Romac on issues 1 and 2 shall be exchanged by July 21 and hearing on issues will commence on Sept. 11 (Docs. 17316-7).

■ Hearing Examiner David I. Kraushaar on July 24 in Homewood-Birmingham, Ala., TV proceeding, granted motion made during July 24 hearing and postponed hearing until commission rules on petition filed by Alabama Television Inc., Birmingham Broadcasting Co., Jason L. Shrinisky, Seymour M. Chase and Thomas G. Fisher requesting, among other things, that commission issue an order vacating as moot its memorandum opinion and order as modified.

■ Hearing Examiner Chester F. Naumowicz, Jr., on July 28 in Memphis (Gamma Television Corp., Tele/Mac of Memphis, Memphis Broadcasting Associates) TV proceeding, denied joint petition by applicants for reconsideration of order of default entered against them in course of hearing session July 24. Denial is without prejudice to filing prior to release of initial decision of petition to set aside default (Doc. 17258-60).

■ Hearing Examiner Elizabeth C. Smith on July 28 in San Angelo, Tex. (S R C Inc. and San Angelo Independent School District No. 226-903) TV proceeding, scheduled further prehearing conference for Sept. 6 and continued hearing from Sept. 17 to Nov. 6 (Docs. 17541-2).

##### RULEMAKING PETITIONS

Winona, Minn. Big Chief Television Co.—Petitioned to amend Sec. 73.606 of commission's rules, UHF table of assignments, so as to assign ch. 44 to Winona, Minn. Ann. July 28.

Norfolk, Va. Delta Television Corp.—Requested that commission allocate ch. \*99 to Lynchburg, Va., in lieu of ch. \*33, and allocate ch. 50 to Danville, Va., in lieu of ch. 44. Ann. July 28.


##### RULEMAKING ACTIONS

■ FCC by order granted ch. 13 reserved for noncommercial educational use at Eureka, Calif. by Redwood Empire Educational Television Inc., and reserved ch. 13 for noncommercial educational use at Eureka. National Association of Educational Broadcasters and State of California Television Advisory Committee supported petition. Redwood Empire holds CP for ch. 13 at Eureka. Action Aug. 2.

■ By report and order, Doc. 17435, FCC assigned TV ch. 26 Tulare, Calif., first commercial assignment in that city. Pappas Electronics Inc., which petitioned for rulemaking (RM-1118) to assign ch. 26 to

# EDWIN TORNBURG

## & COMPANY, INC.



**Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Tulare, proposes to file application for authority to construct and operate UHF TV in Tulare. Commission stated that failure to do so, however, may result in removal of assignment. Action July 27.

■ By report and order, Doc. 17475, FCC assigned ch. 29, Hastings and ch. 12, Merriman, both Nebraska, noncommercial educational TV chs. 29 and 12 to Hastings and Merriman, Neb., respectively. Nebraska Educational TV Commission petitioned for assignments. Channels will serve areas in south-central Nebraska (around Hastings) and far northwestern Nebraska (Merriman and west). These assignments, with TV Commission's other facilities, complete an effective coverage of State. It will bring important instructional and other educational programming to all Nebraska residents. Action Aug. 2.

■ FCC RM-1169 TV rulemaking proposal—Vernal, Richfield, Salt Lake City, all Utah, and Rock Springs, Wyo., granted request by Screen Gems Broadcasting of Utah Inc. (KCPX) Salt Lake City, and extended time to Aug. 7 to file responses to petition by KLUB Broadcasting Co. of Salt Lake City. Action July 25.

#### CALL LETTER APPLICATION

■ Nationwide Communications Inc. Columbus, Ohio. Requests WNCI-TV.

#### Existing TV stations

##### APPLICATION

KXLU(TV) Los Angeles—Seeks CP to install new trans. (Collins 830D-1A); change frequency from 89.1 mcs, ch. 206 to 88.9 mcs, ch. 205; increase TPO to 1 kw, increase ERP to 2.903 kw and decrease HAAT to 0 ft. Ann. July 28.

##### FINAL ACTIONS

\*WHIQ(TV) Huntsville, Ala.—Broadcast Bureau granted license covering new non-commercial educational TV, redesignate trans. location as 706 Read Drive, Southeast, Monte Sano, Huntsville. Action July 28.

\*KTWU(TV) Topeka, Kan.—Broadcast Bureau granted license covering new non-commercial educational TV. Action July 28.

\*KTCN-TV St. Paul, Minn.—Broadcast Bureau granted CP to change type ant. and make changes in transmission line. Action July 27.

\*KMOX-TV St. Louis—Broadcast Bureau granted CP to change type ant. (main trans. and ant.) and CP to install new auxiliary ant. at main trans. and ant. location. Action July 26.

\*WTVI(TV) Charlotte, N. C.—Broadcast Bureau granted license covering new non-commercial educational TV. Action July 28.

\*WUNB-TV Columbia, N. C.—Broadcast Bureau granted license covering new non-commercial educational TV. Action July 28.

\*WKAQ-TV San Juan, P. R.—Broadcast Bureau granted CP to redesignate trans. location as On Cerro Marquessa, 1.5 mile north of Aguas Buena, P. R., studio location to 383 Franklin D. Roosevelt Avenue, San Juan, and change type trans. Action July 28.

■ Broadcast Bureau granted renewal of license for following station and pending auxiliary KINY-TV Juneau, Alaska. Action July 28.

##### OTHER ACTIONS

■ Petition by Antwin Theaters Inc., asking that FCC refuse to renew licenses of stations owned or controlled by Wometco Enterprises Inc. and American Broadcasting Company has been denied by commission. In its order, denying petition, commission granted conditional renewals to two stations owned or controlled by Wometco—WTVJ(TV) Miami, and WLOS-TV Asheville, North Carolina. Renewals are subject to outcome of antitrust proceedings in which Wometco is a party-defendant. Wometco is also obligated to notify commission of final disposition of case. Action by Commission, July 19, by memorandum, opinion and order. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson.

■ Office of opinions and review on July 31 in Montgomery, Ala. (Cosmos Broadcasting Corp., WSFA-TV) TV proceeding granted motion by Martin Theatres of Georgia Inc. and extended time to Aug. 14 to file opposition to petition for reconsideration and grant without hearing filed by Cosmos (Doc. 16984).

■ Office of opinions and review on July 31 in Montgomery, Ala. (Cosmos Broadcasting Corp., WSFA-TV) TV proceeding granted motion by Martin Theatres of Georgia Inc. and extended time to Aug. 14 to file opposition to petition for reconsideration and grant without hearing filed by Cosmos (Doc. 16984).

##### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick

on July 26 in Santa Maria, Calif. Central Coast Television (KCOY-TV) TV proceeding granted motion by Key Television Inc. and corrected transcript of record (Doc. 16430).

■ Hearing Examiner Forest L. McClenning on July 24 in Selma, Ala., TV proceeding granted motion by Selma Television Inc. (WSLA-TV) Selma, to reopen record admitted into evidence its exhibit 13, and again closed record (Doc. 15888). And on July 25 in Waterloo, Iowa (Black Hawk Broadcasting Co. (KWVL-TV) TV proceeding granted request by Black Hawk and canceled August 2 hearing; scheduled further hearing conference for Sept. 7 (Doc. 16722).

#### New AM stations

##### APPLICATIONS

Charlevoix, Mich.—New Broadcasting Corp. Seeks 1270 kc, 5 kw-D. P. O. address: 111 Bridge Street, Charlevoix 49720. Estimated construction cost \$53,220; first-year operating cost \$38,000, revenue \$50,000. Principals: Thomas R. McDaniels, president (20%), W. Kirk Schaller, vice president (20%) and W. Albert Schaller, secretary-treasurer (60%). Mr. McDaniels is general manager of Charlevoix Courier Corp., newspaper publishers. Mr. W. A. Schaller is president, treasurer, director and 96.1% stockholder in Northern Michigan Review Inc., newspaper publishers; secretary, treasurer, director and 50% stockholder in office supply company; president, director and treasurer of Charlevoix Courier Corp., and treasurer, director and 50% holder of general marine business. Mr. W. K. Schaller is secretary, director and 3.9% holder in Northern Michigan Review Inc., secretary and director of Charlevoix Courier Corp., and vice president and secretary of general marine business. Ann. Aug. 1.

Kansas City, Mo. Broadcasting Inc.—Seeks amendment which requests CP for new standard broadcast station to change nighttime power to 0.25 kw; change from DA-1 to DA-N; change type trans. (Gates BC-1G); make changes in ground system and ant. height; change ant.-trans. location to Bend in Blue River, near 35th Street and Beacon Avenue, Kansas City, Mo.; change studio location to Kansas City, Mo. (to be determined); and change officers, directors, stockholders and stockholdings. Ann. July 31.

Durand, Wis.—Pepin County Broadcasting Co. Seeks 1430 kc, 1 kw-D. P. O. address: 408 West John Street, Rosemont, Minn. 55068. Estimated construction cost \$20,758.30; first-year operating cost \$24,000, revenue \$30,000. Principals: Melvin Pulley (100%). Mr. Pulley is teacher. Ann. July 28.

##### FINAL ACTION

■ FCC granted Melville L. and Tommy L. Gleason, d/b as Gleason Brothers, Wayne, Neb., application for new AM. Station to operate on 1590 kc, 500 w-D. Action Aug. 2.

##### INITIAL DECISION

■ Grant to Radio Elizabeth Inc. for new 500 w daytime radio station in Elizabeth, N. J., has been proposed by Hearing Examiner Jay A. Kyle in supplemental initial decision. Proposed class II station would broadcast on 1530 kc. (Docs. 14755, 14756, 14757.) In making grant to Radio Elizabeth Inc., Examiner Kyle denied application of Jupiter Associates Inc., for 500 w daytime station at Matawan, N. J., and application of Somerset County Broadcasting Co. for 1 kw-D at Somerville, N. J. Action thus reaffirmed initial decision of Dec. 10, 1963. Action July 31.

##### OTHER ACTIONS

■ Office of opinions and review in Sioux Falls, S. D., Sioux Empire Broadcasting Co., AM proceeding granted request by Broadcast Bureau for an extension of time to August 4 to respond to petition for disclosure of records filed by KISD Inc. (Doc. 17174) on July 26 and in Harriman, Tenn., Harriman Broadcasting Co., AM proceeding granted request by Harriman for extension of time to July 28 to file reply to motion by Folkways Broadcasting Inc., to correct transcript (Doc. 17255).

■ Review board in Madison, Ala. AM proceeding Doc. 16860, scheduled oral argument before panel of Review board for Sept. 7, Washington. Board members Berkemeyer and Slone absent. Action July 26.

■ FCC accepted application of Albert A. Calistic & Associates, Jeannette, Pa. for filing for new daytime AM to operate on 1530 kc, 1 kw, 250 w-CP; denied opposing petition by L. B. Wilson Inc. (WCKY) Cincinnati. WCKY had submitted petition claiming proposed operation by Calistic & Associates would cause overlap to its normally protected 0.1 mv/m ground wave

contour. Commission found that overlap would not occur if WCKY were to operate essentially omnidirectional as required by its authorization. Action July 26.

■ Review board in New Castle, Pa. standard broadcast proceeding Docs. 17178-80, granted petition filed July 28 by Lawrence County Broadcasting Corporation, Brownsville Radio Inc., and Shawnee Broadcasting Co. and extended to Aug. 4 time to file reply to Broadcast Bureau's comments to joint request for approval of agreement filed June 12 by applicants. Action Aug. 1.

■ Review board in New Castle, Pa. standard broadcast proceeding Doc. 17174 granted request filed July 25 by Broadcast Bureau and extended to August 4 time to file responses to KISD Inc's petition to enlarge issues filed July 17. Board Members Berkemeyer and Slone absent. Action July 27.

■ Review board in Port Arthur, Tex. standard broadcast proceeding Docs. 14597 and 15203. Scheduled oral argument before a panel of review board for 2 p.m., Sept. 7, in room 7134, New Post Office building, Washington. Action Aug. 1.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on July 24 in Bridgeton, N. C., V.W.B. Inc. AM proceeding scheduled further prehearing conference for Sept. 15 and continued Sept. 15 hearing to date to be determined at prehearing conference (Doc. 17560).

■ Hearing Examiner Charles J. Frederick on July 25 in Crowley, La. Rice Capital Broadcasting Co. AM proceeding rescheduled further hearing for Sept. 11 (Doc. 16785).

■ Hearing Examiner Isadore A. Honig on July 27 in Elmhurst-Wheaton, Ill., Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co. AM proceeding granted nunc pro tunc petition by DuPage County only to extent it requests an extension of time for filing reply pleading, and date for filing reply by DuPage is extended from July 25 to Aug. 4 and denied petition insofar as it requests extension of Aug. 1 further hearing date (Docs. 16965-6).

■ Hearing Examiner H. Gifford Irion on July 28 in Kettering, Ohio, et al (Kittyhawk Broadcasting Corp. et al) AM proceeding scheduled certain procedural dates: Sept. 14, exchange of engineering exhibits; Oct. 13 notification of engineering witnesses desired; Oct. 23 hearing on engineering cases only and exchange of lay exhibits; Nov. 3 notification of lay witnesses desired; and Nov. 14 hearing on lay portions of case.

■ Hearing Examiner Jay A. Kyle on Aug. 1 in Bowling Green, Ohio (WMGS Inc. and Ohio Radio Inc.) AM proceeding scheduled hearing for Aug. 11 (Docs. 16290-1).

■ Hearing Examiner David I. Kraushaar on July 28 in Bethesda, Md. Atlantic Broadcasting Co. (WUST), et al AM proceeding scheduled hearing for Nov. 8; further directed exhibits to be exchanged by Oct. 10, with one copy each provided to counsel and examiner and that agreements and understandings reached at July 28 prehearing conference are incorporated by reference with same effect as if set forth verbatim (Docs. 18706-8).

■ Hearing Examiner Forrest L. McClenning on July 24 in Costa-Mesa-Newport Beach, et al, Calif., AM proceeding granted motion by Crown City Broadcasting Co. to reopen record, and leave to amend application to reflect death of one of partners and distribution of his partnership interest among five of remaining partners, and again closed record (Docs. 15752 et al.).

■ Hearing Examiner Elizabeth C. Smith on July 28 in Mobile, Ala. (Azalea Corp., et al) AM proceeding scheduled further prehearing conference for Sept. 20 and continued Sept. 20 hearing to date to be fixed at prehearing conference (Docs. 17555-8).

##### CALL LETTER APPLICATIONS

■ A. C. Elliot Jr., Quitman, Miss. Requests WBFN.

■ Stone County Broadcasters Inc., Wiggins, Miss. Requests WIGG.

##### CALL LETTER ACTION

■ La Fiesta Broadcasting Co., Lubbock, Tex. Granted KFLB.

##### DESIGNATED FOR HEARING

■ By memorandum opinion and order, FCC designated Sioux Empire Broadcasting Co. and John L. Breece, Sioux Falls, S. D., AM applications for consolidated hearing. Breece application requests operation on 1000 kc, 10 kw-DA-D, and Sioux Empire (already in hearing Doc. 17174; BP-15191) requests operation on 1520 kc, 500 w-D. Petition by KISD Inc. (KISD), Sioux Falls, was granted in part and denied in part,



KISD had requested commission to deny Breece application or designate it for hearing. Action Aug. 2.

■ FCC by order designated T. J. Shriner, Bellaire, Tex., application for new daytime AM for hearing. Requests operation on 1170 kc, 250 w-D. Action Aug. 2.

## Existing AM stations

### APPLICATIONS

**KOWL Bijou, California**—Seeks mod. of license to change name of licensed community from Bijou Calif., to South Lake Tahoe. Calif. Ann. July 27.

**WXI Lancaster, Kentucky**—Seeks CP to increase power from 500 w to 1 kw. Ann. Aug. 1.

**WHOM New York**—Seeks CP to change ant-trans. location (same site), and make changes in DA pattern (increase height). Ann. July 31.

**WTFL Philadelphia**—Seeks mod. of CP to change ant-trans. location and change DA system (spacing). Request waiver of Sec. 73.188(b)(1) of rules. Ann. Aug. 2.

**WAMG Gallatin, Tenn.**—Seeks CP to change frequency from 1130 kc to 1140 kc, increase power from 250 w to 5 kw (1 kw CH), and install new trans. Ann. Aug. 2.

**KEYE Perryton, Tex.**—Seeks CP to increase daytime power from 250 w to 1 kw. Ann. July 31.

### FINAL ACTIONS

**WFMI-AM-FM Montgomery, Ala.**—Broadcast Bureau granted renewal of licenses; condition that transfer of control covered by BTC-5329 be consummated within 45 days of date of grant and commission be notified of such consummation within one day thereafter. Action July 27.

**WKKO Cocoa, Fla.**—Broadcast Bureau granted CP to change hours of operation from daytime to unlimited, install directional ant. sys. (DA-N) and make changes in ground system; conditions. Action July 25.

**WOOO Deland, Fla.**—Broadcast Bureau granted CP to make changes in ant. sys.; conditions. Action July 25.

**WNIA Cheektowaga, N. Y.**—Broadcast Bureau granted license covering use of former main trans. at main trans. location as auxiliary daytime trans. and alternate main nighttime trans. Action July 24.

**WWNC Asheville, N. C.**—Broadcast Bureau granted license covering use of former main trans. as an auxiliary trans. at main trans. location. Action July 26.

**WCLT Newark, Ohio**—Broadcast Bureau granted license covering change in ant-system. Action July 26.

**WTIL Mayaguez, P. R.**—Broadcast Bureau granted CP to change ant-trans. location to 2 1/2 miles southwest center Mayaguez off Highway 102, Mayaguez; conditions. Action July 25.

**WBMJ San Juan, P. R.**—Broadcast Bureau granted mod. of CP to change ant-trans. location to Route 20, 0.7 mile south of town center, Guaynabo, specify type trans.; conditions. Action July 25.

**KVOG Ogden, Utah**—Broadcast Bureau granted license covering change (main) in ant. system. Action July 26.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KAPB Marksville, La. and WCOC Meridian, Miss. Action July 28.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WAAC Terre Haute, Ind.; WBOC Bolivar, Tenn.; WDOC-AM-FM Prestonsburg, Ky.; WHER Memphis; WIRE Indianapolis; WJPS Evansville, Ind.; WKBJ-AM-FM Milan, Tenn.; WKKY-FM Erlanger, Ky.; WACA-AM-FM Plymouth, Ind.; WTRC-AM-FM Elkhart, Ind.; WMC-TV Memphis; WSJV(TV) Elkhart, Ind.; WLBK Lebanon, Ky. and WROL Knoxville, Tenn. Action July 31.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KPOC Pochontas and KFDF Van Buren, both Arkansas, and KUDL Fairway, Kan. On July 27 granted KENA Mena, Ark. On July 31 granted WDEE Hamden, Conn.; WABL Amite, La.; WATE Knoxville, Tenn.; WAZY LaFayette, Ind.; WBMC McMinnville, Tenn.; WDEH Sweetwater, Tenn.; WGBF Evansville, Ind.; WGOH Grayson, Ky.; WJCD Seymour, Ind.; WKGN Knoxville, Tenn.; WKPT Kingsport, Tenn.; WLAJ La Follette, Tenn.; WLSI Pikeville, Ky.; WLYV Fort Wayne, Ind.; WMIK Middlesboro, Ky.; WMSR Manchester, Tenn.; WMTA Central City, Ky.; WNES Central City, Ky.; WPGW Portland, Ind.; WPKY Princeton, Ky.; WPRP Prestonsburg, Ky.; WRGS Rogersville, Tenn.; WRKM Carthage, Tenn., and WWXL Manchester, Ky.

### INITIAL DECISION

■ Grant which permits WAKX Superior, Wis., to lower frequency to 970 kc has

been proposed by Hearing Examiner Isadore A. Honig in initial decision. (Docs. 16476-7-8). Same decision denied as being in default application for renewal of license by Arthur A. Cirilli, trustee in bankruptcy of WIGL Superior, station presently assigned to 970 kc. Cirilli also asked for assignment of license to D. L. K. Broadcasting Inc. Action Aug. 2.

### OTHER ACTIONS

■ Office of opinions and review on July 27 in Montgomery-Huntsville, Ala. (Fine Music Inc., WFMI et al.) AM proceeding, granted request by Tennessee Valley Broadcasting Inc. and extended time to Aug. 14 to file response to application for review filed by Rocket City Broadcasting Inc. (Docs. 17058 et al.)

■ License of Santa Rosa Broadcasting Inc., licensee of WSRA Milton, Fla., has been revoked by FCC. Action takes effect Sept. 30. Revocation resulted in part from contests during Thanksgiving and Christmas seasons in 1965 in which number of winners was predetermined in one case and in which cash first prize was never awarded in second. Commission ruled that licensee had willfully engaged in scheme for predetermining result of supposedly bona fide contest of chance and had used radio to execute "a scheme and artifice to defraud." Licensee was also found to have repeatedly violated commission's rules and regulations by broadcasting with power in excess of that authorized by its license. Santa Rosa was ordered to show cause why its license should not be revoked on June 2, 1966. After series of pre-hearing conferences, licensee declined to contest proceeding (Doc. 16674). Action by commission, July 26, by decision. Commissioners Hyde (chairman), Cox, Wadsworth and Johnson.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 31 in Bowling Green, Ohio WMGS, Inc. (WMGS) and Ohio Radio Inc. AM proceeding continued July 31 hearing to a date to be specified by subsequent order of examiner (Docs. 16290-1) and in King, N. C. Stokes County Broadcasting Co. (WKTE) AM proceeding scheduled further prehearing conference for Aug. 23 (Doc. 17143).

■ Hearing Examiner Charles J. Frederick in South Beloit, Ill.-St. Louis, Mo. Salter Broadcasting Co. (WBEL) et al AM proceeding granted in toto motion for extension of time filed by Prudential Broadcasting Co. (Stipulation No. 1) (Docs. 17209 et al.)

■ Hearing Examiner H. Gifford Irion on July 31 in Media, Pa. Brandywine-Main Line Radio Inc. renewal of licenses of WXUR-AM-FM proceeding granted request by Greater Philadelphia Council of Churches for continuance of hearing date from Sept. 11 to Oct. 2 in Media, Pa. (Doc. 17141).

■ Hearing Examiner Jay A. Kvie on Aug. 1 in Bowling Green, Ohio WMGS Inc. (WMGS) and Ohio Radio Inc. AM proceeding scheduled a hearing for Aug. 11 (Docs. 16290-1).

### FINES

■ Broadcast Bureau by letter, notified James Parr, KSFE Needles, Calif., that he has incurred apparent forfeiture liability of \$250 for violations of rules, including Sec. 73.59 operating on frequency in excess of allowable tolerance (20 c/s) from assigned frequency. Licensee has 30 days to pay or contest forfeiture. Action July 31.

■ Broadcast Bureau by letter of July 25 notified Wabash-Peru Broadcasting Inc., WARU Peru, Ind., that they have incurred apparent forfeiture liability of \$250 for violations of rules, including Sec. 73.111(a) at time of inspection no maintenance log had been maintained as required. Licensee has 30 days to pay or contest forfeiture.

■ Broadcast Bureau by letter, notified Radio WBOW Inc., WBOW Terre Haute, Ind., that it has incurred apparent forfeiture liability of \$250 for violations of rules, including Sec. 73.47(a) failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Action July 31.

■ Broadcast Bureau by letter, notified Mt. Sterling Broadcasting Co., WMST Mt. Sterling, Ky., that it has incurred apparent forfeiture liability of \$200 for violations of rules, including Sec. 73.47(b) failure to have adequate description of procedure followed in making equipment performance measurements. The licensee has 30 days to pay or contest forfeiture. Action July 31.

■ Broadcast Bureau by letter, notified Paris-Boubon County Broadcasting Inc., WPDE Paris, Ky., that it has incurred apparent forfeiture liability of \$250 for violations of rules, including Sec. 73.57(a) failure to limit operating power so that it

shall not exceed 105 per cent of licensed power. Licensee has 30 days to pay or contest forfeiture. Action July 31.

■ By memorandum opinion and order, FCC in case of KOLT Scottsbluff, Neb., Hilliard Co., licensee directed to pay forfeiture of \$2,000 for violations of Sec. 73.73 of rules for operating station with daytime facilities before sunrise and after sunset, and Sec. 73.111(a) for failing to keep maintenance log. Action July 27.

■ Broadcast Bureau by letter of July 26 notified Big Chief Broadcasting Inc., KLPR Oklahoma City, that they have incurred apparent forfeiture liability of \$200 for violations of rules, including Sec. 73.47(b) failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest the forfeiture.

■ Broadcast Bureau by letter, notified Texas Coast Broadcasting Inc., KNUZ Houston, that it has incurred apparent forfeiture liability of \$200 for violations of rules, including Sec. 73.47(b) failure to provide data concerning equipment performance measurement. Licensee has 30 days to pay or contest forfeiture. Action July 31.

■ By memorandum opinion and order; Chairman Hyde dissenting, FCC in case of KVOG Ogden, Utah, United Broadcasting Co. licensee directed to pay forfeiture of \$1,000 for violation of terms of its license by operating station with daytime power (1 kw) after local sunset. License required reduction in power to 250 w at sunset. Action July 27.

■ By letter; Commissioner Wadsworth concurring, FCC in case of KVAN Vancouver, Wash., Mrs. Cathryn C. Murphy, licensee notified of apparent liability for forfeiture of \$500 for violation of rules by operating at more than authorized power, operating with defective modulation monitor, failing to post station authorization and operator's license, failing to log sponsorship of programs and log entries indicating that a sponsorship announcement was made, and failing to file 1966 financial report (Secs. 73.57(a), 73.56(b), 73.92(a), 73.92(b), 73.112(a)(2)(iv), 73.112(a)(2)(i), 1.62(a)(2), and 1.611 of the rules. Action July 27.

### CALL LETTER APPLICATION

■ WLBA, WLBA Inc., Gainesville, Ga. Requests WNRJ.

### DESIGNATED FOR HEARING

■ FCC by order designated WNSL Laurel, Miss., Voice of New South Inc. for hearing application to change facilities on 1280 kc from 5 kw-D, to 500 w-N, 5 kw-LS, DA-N. Issues include determination as to whether WNSL meets requirements of Sec. 73.30(c) with respect to its nighttime limitation contour, and if not, whether waiver is warranted. Action Aug. 2.

■ By memorandum opinion and order, FCC designated WFNC Cape Fear Broadcasting Co., Fayetteville, N. C., AM application for hearing. Applicant requests change on 940 kc, from 1 kw-N, 10-kw-LS, DA-N, to 1 kw-N, 50 kw-LS, DA-2. Denied request for waiver of Sec. 73.24(g) of commission's rules (population within 1,000 mv/m contour). Action Aug. 2.

## New FM stations

### APPLICATIONS

**Liberal, Kan.**—James Ray Lowder d/b as All Electronics. Seeks 99.3 mc, ch. 257, 2.592 kw. Ant. height above average terrain 112 ft. P. O. address 824 South Kansas, Liberal 67901. Estimated construction cost \$1,200; first-year operating cost \$6,000; revenue \$6,000. Principal: Mr. Lowder is 100% owner of All Electronics, radio-TV sales and service business, and employe of petroleum corporation. Ann. July 28.

**Watertown, S. D.**—Midcontinent Broadcasting Co.—Amendment (which requests CP for new FM) to change frequency from 96.1 mcs, ch. 241 to 96.9 mcs, ch. 245. Ann. July 27.

### FINAL ACTIONS

**Jesup, Ga.**—Wayne Broadcasting Inc. Broadcast Bureau granted 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 647, Jesup 31545. Estimated construction cost \$21,000; first-year operating cost \$10,000; revenue \$12,000. Principals: Applicant is licensee of WLOP Jesup. Lem Jay Clark Jr. president. Action July 24.

**Litchfield, Minn.**—Litchfield Broadcasting Corp. Broadcast Bureau granted 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 105 ft. P. O. address: 222 North Sibley Avenue, Litchfield 55355. Estimated construction cost \$2,100 above KLFD; first-year operating cost \$9,000 above; revenue \$12,000 above. Principals: Herbert Gross and Alver Leighton (each 50%). Messrs. Gross and Leighton are officers, directors and stockholders in KLFD Litchfield and KDLM

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 27

	Lic.	ON AIR	CP's	NOT ON AIR
				CP's
Commercial AM	4,116 <sup>1</sup>		19	82
Commercial FM	1,630		57	238
Commercial TV-VHF	488*		12	21
Commercial TV-UHF	101 <sup>1</sup>		25	135
Educational FM	303		14	25
Educational TV-VHF	60		7	9
Educational TV-UHF	42		20	46

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 27

	VHF	UHF	Total
Commercial	519	267	786
Noncommercial	76	105	181

## STATION BOXSCORE

Compiled by FCC, May 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,116 <sup>1</sup>	1,630	587 <sup>2</sup>	302	99
CP's on air (new stations)	11	53	37	13	27
CP's not on air (new stations)	90	242	156	27	55
Total authorized stations	4,219	1,925	786	342	181
Licenses deleted	2	0	0	0	0
CP's deleted	0	0	3	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In 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.

Detroit Lakes, Minn. Mr. Leighton is also officer, director and stockholder in KLGR Redwood Falls, Minn. Action July 25.

### OTHER ACTIONS

■ Review board in Grand Haven, Mich. FM broadcast proceeding Docs. 17470-1 granted petition filed July 25 by Broadcast Bureau and extended to July 28 time to file responsive pleadings to petitions to enlarge issues filed June 26 by Community Broadcasters Inc. and West-State Broadcasting Co. Board Members Berkemeyer and Slone absent. Action July 27.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 20 in Fort Wayne, Ind. Gospel Broadcasting Co., Fort Wayne, Inc. and Fort Wayne Broadcasting Co. FM proceeding designated Examiner Charles J. Frederick to serve as presiding officer; scheduled prehearing conference for Sept. 5 and hearing for Oct. 23 (Docs. 17594-5) and Rockford-Belvidere, Ill. (Quest For Life Inc., Greater Rockford Sound Inc., and Belvidere Broadcasting Inc.) FM proceeding designated Examiner Herbert Sharfman to serve as presiding officer; scheduled prehearing conference for Sept. 5 and hearing for Oct. 24 (Docs. 17591-3) and Danville, Va. (Piedmont Broadcasting Corp. and Baron Broadcasting Corp.) FM proceeding designated Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for Sept. 15 and hearing for Nov. 16 (Docs. 17589-90). And on July 24 in Farrell, Pa., Sanford Schafitz, FM proceeding cancelled prehearing conference scheduled for July 26 (Doc. 17561). And July 26 in Farrell, Pa., Sanford Schafitz, FM proceeding granted petition by Schafitz to extent that his application is dismissed, but dismissed application with prejudice. Cancelled hearing scheduled for Sept. 13 (Doc. 17561).

■ Hearing Examiner Charles J. Frederick on July 25 in New York-Teaneck, N. J. New York University and Fairleigh Dickinson University FM-ED proceeding granted petition by Fairleigh for leave to amend its application to reflect appointment of a new university administrator (Docs. 17454-5).

■ Hearing Examiner Millard F. French on July 25 in Murphy, N. C.-Blue Ridge, Ga. Cherokee Broadcasting Co. and Fannin County Broadcasting Co. FM proceeding granted petition by Broadcast Bureau and

extended time to Aug. 7 to file proposed findings of fact and to Aug. 24 for replies (Docs. 17086-7).

■ Hearing Examiner Forrest L. McClenning on July 24 in Waukegan-Des Plaines, Ill. FM proceeding granted petition by Maine Township FM Inc. for leave to amend application to delete Charles Burgess as stockholder, director and officer of corporation (Docs. 13292 et al.).

■ Hearing Examiner Elizabeth C. Smith on July 28 in Bellefontaine, Ohio Hi-Point Broadcasting Co. and Charles H. Chamberlain FM proceeding continued hearing from Sept. 7 to Oct. 18 (Docs. 17519-20).

### RULEMAKING PETITIONS

■ FCC by notice of proposed rulemaking: Proposed new FM channel assignments: Gunterville, Ala. 240A; Cathedral City, Calif. 276A; Tuscola, Ill. 228A; Harrodsburg, Ky. 257A; Winnsboro, La. 224A; Fosston, Minn. 296A; Mansfield, Pa. 296A; Tazewell, Va. 261A; Albany, N. Y. 299; Murfreesboro, N. C. 252A, and Laurel, Miss. 272A; Proposed substitute assignments: Pipestone, Minn. 254 for 252A; Ahoskie 257A for 249A; Washington 249A for 252A; Plymouth 240A for 257A, and New Bern, all North Carolina 257A for 249A (This would require WVWM-FM to shift frequencies); Ukiah, Calif. 233 for 232A, and Carbondale, Ill. 268 for 269A. Ann. July 27.

Milford, Ohio Midford Associates—Petitioned for assignment of ch. 296 to Milford, Ohio. Ann. July 28.

Uhrichsville, Ohio Tuscarawas Broadcasting Co.—Petitioned to amend rules so as to permit allocation of ch. 240A to New Philadelphia, Ohio. Ann. July 28.

### RULEMAKING ACTION

■ By memorandum, opinion and order, FCC in case of Southern Wisconsin Inc. (WMMR) Lake Geneva, Wis., petition to assign FM ch. 269A to Lake Geneva, and waiver of Sec. 73.207 (minimum spacing rule) denied. Commission found that Southern failed to show extraordinary circumstances or public interest considerations of sufficient weight to warrant waiver of commission's rules concerning its minimum mileage separation requirements. The proposed assignment would involve three separations below minimums provided in Sec. 73.207. Action July 27.

### CALL LETTER APPLICATIONS

■ Shasta Intercom, Redding, Calif. Re-

quests KEWB(FM).

■ KMMO Inc., Marshall, Mo. Requests KMFL(FM).

■ \*Kearney State College, Kearney, Neb. Requests KOVF-FM.

■ Cascade Broadcasting Corp., Portland, Ore. Requests KLIQ-FM.

■ Paul A. Stewart, Suring, Wis. Requests WRVM(FM).

### CALL LETTER ACTION

■ \*Lowell Technological Institute of Massachusetts, Lowell, Mass. Granted WLTI(FM).

### Existing FM stations

#### APPLICATIONS

WHIV-FM Mount Dora, Fla.—Seeks mod. of CP to change ant.-trans. location to East of Dillard Street School, Winter Garden, Fla.; change studio location to 1 North Orange Street, Orlando, Fla., and operate trans. by remote control from studio location; change type trans. (Collins 830F-1A); change type ant. (Collins 37M-12, 12 sections); increase TPO to 9.52 kw; increase ERP to 100 kw, and increase HAAT to 478 ft. Petition for waiver of Sec. 73.210(a)(2) of rules. Ann. July 28.

WSBF-FM Clemson, S. C.—Seeks CP to change ant.-trans. location to East Campus, High Rise dormitory 2, North Palmetto Boulevard, Clemson, South Carolina; install new trans. (Gates FM-1G); install new ant. (Gates FMA-6A, 6 sections); change frequency from 88.1 mcs. ch. #201 to 89.3 mcs. ch. #207; increase TPO to 1 kw; and operate with ERP of 5.05 kw and HAAT of 188 ft. Ann. Aug. 2.

#### FINAL ACTIONS

WLPR(FM) Mobile, Ala.—Broadcast Bureau granted license covering installation of auxiliary ant. at main ant.-trans. location. Action July 26.

WNHC-FM New Haven, Conn.—Broadcast Bureau granted license covering increase in ERP. Action July 26.

WXLI-FM Dublin, Ga.—Broadcast Bureau granted license covering new station, specify type trans. Action July 26.

WOPA-FM Oak Park, Ill.—Broadcast Bureau granted license covering installation of new trans. and ant., change in ERP and ant. height; and license covering use of former main trans. as an auxiliary trans. at main trans. location. ERP 10.3 kw, ant. height 230 ft. Action July 26.

\*WGBH-FM Boston — Broadcast Bureau granted license covering increase in ERP. Action July 26.

KWHG(FM) Lincoln, Neb. — Broadcast Bureau granted license covering installation of new trans. and dual ant., change in frequency, ERP and ant. height, specify type trans. and ant. Action July 26.

KOIL-FM Omaha — Broadcast Bureau granted license covering installation of trans. to be used in conjunction with dual ant., install dual ant., change in ant.-system, change ERP and ant. height. Action July 26.

\*KEDP(FM) Las Vegas, N. M.—Broadcast Bureau granted license covering new non-commercial educational FM. Action July 26.

\*WUNC(FM) Chapel Hill, N. C.—Broadcast Bureau granted CP to make changes in trans. equipment. Action July 26.

WDKC(FM) Albany, N. Y.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to top of Mt. Helderberg 3.8 miles west of Voorheesville, change studio location to site to be determined, Albany, change type trans., install dual polarized ant., ERP 11.5 kw, ant. height 900 ft. Action July 24.

WNEW-FM New York—Broadcast Bureau granted license covering installation of new trans. and ant., change ERP. Action July 26.

WPFM-FM Middletown, Ohio—Broadcast Bureau granted license covering change in ant.-trans. location, change ERP and ant. height. Action July 26.

WCLT-FM Newark, Ohio—Broadcast Bureau granted license covering installation of new trans. and ant., make changes in ERP and ant. height. Action July 26.

WWBD-FM Bamber, S. C.—Broadcast Bureau granted license covering new FM. Action July 26.

WLBG-FM Laurens, S. C.—Broadcast Bureau granted license covering installation of new trans. and ant. (main), change ERP and ant. height, specify type trans. and ant., and license covering use of former main trans. as an auxiliary trans. at main trans. location. Action July 26.

\*WSMC-FM Collegedale, Tenn.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new trans. and ant., change ERP and ant. height. Action July 31.

KIKK-FM Houston — Broadcast Bureau granted CP to install new type trans., dual polarized ant., increase ERP to 50 kw., ant.

height to 240 ft. Action July 28.

**KKLY-FM Spokane, Wash.**—Broadcast Bureau granted CP to install new ant. Action July 28.

■ Broadcast Bureau granted renewal of license to **KSMB(FM) Lafayette, La.** Grant is subject to condition that transfer of control be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action July 31.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries on July 31: **WAZY-FM Lafayette, Tenn.**; **WJCD-FM Seymour, Ind.**; **WMSR-FM Manchester, Tenn.**; **WNES-FM Central City, Ky.**; **KLYX(FM) Memphis; WAVC(FM) Indianapolis; WKTA(FM) McKenzie, Tenn.**; **WORX-FM Madison, Ind.**; **WSIX-FM Nashville; WKTA(FM) Green-castle, Ind.**; **\*WBDG(FM) Indianapolis, and \*WETL(FM) South Bend, Ind.**

#### OTHER ACTIONS

**WNRE(FM) Circleville, Ohio**—Broadcast Bureau approved data submitted July 29 in accordance with commission's second report and order released June 12 showing proposed operation on 107.1 mc, ch. 296, install new ant., increase ERP (Doc. 16662). Action July 27.

**WEAU-FM Eau Claire, Wis.**—Broadcast Bureau approved data submitted March 3 in compliance with Doc. 16520 adopted April 13, 1966 and released April 15, 1966 showing operation on 104.5 mc, ch. 283, ant.-trans. located on County Highway "H", 4.5 miles north of Fairchild, type ant., ERP 84 kw, ant. height 1,800 ft. Action July 27.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on July 24 in San Fernando, Calif., San Fernando Broadcasting Co. (KSFV) FM proceeding continued further evidentiary hearing from July 26 to July 28 (Doc. 17198).

■ Hearing Examiner Forest L. McClenning on July 27 in San Juan-Mayaguez, P. R., Quality Broadcasting Corp. (WKYN), WFOA(FM), and Radio Americas Corp. (WORA-FM) granted motion by Quality Broadcasting Corp. and Radio Americas and extended time from Aug. 7 to Aug. 31 to file proposed findings (Docs. 15139-41).

#### RULEMAKING ACTIONS

■ FCC by memorandum, opinion and order denied Taiton Broadcasting Company (WHBB-AM-FM) Selma, Ala., petition (RM-1089). Petitioner had requested rulemaking to delete ch. 299 from Birmingham and assign it to Selma. Commission stated that deletion of seventh class C assignment from large and important city of Birmingham in order to assign it to much smaller community of Selma would not serve public interest. Action July 27.

■ FCC by order requested grant for Buckley-Jaeger Broadcasting Corp. (KKHI-FM) San Francisco, for further exemption from provisions of Sec. 73.242(a). KKHI had appealed commission's action of April 26 setting Aug. 1 as the date for it to comply with AM-FM nonduplication rule. Rule provides that FMs in cities of over 100,000 may devote no more than 50% of their time to duplicating program of commonly owned AM in same area. Exemption granted Buckley-Jaeger is until 30 days after decision on its pending appeals in the U. S. Court of Appeals to District of Columbia Circuit, Appeals Nos. 21017 and 21018. Commissioner Johnson concurred. Action July 27.

■ By memorandum, opinion and order, FCC petitioned to substitute FM ch. 288A for 280A at Front Royal, Va., denied (RM-1160). Arthur Kellar, petitioner and principal stockholder of WEEL Fairfax, Va., had planned to purchase WSMD-FM, ch. 281 (assigned to Waldorf, Md., and used by WSMD La Plata) and move it to Annandale, Va. (Fairfax county). In order to accomplish this, Kellar proposed the shift in Front Royal assignment since ch. 281 would not meet required adjacent channel separation to ch. 280A at Front Royal. Commission found that petitioner had not submitted any arguments which would justify shifting of channel in another community in order to permit filing of application which could not otherwise be filed under rules. Further proposed application for removal of ch. 281 from La Plata to Fairfax county does not conform to the rules and would not serve public interest. Action July 27.

#### CALL LETTER ACTIONS

■ **KGEM-FM, Pappas Electronics Inc., Tulare, Calif.** Granted KBOS(FM).  
■ **WKLW(FM), West Michigan Telecasters Inc., Grand Rapids, Mich.** Granted WZZM-FM.

#### Translators

##### ACTIONS

**Boise, Idaho KTVB Inc.**—Broadcast Bureau

granted CP for a new VHF TV translator to serve Boise and Collister, operating on ch. 12, by rebroadcasting programs of KTVB(TV), ch. 7, Boise. Action July 27.

**K12AF Higgins, Idaho**—Broadcast Bureau granted license covering changes in VHF TV translator. Action July 25.

**K08DT, K10DX and K12DJ Conrad, Mont.**—Broadcast Bureau granted assignment of licenses for VHF TV translators to Conrad Television District. Action July 27.

**W02AD Waynesville and Hazelwood, N. C.**—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 2, 54-60 mc, to ch. 12, 204-210 mc, change type trans. and make changes in ant. system; also change call letters to W12AR. Action July 27.

**K11GC May, Fort Supply, Fargo and Gage, Okla.**—Broadcast Bureau granted mod. of CP for VHF TV translator to change frequency from ch. 11, 198-204 mc, to ch. 10, 192-198 mc., and change call letters to K10FR. Action July 31.

**K13FT May, Fort Supply, Fargo and Gage, Okla.**—Broadcast Bureau granted mod. of CP for VHF TV translator to change frequency from ch. 13, 210-216 mc. to ch. 12, 204-210 mc. and change call letters to K12GA. Action July 31.

**Grants Pass, Ore.** Southern Oregon Broadcasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Grants Pass and Chinook Park, both Oregon, operating on ch. 4, by rebroadcasting programs of KTVM(TV), ch. 5 Medford, Ore. Action July 21.

**K03BZ Rogue River, Ore.**—Broadcast Bureau granted CP for VHF TV translator to include Foots Creek, and Savage Creek, in principal community, change trans. location to ½ mile south southwest of Rouge River, change type trans. and make changes in ant. system. Action July 26.

**K76CL Bryan & College Stations, Tex.**—Broadcast Bureau granted license covering new UHF TV translator. Action July 27.

**Lovington, Va.** Central Virginia Educational Television Corp.—Broadcast Bureau granted CPs for new UHF TV translators to serve Lovington, operating on ch. 70, by rebroadcasting programs of \*WCVE-TV, ch. 23, Richmond, and operating on ch. 75 by rebroadcasting programs of \*WCVW(TV), ch. 57, Richmond. Action July 27.

#### CATV

##### APPLICATIONS

**Cablevision Inc.**—Requests distant signals from **WSJS-TV Winston-Salem, (except Mt. Holly); WLOS-TV Asheville, WGHF-TV High Point and WIS-TV Columbia, all South Carolina to Mt. Holly, Belmont, Lowell, McAdenville, Camerton, all North Carolina (Charlotte, N. C.-ARB 30). Ann. July 28, 30). Ann. July 28.**

**Cablevision Inc.**—Requests distant signals from **WSJS-TV Winston-Salem; WGHF-TV High Point and WIS-TV Columbia, all South Carolina to Bessemer City and Ranlo, both North Carolina (Charlotte, N. C.-ARB 20). Ann. July 28.**

**Cascade Cable Television Co.**—Requests distant signals from **WKBD-TV and WTVS-TV Detroit to East Lansing, Mich. (Lansing, Mich.-ARB 48; Saginaw-Bay City-Flint, Mich.-ARB 45). Ann. July 28.**

**Eastern Connecticut Cable Television Inc.**—Requests distant signals from **WHCT-TV New London, WUHF-TV Hartford and WTVU-TV New Haven, all Connecticut; WNEU-TV WOR-TV, WPIX(TV) and WNBC-TV, all New York and WNAC-TV, Boston to New London, East Lyme, Waterford, and Montville, all Connecticut (Hartford-New Haven, Conn.-ARB 14). Ann. July 28.**

**Eastern Cablevision Inc.**—Requests distant signals from **WABC-TV, WOR-TV, WPIX-TV, WNDT-TV (Naugatuck, Beacon Falls, Bethany, and part of Oxford), WCBSTV, WNBC-TV, and WNEU-TV (Parts of Naugatuck and Bethany), all New York to Naugatuck, Beacon Falls, Bethany, and Oxford, all Connecticut (Hartford-New Haven, Conn.-ARB 14). Ann. July 28.**

**El Dorado Multi-Vue-TV System Inc.**—Requests distant signals from **WBW-TV and KTWU-TV both Topeka; KCIT-TV, KBMA-TV and KPCR-TV, all Kansas City, Missouri; and KLPB-TV, Oklahoma City, Okla. to El Dorado, Kansas (Wichita, Kansas-ARB 56). Ann. July 28.**

**Muncy TV Corp.**—Requests distant signals from **WOR-TV New York to Muncy borough, Hughesville borough, Picture Rocks borough, Muncy Creek township, Wolf township, all Pennsylvania (Wilkes-Barre-Scranton-ARB 69). Ann. July 28.**

**United Transmission Inc.**—Requests distant signals from **WCAU-TV, WPHL-TV, WIEF-TV and WKBS-TV, all Philadelphia and WTTG-TV Washington, to Mount Joy borough, Pa. (Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 29). Ann. July 28.**

#### OTHER ACTIONS

■ FCC by order granted a petition by Valley Vision Inc., operator of CATV's in Jackson and Sutter Creek, both California, for reconsideration. Set aside its order of May 23 which had directed Valley Vision to show cause why it should not be ordered to cease and desist from extending signals of TV stations beyond their grade B contours in violation of Secs. 74.1105 and 74.1107 of rules. Information brought to commission's attention after adoption of its show-cause order indicates that CATV systems are excepted from rules upon which show-cause order was issued. Action Aug. 2.

■ FCC by memorandum, opinion and order granted Southern Minnesota Broadcasting Co. petition for reconsideration. Southern (licensee of KROC-TV Rochester, Minn.) had sought reconsideration of commission's action of April 12 in which Rochester Video (operator of CATV system) was granted limited waiver of Sec. 74.1103 of rules in order to carry Minnesota Twins baseball games from WTCN-TV rather than KROC-TV. Reconsideration granted since KROC-TV eliminated substantial degradation in signal by direct line telephone agreement. Action Aug. 2.

■ FCC by memorandum, opinion and order denied Home CATV Inc. applications to operate CATV systems. Proposal that was designated for hearing. Commission denied petitions by Home for waiver of hearing provisions (Sec. 74.1107) of commission's rules and designated for hearing its proposal to operate two CATV systems in Barnwell and Williston, S. C. Home proposes to carry local signals of two Augusta stations, ch. 6 and 12, and one Columbia, S. C., station, ch. 10. Petition is consolidated in pending Augusta hearing (96th market) in which Aiken Cablevision Inc. and Cosmos Cablevision Corp. (CATV operators) seek to serve North Augusta and Aiken. S. C. Rust Craft Greeting Cards Inc. is party to pending Augusta proceeding, and Augusta Telecasters Inc. was also made a party. Action Aug. 2.

■ FCC by memorandum, opinion and order dismissed or denied petitions of Telecom Cable Co. (operator of CATV systems in Munday, Haskell, and Stamford, all Texas). Commission dismissed as moot Telecom's petition for partial waiver of nonduplication provisions which would have relieved it of obligation to provide program exclusivity for KRBC-TV Abilene and KFDX-TV Wichita Falls, both Texas, on its CATV system at Haskell and Munday, respectively. Also denied portion of petition by Telecom for waiver of carriage and program exclusivity provisions with respect to signal of KTXS-TV Sweetwater, Tex., on CATV system at Haskell and program exclusivity with respect to signal of KTXS-TV, on CATV system at Stamford, Tex. Action Aug. 2.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Willmar, Minn. (Willmar Video Inc.) CATV proceeding designated examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for Aug. 7 and hearing for August 29 (Doc. 17604). And on July 31 in Kalamazoo, Mich., et al. Fetzler Cable Vision, CATV proceeding continued Aug. 1 further prehearing conference to a date to be specified by subsequent order of presiding examiner (Docs. 17200 et al.).

■ Hearing Examiner Jay A. Kyle on Aug. 1 in Kalamazoo, Mich. Fetzler Cable Vision, CATV proceeding scheduled further hearing conference for Aug. 7. (Docs. 17200 et al.).

#### Ownership changes

##### APPLICATIONS

**WIRA-AM-FM Fort Pierce, Fla.**—Seeks transfer of control from James L. Howe to Airmedia Inc. Principals: Hudson C. Millar Jr., president, James Jerdan Bullard, vice president and treasurer et al. Mr. Millar is general manager of WKUL Cullman, Ala. Mr. Bullard owns Bullard Advertising Enterprises. Consideration \$225,000. Ann. Aug. 1.

**WCLA Claxton, Ga.**—Seeks transfer of control from Howard C. Gilreath to W. Don Sports (100%). Mr. Sports is general manager of WCLA and 10.2% stockholder, secretary-treasurer and director of licensee corporation, Evans County Broadcasting Inc. Consideration \$75,000. Ann. July 27.

**WLAP-AM-FM Lexington, Ky.**—Seeks transfer of control of Thoroughbred Broadcasters Inc. to Illinois Broadcasting Co. Principals: F. M. Lindsay Jr., president, R. D. Schaub, vice president, Ida W. Zoch, secretary-treasurer, K. C. Towle, assistant secretary-treasurer, et al. Officers and directors of IBC are also engaged in operation of Lindsay-Schaub Newspapers Inc. Mr. F. Schaub is president; Mr. Lindsay is executive vice president, and Miss Zoch is sec-



# PROFESSIONAL CARDS

**JANSKY & BAILEY**  
 Consulting Engineers  
 1812 K St., N.W.  
 Wash., D. C. 20006 296-6400  
*Member AFCCE*

**JAMES C. McNARY**  
 Consulting Engineer  
 National Press Bldg.  
 Wash. 4, D. C.  
 Telephone District 7-1205  
*Member AFCCE*

—Established 1926—  
**PAUL GODLEY CO.**  
 CONSULTING ENGINEERS  
 Box 798, Upper Montclair, N.J. 07043  
 Phone: (201) 746-3000  
*Member AFCCE*

**GEORGE C. DAVIS**  
 CONSULTING ENGINEERS  
 RADIO & TELEVISION  
 527 Munsey Bldg.  
 Sterling 3-0111  
 Washington 4, D. C.  
*Member AFCCE*

**COMMERCIAL RADIO EQUIPMENT CO.**  
 Everett L. Dillard, Gen. Mgr.  
 Edward F. Lorentz, Chief Engr.  
 PRUDENTIAL BLDG.  
 DI 7-1319  
 WASHINGTON, D. C. 20005  
*Member AFCCE*

**A. D. Ring & Associates**  
 42 Years' Experience in Radio Engineering  
 1710 H St., N.W. 298-6850  
 WASHINGTON 6, D. C.  
*Member AFCCE*

**GAUTNEY & JONES**  
 CONSULTING RADIO ENGINEERS  
 930 Warner Bldg. National 8-7757  
 Washington 4, D. C.  
*Member AFCCE*

**Lohnes & Culver**  
 Munsey Building District 7-8215  
 Washington 5, D. C.  
*Member AFCCE*

**KEAR & KENNEDY**  
 1302 18th St., N.W. Hudson 3-9000  
 WASHINGTON 6, D. C.  
*Member AFCCE*

**A. EARL CULLUM, JR.**  
 CONSULTING ENGINEERS  
 INWOOD POST OFFICE  
 DALLAS 9, TEXAS  
 MEIrose 1-8360  
*Member AFCCE*

**GUY C. HUTCHESON**  
 817 CRestview 4-8721  
 P. O. Box 808  
 1100 W. Abram  
 Arlington, Texas 76010

**SILLIMAN, MOFFET & KOWALSKI**  
 711 14th St., N.W.  
 Republic 7-6646  
 Washington, D.C. 20005  
*Member AFCCE*

**GEO. P. ADAIR ENG. CO.**  
 CONSULTING ENGINEERS  
 Radio-Television  
 Communications-Electronics  
 901 20th St., N.W.  
 Washington, D. C.  
 Federal 3-1116  
*Member AFCCE*

**KEAN, SKLOM & STEPHENS**  
 CONSULTING RADIO ENGINEERS  
 19 E. Quincy Street  
 Riverside, Illinois 60546  
 (A Chicago Suburb)  
 Phone 312-447-2401  
*Member AFCCE*

**HAMMETT & EDISON**  
 CONSULTING RADIO ENGINEERS  
 Box 68, International Airport  
 San Francisco, California 94128  
 342-5208  
*Member AFCCE*

**JOHN B. HEFFELFINGER**  
 9208 Wyoming Pl. Hiland 4-7010  
 KANSAS CITY 14, MISSOURI

**JULES COHEN & ASSOCIATES**  
 9th Floor, Securities Bldg.  
 729 15th St., N.W., 393-4616  
 Washington 5, D. C.  
*Member AFCCE*

**CARL E. SMITH**  
 CONSULTING RADIO ENGINEERS  
 8200 Snowville Road  
 Cleveland 41, Ohio  
 Phone: 216-526-4386  
*Member AFCCE*

**VIR N. JAMES**  
 CONSULTING RADIO ENGINEERS  
 Applications and Field Engineering  
 345 Colorado Blvd.—80206  
 Phone: (Area Code 303) 333-5562  
**DENVER, COLORADO**  
*Member AFCCE*

**A. E. Towne Assocs., Inc.**  
 TELEVISION and RADIO  
 ENGINEERING CONSULTANTS  
 727 Industrial Road  
 San Carlos, California 94070  
 Phone 592-1394 Res. 593-6706

**PETE JOHNSON & Associates**  
 CONSULTING am-fm-tv ENGINEERS  
 P.O. Box 4318 304-925-6281  
 Charleston, West Virginia

**MERL SAXON**  
 CONSULTING RADIO ENGINEER  
 622 Hoskins Street  
 Lufkin, Texas  
 634-9558 632-2821

**WILLIAM B. CARR**  
 CONSULTING ENGINEERS  
 Walker Bldg., 4028 Daley  
 Fort Worth, Texas  
 AT 4-9311  
*Member AFCCE*

**RAYMOND E. ROHRER**  
 Consulting Radio Engineers  
 317 Wyatt Bldg.  
 Washington 5, D. C.  
 Phone: 347-9061  
*Member AFCCE*

**E. HAROLD MUNN, JR.**  
 BROADCAST ENGINEERING  
 CONSULTANT  
 Box 220  
 Coldwater, Michigan—49036  
 Phone: 517-278-6733

**JOHN H. MULLANEY and ASSOCIATES**  
 Suite 71,  
 1150 Connecticut Ave., N.W.  
 Washington, D. C. 20036  
 Phone 202-223-1180  
*Member AFCCE*

**ROSNER TELEVISION SYSTEMS**  
 ENGINEERS 120 E. 56 St. New York N. Y. 10022  
 CONTRACTORS 230 Newtown Rd. Plainview N. Y. 11803

Serving The SOUTHEAST  
**FREDERICK A. SMITH, P.E.**  
 Consulting Engineer  
 5 Exchange St.  
 Charleston, S. C. 29401  
 A/C 803 723-4775

**Service Directory**

**COMMERCIAL RADIO MONITORING CO.**  
 PRECISION FREQUENCY MEASUREMENTS  
 AM-FM-TV  
 103 S. Market St., Lee's Summit, Mo.  
 Phone Kansas City, Laclade 4-3777

**CAMBRIDGE CRYSTALS**  
 PRECISION FREQUENCY MEASURING SERVICE  
 SPECIALISTS FOR AM-FM-TV  
 445 Concord Ave. Cambridge 38, Mass.  
 Phone TRowbridge 6-2810

**PAUL DEAN FORD**  
 Broadcast Engineering Consultant  
 R. R. 2, Box 50  
 West Terre Haute, Indiana 47885  
 (812) 533-1661

retary-treasurer. Mr. R. D. Schaub is general manager of East St. Louis Metro East Journal. Mr. Towle is general manager of the Decatur Herald and Review. IBC is licensee of WSOY-AM-FM Decatur, and WVLN and WCRA-FM Effingham, both Illinois. At present IBC has 40 stockholders, 23 of which collectively own 38.5% of stock of Lindsay-Schaub Newspapers Inc., which in turn own 20% of Midwest Television Inc., licensee of WCIA(TV) Champaign, WMBD-AM-FM-TV Peoria, both Illinois and KFMB-AM-FM-TV San Diego. Seven of IBC shareholders collectively own 21.5% of stock of Quincy Newspapers Inc., which in turn owns 88% of Quincy Broadcasting Co., licensee of WGEM-AM-FM-TV Quincy, Ill. Consideration \$49,000 plus assumption of debts and note. Ann. July 27.

WLUX Baton Rouge—Seeks assignment of license from KCIL Inc. to Capital City Communications Inc. for \$225,000. Principals: John W. Harding, president, Charles K. Winstanley, vice president et al. Mr. Winstanley is president and 40% owner of Sound Dimensions Inc., licensee of WQXY-FM Baton Rouge. Mr. Harding is with Civil Defense Agency, Austin Motor Co., Baton Rouge, auto dealer. Ann. July 27.

KDWB St. Paul, Minn.—Seeks assignment of license from Crowell-Collier Broadcasting Corp. to Crowell-Collier Educational Corp. Both corporations are owned by Crowell Collier and Macmillan Inc. Principals: William D. Halsey, president, Joseph F. Bond, vice president, Austin J. Farrell, secretary, Carl A. Wallen, treasurer et al. Principals have no other broadcast interests. Ann. July 31.

KAGE Winona, Minn., WPOK Pontiac, Ill. and KLOL Lincoln, Neb.—Seeks assignment of license from James B. Goetz, Jerlin J. Meythaler, Merton J. Gonstead d/b as Gem Radio Stations to James B. Goetz, Dorothy L. Meythaler, executrix of estate of Merlin J. Meythaler, Merton J. Gonstead d/b as Gem Radio Stations. Ann. Aug. 1.

WKOX-AM-FM Framington, Mass.—Seeks transfer of control from Albert A. Anderson, deceased, to estate of Albert A. Anderson, Anthony Di Cicco Jr. and Lillian M. Anderson, coexecutors. Ann. Aug. 2.

KBEW-AM-FM Blue Earth, Minn.—Seeks assignment of license from Clifford L. Hedberg d/b as Faribault County Broadcasting Co. to Faribault County Broadcasting Inc. Principals: Clifford L. Hedberg (100% before, 51% after) and Paul C. Hedberg, son. (none before, 49% after). Purpose of application is to change business into corporate entity. See Morris, Minn. Ann. Aug. 2.

KMRS Morris, Minn.—Seeks assignment of license from Clifford L. Hedberg, licensee KMRS Radio d/b as Western Minnesota Broadcasting Co. to Western Minnesota Broadcasting Inc. Principals: Clifford L. Hedberg (100% before, 53 1/3% after), Mrs. C. L. Hedberg (none before, 42 1/3% after), Paul C. Hedberg (none before, 1 1/3% after), Katherine Hedberg (none before, 1 1/3% after) and Alice Hedberg (none before, 1 1/3% after). Purpose of application is to make stations separate entities and to shift license from an individual to two corporations. Mr. Hedberg is also licensee of KBEW-AM-FM Blue Earth, Minn. See Blue Earth, Minn. Ann. Aug. 2.

KRSI-AM-FM St. Louis Park, Minn.—Seeks voluntary transfer of control of Red Owl Stores Inc. (parent corporation of licensee Radio Suburbia Inc.) from James F. Bell Jr., Thomas R. Anderson and "Bell Interests" to Gamble-Skogmo Inc. Principals: B. C. Gamble, chairman of board, C. C. Raugust, president, et al. Gamble-Skogmo is primarily in retail and wholesale merchandising. Mr. Gamble is also director of bank. Mr. Raugust has no other present business interests. See WNAX Yankton, S. D. Ann. Aug. 2.

WJQS Jackson, Miss.—Seeks transfer of control from Town and Country Broadcasting Inc. to Ann C. Zimmerman (40% before, 80% after). Ann. July 31.

WACY-AM-FM Moss Point, Miss.—Seeks assignment of license from Coastal Cities Broadcasting Inc. to Standard Broadcasting Inc. for \$90,000. Principals: Tom S. Thornhill, president, Arnold A. Walker, vice president, Ernest R. Schroeder, secretary, Mr. R. Cole, treasurer et al. Mr. Thornhill is president and member of board of directors of bank. Mr. Walker is president, member of board and more than 25% owner of boat company. Mr. Schroeder is attorney. Ann. July 27.

KOLT Scottsbluff, Neb.—Seeks assignment of license from L. L. Hilliard and Ruth K. Hilliard d/b as Hilliard Co. to The Hilliard Co. Ann. Aug. 1.

WNAX Yankton, S. D.—Seeks voluntary transfer of control from Area-wide Communications Inc. to Gamble-Skogmo Inc. Principals: See KRSI-AM-FM St. Louis Park, Minn.

WAKI McMinnville, Tenn.—Seeks assignment of license from Ogram Broadcasting

Corp. to Durham Broadcasting Inc. for \$135,000. Principals: Aaron L. Durham, president and Harold L. Durham, vice president (each 50%). Mr. A. Durham is executive vice president of bank. Mr. H. Durham is assistant program manager of WSM Nashville. Ann. July 27.

WLAC-AM-FM Nashville—Seeks transfer of control from WLAC Inc. to American Central Insurance Co. Application actually involves transfer of Life and Casualty Insurance Co. of Tennessee, which is parent corporation of WLAC Inc. and holds negative control of WLAC-TV Inc. by virtue of its 100% ownership of stock of former and 50% ownership of stock of latter. Gus Wortham is chairman of board. Transaction involves offer by American General to exchange stock now held by Life and Casualty stockholders for stock in American General at rate of 8/10 per share of American General preferred for each share of Life and Casualty. Ann. Aug. 1.

KGRI-FM Henderson, Tex.—Seeks transfer of control from Third National Bank, executor, to Mary Reeves (1% before, 50% after). Others: Tom E. Perryman (49%) and Billie Joyce Perryman (1%). Licensee Henderson Broadcasting Corp. owns WMTS-AM-FM Murfreesboro, Tenn. Ann. Aug. 1.

WHHV Hillsville, Va.—Seeks assignment of license from Carroll Broadcasting Inc. to Hillsville-Galax Broadcasting Co. for \$22,500 at closing and \$57,500 note at 6% over seven year period for total of \$80,000. Principals: Robert R. Hilker, president, James B. Keel and Franklin Thomas, vice presidents, et al. Mr. Hilker is president, director, general manager and 30.35% stockholder in Central Broadcasting Co., licensee of WCGC Belmont, N. C., president, director and stockholder in Concord-Kannapolis Broadcasting Co., licensee of WEGO and WPEG Concord, N. C., Burke County Broadcasting Co., licensee of WSWM Valdese, N. C., Radio Station WZKY Inc., licensee of WZKY Albemarle, N. C., Forsyth County Broadcasting Co., licensee of WFCM Winston-Salem, N. C., Mebane-Hillsboro Broadcasting Co., applicant for new AM in Mebane, N. C. and Blacksburg-Christiansburg Broadcasting Co., licensee of WJJK Christiansburg, and WVVV Blacksburg, both Virginia. Mr. Keel also has interests in these stations except for Blacksburg-Christiansburg. Mr. Thomas is stockholder of WSWM Valdese, commercial manager of WCGC Belmont, N. C. and is stockholder in WZKY Albemarle, N. C. Ann. July 27.

WFMV(FM) Richmond, Va.—Seeks transfer of control from Fidelity Broadcasting Co. to Benjamin F. Thomas. Principals: Mr. Thomas is in partnership with Roy A. Grove d/b as Greencastle Broadcasting Co., licensee of WKSL(FM) Greencastle, Pa., and applicant for new AM there. Consideration \$60,000. Ann. Aug. 1.

WVQM(FM) Huntington, W. Va.—Seeks assignment of license from Connie B. Gay Broadcasting Corp. to Mr. Connie B. Gay, to operate as sole proprietorship. Ann. July 27.

WISM-AM-FM Madison, Wis.—Seeks transfer of control from William R. Walker to William R. Walker (70.5% before, 49.3% after), Philip Fisher (20.4% before, 25% after), Joseph D. Mackin (5.3% before, 15% after) and Charles D. Melford (3.8% before, 10.7% after). Ann. Aug. 1.

#### ACTIONS

■ FCC issued an initial decision proposing grant of application by Hawaiian Paradise Park Corp. for assignment of licenses of KTRG-TV, ch. 13, Honolulu, to Friendly Broadcasting Co., by Hearing Examiner Thomas H. Donohue (Doc. 16889; BALCT-293, BALTS-185). Action July 27.

WFMI-AM-FM Montgomery, Ala.—Broadcast Bureau granted transfer of control from Isaac E. Cohen and Walter B. Stevenson, Fine Music Inc. to Investment Capital Corp. Principals: Rufus M. King, president, Walter J. Knabe, vice president, et al. Mr. King is lawyer and his other interests include: investments; real estate; shopping center; insurance; land development; telephone utility company; water utility company, and is applicant for broadcast license in Prattville, Ala. as Voice of Prattville Inc. Mr. Knabe is lawyer and his other interests include: real estate; mortgage and investments; lessor of coal lands; real estate developing, and shopping center. Consideration \$30,000. Action July 28.

KENA Mena, Ark. — Broadcast Bureau granted assignment of license from E. M. Hoge to Mena Broadcasting Co. for \$65,000. Principals: Jack R. and William A. Reeves and Earl M. Jones (each 1/3 interest). Jack Reeves is employe of KRLL-TV Dallas. Mr. Jones is share owner and active in department store. William Reeves operates livestock, ranching and has investments. Action July 27.

KNO Aspen, Colo.—Broadcast Bureau granted transfer of control from Oliva C. Dunaway to William R. Dunaway (25% before, 50% after). Consideration \$18,000. Action July 28.

WJYY-TV Jacksonville, Ill. — Broadcast Bureau granted assignment of license from Moyer Television Corp. to Look Television Corp. for \$1. Principal: Keith Moyer, president. Action July 28.

WERK Muncie, Ind.—Broadcast Bureau granted transfer of control from Sidney E. McClellan and H. Tuck Schulhof to Robert J. Poorman. Principals: Robert J. Poorman 25.5% before, 54.8% after) and Betty J. Poorman (25.5% before, 44.8% after) and others. Consideration: \$60,000. Action July 28.

WIL-AM-FM St. Louis—FCC granted assignment of license from Radio Station WIL, joint venture, to WIL News Inc. for \$1,650,000. Principals: LIN Broadcasting Corp. (100%), Frederic Gregg Jr., president and chairman of board of WIL News and corporate executive of LIN, et al. LIN Broadcasting, parent corporation of assignee, owns all stock of KAAV Inc., licensee of KAAV Little Rock, Ark. and applicant for new FM, KEEL Inc., licensee of KEEL Shreveport, La. and CP for FM there, WAKY Inc., licensee of WAKY Louisville, Ky., WMAK Inc., licensee of WMAK Nashville, Monroe County Radio Inc., licensee of WBEF-AM-FM Rochester, N. Y. and WAND Television Inc., licensee of WAND(TV) Decatur, Ill. Gregg Television Inc. wholly owned subsidiary of LIN is applicant for assignment of CP of WKFL(FM) Louisville, Ky. William E. Alunan Jr. is director and 2.27% stockholder of LIN, controlling stockholder, officer and director of Alluan Corp., sole stockholder of Williamsburg Broadcasting Inc., licensee of WBCI-AM-FM Williamsburg, Va., partner in A-C Broadcasters, which holds CP for new AM in Annville-Cleona, but application is pending for FCC approval of assignment of that authorization to corporation in which he has no interest. Another of LIN's stockholders, Broadcast Industries Inc., owns all stock in WJPP TV Inc., licensee of WDTV (TV) Weston, W. Va., and of Long Island Video Inc., applicant for UHF in Patchogue, N. Y. Action Aug. 2.

KCCC Carlsbad, N. M.—Broadcast Bureau granted assignment of license from Marion Jenkins to Kolob Broadcasting Inc. Principals: Marion Jenkins (100% before, 49.9% after), Mary Jo Jenkins (none before, 49.9% after) and Ernest W. Simpson (none before, 0.2% after). Action July 28.

KBMR-AM-FM Bismarck, N. D.—Broadcast Bureau granted assignment of license from Alvin L. Anderson to KBMR Radio Inc. Mr. Alvin will be president and sole stockholder of new corporation. Action July 28.

\*WAUP-FM Akron, Ohio—Broadcast Bureau granted assignment of license from The University of Akron to The Ohio Board of Regents for the University of Akron. Licensee's status will change from municipal university to state university. Administrative authority will be transferred to board of trustees. Action July 28.

WPD(TV) Florence, S. C.—Broadcast Bureau granted assignment of CP from Rovon Television Inc. to Rovon of Florence Inc. Principals: Rovon Television Inc. is applicant for CP for new television in Macon, Ga. This application had been designated for hearing. It was decided to establish new corporation to operate Florence TV station, which would be separate from existing corporation that is seeking CP in Macon. Robert Helft, president and John Von Drill (each 50%). No consideration. Action July 28.

WETB Johnson City, Tenn.—Broadcast Bureau granted transfer of control from H. L. Jones and Dorothy J. Clark to Carl A. Jones d/b as Press Inc. Principals: Carl A. Jones, president (40% before, 50% after). Consideration: 120 shares of stock of Press Inc., valued at \$108,000 in exchange for 300 shares of stock of Dixie Coca-Cola Bottling Inc., valued at \$72,000 and two promissory notes in the amounts of \$18,000 each. Action July 25.

KLOG Kelso, Wash.—Broadcast Bureau granted 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 KNNN Cottage Grove and KRKT Albany, both Oregon. Mr. Viken has 50% interest in KNNN and KRKT also. Mr. Hanson is employe of KRKT. Messrs. Ryan and Viken have application pending for new FM in Albany, Ore. Action July 27.

(Continued on page 90)

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

Manager, Regional AM-FM, Midwest major market. Profitable, \$500,000 gross. Complete information and requirements first letter. Box H-12, BROADCASTING.

Solid position—Experienced AM and FM administrator-salesman. Position and salary flexible for the right man. Good job. Good station. Good place to live. Box H-37, BROADCASTING.

Manager for new AM-Growing small town in growing area near metro market. On air in 2-3 months. Market is here for profitable operation. Write fully including references to Box H-98, BROADCASTING.

Listener-supported community station seeks mature idealist. Send resume to Pacifica Manager, KPFF-FM, Los Angeles, 90028.

Station manager for 5,000 watt fulltime station in medium size New England market. Strong leader, top personal salesman preferably in New England now. Write Knight Quality Stations, Room 350, 400 Commonwealth Avenue, Boston, Mass. 02215, or phone 617-262-1950.

Immediate opening—management opportunity for salesman-announcer with new FM station. Send resume and tape to: Fidelity Broadcasting Co., Box C, Kokomo, Indiana.

#### Sales

Central Florida C&W station looking for two experienced successful salesmen who are seeking an opportunity to advance in income and responsibility. Send complete details and photo. Box G-200, BROADCASTING.

Excellent sales opportunity in Illinois. Medium market. Good account list, excellent guarantee, car allowance, fringe benefits from group owned station. Must be aggressive, self-starter who wants to make money with a highly rated station. All inquiries answered. Send resume, photo immediately to Box G-202, BROADCASTING.

Experienced salesman can make a bundle in our market with our station. Iowa metro market AM FM looking for two hard working salesmen to add to our sales staff. Excellent compensation. Rush resume, Box G-261, BROADCASTING.

Upper midwest sales opportunity—Only AM in county. Orphan account list. Good draw. Paid insurance. Excellent working conditions. Company car. Write sales manager Box G-283, BROADCASTING.

Need experienced salesman or sales/announcer combination at Northern Illinois daytimer. Box G-388, BROADCASTING.

Somewhere in the Southwest there is an experienced announcer ready to move into sales. Excellent opportunity in growing single station market in West Texas. Your choice of straight salary or basic salary and commission. Opening available in August. Box G-417, BROADCASTING.

Salesman or local sales manager ready to move to group station. Aggressive leader who desires to move ahead. Full company benefits. Great opportunity for right man. Send resume to Box H-4, BROADCASTING.

Georgia station in medium market has outstanding opportunity for aggressive salesman to make \$10,000.00 plus. Will pay expenses for interview treated confidentially. Box H-68, BROADCASTING.

Make extra \$\$ in your spare time selling successful specialized syndicated programs in your home town. Box H-72, BROADCASTING.

### Sales—(cont'd)

60 Mls. from Times Square an immediate opportunity awaits the right man. An honest hardworking retail radio salesman can realize unlimited potential earnings through 15% commission draw plus expenses. MOR AM & FM. Group owner. Box H-74, BROADCASTING.

Immediate opening for commercial manager in good size North Alabama market. Send brief background information. Box H-78, BROADCASTING.

Wanted—Two salesmen, good salary plus commission and other benefits. Call or write Gayle Lee, KBIX, Muskogee, Oklahoma.

Salesman with experience. Two hours board. Five hundred plus commission. Contact Coy Palmer, KBMF, Spearman, Texas 806-659-2935. No collect calls.

Wanted: Sales manager for small market station in Virginia. Must be aggressive and willing to work. Salary plus per cent and car expense. A good opportunity. Send information to Bill Walls, General Manager, WHEO, Stuart, Virginia.

Good account list waiting for salesman wanting to move into larger market seven station group. Opportunity to work into management and purchase stock. Guarantee plus commissions, fringe benefits. Send resume to Manager, WITL, Lansing, Michigan.

Sales—Top Salesman with proven current sales record and management ability. Over \$200.00 draw against commission. Call or write Mrs. Grambo, WJOB, Hammond, Indiana.

### Announcers

Northeast small market needs two announcers—September 1. Replace beginner and experienced man service bound. MOR format—no soul music. Must be able to read news. Send tape, resume and salary desired. Box G-182, BROADCASTING.

Iowa metro market AM FM C & W needs experienced anncr. and anncr-salesman. Excellent opportunity with growing organization. Send tape and resume. Box G-265, BROADCASTING.

Announcer—Southeastern major market has opening. For experienced announcer with production ability and 3rd ticket. Top 40 swinger. Send tape and photo. Box G-280, BROADCASTING.

Announcer with 3rd phone for medium market east coast. No engineering; no selling. \$100 to start. We want someone who can follow station policy and is willing to work nights. Box G-352, BROADCASTING.

Pittsburgh area adult format Radio Station needs announcer with substantial experience who does production work well. Send tape and detailed resume to Box G-355, BROADCASTING.

First phone announcer for night rock show and some production. Football and basketball also available. No maintenance. Southeast Georgia, 5 KW. Box G-381, BROADCASTING.

Immediate opening for mature newsman and awake morning man at Northern Illinois daytimer. Box G-389, BROADCASTING.

We're looking for a young tiger. An ambitious announcer-salesman for a Wisconsin medium market music station. Salary plus 20% sales commission. A mid-afternoon announcing shift. 18-25 hours weekly. Profit sharing, retirement plan. Send tape and resume to Box G-411, BROADCASTING.

### Announcers—(cont'd)

Experienced announcer needed for early morning shift by medium market central midwest station. Start at \$130 per week with excellent opportunity for advancement. Box G-420, BROADCASTING.

New Jersey good music station needs experienced announcer capable of gathering and writing local news. Good salary for the right man. Send tape and resume, interview will follow. Box H-3, BROADCASTING.

Announcers-major market stereo FM station. Must have 3rd endorsed, mature, authoritative news delivery. Will consider talented beginners. No strong personalities please. Send tape and resume to Box H-39, BROADCASTING.

Good music MOR FM/Stereo station in nation's fourth largest market making addition to small staff. Need an announcer who sounds mature reading commercial copy and news. Previous broadcast experience is required. About \$100 per week to start, depending on qualifications. Send resume and tape containing only copy and news to Box H-41, BROADCASTING.

Mature announcer for MOR in northern lower Michigan. Salary open. Send photo, tape and resume. Box H-54, BROADCASTING.

Nebraska daytimer needs first phone announcer. Small market close to metro area. Send tape and resume to Box H-55, BROADCASTING.

Arizona-major adult station wants an experienced (minimum 5 years) announcer with a bright, mature delivery, a man who is inventive in his approach and at home with a pop standard format. Send tape resume, photo and salary requirements with first letter to: Box H-60, BROADCASTING.

Need mature, stable individual who is strong on production and is interested in coming with good stable organization and who likes adult radio. Mid-Atlantic, good facilities, medium market, formatted C & W. Salary open. Send tape and resume. Box H-67, BROADCASTING.

Deep south medium market needs announcer. Also announcer with first ticket. No maintenance. Replies treated confidentially. Box H-69, BROADCASTING.

Five station group seeks announcer. Midwest. 3rd Opportunity. Box H-81, BROADCASTING.

Jocks/newsmen! Mid-America station group growing. We want mature management-oriented men. Send tape, bio today to Box H-83, BROADCASTING.

Baltimore area fulltimer needs DJ. with first ticket. Box H-86, BROADCASTING. Opportunity for first phone. Permanent position, Extra benefits. Progressive Montana station. Send tape resume photo. Box H-88, BROADCASTING.

Montana network station needs first phone announcer. Excellent opportunity for right man to progress financially and professionally. For details write—KOJM, Havre, Montana—Phone 406-265-7841.

Central valley town in California near national parks, peaceful, delightful community to raise family. Experienced, MOR, with ability to write copy and do production. Permanent. Immediate opening. Send air-check, resume. KONG, Visalia, California.

Third class phone broadcast endorsement announcer with good news and commercial delivery. Sports play-by-play desirable but not necessary. Automatic equipment in use. KVWM AM/FM., Show Low, Arizona.



**Announcers—(cont'd)**

**KOOK**—Billings, Montana 5 kw modified top 40 have opening for personality strong on production. Contact Dan Miller.

Experienced announcer with endorsed 3rd . . . beginning by Sept. 1st. Could expand into sales so send photo audition and resume. . . . Contact Tom Miniard. Phone 368-2128, Atmore, Alabama. WATM Radio.

Immediate opening. 1st phone DJ. Send resume and tape to WFFG, Marathon, Fla. or call 305-743-5583.

**WHBU**—Anderson Indiana. Immediate opening announcer 3rd endorsed. MOR format. Steady nights and week-ends. Ideal opportunity earn full way through college. Send qualifications to WHBU, Box 610, Anderson, Indiana, 46015.

Morning man for modern country format in Florida. WHIY, Orlando.

24 hour 5 kw Florida Gold Coast market leader needs solid Top Forty 6-12 M personality. 1st phone. No maintenance. Send tape and resume. WIRK, West Palm Beach, Florida.

Progressive Southeast Georgia Station has opening for a bright, versatile sign on man with third class endorsed ticket. Experience in local news necessary. Send resume, tape, photo and references to: Mr. John J. Bales, General Manager, Radio Station WJAT, P. O. Box 289, Swainsboro, Georgia 30401.

Outstanding opportunity for a professional sounding announcer, seeking permanent position with one of the nation's finest radio stations. WKZO Radio-TV, pioneer of the Fetzer stations, now has an opening necessitated by one of our staff entering the service. Our working conditions, fringe benefits, and advancement possibilities are tops in outstanding community. Send tape and resume to WKZO Radio, Kalamazoo Michigan 49001.

Staffing new station! Wanted: three announcers, one announcer-salesman. Experienced with good record. Good pay, free hospitalization . . . friendly, progressive town of 15,000. Good schools, including branch of University of South Carolina. Beautiful facilities. Send tape and resume to Barry Medlin . . . WLCM . . . Lancaster, S. C. 803-283-2051.

C&W Pro. needed for progressive outlet in 36th market. First phone desired but not mandatory. Send tape and resume to WMAS, Springfield, Mass. 01101.

Immediate opening for an experienced MOR personality for fast paced pop-adult format. Production experience necessary. Five station Eastern metro market presents plenty of challenge for right man. Modern air-conditioned plant, top quality equipment and congenial working conditions. Contact Lou Murray or Terry Parker, WRTA, Altoona, Pennsylvania. 814-943-6112.

Experienced staff man for MOR station to handle morning shift. Mature voice. Ed Damron, WSSC, Sumter, S. C. 803-773-7369.

Need announcer who will also handle play-by-play from all sports. Joe Phillips, WSSO, Starkeville, Mississippi.

Immediate opening — mature announcer. Contact Hal Barton, WTAD, Quincy, Illinois.

Michigan medium market MOR station has opportunity for experienced announcer. Air mail tape, resume, salary requirements to: Paul Pigeon, WXOX, 306 Phoenix Bldg., Bay City, Michigan.

**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.

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Chief engineer, West Coast bay area, AM-FM station. Must have thorough knowledge of automation, stereo, and directional antennas. Excellent salary with top company. Provide complete background resume with recent photo to Box G-186, BROADCASTING.

**Technical—(Cont'd)**

A constantly expanding AM-TV-FM operation and progressive policies require additional first class licensed technicians. Better than average salary and fringe benefits. Pleasant working and living conditions. Located Middle Atlantic Coast region. Positions available now. Box G-334, BROADCASTING.

Engineer needed. Salary \$150 weekly. No announcing desired. Send brief resume. Box G-346, BROADCASTING.

Need chief engineer for 1 kw fulltime directional on Florida east coast. Send details and experience. Box G-390, BROADCASTING.

Need chief engineer—Top Midwest AM-FM operation in community of 30,000. Excellent plant and working conditions. Many fringe benefits including pension plan. Must keep clean shop as well as have top technical ability. Salary negotiable, depending on experience. Reply Box H-48, BROADCASTING.

Poverty-stricken listener—supported radio-station needs working First Class Engineer to maintain a great deal of cranky, asthmatic and obnoxious broadcast equipment—most of it older than all of us. Write Lorenzo Milan, KRAB(FM), Seattle 98115. Lousy pay, but a lot of scintillating company.

AM FM Operator 3rd class with endorsement No announcing. 40 hour week, contact Wes Thompson WBCM-FM, Bay City, Michigan. TW-3-0261.

Young, fresh, 1st phone engineer needed by seven station group to get started. Opportunity to work into management. Send photo and resume to Manager, WITL, Lansing, Michigan.

First phone, 1 kw Directional Daytimer. Contact Fran Cady, C. E. WIZR, Johnstown, New York.

Engineer—First phone needed with maintenance experience on transmitter cart machines, tape recorders etc. Top salary and working conditions. Call or write Mrs. Grambo, WJOB, Hammond, Indiana.

Top pay offered for bright experienced announcer by established full-time kilowatt in pleasant, prosperous city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, sparkling up-beat programming, many fringe benefits. Brand new, modern building, exceptionally well equipped. Write WKAN, Kankakee, Illinois with details of experience, references, tape.

Chief engineer with ability to conduct MOR board shift AM-FM operation in single station market of 25,000. Equipment in good shape. Salary negotiable. W. H. Olson, Gen'l Mgr. WLOI, P. O. Box 385, La Porte, Indiana.

Maintenance engineer experienced. Immediate opening 5,000 watt station in Atlanta market. Excellent working conditions, good future. Can advance to chief. WTJH, Box 967, East Point, Georgia.

**NEWS**

Radio-TV news director needed by Midwest group owned VHF. Looking for young aggressive newsman—administrator. Good chance for number 2 man to become number 1. Send photo, audio tape and salary requirements to Box G-221, BROADCASTING.

Excellent opportunity for news-sports man with play-by-play ability. Good pay in small market with high sports interest. Box G-298, BROADCASTING.

Newsman Midwest radio-TV operation in medium market. Join 8-man staff as reporter-writer. Some air work; excellent community; university near. Journalism background or some experience preferred. Send complete resume, writing samples and tape. Box G-329, BROADCASTING.

Director of News and Public Affairs. Major Midwest university educational radio station and network. On-air, writing, reporting. Masters degree preferred, bachelors degree required. Salary open, month vacation. Send resume with inquiry. Write Box H-73, BROADCASTING.

**NEWS—(Cont'd)**

Newsman, experienced or trained, for one man, small town department, first ticket not necessary, but adds value; also first phone DJ. Write fully including references to Box H-99, BROADCASTING.

"I am told there is no such thing as a good combination news editor and play-by-play sports man. I am told that such a man will favor one or the other, and as a consequence one department will suffer. I am told that if there is such a man he will not want to work in a small town of 8000 people, even though it is a fine town and the station has a fine reputation for service to the community. I am told that loyalty is a thing of the past, and that expecting dedication to the job puts me in a class with the fuddy duddy era. Care to refute any of those things which I have been told? The job was available yesterday and it hasn't been filled yet. Oh yes, the job requires someone who can use a type-writer, and who knows English well enough to use it correctly. Naturally, the man should know football, basketball and baseball. Four hours a week on the board would be required, but is not absolutely necessary. If interested, send full details immediately to: Mason Dixon, KFTM Radio, Fort Morgan, Colorado."

Bright writer, accurate reporter wanted for news director's job in California's famous Napa Valley. Exceptional opportunity. Good pay, regular increases. Send resume, tape, photo, writing samples. KVON, Napa, California.

Newsman, able to gather, write, and broadcast local news. Modern, well-equipped station, suburban New York. Excellent working conditions, challenging job. Send tape and resume. WLNA-AM-FM, Peekskill, New York.

Interviewers—nationally syndicated radio program wants local interviewers for series. Stringer assignments needed from all cities and towns. If you can do significant short interviews, write giving qualifications to 770 National Press Building, Washington, D.C. 2004 or call before noon E.D.T. 202-737-1023.

Northeast radio network needs two newsmen, two airmen immediately. Good pay. Excellent benefits. Rush air tape production tape, resume picture to Roy Sova, Drawer G., Ithaca, New York, or call him at Ithaca 607-272-8141.

**Production—Programing, Others**

Production—Announcer—Writer heavy on production—Must be versatile—Major southeastern market, top 40. Box G-281, BROADCASTING.

If you have a deep crisp voice . . . at least 2 years experience, your prayers are now answered. PD position in one station market. Group ownership. Good hours . . . good pay . . . good radio men. Send tape and particulars to Box G-330, BROADCASTING.

Maryland station. Man with program and sales experience, some play-by-play. Box G-343, BROADCASTING.

Experienced, mature individual to assume responsibility for financial reporting, budgeting, corporate taxes and supervision of accounting staff. Experience five years or more in public and/or private accounting with demonstrated management ability. Permanent position in a growing Arizona radio and television organization. Salary open and dependent on experience. Box H-76, BROADCASTING.

Creative radio writer producer and station promotion director all in one man is wanted by a stalwart of the industry. No hurry. Send complete details to Henry Clay, KWKH, Shreveport.

Copywriter . . . Experienced in Radio production! Great opportunity for man with creative ideas. Top rated station with expanding future. Send complete resume and sample copy or tapes to WNYR, Rochester, New York. 14605.

**RADIO****Situations Wanted Management**

Southeast Sales manager announcer seeking management, investment opportunity. Box G-375, BROADCASTING.

## Situations Wanted

### Management—(Cont'd)

Experienced, mature, general manager in small to medium market. Strong in personal sales, sales promotions, and leadership in community affairs. Salary secondary to profit sharing arrangement plus opportunity to invest. Box H-10, BROADCASTING.

Attention California—Mature, dependable manager experienced all phases—sales, programming, even have 1st class license. Career has run from small market manager to network executive. Want management connection in radio, TV, CATV or allied field. What's your proposition? Box H-11, BROADCASTING.

General Manager: currently general sales manager excellent property one of the top three markets. Desire General Management (full responsibility) large market. Aggressive, responsible creative & top salesman. Organizer. 40, with family, A-1 character. 18 years radio. Rounded background. Box H-13, BROADCASTING.

Management position in medium large market wanted by young aggressive broadcaster currently managing 3 station group operation. Box H-20, BROADCASTING.

Executive, former owner General manager, Sales manager, Salesman, Announcer, NEC Page boy seeks change to medium or small market in California, where currently employed in Metro market. Only long term management arrangements with exceptional challenging position and incentive to match will be considered. Available in 30 days or six months depending on potential offered. 415-359-0953. Box H-34, BROADCASTING.

Are you seeking the services of a hard working experienced manager? All areas any size market considered. Presently General Manager of an AM-FM operation in top fifteen market. Available in September. Present owner knows of this advertisement. Box H-59, BROADCASTING.

Look out world: Here I come, Prefer late night MOR, management. Teetotaler. Box H-63, BROADCASTING.

Director of operations, currently employed in top ten market, seeks position as general manager or program director with advancement opportunity. Fifteen years experience in all phases of management, including sales—programming—production—news—engineering, 1st telephone. Box H-80, BROADCASTING.

Presently successful station and sales manager—million market. Have reached limit here. Interested in bigger challenge and more expanded opportunities. Will furnish top references. Box H-97, BROADCASTING.

### Sales

Sales announcer 1 year experience with C/W MOR top 40. 3rd phone endorsed. Prefer Arizona. Permanent Call Jerry, 213-277-1918. or Box H-30, BROADCASTING.

MSU Radio—TV grad seeks sales job—Detroit area. Robert Stewart, 14897 Greenfield, Detroit, Michigan 48227.

All round experienced radio man . . . sales and sales service, announcer, sports, copy . . . operate board, good programming. Would prefer Va., N. C. area. 3rd end. ticket. Available now. Sid Tear, 703-343-7239, Roanoke, Virginia.

### Announcers

Young aggressive top market contemporary Radio personality. . . Proven ratings. . . College. . . Experienced in news and music. . . Tape and resume on request. Box G-303, BROADCASTING.

Chicago or Milwaukee area: Want week-end work: 6 years combo experience; presently employed. Box G-358, BROADCASTING.

Negro DJ announcer, 3rd phone endorsement. Beginner but well trained. Will relocate. Hard worker. Box G-413, BROADCASTING.

Pilot-announcer for air watch, station liaison. Top flight network news, interviews, talk, special events. Prefer West, five figures. Box H-2, BROADCASTING.

## Announcers—(cont'd)

Hard selling evening slot? Let this first phone experienced announcer/salesman create high evening incomes! Box H-17, BROADCASTING.

Chicago area, part time. Fully experienced. Now employed. Box H-19, BROADCASTING.

DJ newsman, Married want to settle, 3rd phone. Box H-25, BROADCASTING.

Matured Top 40 Jock Third endorsed, tight board, Box H-31, BROADCASTING.

Negro DJ stable, third endorsed, tight board. Box H-32, BROADCASTING.

Female Broadcaster, young Gal Friday. Experienced, single, personable, sales minded, willing to relocate, responsible. Box H-36, BROADCASTING.

First phone announcer: limited experience: Average voice: Willing to learn: Seeks permanency: Pennsylvania, Eastern seaboard. Box H-40, BROADCASTING.

Top 40 screamer. First ticket-B.A. Young, experienced, Draft free. Box H-42, BROADCASTING.

Announcer: 8 years experience. Middle of road. Married. Credit. Available September 15. Box H-58, BROADCASTING.

Soul swinger New York Broadcasting graduate. Popular MC. Will relocate. Box H-64, BROADCASTING.

Working PD, 6 yrs. experience, desire top 40, med. market. Available Sept. 30th. Box H-65, BROADCASTING.

DJ announcer experienced, family man, authoritative news, desire settle, tight board, now-floater, Box G-66, BROADCASTING.

Above average first phone rocker for above job in Northeast. Can do maintenance. Say what you'll pay first reply. Box H-82, BROADCASTING.

Sportscaster-announcer seeking well managed medium market station. I jockey discs and air sell well, but primary interest is sports. Authoritative commentary and perceptive analysis. Three years major sports play-by-play. 28, B.A. degree, family. Currently employed as morning man and Sports Director. Ready to give "Frank Merriwell" effort. For air sample, resume and picture write. Box H-89, BROADCASTING.

Announcer newscaster, gathering, writing, editing, and presenting, also good interviewer on the spot and phone. Third endorsed. Mature and personable. Box H-92, BROADCASTING.

Negro jock, graduate of school, versatile third endorsed. Chance to prove. Box H-93, BROADCASTING.

DJ announcer, 3rd endorsed, experienced on AM and FM pop & MOR. Box H-94, BROADCASTING.

Beginning DJ. Will relocate. Dave Minckley, 748 Addison Street, Chicago, Illinois 60613.

Attention medium to major market . . . employed family man age 30, with thorough background in Radio & television, excelling in production, news, play-by-play, remotes double-A drive periods. At present morning and noon show 6 days a week, plus two afternoon shows, one daytime remote, three nightclub shows, and one teen dance. Too many hours for compensation. Want permanent opportunity with professional plant. Reference from present manager. Mr. Simmons, (616) MA 7-9005.

Oct. 1—Exp. Classical/MOR announcer/writer/producer degree, 3rd endorsed. Hard worker, inventive, efficient. Married. N.E./West. Steve Saviak, AFKN, APO San Francisco, 96259.

Good jock, good voice, some exp. need work with news. Call 216-746-6427.

Rocking Disc-jockey in town, newscaster, announcer. Contact Chuck McAdoo, 765 Marcy Ave., Brooklyn, N.Y.

## Technical

Good engineer wants better job. Young, experienced, some college, 1-Y. . . Very fast studio work. Great production, any maintenance. Now in Top-10 market. Box H-5, BROADCASTING.

First phone. Experienced TV, AM studio, transmitter. Military retiree. Prefer Northern Indiana. Box H-16, BROADCASTING.

Experienced transmitter engineer AM FM DA 5 kw or higher. Box H-26, BROADCASTING.

1st phone, one year announcing experience, 1½ of tech school. Desire to work under chief engineer with announcing. Box H-56, BROADCASTING.

Experienced administrator, engineer, consultant interested in group directorship or challenging single market operation. Proven background and experience. Box H-80, BROADCASTING.

Chief engineer: Experienced all phases of radio, familiar with high budget operations. Reply to Box H-91, BROADCASTING.

## NEWS

Radio newsman seeks news writing and gathering spot. Box H-44, BROADCASTING.

News Director—California only. Nine years Broadcast and newspaper experience. Worked for major chain in Vietnam. Presently with chain station in California. Box H-50, BROADCASTING.

Newsman, Experienced. College graduate. Thorough gathering and good writing. Ordinary voice. Box H-51, BROADCASTING.

Talker/Newsman, Radio/TV. Veteran all phases. Back from Vietnam tour. Major markets only. Top credits. Box H-57, BROADCASTING.

College trained R & TV newsman. Can report, film, (S.O.F.) edit and process. Prefer medium-size. Box H-62, BROADCASTING.

Southeastern markets 250,000 and over: major market News Director, presently employed, seeks change. College graduate. Seven years experience; aggressive and determined. Married and family. Excellent references Box H-77, BROADCASTING.

Wanted: Responsible position with responsible people by radio and TV veteran of 30 years. A specialist in News and Sports in major markets for top stations. Best references as News and, or, Sports Director. No fly by night; last 20 years spent with two major stations. Age 48; married; sober and in perfect health. Write this box; or phone 301-589-5658. Box H-101, BROADCASTING.

## Production—Programming, Others

Experienced Jingle writer-producer and idea man seeks opportunity with large promotion or advertising firm. Degree, 15 years in broadcasting. Will consider buying into sound operation. Box H-13, BROADCASTING.

P.D. Small N.H. 250, 27, over two years experience, was big market C & W. Wants big market. Prefer Indiana, resonant, good diction. Broadcast school grad. Consider any format, write Fred Graves Box H-22, BROADCASTING.

First phone-operations manager-program director—12 years C&W format radio. Fast tight board man experienced production—news—sports—traffic—sales—remotes—copy—talk show—married—no problems—mature, well educated with ability to take charge and get job done. Photo, tape—brochure on request. Box H-79, BROADCASTING.

First phone PD wants to worry for you. Box H-87, BROADCASTING.

Female first phone experienced transmitter, console, traffic, production, Southwest preferred. Box H-90, BROADCASTING.

## TELEVISION—Help Wanted

### Management

UHF station in Mid Atlantic area with full network affiliation desires general manager. Applicant must be experienced in all phases of management and sales. Salary open. Forward full details to Box H-23, BROADCASTING.



## Management—(Cont'd)

Expanding group operation seeking experienced man for local sales manager. Take charge of 5 man record-breaking sales staff. College graduate, strong in all phases of sales and promotion, with reliable background that will sustain full checking. Midwest market, top fifty. Replies in confidence. Box H-70, BROADCASTING.

## Announcers

Announcers needed for brand new station to handle booth, on-camera-commercials. Also possible extensive live local sports coverage in Southeast's #1 market. Reply with resume, photo, salary, and availability first letter. Box G-326, BROADCASTING.

Announcer-sports. Mid-Atlantic net V needs versatile pro to handle sports reporting, weather, booth, some commercial. Reply in first letter with resume, photo, salary, availability and SOF or VTR. Box H-95, BROADCASTING.

TV utility announcer/copywriter. Day shift. Ken Karr, KTVC, Dodge City, Kansas.

## Technical

Television engineer for studio maintenance of top 50 VHF full color station located in Northeast. Permanent position in group operation with above average working conditions, salary and benefits, fringe. Salary commensurate with experience and all replies are confidential. Box G-178, BROADCASTING.

Immediate opening for a director/switcher at a VHF network affiliate in mid-Atlantic 3 station market. Reply by sending salary requirements and resume to Box G-323, BROADCASTING.

A constantly expanding AM-TV-FM operation and progressive policies require additional first class licensed technicians. Better than average salary and fringe benefits. Pleasant working and living conditions. Located Middle Atlantic Coast region. Positions available now. Box G-334, BROADCASTING.

Rocky mountain area ETV operation seeks experienced first-phone who is ready for assistant chief position. Send complete resume to Box G-365, BROADCASTING.

First phone engineer for television station. No announcing location-Northern Lower Michigan. Box H-52, BROADCASTING.

If you like electronics, have a first phone, are proud of your abilities and have a positive attitude, we have an opening in studio operations. Send resume to Wes Haugen, Station Manager, KFYR-TV, Bismarck, North Dakota.

Engineer 1st class. Will train beginner. Ken Karr, KTVC, Dodge City, Kansas.

Senior citizen engineer—If you have been forced into retirement, our company employs through age 70. Live in sunny healthful Arizona, work full or part time. Need experienced maintenance technicians for all phases of TV. No production or programming. 1st ticket required. Send resume to KVOA-TV, Box 5188, Tucson, Arizona.

Southwest. WHNT-TV, Channel 19, Huntsville, Alabama, Television engineer 1st. Contact Bankowski, C. E.

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.

TV engineer with first class license interested in gaining knowledge through experience with latest high band color video tape equipment and plumbicon color cameras. Equipment on hand and installation to commence within a few weeks. Get in on the beginning. Call the Chief Engineer collect, 313-239-6611.

Position open for experienced TV cameraman in large medical research and training 2300 MHz system. TK-60 B&W cameras. Salary dependent on qualifications and experience. Write Personnel Office, Emory University, Atlanta, Georgia, 30322. An equal opportunity employer.

## Technical—(Cont'd)

VTR Technician—Rapidly expanding CCTV campus network needs technician to design, install, and maintain campus wide television installation. Applicants must be experienced in maintenance of RCA and GE vidicon camera chains, and RCA and Ampex VTRs. Excellent pay and benefits. Work with a major state university located near the Great Smoky Mountains and TVA lakes. Contact Mr. Frank Lester, department of Television Services, The University of Tennessee, Knoxville, Tennessee 37916. An equal opportunity employer.

Broadcasting engineer needed for educational TV and AM stations. Emphasis on TV including VHF transmitter. Must have first phone. Immediate opening, excellent fringe benefits including one month's vacation. Ideal community for family. Write Office of Staff Personnel, Washington State University, Pullman, Washington. An Equal Opportunity Employer.

## NEWS

Need television news photographer by middle September. Prefer man from mid-west, able to shoot silent and SOF and edit. Will train novice if he has basic photography background, and if he is sharp. Replies to News Director, Box G-336, BROADCASTING.

Newsman Midwest radio-TV operation in medium market. Join 8-man staff as reporter-writer. Some air work; excellent community; university near. Journalism background or some experience preferred. Send complete resume, writing samples and tape. Box H-85, BROADCASTING.

## Production—Programing, Others

Florida seeking photographer. Creative, yet when time limited can shoot and edit quality footage. Thorough knowledge of equipment. Send recent photo, salary requirements. Box G-222, BROADCASTING.

Art Director position open at Florida ETV for imaginative artist with ambition. Opportunity to try new and exciting ideas in graphics and scene design. Experience important. Ability to originate more important. Send resume and salary requirements. Box G-223, BROADCASTING.

Producer/director midwest UHF station. With group operation. Heavy local sports remotes, and all phases of studio production. Producer/director who can take charge and supervise crew. Good advancement possibilities. Also, positions opening soon for beginners in studio and control production. Send picture and resume to Box G-403, BROADCASTING.

Art Director—station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a man from a smaller market or a No. 2 man ready to move up. You will enjoy the creative challenge offered by this position. Send sample of work and resume to Box G-416, BROADCASTING.

Art Director—Growing Florida Community Station needs experienced Art Director. Will be responsible for all on air and promotional graphics. Send complete resume and salary requirements to Box H-33, BROADCASTING.

## TELEVISION

### Situations Wanted

#### Sales

Seek to trade solid TV network background, for stimulating local station sales or management position, good salary. Can be of tremendous value to network affiliate. 31, married, talented, dependable. Box G-397, BROADCASTING.

#### Technical

Dynamic cameraman, experienced in studio operation, presently studying for 1st class ticket, seeks top position with fast growing organization. Box G-361, BROADCASTING.

Cameraman, etc., first ticket; limited maintenance experience, but happy to learn anything (and work); particularly like affiliation with university or similar station where degree program can be completed. Now employed. Box H-15, BROADCASTING.

## Technical—(Cont'd)

Present TV asst. chief, desires chief. 16 years experience all phases. 7 years supervisory. Minimum \$10,000. Box H-21, BROADCASTING.

Young technician willing to learn. Graduate RCA TV Studio School. 3rd endorsed, some network experience in N.Y. Will relocate. Box H-53, BROADCASTING.

## NEWS

Experienced broadcaster-reporter. Solid all around background. Employed. Box G-284, BROADCASTING.

Network-newspaper correspondent back from Middle East wants roving Television-radio assignment. Box G-206, BROADCASTING.

Experienced radio newsman wants news writing position. College grad. Box H-46, BROADCASTING.

News Director-California only. Nine years broadcast and newspaper experience. Worked for major chain in Vietnam. Presently with chain station in California. Box H-49, BROADCASTING.

Twenty-one years Television and Radio news and announcing. Special events; documentaries; network and overseas experience. Highest quality writing. Box H-100, BROADCASTING.

Writer, producer, director, in Peabody winning documentary series available immediately due to cutback. Experienced cameraman, creative editor. James Culp, 246 Manor Drive, Mill Valley, California 94941.

## Production—Programing, Others

Operations/Production Manager. A proven coordinator; decision-maker with a mature attitude toward the production-sales-engineering team; producer-director-writer capable of professional results under pressure. College and business school graduate. Twelve years commercial and educational television. Prefer West. Box H-9, BROADCASTING.

Producer director with 9 years commercial TV experience desires to relocate. Strong color production background. Box H-45, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted good used AM type approved one kilowatt transmitter for stand by use. Please quote all information together with lowest price. Box G-263, BROADCASTING.

Wanted: Used self-supporting tower, 350' or greater, with wind loading 40#. To carry 8 bay EFC or equal antenna on top pole with 3/4" coax; 2.5 GHz omnidirectional equal to TACO EOA-H13 with 1 1/2" flexible line. 2 4" parabolics at 200' with 1 1/2" flexible line Contact John Krom, Education Center, 120 E. Walnut, Indianapolis.

Towers—350-400 ft: We are interested in purchasing immediately either a 400 guyed or a 350 to 400 self supporting. Contact Jerry Clegg, WSIC, Statesville, N. C. 28677.

Radar for TV meteorologist and on-air use. Between 3.2 and 5 centimeter wave length. Minimum range 150 miles. Please send description, condition of equipment if used, specifications and price to Box G-327, BROADCASTING.

One KW GE or RCA UHF transmitter, 500 foot tower, Channel 19 filterplexer or diplexer or Harmonic filter. UHF transmission line. Contact KIII-TV, Corpus Christi, Texas.

Need all studio and transmitting equipment for low channel VHF, 100 W-120 W, Box H-28, BROADCASTING.

Brand new 100 W AM needs all studio and transmitting equipment. Box H-29, BROADCASTING.



## WANTED TO BUY—Equipment

### Continued

Wanted: Schafer automation control unit and 10 Schafer-Ampex stereo tape transports. State age, condition, price. Confidential. Box H-61, BROADCASTING.

TV Mobile unit-bus and other equipment, with or without cameras and VTR. Walter Windsor, WKYT-TV, Lexington, Ky. Phone 606-254-2727.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro Ind., 440 Columbus Ave., N.Y.C.

Tower lighting control unit—H & P LC-2085 contains flasher, alarm and control units, circuit breakers, auto transformer, ice detector and telephone circuits. New \$100.00 each. Sierra-Western Electric Cable Co. Willow and 24th Streets, Oakland, California. Phone 415 832-3527.

6 Bay RCA turnstile on channel 9. 6 bay RCA turnstile on channel 4. 1800 feet of 3 1/2 coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

Schafer automation 600. Six decks and Brain. Ampex. One-Ampex 351 makeup unit \$6,200 complete. KAPT, 212 High Street, N.E., Salem, Oregon.

450 ft. Radio-TV tower. Make offer. Call Collect. Robert Holden (202) AD 4-7233.

Large selection of good quality surplus equipment, including distribution amplifiers, power supplies, stab amps, audio equipment, telop projector, master monitors, image orthicon tubes, CRT tubes, camera cable, and many other items. For complete list, write Box G-393, BROADCASTING.

Ampex VR-1000A with two heads, \$6,500.00. Norman Hall, KERO-TV, Box 2367, Bakersfield, California.

Approx: 800 ft. each of 3 1/2 and 1 1/2 rigid line. KFJZ, Ft. Worth, Texas. Area 817 PE 7-6631.

Power increase makes available approximately September 1, 1 KW FM transmitter, stereo generator, rack co-axial cable. Housed in refrigerated room. Like new. KONG, Visalia, California.

Programatic automatic playback equipment, type R1-A. Excellent condition. 5 years old. Music transport, with mono and stereo heads. Announce tape transport. Control unit and rack. KOZE, Lewiston, Idaho.

For Sale: 1-Hewlett-Packard type 81547A-335 B FM monitor, now in service presently on 98.3 M.C. \$750.00. WPRS Radio, Paris, Illinois. PH 5-0153.

For Sale: three GE 4PE4C1-3" IO portable camera chains; new IO tubes under 30 hours each, various lenses, if desired, \$5,000 each including monitoring and cable. Contact William Woods, Director-Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, Ill. PH: 312/583-5000.

1 TK-41C color studio camera chain, used six months. George Wetmore, Post-Newsweek Stations, Broadcast House, Washington, D.C. 20016. (202) 244-5678.

New turntables, tonearms, preamplifiers, cartridge machines, equalizers, tape recorders, studio equipment. Professional brands. Write for special offers. We buy, sell, lease, trade. Audiovox, P.O. Box 7067, Ludlum Branch, Miami, Florida 33155.

Going C & W. I've a complete collection more than enough. Over 600 albums, over 4000 45's . . . About 500 78's . . . All well cared for; many never used. . . Will take \$1,750.00 . . . P.O. Box 39, State Line, Penna, 17263. (717) 597-7151.

4 RCA TR-22 TV tape recorders with mono-chrome ATC, color ATC and non-phase color. Three also include line lock and modified head cover. One (with all modifications) available now, others this fall. George Wetmore, Post-Newsweek Stations, Broadcast House, Washington, D. C. 20016. (202) 244-5678.

## 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.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

"365 Days of Laughs" . . . a daily radio gag service . . . may be available in your market. Try a month! \$2.00 Box 3738 Merchandise Mart Stn., Chicago, 60654.

All new ad-libs! Written for DJs. Exciting! Different! \$4.95. Send check to VinCon Enterprises, P.O. Box 26003, Denver, Colorado. 80226.

Attention station owners-managers. Now available on the East Coast—a log analysis service. We "break down" and "ride herd" on your daily program logs. Keep you always FCC ready. Write to Box H-43, BROADCASTING.

Editorials custom-written for your local market. Five per week, highest professional quality, reasonably priced. Noyes, Moran & Company, Inc. Box 806, Downers Grove, Ill. 60515 (312) 989-5553.

## 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 Veterans' Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago, Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

Announcing, programming, production, news-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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 October 4, January 10. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"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 Sept. 5—Oct. 9.—Nov. ?? Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

## INSTRUCTIONS—(Cont'd)

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license, Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newcasters production personnel. Announcer Training Studios, 25 W. 43 St., New York, 10036. Veteran approved. Licensed by N.Y. State. Phone OX 5-9245.

N.Y. City's most famous Broadcast School—NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . . Famous for good announcers. . . . Famous for best deejays. . . . Approved for veteran training. Licensed by State of New York. N.Y. School of Announcing and Speech, 165 West 46th Street, NYC. (212) LT 1-3471.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class August 16. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Hollywood, Memphis or Seattle. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

## RADIO

### Help Wanted

### Management

## PERSONNEL OFFICE MANAGER

National broadcast chain requires personnel office administrator for New England area radio and TV station. Excellent opportunity for industrious self-starter. Candidate should have college degree and diversified background in personnel, general office management and purchasing. Excellent fringe benefits include annual salary review, free group insurance, tuition refund plan, pension and profit sharing. Resume must include experience, education, past earnings and salary desired.

### Box H-96, Broadcasting.

An Equal Opportunity Employer (M/F)

**IMMEDIATE OPENING—  
STATION MANAGEMENT**

We desire the services of a fine young man age 25-40 experienced in programming, sales and sales management or present station management. We are in a 350,000 Market—Pulse Rate #1 on a MOR Format. Lucrative salary commensurate with your qualifications to produce. Location Mid-West. If you wish to make a change or you are ready to move up, this is a very excellent position. Write giving full particulars, enclosing photograph with application. Here is your opportunity of a life time.

**Box H-75, Broadcasting.**

**RADIO PROGRAM MANAGER**

Outstanding opening for an imaginative, experienced Top forty oriented program executive in major market, East Coast area. R&B formula, with creative public affairs ability. Mature leadership and initiative necessary. Preferred age . . . 30 or over.

**Box G-363, Broadcasting.**

**PD MORNING MAN**

N.Y. Metro Area top-rated contemporary station in expanding chain—complete responsibility for operations. Ingenuity and efficiency a must. Send complete details, photo, tape, salary and references 1st letter to:

**Box H-27, Broadcasting.**

**Career Boxed In?**

If you are the behind-the-scenes sparkplug who makes your radio operation swing and who also has local sales ideas, we want to hear from you. Immediate opportunity at prestige southeastern station for number 2 man in a major radio market who is now ready for top management opportunity and full responsibility. Salary commensurate with qualifications.

**Box G-396, Broadcasting.**

**SALES MANAGER WANTED!**

L.A./Orange County Station looking for:

- ☆ Experience
- ☆ Aggressiveness
- ☆ Creativity
- ☆ Productivity
- ☆ Leadership

Ambitious men with Big League Abilities apply now!  
Salary, commission, bonuses open for discussion.

Complete resume in first letter to:

**William H. Weaver, General Mgr.  
Radio KWIZ  
3101 W. 5th Street  
Santa Ana, California 92703**

**IS RECRUITING  
YOUR PROBLEM?**

50% of the TV and Radio stations tell us:  
"Recruiting is our most pressing problem."



Here at Nationwide, under the direction of Ronald E. Curtis, former broadcasting executive, some of the country's most important search assignments are successfully completed for personnel in management, sales, programming, and engineering.

**LET US HELP**

PHONE TODAY 312/337-5318

*Nationwide  
Broadcast Personnel  
Consultants*

645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS



**Sales**

**SALESMAN WANTED  
Unusual Opportunity**

Grow with top management. Experienced competent man can grow with us. Dominant NBC station with adult appeal. Send complete resume to:

**Joe Kendall, Gen. Mgr. Box 47,  
Aberdeen, Washington 98520**

**Help Wanted—Announcers**

**PERSONALITIES**

If you can be No. 1 in a highly competitive market without playing rock, and you want to make more than \$20,000 a year, send tape, resume and rating story immediately to:

**Box G-309, Broadcasting.**

**RADIO**

**Help Wanted**

**CUSTOMER SERVICE  
SPECIALIST**

Opportunities for challenging technical work with a leading broadcast manufacturer. Customer Service Specialist handles technical problems for customers through field trips or telephone and written communication.

Must have at least one year resident technical school training plus First Class Radiotelephone license and two to five years broadcast station experience. Excellent salary and complete fringe benefits. Please send resume to:

Box H-84, Broadcasting.

**SITUATIONS WANTED**

**Management**

**Experienced  
owner-manager**

Current president of state Broadcast Association, recently sold own station. Seeking new position. Extremely good sales and management record. Can handle anything including announcing, play-by-play, sports. Prefer Western states. I'm not cheap and I'm worth it.

Box H-47, Broadcasting.

**TELEVISION**

**Help Wanted**

**Technical**

**BROADCAST FIELD  
ENGINEERS  
RCA**

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer  
RADIO CORPORATION OF AMERICA

**Technical—(Cont'd)**

**EXPANDING GROUP**

of radio and TV stations has opportunities for qualified personnel in many areas.

Applications welcomed from engineers (both supervisory and staff), salespeople, TV director-switchers, announcers, artists, film room, photo lab and promotion people.

Suitable futures for people with talent, imagination, ambition and loyalty. If you are dedicated to radio, TV or both, send full particulars to:

Box H-6, Broadcasting.

**NEWS**

**TV NEWSMAN**

Midwest, capital city, regional network affiliate needs top reporter and on-the-air man thoroughly familiar with all gathering and air functions. Must be able to shoot own film. Top opportunity for right man. Call Jack Hoskins, 217-528-0465.

**Production—Programing, Others**

**BOOKKEEPER/WEST COAST**

Immediate opening TV, near L.A. Must be under 40, F/C, broadcast experience and references required. Salary open. New owners. Call collect Mr. Ettlinger. 213-OL 2-8100.

**Director-Cameraman  
Editor**

For small film production unit for television station in top 40 market. Some writing required. Creative position. An exciting opportunity for a competent, aggressive individual. Salary open. Mail replies to:

Alan Wilson  
Personnel Dept.  
WHAS-TV  
525 W. Broadway  
Louisville, Kentucky 40202

**TELEVISION**

**Situations Wanted—Announcers**

**RADIO-TV  
SPORTSCASTER**

17 years experience doing play-by-play for football, basketball and baseball games. Coverage from high school and college to Pro. Looking for metropolitan market. Currently making \$15,000 a year in medium market. Cooperative, aggressive and family man with excellent references.

Box G-360, Broadcasting.

**TELEVISION**

**Help Wanted**

**television  
systems  
executive  
engineer**

Here's a top level opportunity with a major manufacturer of television broadcast equipment.

This position involves directing layout, design, and cost estimating of television systems for commercial broadcast stations, including occasional field trips with regional managers. Requires a man—part salesman, part engineer — who enjoys customer contact and has a thorough knowledge and understanding of television systems and the problems of commercial broadcasters.

Salary: commensurate with experience and abilities. Reply in complete confidence to:

Box H-1, Broadcasting.

**EMPLOYMENT SERVICE**

**THE AMPS AGENCY**

**BY BROADCASTERS • FOR BROADCASTERS**

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programing, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

**★ THE AMPS AGENCY ★**

All Media Placement Service  
3924 Wilshire Blvd. Los Angeles, Calif.  
Telephone DU 8-3116



**EMPLOYMENT SERVICE**

**Continued**

527 Madison Ave., New York, N.Y. 10022

**B**

**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**WANTED TO BUY—Stations**

**Will Buy  
Broadcasting Station  
Any Location**

All replies held in the strictest confidence. Gary L. Acker, Rt. 2, Republic, Mo. Phone 869-9230 (417).

**FOR SALE—Stations**

**CALIFORNIA DAYTIMER**

billing over \$80,000 annually, available at realistic price and terms to qualified buyer. Principals only.

**Box H-7, Broadcasting.**

**PROFITABLE  
FM-CLASS "C"**

Major So. Fla. Mkt.  
**Box H-14, Broadcasting.**

**FOR SALE  
Midwest**

Absentee owned fulltimer in market of 120,000 people. Station has shown steady gains but needs aggressive owner-manager. Excellent living and working conditions in prosperous area.

**Box H-35, Broadcasting.**

**PARTNER WANTED**

\$33,000 cash will buy 3/4 interest in good solid broadcast property located in southwest. Station has been on air one year, and has made money ever since it has been in existence. Present manager owns 1/4 interest. He is a qualified engineer, salesman, announcer and copywriter. Prefer partner who is interested in investment, not management. New equipment, and building is located on valuable real estate. Population is expected to double within the next year because of new industry. Daytimer operating on 1070 kc. Call area code 806, Phone 238-2401. or write:

**Box H-38, Broadcasting.**

**COMMUNITY ANTENNA ACTIVITIES**

The following are activities in community antenna television reported to BROADCASTING, through Aug. 2. 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.

Concord, Calif.—Concord TV Cable Corp. has begun initial service. Initial monthly fee to subscribers is \$4.75. \$1 for each additional outlet; no charge for FM service. There is no installation fee. Twelve TV channels and 43 FM stations will be provided. C. M. Kirkeeng, vice president and general manager of the firm, said that construction has begun on the 200 miles of coaxial cable distribution system; Comac Signal Corp. has the \$900,000 contract for construction.

Riverside, Calif.—Riverside Cable Corp. has announced the beginning of construction for its Riverside system, which will carry 10 channels and four FM stations. Ameco Inc. has been awarded the construction contract for the system.

Vacaville, Calif.—M & M Cable Co., Pacifica, Calif., General Electric Cablevision Corp., Schenectady, N. Y., (multiple CATV owner) and Oroville Communications Co., Oroville, Calif. have each applied for a franchise. M & M Cable Co. offered the city a free educational channel and \$10,000 for installation of equipment in the schools. Installation fees range from gratis to \$15. All monthly service charges are around \$5. Fees guaranteed to city range from 3% to 5% of annual gross revenues.

■ Rome, Ga.—Rome Cable TV Co. has been granted a franchise. The firm will provide nine channels.

■ Princeton, Ill.—Princeton Perfect Picture TV Corp., subsidiary of J.F.D. Electronics, New York, has been granted a 25-year franchise.

Lebanon, Ind.—Lebanon CATV Inc. has reapplied for a nonexclusive franchise. System would carry 13 channels. Installation fee and monthly service charge would be \$14.90 and \$4.90 respectively.

Harford county, Md.—Television Research Associates, headed by William H. Bray, has applied for a franchise.

Beverly, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a franchise. The system would carry a maximum of 12 channels. North Shore Cablevision Corp., Marblehead, Mass. has also applied.

Braintree, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a franchise. Monthly service charge and installation fee would be \$5 and \$15, respectively. City would receive 3% of annual gross revenue.

Quincy, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a franchise.

■ Pipestone, Minn.—Mid-Continent CATV (multiple CATV owner) has been granted a franchise. Monthly rate will be \$5.00.

■ Pass Christian, Miss.—Cable Video Inc. has been granted a franchise. System is owned and operated by Charles F. Fall Sr., who is affiliated with National Television Cable Inc. (multiple CATV owner).

■ Lincoln, Neb.—TV Transmission Inc., subsidiary of Lincoln Telephone and Telegraph, has been granted a nonexclusive 20-year franchise. Monthly service charge for the 11-channel system will be \$4.95. City will receive 3% of the gross revenue quarterly.

Lambertville, N. J.—Telesystems Corp. (multiple CATV owner), Glenside, Pa., has applied for a franchise.

Lumberton Township, N. J.—General CATV (multiple CATV owner) has applied for a franchise.

Cornwall-on-the-Hudson, N. Y.—Hightower Telesystems Inc., Newburgh, N. Y. (multiple CATV owner), has purchased the Cornwall Co-ax Inc., for an undisclosed amount. The nine-channel system has 350 subscribers, with potential of 1,000. Cornwall Co-ax Inc. was owned by Bernard Law, Newburgh lawyer (40%); Max Kantor president of I.T.V. Inc., New York, and Seymour Cook, vice president of same company (both 30%). Hightower Telesystems Inc. is owned by Time-Life Inc. (multiple CATV owner) and Boston Capital Corp. (each 50%), operators of CATV systems throughout Ohio and Michigan.

■ Cortlandt, N. Y.—Continental CATV Corp. (multiple CATV owner) has been granted conditional approval to extend service into township. Monthly service charge and installation fee would be \$19.95 and \$4.95, respectively.

Boone, N. C.—United Antenna Service has announced the beginning of construction for its Boone system, which has 1,500 potential subscribers. Ameco Inc. has been awarded the construction contract for the system.

■ Tarboro, N. C.—Jefferson-Carolina Corp. (multiple CATV owner) has been granted a 20-year franchise. Tentative installation fee and monthly service charge will be \$10 and \$4.95, respectively.

Norwalk, Ohio—Ohio Radio Inc., licensee of WLKR Norwalk, and Allan Shankman, Norwalk businessman, have each applied for a franchise.

■ Burlington county, Pa.—General CATV (multiple CATV owner) has been granted a franchise. The system will provide 12 channels, each of the nine towns involved receiving a local news and weather channel. General CATV vice president William Keenan said initial cost will be \$1.8 million, and hopes to expand the system to include 22 communities.

■ Palmyra, Pa.—Valley Video Cable Co., Londonberry township, has been granted a franchise. The system will carry a minimum of six and a maximum of 11 channels.

■ Washington, Pa.—Ernest Stern has been granted a franchise. Monthly fee will be \$4. The city is guaranteed 3% of gross revenues.

■ Zelenople, Pa.—Armstrong Utilities, Kittanning, Pa. (multiple CATV owner) has been granted a franchise. For \$4.50 a month per subscriber the firm will offer 12 channels and 5% of gross receipts.

Marion, S. C.—Cosmos Cablevision Corp. (multiple CATV owner) has begun service, feeding nine channels to subscribers.

Huntington, W. Va.—Multi-Channel Cable Co., Huntington; International Telemeter Corp. (multiple CATV owner), and American CATV Services, Kingsport, Tenn., have each applied for a franchise.

**FOR SALE**

**Stations (Cont'd)**

**Confidential Listings**  
RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.

**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
**BROKERS-CONSULTANTS**

N.W.	single	daytime	\$150M	terms
Fla.	small	daytime	75M	29%
M.W.	metro	AM&FM	1.3MM	cash
S.E.	suburban	daytime	100M	29%
Calif.	regional	VHF-TV	2MM	terms

**CHAPMAN ASSOCIATES**

2045 PEACHTREE, ATLANTA, GA. 30309

**Top Market AM-FM**

Grossing approximately \$350,000 yearly. Cash flow neighborhood \$100,000. AM-FM available in extremely desirable Radio Market. Over \$5,000,000 total radio dollars in market. Priced at two times gross plus real estate. Within top 25 markets.

**Tra Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**T**HE marriage of big-time pro football with the medium of television has reshaped the game and its economics, and in the process has perhaps given real currency to the phrase "the medium is the message." Television has taken the message and transformed it into a spectacular amalgam of show business, sport and market place.

The man credited by many for the changes is Pete Rozelle, unpretentious commissioner of major professional football. At 41, Mr. Rozelle presides over the fortunes of the National Football League and the American Football League (the merger of which he adroitly engineered little more than a year ago) from offices in New York's Rockefeller Center, about a gridiron's distance from the major TV networks and the Madison Avenue agencies.

His physical proximity to the centers of television and advertising is appropriate: Pro football is big business and Mr. Rozelle is in the middle of it in more ways than one.

**Hard Facts** ■ Pete Rozelle eschews the memorabilia of sport in his functional, but comfortable, office. He does not ramble in the jargon of the wide-eyed football fan, but speaks articulately in terms of ratings, interconnection charges and costs per thousand. He leaves the impression that he knows as much about television and advertising as some of the full-time practitioners of these arts.

His energetic record since being named NFL commissioner in early 1960, after three years as general manager of the Los Angeles Rams, confirms his expertise in football and television. Shortly after taking over, Mr. Rozelle convinced team owners to share equally in receipts from single-network coverage of their games—no mean feat a short seven years ago. The larger NFL franchises such as New York wanted to keep their TV receipts, while the smaller clubs wanted some form of profit sharing. Adoption of the Rozelle plan made smaller franchises such as Green Bay financially equal with New York, and coincidentally placed more bargaining power in the hands of the NFL when it came time to deal with the networks. (Bargaining in concert will net NFL and AFL teams some \$25 million from CBS-TV [NFL games plus Superbowl game] and close to \$9 million from NBC-TV this year.)

Since taking over, Mr. Rozelle has successfully raised the annual ante from the networks and according to network officials close to the negotiations, he's done it by dint of charm, intelligence and hard bargaining. At one point last year, when negotiations seemed on the verge of an impasse—NBC had a firm commitment to the AFL, ABC had college football, and CBS believed it had

## Miracle man of football's TV success

no competition—Mr. Rozelle blithely told CBS he would form his own TV "network" if more money wasn't forthcoming. It was no idle boast: In typical fashion, Mr. Rozelle had spent months preparing an accurate schedule of AT&T line charges, a list of broadcast talent, all ready to go into operation. Aware that local affiliates would desert it on Sunday afternoons, the network yielded.

"The problem for the networks," said one executive, "is that Rozelle is smarter than most of us. He's gotten more out of the medium than Jim Aubrey or Fred Friendly."

Between cigarettes—he smokes from two to three packs a day—Mr. Rozelle recently reflected on his tenure as commissioner of major professional football. "The marriage between pro ball

and TV has been a happy one for us—it's made the game national in scope and provided a tremendous impetus for its growth."

"We're obviously concerned with the state of the medium," he added, "with the problems of sponsorship, overexposure to the game, CATV and color-set penetration. The medium's health is important to us.

"Color television, for instance, has enhanced the game. Our studies show a higher rating among color-set owners."

Then, arranging some papers on his uncluttered desk, he mused: "I watch the games in color myself; have two color sets at home, a black-and-white one in the office. I do most of my watching, when I can, at home, with friends." Home for Pete Rozelle, his wife Jane and their 8-year-old daughter Ann Marie is on New York's posh Sutton Place, a short walk from the league's offices.

**Tough Leader** ■ His constant traveling has given him an intimate relationship with most team owners, some of whom in 1960 looked upon him as a young upstart, and who voted him commissioner to avoid dissension among league owners, and then only in the belief that he would prove malleable to their wishes. Needless to say, he has not been a mere figurehead (pro football is the richer for it) and in the meantime he has made the owners more aware of the dimensions of their business.

"The team owners have become very sophisticated about television. We provide them with ratings figures, point out trends; conversation among us has become very informed, very savvy about television," Mr. Rozelle commented.

Last December, the league owners named three of their colleagues to a newly formed television committee to study long-term problems. "Our objective is not to extract the maximum buck from the networks, but long-term stability." He believes the basic relationship with the networks will remain unchanged when the NFL-AFL merger is completed in 1970. "Our relationships with the networks have always been good and will probably get better. We're establishing a department within six months that will provide day-to-day liaison with them and with national sponsors. In addition, we're watching radio closely. Surprisingly enough, listener response to radio play-by-play has grown quite solid in recent years."

Those who know Mr. Rozelle agree that pro football's often happy and always rewarding relationship with television and radio is bound to continue. As one broadcast executive said: "He'll either charm everyone with his boyish grin, and if that doesn't work, he'll probably go out and get his own network."

## WEEK'S PROFILE



Alvin Ray (Pete) Rozelle—commissioner of major professional football, New York; b. South Gate, Calif., March 1, 1926; Compton, Calif., High School, 1944; U. S. Navy, 1944-46; University of San Francisco, 1950, publicity director and assistant director of athletics while an undergraduate there; continued as publicity director and assistant athletic director at USF, 1950-52; publicity director, Los Angeles Rams, 1952-55; partner, P. K. Macker and Co., San Francisco, 1955-57; general manager, Los Angeles Rams, 1957-60; commissioner, National Football League, 1960-1966; commissioner of major professional football, 1966; m. Jane Coupe of Chicago, June 11, 1949; children—Ann Marie 8; hobbies—fishing.



## The test is met

AS could be expected, the news media, especially television, are being criticized for their coverage of the riots that have defaced so many cities in recent weeks. The most vehement criticism is directed at television coverage of the inflammatory conduct of the more militant Negro agitators.

The belief is widely held that if television would just shut off its cameras whenever H. Rap Brown enters a scene, everything would soon be all right. Even the usually moderate Senator Hugh Scott (R-Pa.) suggested last week that if television must put on the Browns and Stokely Carmichaels, it ought to counteract their exhortations by giving time to appeals for law and order by lower-keyed Negro leaders such as Roy Wilkins, Whitney M. Young, A. Philip Randolph and Martin Luther King.

Actually, of course, television has done exactly what Senator Scott urged it to do, though probably not in quite the orderly way that the senator suggested. It's just that television cannot equalize the dramatic effects of, say, a film showing a ghetto in flames and another showing Martin Luther King lecturing on the virtues of restraint.

It is true, of course, that without mass media an H. Rap Brown could not emerge so swiftly as a figure of national prominence, but neither could Martin Luther King. It is silly to wish that the mass media could somehow be shut off or used solely for what seems at the moment to be constructive purposes. It is sillier to take at superficial meaning the McLuhanism that the medium is the message in this summer of discontent. The conflicting messages of the Browns and Kings are their own, not television's.

So far as this publication can find out, television newsmen have acted with commendable maturity under conditions of appalling stress. In general the broadcast coverage of civil revolt has been temperate almost to the extent of underplaying the story.

## The shackles of 'fairness'

ONE of the more illuminating findings in the National Association of Broadcasters' new survey of editorializing is that 59% of broadcast station managers say that the FCC's fairness doctrine inhibits the treatment of controversial subjects.

This doesn't mean that those same managers refrain from editorializing or from commenting on matters about which there may be dispute. It does mean that they think twice before tackling difficult subjects and avoid tackling some, only to keep out of trouble in Washington.

That condition, all by itself, would justify the attacks that have recently been launched on the constitutionality of the FCC's adoption of parts of its fairness doctrine as a formal rule. Clearly the existence of the fairness doctrine has been a restraining force in broadcast journalism. As such it violates the First Amendment, unless every recent Supreme Court decision that is relevant is wrong.

In the court appeals that are to be argued, one point of contention undoubtedly will be whether the First Amendment applies to broadcasting as it has been held (and indeed was written) to apply to the press. The hard-line regulators have always believed that their own theories take precedence over the Bill of Rights and have argued that because broadcasting is licensed it has somehow been disenfranchised from First Amendment protection, or at least is entitled to less protection than that afforded the press. A clear test of that contention is at last promised after 40 years of intensifying government control.

As reported in BROADCASTING last week, the Radio-

Television News Directors Association and a number of licensees have jointly filed a First Amendment appeal in the U. S. circuit court in Chicago, and CBS has filed an appeal in the circuit court in New York. The National Association of Broadcasters has indicated an intention to join the appeal in the Chicago-headquartered circuit. It must be assumed that other broadcast interests may wish to be represented in the general attack.

It is, of course, a healthy sign of journalistic responsibility when major broadcast interests are aroused to assert their rights to freedom of the press and of speech. But there is in this situation the possibility, which hopefully will be avoided, that too many lawyers may get mixed up in the case. This test is too important to become the forum for legal bickering over obscure points of law and maneuvering for the professional limelight.

As explained in this publication's story last week, the several appeals can be consolidated in the circuit where the first appeal was filed, in this case Chicago, where the appeal by the RTNDA and the group of licensees was entered a few hours before CBS went into court in New York. Presumably the RTNDA group and CBS will agree to proceed together in Chicago, joined by the NAB. That will present an array of significant broadcasting involvement and respected legal counsel. Even with the present cast of participants, the weight is on broadcasting's side.

## Miracle cure

SENATOR Wayne Morse (D-Ore.) last week introduced a bill to prohibit the broadcast of alcoholic beverage advertising, including that for beer and wine, between 3 p.m. and 10 p.m. He told the Senate that his purpose was to ask whether youngsters "should be exposed to constant pressure from advertisers using the most popular advertising media."

Senator Morse's legislation probably has little chance of receiving serious attention, but its introduction bespeaks a state of mind in Congress that is reflected in many ways. The feeling persists on the Hill that if something is wrong anywhere in American society, it can be fixed by more regulation of radio and television.

Maybe the broadcast system of this country ought to shut itself down for a couple of days and find out whether the Vietnam war would cease, the ghettos would flower, and youth would conform to Senator Morse's ideals.



Drawn for BROADCASTING by Sid Hix  
 "Since we got color, conversation's a lost art around here, thank heavens!"



**THESE ARE THE TOOLS  
OF THE TRADE...**



... for KSTP-TV's award-winning Photo-News Department. Their expert use by a specially trained, completely equipped staff of reporters, writers, editors, photographers and technicians first made KSTP-TV news a habit for the majority of viewers. Now it's a tradition in the Northwest market.

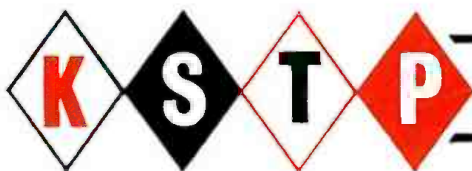
As they have done for nearly twenty years, the ratings confirm once again that KSTP-TV is the unchallenged news leader. At 10:00 pm, KSTP-

TV reaches more than 148,000 homes on a seven-day average - 17% more than the second station. At 6:00 pm on the six-competitive-day average, KSTP-TV's lead over the second station is even greater - 29%.\*

And the newest viewing habit is the News-Sports wrap-up, midnight, Monday through Friday (in color, of course, like all KSTP-TV programming).

*\*NSI June 1967*

*Homes data are estimates only and are subject to the qualifications set forth by the indicated service.*



*Represented Nationally by Edward Petry & Co.*

**TOTAL COLOR TELEVISION · CHANNEL 5**  
**100,000 WATTS · MINNEAPOLIS. SAINT PAUL**



HUBBARD BROADCASTING, INC. KSTP-AM · FM · TV / KOB-AM · TV / W · GTO-AM

# REPLACEMENT FINDER

for widely used **RCA** Image Orthicons



TUBE TYPE NO.	TARGET MATERIAL	PHOTO CATHODE TYPE	REMARKS
5820A	glass	S-10	All-purpose tube for studio or remote use
8673	electronic conducting glass	RCA Bi-Alkali	Close-spaced target-mesh, long-life tube for studio use
8673/S	electronic conducting glass	RCA Bi-Alkali	Same as 8673, except 8673/S designates one of a matched trio of tubes for use in color cameras
8674	electronic conducting glass	RCA Bi-Alkali	Wide-spaced target-mesh, long-life tube for remote service
8674/S	electronic conducting glass	RCA Bi-Alkali	Same as 8674, except 8674/S designates one of a matched trio of tubes for use in color cameras



4492	glass	S-10	Wide-spaced target-mesh for use in RCA TK-42 and TK-43 cameras at a target potential of 2.3 volts above cut-off	} For TK-42 and TK-43 cameras
4536	electronic conducting glass	S-10	Close-spaced target-mesh for use in RCA TK-42 and TK-43 cameras at a target potential of 3 volts above cut-off	
7389C	electronic conducting glass	S-10	Close-spaced target-mesh, for monochrome cameras	
8748	electronic conducting glass	RCA Bi-Alkali	Close-spaced target-mesh, for long life in monochrome cameras	
8749	electronic conducting glass	RCA Bi-Alkali	Wide-spaced target-mesh, for long life and high sensitivity in monochrome cameras	

**AVAILABLE FROM  
YOUR BROADCAST  
TUBE DISTRIBUTOR**



RCA Electronic Components and Devices, Harrison, N.J. 07029

**The Most Trusted Name in Electronics**