



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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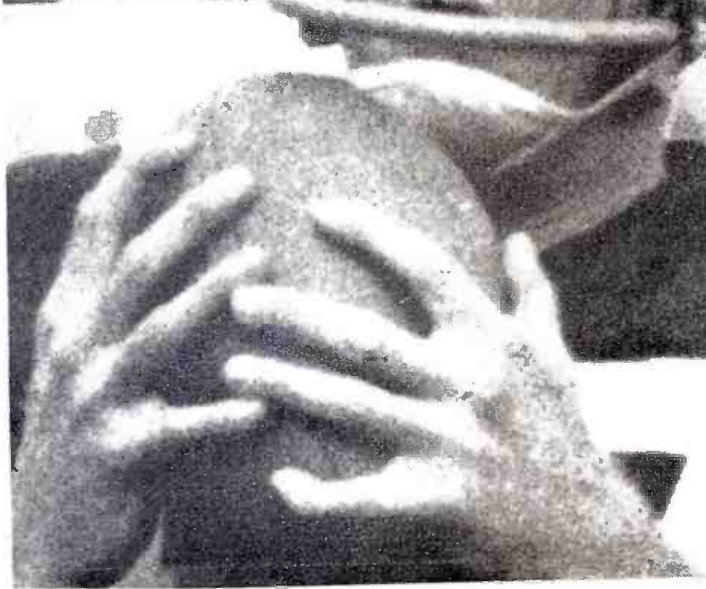
NEWSPAPER



THERE'S
MORE
WHERE
THIS
CAME
FROM.

This is a scene from "Barabbas" starring Anthony Quinn, Jack Palance and Silvana Mangano in one of Screen Gems' Post 1960 Group III features. 52 in all. Others include "Ship of Fools," "Advise and Consent," "The Bedford Incident," and "A Raisin in the Sun." Need we say more?

Screen Gems





We don't know what our first show will be about:

It could be about passing.

And maybe the second show in "This Week In The NFL" will be about punt returns.

NFL Films introduces a new concept in TV Football. The thematic approach. We'll step back and analyze all the games each week and come up with a common denominator.

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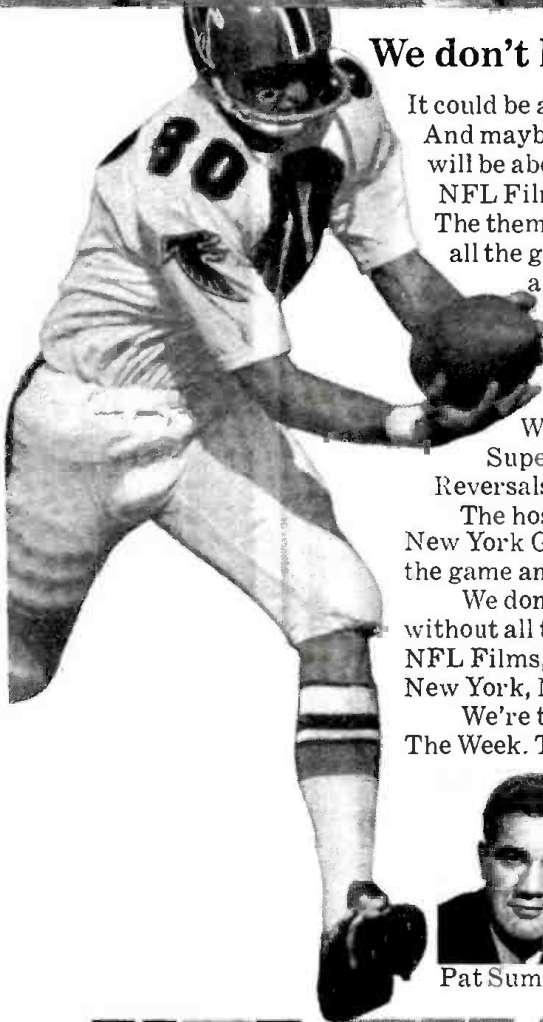
Reversals and live sound.

The host for "This Week In The NFL" will be former New York Giant star Pat Summerall. He knows the game and how it works.

We don't expect everybody to buy a new idea such as this without all the details. Write or call for all the information.

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Pat Summerall

NFL FILMS

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or a paint brush, health and beauty aids, food items, detergents . . . or any of the multitude of other items purchased by women, reach the women in the Dallas-Ft. Worth market with a daytime schedule on KRLD-TV.

In the nation's 12th ranked television market, Channel 4 delivers more daytime women 18-49 per average quarter-hour than any other station* . . . and at a most efficient cost.

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*February/March
1968 ARB
Television Audience
Estimates
9:00 A.M.-6:00 P.M.,
Monday thru Friday



represented nationally by 

KRLD-TV



The Dallas Times Herald Station

Clyde W. Rembert, President

Littler piggies

Station reps are worried now that next big network TV move in 30-second commercial lengths may be acceptance of 15-15 piggybacks. They plan to urge their stations who're represented on various network affiliates advisory boards to maintain alert and man barricades against such move if it develops.

What contributed to reps' concern, if it didn't actually start it, apparently was 60-second commercial for Coca-Cola's Hi-C and Kellogg's Pop-Tarts. Rep sources describe it as "integrated piggyback," with approximately first half for one product, second half for both. They say it was accepted and run by at least two networks but was rejected by overwhelming majority of stations when it was subsequently offered them on national-spot basis.

Two to go

Sonderling Broadcasting Corp., active in trading marts in recent months (CLOSED CIRCUIT, May 6), reportedly is considering preliminary offers for two of its old-line stations—KDIA Memphis and KFOX Long Beach, Calif. While Sonderling executives were noncommittal last week it was ascertained that offers have been made for stations individually and as package.

Striking back

Major TV rep, Peters, Griffin, Woodward, will challenge mass-circulation magazines in new advertising campaign breaking in mid-June. Ads will at first appear in trade publications, but PGW officials say campaign may be widened to consumer publications. PGW's first ad, parody on *Life* magazine's current "Bigger than Life" advertising campaign, claims PGW-repped TV stations deliver more circulation in "combined effective coverage areas" than do *Life*, *Look*, *Reader's Digest* and *TV Guide* combined.

Heads hunters

Among leading aspirants for presidency of Corp. for Public Broadcasting are half-dozen managing heads of major-market ETV stations. But corporation's board of directors, which met in Washington last Tuesday, has considerably broader focus and will continue canvassing field for broadcast

CLOSED CIRCUIT

executive with imposing track record. These might include men of caliber of Robert Saudek, independent executive producer, whose *Omnibus, Profiles in Courage* and others, won wide acclaim, and John White, president of National Educational Television. They're now talking in terms of \$50,000 per year for CPB president rather than \$40,000 previously mentioned.

CPB board also is considering appointment of Washington representative (probably vice president) to maintain liaison with Congress. FCC and other agencies directly or indirectly involved in noncommercial programming venture. Number of veteran broadcasters identified with Washington scene are under consideration, among others. This job presumably would pay in area of \$25,000-\$30,000 per year.

Waiting for wires

Although telephone-workers strikes have been settled practically everywhere, installers are still out in Chicago and that's new cause for worry for Democratic national convention officials. With convention set for Aug. 26, there's not much time left for installation of television and other communications cables. Reports on settlement are optimistic, but there's still handwringing.

While other convention arrangements are moving ahead after admittedly slow start, networks are still bugged about problem they'll have in moving their gear from Miami convention hall, where Republicans meet Aug. 5, to Chicago's Stockyards Amphitheater. Last week DNC headquarters reported networks appeared pretty well set (thus far ABC hasn't requested booth in amphitheater but will have regular floor facilities).

Who's to police

Year-old request that FCC adopt rules prohibiting broadcasters from discriminating in employment is likely to cause internal split. General counsel's office is urging issuance of proposed rulemaking, as requested by United Church of Christ last year (BROADCASTING, May 1). But Broadcast Bureau, hard-pressed with present responsibilities, isn't eager to take on job. Some staffers think job

should be left to other agencies, federal and state. Department of Justice is said to have ruled, in response to query, that FCC has authority to adopt rules or policy prohibiting discrimination.

Three more rings

Long-standing *Bell Telephone Hour* isn't being phased out of network TV after all, though it will no longer be regularly scheduled. AT&T in new decision is reported to have scheduled three such entertainment specials on NBC-TV in 1968-69 season. These are to be added to new season's series of four NBC-TV specials AT&T is sponsoring on urban crisis, and to its upcoming weekly half-hour series on NBC Radio of tapes of past *Hour* programs under new title of *Encores* (BROADCASTING, March 25). Agency is N. W. Ayer & Son.

Headed for OK

Metromedia Inc.'s hope of picking up FM in Washington while dropping its Baltimore FM appears likely to be realized this week. FCC order approving Radio Equipment Co. sale of WASH(FM) Washington to Metromedia (for \$425,000) and Metromedia's sale of WCBM-FM Baltimore to A. S. Abell Co. (for \$200,000), was circulating among commissioners on Friday (May 31). Indications were that majority would approve order. One commissioner, Nicholas Johnson, was known to have registered opposition to Baltimore sale on ground it would raise concentration-of-control-of-media question. A. S. Abell owns WMAR-TV Baltimore and *Baltimore Sunpapers*, as well as WBOC-AM-FM-TV Salisbury, Md.

Loose ball

One unresolved question resulting from American League's decision last week to split into two divisions next year is whether NBC-TV will be able to televise playoffs, if network wants to. Best-three-out-of-five playoffs to pick AL entry in World Series will fall within regular season. NBC's new three-year contract, effective in 1969, calls for 25 regular-season Saturday games and three prime-time games plus All-Star game and World Series yearly (BROADCASTING, Aug. 7, 1967).

That's one of the ways we make a station break on WJW-TV. We give Clevelanders a lot more than just the time of day.

WJW-TV Cleveland

We're turned on.

**“It's now 11 P.M.
Do you know
where your
children are?”**



WEEK IN BRIEF

Spot-TV business is back; drought is over. Stations, reps agree that billings, even in secondary markets, are running ahead of 1967. Increasing interest seen in 30's; they rank second in demand to minutes. See . . .

HAPPY DAYS HERE AGAIN . . . 21

According to Television Bureau of Advertising national advertisers in 1967 put \$69.2 million into station ID's, gain of \$5.3 million over 1966. Top user is Philip Morris with nearly \$3 million in ID's. See . . .

NATIONAL ID ADVERTISERS . . . 23

Simmering dispute between ARB and SRA, TVB appears to be cooling off as research firm says it will meet with two broadcasting trade associations. Conflict centers on methodological changes in local-market reports. See . . .

TIFF CALMS DOWN . . . 26

NAB's code authority notes America's become fashion and weight conscious as it sets up new guidelines for weight-control ads. Weight-gain ads will also be reviewed under "spirit" of guidelines. See . . .

CODE A WEIGHT WATCHER . . . 32

Two-day Washington confab on antitrust, monopoly policy in communications industry points to upheaval in legal structure of that industry with new attitudes toward multimedia corporate giants, FCC. See . . .

MULTIMEDIA UNDER ATTACK . . . 34

Opponents of proposed public utilities control over Massachusetts CATV's air their case at hearing. NCTA president asks state lawmakers to wait until Supreme Court hands down its decisions on cable. See . . .

PUC REINS ATTACKED . . . 42

As far as Senator Monroney, Budget Bureau are concerned movement to change Federal Reports Act as result of Cox-Johnson survey is at an end. But NAB wants "clear resolution" of problems engendered by survey. See . . .

SURVEY FIGHT CONTINUES . . . 42

With unexpected speed Senate takes unanimous floor action on quick committee approval to suspend equal-time obligations for this year's presidential and vice-presidential campaigns. See . . .

SENATE PASSES 315 . . . 48

Oklahoma survey forms 308-page report by FCC's Cox, Johnson that indicts license renewal process. Commissioners find local service a myth, suggest stations be compared with others on local programing. See . . .

RENEWAL FIGHT PUSHED . . . 54

French broadcasting is drastically affected by student-labor revolt as news gets through to nation on irregular basis. Objectivity vs. government control is at stake in current upheaval. See . . .

CAUGHT IN DISORDERS . . . 60

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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.

ALL
E. B. Marks Music Corp.
Nino Oliviero, Domenico Colarossi,
Marian Grudeff, Raymond Jessel

ALL YOU NEED IS LOVE
Maclen Music, Inc.
John Lennon, Paul McCartney

ALMOST PERSUADED
Al Gallico Music Corp.
Glenn Sutton, Billy Sherrill

BABY I NEED YOUR LOVING
Jobete Music Co., Inc.
Eddie Holland, Brian Holland,
Lamont Dozier

THE BEAT GOES ON
Cotillion Music, Inc. / Chrismarc Music
Sonny Bono

BORN FREE
Screen Gems-Columbia Music, Inc.
John Barry, Don Black

BY THE TIME I GET TO PHOENIX
Johnny Rivers Music

CABARET
Sunbeam Music Corp.
Fred Ebb, John Kander

CALL ME
Duchess Music Corp.
Tony Hatch

CAN'T TAKE MY EYES OFF OF YOU
Saturday Music, Inc. /
Seasons Four Music Corp.
Bob Crewe

COME BACK WHEN YOU GROW UP
Painted Desert Music Corp.
Martha Sharp

COME ON DOWN TO MY BOAT
Picturetone Music Publishing Corp. /
Jerry Goldstein Music, Inc.
Wes Farrell, Gerald Goldstein

COMING ON STRONG
Moss Rose Publications, Inc.
David Wilkins

CREEQUE ALLEY
Trousdale Music Publishers, Inc.

DEDICATED TO THE ONE I LOVE
Trousdale Music Publishers, Inc.
Lowman Pauling, Ralph Bass

DON'T SLEEP IN THE SUBWAY
Duchess Music Corp.
Tony Hatch, Jackie Trent

DON'T YOU CARE?
Beechwood Music Corp.
Gary Beisber, James Holvay

THE 59th STREET BRIDGE SONG
(FEELIN' GROOVY)
Charing Cross Music
Paul Simon

FOR WHAT IT'S WORTH
Cotillion Music, Inc. / Ten-East Music,
Inc. / Springale Toones
Stephen A. Stills

FUNNY, FAMILIAR, FORGOTTEN
FEELINGS
Acuff-Rose Publications, Inc.
Mickey Newbury

GENTLE ON MY MIND
Glaser Publications, Inc.
John Hartford

THE GIRL FROM IPANEMA
Duchess Music Corp.
Norman Gimbel, Antonio Carlos Jobim

GREEN GREEN GRASS OF HOME
Tree Publishing Co., Inc.
Curly Putman

GROOVIN'
Slacсар Publishing Co., Ltd.
Felix Cavaliere, Eddie Brigati

THE HAPPENING
Jobete Music Co., Inc.
Eddie Holland, Brian Holland,
Lamont Dozier

HAPPY TOGETHER
Chardon Music, Inc.
Alan Lee Gordon, Garry Bonner

HELLO, HELLO
Great Honesty Music, Inc.
Peter Kraemer, Terry MacNeil

HERE COMES MY BABY
Mainstay Music, Inc.
Cat Stevens

HIM OR ME WHAT'S IT GONNA BE
Daywin Music, Inc.
Mark Lindsay, Terry Melcher

I TAKE IT BACK
Low-Sal Music Co.
Perry C. Buie, James B. Cobb, Jr.

I WAS MADE TO LOVE HER
Jobete Music Co., Inc.
Henry Cosby, Sylvia Moy,
Lula Hardaway, Stevie Wonder

I WILL WAIT FOR YOU
Jonware Music Corp. / Vogue Music, Inc.
Michel Legrand, Norman Gimbel,
Jacques Demy

I'M A BELIEVER
Screen Gems-Columbia Music, Inc.
Neil Diamond

IT'S SUCH A PRETTY WORLD TODAY
Freeway Music Corp.
Dale Noe

JIMMY MACK
Jobete Music Co., Inc.
Eddie Holland, Brian Holland,
Lamont Dozier

KIND OF A DRAG
Bag of Tunes, Inc. / Daphne Music Co.
James Holvay

LADY
Roosevelt Music Co., Inc.
Bert Kaempfert, Herbert Rehbein,
Charles Singleton

LAURA (What's He Got That
I Ain't Got)
Al Gallico Music Corp.
Leon Ashley, Margie Singleton

LAY SOME HAPPINESS ON ME
Four Star Music Co., Inc.
Jean Chapel, Bob Jennings

THE LETTER
Earl Barton Music, Inc.
Wayne Carson Thompson

A LITTLE BIT ME A LITTLE BIT YOU
Screen Gems-Columbia Music, Inc.
Neil Diamond

LITTLE OLE WINEDRINKER ME
Moss Rose Publications, Inc.
Hank Mills, Dick Jennings

LONELY AGAIN
Four Star Music Co., Inc.
Jean Chapel

LOVE IS HERE AND NOW
YOU'RE GONE
Jobete Music Co., Inc.
Brian Holland, Lamont Dozier,
Eddie Holland

LOVIN' YOU
Faithful Virtue Music Co., Inc.
John B. Sebastian

MARY IN THE MORNING
Pamco Music, Inc.
Johnny Cymbal, Michael Rashkow

APPLAUSE TO THE WRITERS AND PUBLISHERS WHO CREATED THE 97 MOST PERFORMED SONGS IN THE BMI REPERTOIRE DURING 1967

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE



BROADCAST MUSIC, INC.

MERCY MERCY MERCY
Zawinul Music
Josef Zawinul

MICHILLE
Maclen Music, Inc.
John Lennon, Paul McCartney

MISTY BLUE
Talmont Music Co.
Bob Montgomery

MORE
E. B. Marks Music Corp.
Riz Ortolani, Nino Oliviero,
Norman Newell, M. Ciocriolini

MORE AND MORE
Sunbeam Music Corp.
Allen Reuss, Tommye Karen

NASHVILLE CATS
Faithful Virtue Music Co., Inc.
John B. Sebastian

NEVER MY LOVE
Tannerlane Music, Inc.
Donald J. Addrisi, Richard P. Addrisi

NEVER ON SUNDAY
Unart Music Corp. / Llee Corp.
Billy Towne

PENNY LANE
Maclen Music, Inc.
John Lennon, Paul McCartney

PLEASE LOVE ME FOREVER
Selma Music Corp.
Johnnie Malone, Ollie Blanchard

THE RAIN, THE PARK AND
OTHER THINGS
Luvlin Music, Inc. / Akbeatal Music, Inc.
Artie Kornfeld, Steve Duboff

REFLECTIONS
Jobete Music Co., Inc.
Brian Holland, Lamont Dozier,
Eddie Holland

RELEASE ME
Four Star Music Co., Inc.
Eddie Miller, W. S. Stevenson

RESPECT
Redwal Music Co., Inc. / East
Publications / Time Music Co., Inc.
Otis Redding, Jr.

SAM'S PLACE
Blue Book
Buck Owens, Red Simpson

SAN FRANCISCO (Be Sure To Wear
Some Flowers In Your Hair)
Trousdale Music Publishers, Inc.

SHE'D RATHER BE WITH ME
Chardon Music, Inc.
Alan Lee Gordon, Garry Bonner

SILENCE IS GOLDEN
Saturday Music, Inc.
Bob Crewe

THE SINGLE GIRL
Combine Music Corp.
Martha Sharp

SNOOPY vs. THE RED BARON
Rozniqne Music, Inc.
Richard Holler, Phil Gernhard

SOMEBODY LIKE ME
Earl Barton Music, Inc.
Wayne Carson Thompson

SOMEBODY TO LOVE
Copperpenny Music
Darby Slick

SOMETHIN' STUPID
Greenwood Music Co.
C. Carson Parks

SPANISH EYES
Roosevelt Music Co., Inc.
Bert Kaempfert, Charles Singleton

STRANGERS IN THE NIGHT
Roosevelt Music Co., Inc. / Champion
Music Corp.
Bert Kaempfert, Charles Singleton

SUMMER SAMBA
Butterfield Music Corp. / Duchess
Music Corp.
Norman Gimbel, Marcus Valle,
Paulo Sergio Valle

SUNDAY WILL NEVER BE THE SAME
Pamco Music, Inc.

SUNNY
MRC Music Inc. / Portable
Music Co., Inc.
Bobby Hebb

SUNRISE, SUNSET
Sunbeam Music Corp.
Sheldon Harnick, Jerry Bock

SWEET MARIA
Roosevelt Music Co., Inc.
Bert Kaempfert, Herbert Rehbein

SWEET MISERY
Cedarwood Publishing Co., Inc.
Jan Crutchfield, Wayne P. Walker

SWEET SOUL MUSIC
Kaga Music Corp. / Redwal Music
Co., Inc. / Time Music Co., Inc.
Sam Cooke, Otis Redding, Jr.,
Arthur Conley

THANK THE LORD FOR THE
NIGHT TIME
Tallyrand Music, Inc.
Neil Diamond

THAT'S LIFE
Four Star Television Music Co., Inc.
Kelly Gordon

THEN YOU CAN TELL ME GOODBYE
Acuff-Rose Publications, Inc.
John D. Loudermilk

THERE GOES MY EVERYTHING
Blue Crest Music, Inc. /
Husky Music Co., Inc.
Dallas Frazier

TO SIR, WITH LOVE
Screen Gems-Columbia Music, Inc.
Don Black, Mark London

THE TRACKS OF MY TEARS
Jobete Music Co., Inc.
William Robinson, Warren Moore,
Marvin Tarplin

TURN THE WORLD AROUND
THE OTHER WAY
Shelby Singleton Music
Ben Peters

UPTIGHT (Everything's Alright)
Jobete Music Co., Inc.
Sylvia Moy, Stevie Wonder,
Henry Cosby

UP, UP AND AWAY
Johnny Rivers Music

WALKING IN THE SUNSHINE
Tree Publishing Co., Inc.
Roger Miller

WESTERN UNION
Jetstar Publishers, Inc.
Mike Rabon, Norman Ezell,
John Durrill

THE WHEEL OF HURT
Roosevelt Music Co., Inc.
Charles Singleton

WHIPPED CREAM
J A R B Publishing Co.
Naomi Neville

WHO AM I
Duchess Music Corp.
Tony Hatch, Jackie Trent

WINDY
Irving Music, Inc.
Ruthann Friedman

WORDS OF LOVE
Trousdale Music Publishers, Inc.

THE WORLD WE KNEW
(OVER AND OVER)
Roosevelt Music Co., Inc.
Bert Kaempfert, Herbert Rehbein

YESTERDAY
Maclen Music, Inc.
John Lennon, Paul McCartney

YOU ONLY LIVE TWICE
Unart Music Corp.
Leslie Bricusse, John Barry

Not so much debate as joint appearance

One-hour confrontation between Senators Eugene McCarthy and Robert F. Kennedy was scheduled for last Saturday (June 1) at 9:30 p.m. EDT on ABC-TV and ABC Radio.

Their rival for Democratic presidential nomination, Hubert H. Humphrey, declined to participate.

ABC said candidates would answer questions posed by network newsmen William Lawrence, Frank Reynolds (also moderator) and Robert Clark. Both senators were to be given opportunity to comment on each question; no formal opening or closing statements were to be made.

Format was to follow that of ABC-TV's *Issues and Answers* Sunday afternoon public affairs program, but there was to be no studio audience and no commercials. Show was to originate from ABC's KGO-TV San Francisco and pre-empt *Hollywood Palace*.

Mr. Kennedy was still also scheduled to appear on *Issues and Answers* on Sunday (June 2). Earlier last week he had notified ABC that he would be willing to meet Senator McCarthy on Sunday's program, but Minnesotan was already committed to appear on CBS-TV's *Face the Nation*, also scheduled for Sunday afternoon. ABC then offered Saturday night slot to candidates.

CBS's *News* on Wednesday (May 29) had extended invitation to Senators McCarthy and Kennedy and Vice President Humphrey to participate in TV and radio discussion which was to have been held Sunday (June 2) evening. Program was to have been moderated by Walter Cronkite and its broadcast conditional on acceptance by two of three candidates.

NBC had also recently invited candidates to appear last Friday, Saturday, or Sunday.

Senator Kennedy reportedly accepted ABC's offer because that network had suggested discussions first. Senator McCarthy has been willing to meet Senator Kennedy, and as early as April said he would meet New York senator alone, or with Mr. Humphrey. Senator Kennedy at time declined unless Mr. Humphrey appeared. Senators Kennedy and McCarthy have criticized Mr. Humphrey's reluctance to debate.

Senator Kennedy reportedly wants only one TV confrontation with his opponents, apparently because he feels

there is no need for more than one debate. According to Kennedy aide, Pierre Salinger, studies of 1960 debates between John F. Kennedy and Richard Nixon showed that only one anybody paid attention to was first. Others, he said, were widely watched, "but the people had made up their minds on the first and watched the other three to root for their man."

Secondary stations are recommended for Nevada

Two Chicago AM stations would lose exclusive night-time use of clear channels on which they operate under initial decision issued by FCC hearing examiner Friday (May 31).

Examiner Isadore A. Honig approved applications of Circle L Inc. for II-A station on 780 kc at Reno, Nev., with 50 kw, directionalized at night. He also approved application of Radio Nevada for II-A on 720 kc with 50 kw, 10 kw at night, directionalized, in Las Vegas.

WBBM Chicago is now dominant station on 780 kc, WGN Chicago is dominant on 720 kc.

Class II-A stations were provided for in 1961 commission order breaking down 13 clear channels; they are designed to provide new service over pri-

mary area at considerable distance from dominant station, and to be subject to interference from it.

Principals of Circle L are E. L. Cord and Charles E. Cord. Radio Nevada is owned by Albert John Williams and Jack M. Reeder.

Cigarette fairness argument set June 24

Court argument in FCC fairness case involving cigarette commercials has been scheduled for June 24, it was announced Friday (May 31).

Argument will be held before three-judge panel of U. S. Circuit Court of Appeals for District of Columbia in Washington.

At issue is power of FCC to require broadcasters to carry antismoking messages as counter to cigarette advertising broadcast by station. Commission said relationship should be reasonable, defined by FCC General Counsel Henry Geller as one health message to every three cigarette announcements.

Case originated last year when New York attorney John F. Banzhaf III complained to FCC that WGBS New York denied him right to attack cigarette smoking; he claimed this violated fair-

Federal Reserve to detail credit terms

Advertising industry has new government regulator to deal with—board of governors of Federal Reserve Board. FRB has charge of devising and issuing detailed regulations under Consumer Credit Protection Act (truth-in-lending) signed into law earlier in week, staff member of House Banking and Currency Committee said Friday (May 31).

Section of new law will regulate consumer-credit advertising (including broadcast), and FRB is empowered to begin consultations with affected industry groups on wording of regulations, to go into effect July 1, 1969.

After regulations are issued, federal agencies in proper jurisdictions will assume burden of enforcing law's provisions. For most advertising accounts, this will be Federal Trade Commission. Air travel spots, however, will come under Civil Aero-

navics Board.

Law requires commercials that give certain credit information (like size of down payment) to give other related information (size and duration of payments, annual interest rate). Law's provisions are complex, with different credit statements triggering various other disclosure requirements (BROADCASTING, Dec. 4, 1967, et seq.).

Even though law's provisions are quite precise, it was noted, FRB will have some leeway in discussions with advertisers and agencies on forthcoming regulations.

Under law, broadcasters, as such, would not run afoul of penalties for transgressions. These are responsibility of advertiser and agency. But if station time salesmen play part in spot's preparation, as for local retailer, he and station would become responsible.

Madalyn Murray O'Hair buys time on KTBC

Broadcasters are always on lookout for new and interesting programming, but how many programs on atheism have they aired recently?

KTBC Austin, Tex., would appear to hold that singular distinction, it became known Friday (May 31), when that station entered into agreement for series of lectures delivered by noted atheist—Madalyn Murray O'Hair.

KTBC is owned by Texas Broadcasting Corp., held in trust for Mrs. Lyndon B. Johnson and her two daughters while President is in White House.

Mrs. O'Hair is reportedly scheduled to begin currently-unsponsored weekly series of lectures, *The American Atheist*, over KTBC Monday (June 3) at 10:15 p.m. Series will run for 52 weeks.

Mrs. O'Hair, it's understood,

had been negotiating with KTBC for about six months. She also attempted to buy time on at least 130 other radio stations, it was reported.

Station officials could not be reached for comment Friday.

Mrs. O'Hair is founder of Austin-based Society of Separationists, group formed "to agitate for complete separation of church and state." FCC was its target last August in lawsuit that charged Communications Act provision requiring license for all broadcast stations conflicted with group's right of free speech (BROADCASTING, Aug. 28, 1967). Society lost its case in March (BROADCASTING, March 25).

Mrs. O'Hair achieved national prominence in 1963 when her suit before U.S. Supreme Court resulted in ban on prayers and bible readings in public schools.

ness doctrine. FCC last December said cigarette smoking was controversial public issue and told CBS-owned station (and entire broadcast industry) that other side of issue must be presented.

Appeals from FCC ruling were taken by National Association of Broadcasters and WTRF-TV Wheeling, W. Va., joined by other broadcasters. Mr. Banzhaf also appealed decision, claiming it did not go far enough. He had asked for equal, one-to-one time.

Friendly's name under study for top PBL post

One of several solutions under consideration for restructuring National Educational Television's Public Broadcast Laboratory (see page 49) is possibility of hiring Fred W. Friendly as executive director.

Mr. Friendly, former president of CBS News, and now head of broadcast journalism department at Columbia University school of journalism and TV consultant to Ford Foundation, which finances PBL, is generally credited with creating PBL.

Edward W. Barrett, dean of Columbia graduate journalism school and member of PBL editorial board and NET's board of directors, on Friday (May 31) emphasized this was only one of several possibilities being considered, but would not discuss others. Mr. Friendly could not be reached for comment.

Dean Barrett also indicated that changes would be made in PBL's editorial board, regardless of who was

named executive director. Crisis arose when editorial board recommended cessation of project and Av Westin, currently PBL's executive director, suggested board's authority be diminished (BROADCASTING, May 27).

John White, NET president, and Dr. Everett Case, NET board chairman, said decision on PBL's top operational post is expected by tomorrow (June 4).

News executives pay homage to Bill McAndrew

Colleagues and competitors alike paid tribute Friday (May 31) to William R. McAndrew, NBC News president, who died day before (see page 47). Julian Goodman, now NBC president, who served under Mr. McAndrew in news division for many years, said "loss is more than words can convey."

Robert E. Kintner, former NBC president under whose regime NBC News made its strongest advances, said credit belonged to Mr. McAndrew. "I was associated with Bill McAndrew for 10 years," said Mr. Kintner, "and the rise of NBC News in its financial position and prestige should be credited to him. He was a great reporter and a great organizer, and I believe his loss is not only for broadcasting but for the nation itself."

Elmer W. Lower, president of ABC News and former vice president and general manager of NBC News, said of Mr. McAndrew: "I know of nobody in the last 20 years who has been more devoted to advancing the cause of broadcast journalism." Richard S. Sul-

ant, CBS News president, called Mr. McAndrew's death "a great loss to broadcast journalism."

Requiem mass for Mr. McAndrew will be offered today (June 3) at 11 a.m. at St. Joseph's Roman Catholic church at Bronxville, N. Y. Burial will be in Holy Mount cemetery, Eastchester, N. Y.

Wometco's nonbroadcast activities issue in case

FCC says it will consider nonbroadcast activities of Wometco Inc. in consolidated hearing involving three television applications in which company is sole or substantial stockholder.

Commission made this clear Friday (May 31) in order consolidating Wometco's applications for renewal of licenses for WLOS-TV Asheville, N. C., and WTVJ(TV) Miami with comparative hearing in which company, 45% owned by Wometco, is seeking construction permit for channel 12 Jacksonville. Company is Florida-Georgia Television, which has operated WFGA-TV on that channel since 1957.

Renewal hearing case was remanded to commission by U. S. Court of Appeals, after Antwin Theatres Inc. had appealed commission's approval of two license-renewal applications. Commission, which had requested remand, has also made Antwin party in channel 12 hearing and enlarged issues in that proceeding to cover Antwin issue.

Antwin alleges that for several years Wometco, which owns theatres throughout Florida, had engaged in monopolistic and anticompetitive practices in distribution of first-run movies in Dade county, thus depriving Antwin of first-run pictures for its drive-in in Miami.

Issues also include question of whether WTVJ or WLOS-TV have been used to further anticompetitive activities in connection with distribution of first-run motion pictures in Dade county.

Hunger program defended

CBS President Frank Stanton has voiced view that Secretary of Agriculture Orville L. Freeman's request for equal time to reply to network TV documentary last Monday on "Hunger in America" was unjustified (see page 53).

In telegram sent to Mr. Freeman over Memorial Day, Dr. Stanton defended documentary as "hard-hitting job of investigatory reporting" about "critical and shameful national problem."

Mr. Freeman had called program "biased, one-sided and dishonest." Dr. Stanton said he would "make a complete study" of Mr. Freeman's charges, but said he believes his request is unjustified on several counts.



it's kid city.

We produce and broadcast more kid shows than any other TV station around. And we do it well. For instance, our Bozo Show has 3 clowns, a ringmaster, a 13-piece band and a live studio audience of 200 hollering kids.

WGN
TELEVISION · CHICAGO

There's no TV station like our TV station.

Don't Just Stand Still All Summer

Whether the broadcasting season just passed was your best, your worst, or just so-so, there is a unique opportunity this summer to make sure that next year is better.

The major ingredient in a station's success comes from what you do yourself, the programs under your control. The network helps — it helps a lot, but interestingly enough, you can be number one in your market regardless of network affiliation. News, weather, sports, feature film presentation, local women's programs, children's programs, and syndicated shows in varying degrees are all critical ingredients in a station's total image, and you need to know their individual strengths and weaknesses.

For example, do you know whether your rating strength in the news block comes from the news people, the weatherman, the sports reporter? Is one or more of these personalities weak? Do the personalities work as a team and contribute to the total rating? How do all these people stack up on your competitors' stations?

You can't find the answer in a rating book, but you can through the work we do. We have supervised over 100 market studies in depth, with over 55,000 in-home, in-person interviews. We have worked in 23 of the top 30 markets, and for clients in markets beyond the top 100 as well.

We have been developing the techniques of depth study and recommendation and have used them successfully for over sixteen years. McHugh and Hoffman, Inc., is in its seventh year, and was founded to apply all of the things we have learned to the study of radio and television station images.

We have some amazing success stories to tell which you can verify by talking directly to station managers all over the country. We would like to make a presentation with no obligation on your part. Just give us a call.

Don't waste the valuable time between the major sweep rating books. Don't just stand still all summer.

M&H

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Television & Advertising Consultants

*430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200*

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 3—Executive, legislative and copyright committee meetings of the National Cable Television Association. Continental Plaza hotel, Chicago.

June 3-5—11th International conference of Sales Promotion Executives Association. Speakers include John Phillips, president, R. J. Reynolds Co., and Robert G. Reed III, vice president and general manager, Cities Service Oil Co.

June 3-6—Annual convention, Electronic Industries Association. Ambassador hotel, Chicago.

■June 3-11—Third annual Communication Arts Institute sponsored by the department of journalism and mass communications at New Mexico State University. Speakers include Stephen McCormick, vice president for news of the Mutual Broadcasting System and Fritz Witt, deputy director of information of the Department of Health, Education and Welfare. Institute open only to high school students and their sponsors, although a limited number of June graduates will be permitted to attend. New Mexico State University, Las Cruces.

June 4—Annual stockholders meeting, MCA Inc., to elect directors, to approve increase of common shares to 9,750,000, to ratify stock option and stock investment plans, and to transact other business. Sheraton-Blackstone hotel, Chicago.

June 4-5—Board of directors meeting of the National Cable Television Association. Continental Plaza hotel, Chicago.

June 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

June 6-7—Meeting of the South Dakota Broadcasters Association. Speakers include Thom R. Winkler, manager of the National Association of Broadcasters radio code, and William Walker, NAB's director of broadcast management. Ramada Inn, Sioux Falls.

June 6-7—Spring meeting of Missouri Broadcasters Association. Holiday Inn, Springfield.

June 6-8—Seminar on topic "Broadcasting and the Democratic Process," sponsored by Federal Communications Bar Association. Williamsburg, Va.

June 6-9—Joint convention of AP and the Alaska Broadcasters Association. Sitka.

June 7-8—Meeting of the Wyoming Broadcasters Association. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Ramada Inn, Casper.

June 7-8—Meeting of Wyoming AP Broadcasters, in conjunction with Wyoming Association of Broadcasters. Casper.

June 8—Meeting of the North Dakota Broadcasters Association. Speakers include Thom R. Winkler, manager of the National Association of Broadcasters radio code, and William Walker, NAB director of broadcast management. Edgewater Inn, Detroit Lakes, Minn.

June 9-10—Montana CATV Association annual meeting. Finlen hotel and motor inn, Butte.

June 9-11—Annual summer convention of Florida Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president, and Stephen Labunski, president NBC Radio. Tides hotel, St. Petersburg.

June 9-11—12th annual meeting of the Television Program Conference. Regency-Hyatt House, Atlanta.

June 12-14—Montana Broadcasters Associa-

1968 RAB REGIONAL SALES CLINICS

June 4—Boston, Somerset hotel.

June 6—Philadelphia, Sheraton Philadelphia.

June 14—Little Rock, Ark., Marlon hotel.

tion convention. Speakers include Al King, National Association of Broadcasters director of station relations. Glacier Park Lodge, East Glacier Park.

June 12-14—Meeting of the Virginia Association of Broadcasters. Speakers include Hollis M. Seavey, assistant to vice president, government affairs, National Association of Broadcasters, FCC Commissioner Lee Loevinger and Representative John O. Marsh (D-Va). Conference Center, Williamsburg.

June 13-15—Meeting of the Colorado Broadcasters Association. Antlers hotel, Colorado Springs.

June 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

June 15-18—Thirty-third annual Georgia Association of Broadcasters summer convention. Speakers include FCC Chairman Rosel H. Hyde; Elmer Lower, ABC News president; Representative Williamson Stuckey (D-Ga.). Holiday Inn, Callaway Gardens.

June 16-28—First annual seminar in marketing and advertising strategy, sponsored by American Advertising Federation, dealing with "changing and challenging frontiers of knowledge affecting advertising plans and techniques." Northwestern University, Evanston, Ill. For information: Professor George T. Clarke, AAF management seminar director, 655 Madison Avenue, New York 10021.

June 17-21—Meeting of board of directors of National Association of Broadcasters. Washington Hilton, Washington.

■June 20-23—Annual summer meeting of Maryland-District of Columbia-Delaware Broadcasters Association. Panelists include George W. Couch Jr., vice president, marketing operations, Anheuser-Busch; Robert J. McBride, director of advertising, United Air Lines; John F. Malone, advertising manager, Pontiac Motor division. General Motors; John T. Wilner, vice president-broadcast engineering, Hearst Corp.; FCC Commissioner Kenneth Cox; Douglas Anello, general counsel, National Association of Broadcasters, and Howard Roycroft of Hogan & Hartson. Henlopen hotel, Rehoboth Beach, Del.

■June 21—Annual stockholders meeting of Lamb Communications Inc. Commodore Perry Motor Inn, Toledo, Ohio.

June 21-22—Meeting of the Texas AP Broadcasters Association. Holiday Inn, Sherman.

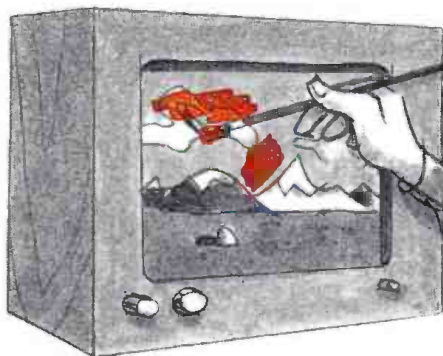
June 22-27—World Assembly, sponsored by World Association of Christian Broadcasting. Oslo, Norway.

June 23-26—Annual Consumer Electronics Show, sponsored by consumer products division, Electronic Industries Association. Americana and New York Hilton hotels, New York.

June 24—Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedure for class TV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

June 26—Annual stockholders meeting of Standard Radio Ltd, Toronto.

June 27—Deadline for filing comments on FCC's proposed rulemaking that would per-



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The rhyme may be pretty corny, but take our word for it, the results you can expect with our new Model 538 Chromax Masking Processor aren't. Whether it's Campbell Soup Red, Oasis Blue, or even Lucky Strike Green, Chromax delivers true color fidelity from your telecine chain.

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WHO'S RUNNING THE SHOW? The RF in call letters could well represent Robert Ferguson, President of WTRF-TV, Wheeling, West Virginia. What kind of a guy leads a TV station in a lucrative market? A nice guy, a dedicated man who just completed a second term as Chairman of the TV Board of Directors of NAB, who was recently appointed Chairman of the TV Code Review Board for a two year term, who served as a member of the Code Review Board 1953-1962, who is the first Vice President of Broadcast Pioneers, and is a member of the West Virginia Broadcasting Educational Authority. Sooo? A well-programmed TV station in the public interest abides by the better ethics and codes of an industry and enthusiastic, loyal audiences result. Another reason why your od schedules bring results you want when you buy WTRF-TV, serving the Wheeling-Steubenville Market from Wheeling.

BLAIR TELEVISION

Representative for

WTRF-TV

Color Channel 7-NBC
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MEDIASTAT 1968

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WDBJ Radio Leads in ADULT Listenership

WEEKLY CUME PERSONS

WDBJ 25-County Coverage Area	WDBJ	Station B	Station C
Women, 18+	45,500	41,100	28,700
Men, 18+	49,600	50,500	28,100
Adults, 18+	95,100	91,600	56,800
Roanoke Co./City Adults, 18+	55,700	53,300	44,800

As can be seen by the totals above, WDBJ is the radio station in Roanoke to use for reaching more of the lucrative adult audience. This, plus strong merchandising support, makes WDBJ a choice medium of many leading advertisers. Put this selling power to work for you.

WDBJ CBS Radio - Roanoke, Va.
AM - 960Kc • 5000W
FM - 94.9Mc • 14,500W

Times-World Corporation

McGAVREN • GUILD • P. G. W. RADIO, INC.

mit type-acceptance and use of automated FM transmitters.

June 27-29—Mutual Advertising Agency Network conference on "Creativity, from Accounting to Zip-Codes," Hyatt House, Denver.

June 28-29—Annual summer meeting of Oklahoma Broadcasters Association. Western Hills Lodge, Wagoner.

June 29-July 2—17th annual National Cable Television Association convention, Sheraton-Boston hotel, Boston.

JULY

July 7-11—First annual national convention of American Advertising Federation. Portland Hilton, Portland, Ore.

July 7-30—Fourth annual high school broadcast institute sponsored by Indiana Broadcasters Association and Indiana University radio-TV department. Indiana University, Bloomington.

July 8—Deadline for comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

July 9—Annual stockholders meeting, Taft Broadcasting Co. Cincinnati.

July 12-14—Annual summer convention of Wisconsin Association of Broadcasters. Pioneer Inn, Oshkosh.

July 14-27—Sixth annual management development seminar sponsored by National Association of Broadcasters. Harvard Business School, Boston.

July 14-16—Annual summer convention of South Carolina Association of Broadcasters. Ocean Forest hotel, Myrtle Beach.

July 15—Deadline for filing comments on FCC proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

July 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

July 21-23—Annual summer convention of Idaho State Broadcasters Association. Speakers include Al King, National Association of Broadcasters director of station relations. Ponderosa Inn, Burley.

July 22—Deadline for reply comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

July 24—Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

July 26—Deadline for filing reply comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.

July 28-Aug. 9—Eleventh annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, Bureau of Education and Research, American Advertising Federation, 855 Madison Ave., New York 10021. (212) TEmpleton 8-0325.

July 30—Deadline for filing reply comments on FCC proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

AUGUST

Aug. 9-10—Rocky Mountain CATV Association meeting. Teton Village, Jackson Hole, Wyo.

TVB REGIONAL SALES CLINICS

June 17—Los Angeles, Sheraton Wilshire Motor Inn.

June 18—San Francisco, Sheraton Palace.

June 19—Portland, Ore., Sheraton Motor Inn.

June 20—Denver, Sheraton Mallibu.

Aug. 22-23—Fall convention of the Arkansas Broadcasters Association. Arlington hotel, Hot Springs, Ark.

August 30-September 1—1968 International Radio-TV-Press Exhibition, sponsored by International Broadcasters Society "to promote interdisciplinary dialogue within the mass communications media." The IBS Honors List will be announced at the annual honors ceremony. Hotel Het Hof Van Holland, Hilversum, The Netherlands. For information interested personnel of the radio, television and press industry should write: The Secretariat, International Broadcasters Society, Zwaluwlaan 78, Bussum (NH) The Netherlands.

SEPTEMBER

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems, Institute of Electrical and Electronics Engineers. Dr. Burton I. Edelson, Communications Satellite Corp., Washington, is technical program chairman. Sheraton-Park hotel, Washington.

Sept. 13-15—Meeting of the Maine Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Sebasco Estates, Bath.

Sept. 15-17—Meeting of the Nebraska Broadcasters Association. Cornhusker hotel, Lincoln.

Sept. 16-19—35th National Premium Show. Navy Pier, Chicago.

Sept. 17-19—Eighth annual conference of the Institute of Broadcasting Financial Management. Doral Country Club and hotel, Miami.

Sept. 19-21—Meeting of the Louisiana Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Downtowner Motor Inn, New Orleans.

Sept. 20—Luncheon of Pacific Pioneer Broadcasters. Sportsmen's Lodge, North Hollywood, Calif.

Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques"—a two-day workshop in video-tape production sponsored by a group of industry suppliers, including Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. For more information, write on company letterhead to: Grey Hodges, marketing director, Reeves Sound Studios, 304 East 44th St., New York 10017. Telephone (212) 679-3550.

Sept. 27-29—Meeting of the Hawaiian Association of Broadcasters. Surf hotel, Kaval.

Sept. 29—Oct. 2—Pacific Northwest CATV Association fall meeting. Sheraton-Portland motor inn, Portland, Ore.

OCTOBER

October 14-18—11th annual International Film & TV Festival of New York, encompassing all phases of film production. For details and applications: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

October 18-19—Annual meeting of New York State AP Broadcasters Association. Buffalo.

NOVEMBER

Nov. 10-13—California CATV Association

■Indicates first or revised listing.

How to get out of the Army and back in uniform.

They couldn't wait to get out of uniform and back into their civvies.

Now most of the students in Dick Langner's class are looking forward to wearing a new uniform, the neat charcoal grays of a Humble service station operator. Their training is Humble's part in "Project Transition" a Department of Defense project which prepares the men for return to civilian life.

Humble's Langner instructs the GIs in the principles of service station operation. He shows them how an internal combustion engine works, which greases go on what fittings, and the economics of service station management.

The 12-week course starts while the men are still in the Army awaiting discharge at Ft. Knox, Ken-

tucky. It's been such a success that we're already expanding the program to 14 other bases.

We think this is a great way to help young men get a running start at civilian life. We also think it's a great way to get good Humble dealers.

But even if all of Langner's graduates don't join Humble—and some of them won't—we're glad to be part of "Project Transition."

Because we've learned, as we go about our business of making good products at a fair profit, that there's added satisfaction in doing something more for people.

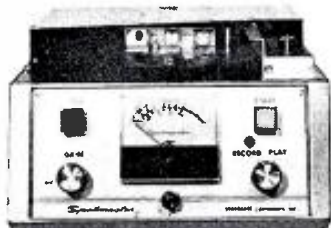
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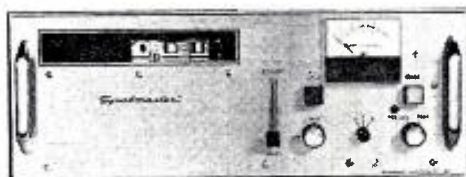
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
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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.

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fall meeting. Del Coronaro hotel, Coronado Island.

Nov. 17-20—Annual convention of Broadcasters Promotion Association. Deauville hotel, Miami Beach, Fla.

Nov. 19-22—Forty-fourth annual National Association of Educational Broadcasters convention. Sheraton Park, Washington.

Nov. 22 — Luncheon of Pacific Pioneer Broadcasters. Sportsmen's Lodge, North Hollywood, Calif.

■Indicates first or revised listing.

OPEN MIKE®

Against trade barriers

EDITOR: In your May 6 "Monday Memo" Paul Schlem of Gold Seal Vineyards makes an incorrect and harmful statement. In a paragraph sub-headed "Closed Market" he writes: "And, since production [of wine] is a major California industry, there is a certain amount of support from the state (in the form of tax advantage) for local vintners."

The facts are that the California wine industry does not receive any support whatsoever from the state of California. The excise tax is the same for New York wine as it is for California wine. . . . The California wine industry has a long record of opposition to trade barriers, particularly when they are of a discriminatory nature . . . —Harvey Posert, Daniel J. Edelman & Associates, San Francisco.

A re-creation pioneer

EDITOR: Play-by-play sports around the world are just a satellite away, but 40 short years ago even city-to-city coverage of play-by-play sports via radio was still a page in the future's book. Gunnar O. Wiig, program director, sports announcer and later general manager of WHEC Rochester, N. Y., changed that in 1928 with the first baseball radio coverage in Rochester.

The Wiig broadcast assumed Orwellian proportions as the voice was followed everywhere in the area. The final doubleheader of the season at Montreal would determine whether the Rochester Redwings took the pennant. Gunnar arranged with Western Union to telegraph the reports to the Rochester office and have the action relayed to him via an open phone line. Thus the play-by-play re-creation of baseball games via radio came into being.

It was an economic lifeline in the smaller markets during the depression and opened a new broadcast avenue for other sports. Today in his retirement . . . the industry and others should take a moment to applaud and thank this modest broadcast pioneer.—William J. Adams, TV program director, WHEC-TV Rochester, N. Y.

BROADCASTING, June 3, 1968

IN JULY

TELEVISION



DEPARTMENT STORE ADVERTISING—It's a growing factor in television billings. A recent BAR report on 75 markets shows one-third of all department store commercials were from Sears stores. Burlington Mills, Dupont and Monsanto are urging stores to turn to TV. A spot check across the country.

WHAT DO HOUSEWIVES THINK ABOUT DAYTIME TELEVISION? To find the answers Leo Burnett & Co. has spent a number of months talking to housewives and has come up with some surprisingly unexpected answers. A by-line piece by Gene Accas, VP, Leo Burnett.

WHAT IS HAPPENING TO TELEVISION NEWS PROGRAMS? The trend is to expand to longer news segments—hour or hour-and-half programs of local news surrounding a network feed. How successful? Will there be more or fewer network feeds? More features or hard news? Sponsor reaction? The current picture with figures, ratings, quotes.

HOW DID THE NETWORKS SCORE IN COVERING THE PRIMARIES? What started out to be a very dull election year has developed into a year full of surprises with the changing list of candidates. A progress report on the techniques of covering an election.

A STATUS REPORT ON EDUCATIONAL TELEVISION—where it stands and where it's going. Financing problems. How the future looks for a national ETV system and what it means to commercials broadcasters.

OTHER FEATURES will include Focus on Finance, Focus on Commercials . . . and the monthly Television Encounter—"Do advertisers get sufficient product protection on television?"

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Circulation: 12,000

Deadline: June 21, 1968

Rates

	1 time	6 times	12 times
Full page	\$670	\$620	\$545
2/3 page	490	460	415
1/2 page	375	350	315
1/3 page	275	265	235
1/6 page	150	140	125
Color \$150 (AAAA)			

What's so magic about 30 seconds?

What is it that makes 30 seconds a magical figure?

It seems that everything we discuss or read about television commercial length these days deals with the increased use of the 30-second commercial.

Most of what we read, however, has dealt with the fact that the 30-second commercial is going to become the basic commercial length. I propose to take a somewhat different stance and assume that the 30-second length is actually here—which it is—and discuss its relative merits vs. other commercial lengths that might be available in the future.

The use of the 30-second length first came about to allow new products or low-budget products of major television advertisers to obtain television coverage for two brands at the cost for one. This allowed the figures for audience reach and frequency to look good but did not take into consideration the loss of impact which we know occurs from back-to-back commercials, plus the shorter selling length of the commercial itself.

It also enables many new products to be introduced on television that would either be delayed or never see the light of day if they could not be piggybacked on the coattails of an established product. These are frequently placed in shows that are purchased as a corporate package and which would be too expensive if brands had to run only 60-second commercials.

As a reaction against back-to-backs, and after many discussions among television stations, advertisers and agencies, the isolated 30 is becoming a reality on a spot-buying basis. This enables network advertisers, as well as spot advertisers, to obtain needed advertising pressure in major markets to make up for the uneven rating pressure that most network shows produce nationwide.

It also seems apparent that the networks are going to replace the 60-second commercial with the 30-second length as the basic form.

Just recently, Tom Dawson, president of CBS-TV, indicated that he would welcome the 30's as the basic commercial form because it would represent a "turning point" in network profitability (BROADCASTING, May 6).

Exactly when this will happen and how much the 30 will cost in relation to the 60 is still to be determined, but a good guess is some time during 1969 and at two-thirds of the minute rate.

Now that we have traced briefly how we have arrived at the 30 as the basic

length, first for spot and now for network, it seems to me that somebody should step back and view what is happening from the standpoint of content and effectiveness.

The Magic Figure • We have much to learn about commercial length, as well as the effect of commercial positioning on the value of any given commercial. For example, Schwerin tells us that when 28 seconds for personal-grooming product "A" was followed by 32 seconds for household product "B", it held 85% of the audience at the conclusion of the message. When "B" was first, it held only 57% of the audience at the end. Also, we are told that the first 16 seconds of a one-minute commercial either make or break the whole message and that you can easily lose half your audience.

Can you imagine the millions of television-advertising dollars going down the drain because of improper scheduling of piggyback commercials?

Before we fall into the trap of having to live with 30 seconds as the basic commercial length, I think it is important to analyze, right now, what is required for an advertiser to maintain the strongest impact for his dollars.

I think everyone will agree that, with color becoming more of a factor, we can generally gain more impact with color in less than 60-second lengths than we could with a black-and-white 60.

But is 30 seconds the norm? I think not. Because not long after the 30 gets established as the basic length, pressure will begin to have piggyback, 15-second commercials. And why not? Television creative departments have experience in turning out some very good 10-second ID's so they could certainly adjust to 50% more time.

Time to Think • My point is this: I think that now is the time to re-examine what has been happening to dilute the effectiveness of television commercials; to try to work out some equitable cost for a less than 60-second length, whether it be 50, 40, 30, 20 or 15 seconds . . . but to work toward fewer commercial interruptions and more isolated commercials.

I would rather have an isolated 20 than a piggyback 30 because I would only have to worry about my commercial getting through and not about whether a previous commercial is compatible and possibly losing 60% of the audience before I get on the air.

Now is the time to draw the line, before we are moved by osmosis into 30's. Why not isolated 40 seconds as the basic length? The creative department can do much more with a 40 than a 30 and, what's perhaps even more important, when the piggyback pressures build up, as they inevitably must, a 20-second length is much more workable than a 15.

In my opinion, it would be far better for the advertiser to be able to determine what is positioned adjacent to his commercial either by choice of program or his own piggyback commercial, than to have the networks "bank" a group of ads into one portion of the program as they do in European television or in today's magazines. After all, in magazines an advertiser can run a column or a four-page spread, or more, if he so desires.

Let the television networks be flexible so that the advertiser can specify the time he needs to sell his product. In the long run, we'll sell more product and everyone will benefit.

Please, Mr. ABC, CBS and NBC, don't lock us into the 30!



John J. Meskil, vice president and media director, Warwick & Legler, New York, has spent all of his career in the agency business. He was media manager at two major agencies, Fletcher Richards and at Grey Advertising, where he started his career in 1948. Subsequently he was vice president and director of media with Marschalk, a division of the Interpublic Group of Co.'s, and in that same position with West, Weir & Bartel. He left WW&B in 1966 to join Warwick & Legler.

The problem of developing new accounts for Spot Television.

The problem of how your station can best be promoted.

The problem of advertising its strong points, presenting its face most favorably to the public.

Bob Hutton has solutions. He and his

team compile reports on Petry markets and stations. They also develop studies which dramatize the increasing use of Spot TV by different businesses.

And since problems are Bob's every day job, when you come to him with a really special problem, he'll try to solve it in a special way. He even runs

an annual seminar where stations exchange ideas and solutions.

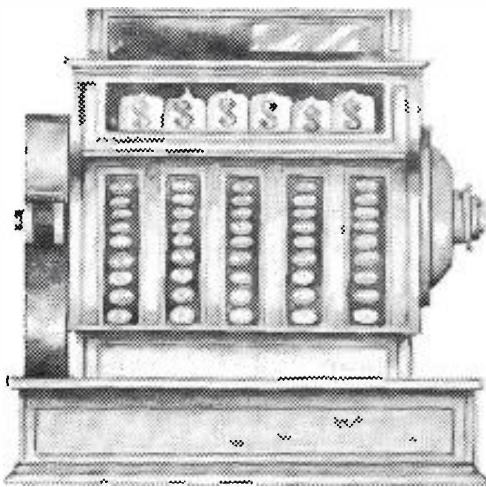
Bob Hutton heads up Public Relations, TV Promotion and gives advice on advertising for the Petry TV Stations. So when you've a problem, give it to Bob. What you'll get back is what every problem needs—a solution.

The representative is sometimes the only part of your station that people ever get to see.

Edward Petry & Company

Give Bob Hutton a Problem

WHY DO BALTIMORE AREA ADVERTISERS INVEST **42.1%** OF ALL THEIR LOCAL TV AD DOLLARS WITH **WBAL-TV?**



(based on available FCC Market
Data averages since 1960.)

Could be these close-to-the-cash register advertisers know something about Maryland's Number One Channel of Communication that you should know.

About getting results.

Stake YOUR advertising on OUR reputation!

WBAL ^{NB} TV
BALTIMORE

Nationally represented by Edward Petry and Company

Spot-TV's happy days here again

Stations and reps agree that billings, even in secondary markets, are running ahead of year ago; increasing interest shown in 30-second commercials

Spot-TV business is back. The drought is over.

Earlier signs that the dry spell was nearing an end were clearly confirmed last week in results of BROADCASTING's annual spring survey of TV stations and a supporting canvass of leading station-representation companies.

Three out-of-every-four station respondents said their spot sales were running ahead of last year's, and almost nine out of 10 reps gave a similar report.

In their projections for the full year, stations were even more bullish, 92% of the station forecasts anticipated 1968 gains—and the other 8% expected to match last year's levels. Among the reps, 80% of those offering a full-year prediction foresaw gains and virtually all of the rest expected to equal their 1967 figures.

A majority of the reps canvassed, however, as well as a substantial number of stations, declined to make long-range predictions and tended to talk about the present with caution even when reporting sizable increases, as if knocking wood lest the upturn suddenly disappear.

The slowdown that struck most advertising media a year ago held 1967 spot-TV sales to an unofficially estimated \$855.4 million, or 1.9% below the record achieved by an 11% gain the year before (BROADCASTING, Jan. 29).

But stations anticipating gains in 1968 indicated that, for the most part, they look for increases that will do a good bit more than merely offset last year's industry-wide average dip. Some of them had gains last year, too, and thus were predicting gains on top of gains.

Average Gain 13% ■ Where projected increases were described in specific percentages they ranged from 6%-7% to 20%-22% and averaged about 13%, although there were too few of them to make that average meaningful.

Reps were inclined to steer clear of

percentages even when anticipating full-year increases, preferring to characterize the outlook in words like "good," "healthy," "encouraging" and "a better year."

As for current spot-sales activity, 74% of the station respondents said it was running ahead of the pace a year ago, 20% said it was behind and 6% said it was about even. These figures represent a marked departure from those found in a comparable survey in May a year ago, when 51% said sales were up and 39% said down. They are still considerably short of the 1965 record when 88% reported business up and only 4% down (see table.)

The survey and the check with reps also found these developments:

■ Stations in secondary and smaller markets, usually considered the first to feel advertising cutbacks and the last to feel the comebacks, generally appear to be sharing in the overall improvement in spot business. This was more clearly apparent in reports from reps than in the station survey and was by no means universally reported, but

a number of reps noted that smaller-market stations were doing as well as—and in some cases proportionately better than—many major-market stations in gains thus far.

■ The popularity of the 30-second commercial length among advertisers is growing steadily and in big strides. Stations ranked it a clear second behind minutes as the length in greatest demand. Reps also reported strongly increasing demand for it: One estimated that 25% of the spot business placed in major markets is in 30's; another said 40% of the requests for availabilities he received in the first quarter were for 30's.

■ While pricing policies for 30's vary from station to station and range from 50% to around 75% of the one-minute rate, the price on the average appears to be about 60%-65%.

Several factors were credited with contributing to the current upturn in business, and one of those mentioned often was the plum of political advertising that comes in a presidential election year. Many stations have al-

Spot TV reports are most optimistic since 1965

Station respondents reporting that spring spot TV sales were . . .

	1968	1967	1966	1965	1964	1963
UP:	74%	51%	64%	88%	75%	81%
DOWN:	20	39	25	4	14	12
SAME:	6	10	11	8	11	7

A pick-up in spot TV business this spring is suggested by this stations'-eye view. The figures represent the percentages of respondents in each year who said spring spot levels were running higher than, lower than or about the same as in the preceding spring. The 1968 figure indicates a first direct move upward in spot

business after two years of progressively lower percentages. The turnaround this year suggested by reports of stations and reps is buttressed by the decline in the percentage of respondents who said sales were running lower than they were for the comparable period of the preceding year.

SPOT-TV'S HAPPY DAYS ARE HERE AGAIN continued

ready picked up extra dollars from political accounts; others look forward to a harvest during the post-convention campaign.

Campaign Helps ■ One broadcaster put it succinctly. "I wish to hell we had a presidential primary in this state." Another said that "with political [buys] we expect to be 20%-25% ahead at the end of the year."

Other contributing factors, generally those cited earlier this year when signs of the upturn were beginning to emerge with some clarity (BROADCASTING, April 22), included improvement in the general economic outlook, relatively little time left for sale by the networks for this summer, stepped-up efforts to sell advertisers on the efficiencies of summertime TV and a growing awareness, among advertisers who cut their budgets last year, that advertising on TV is vital to sales.

Among the 20% of station respondents who reported spot volume currently lagging behind last year's, many indicated the hardening of the market

had started too late to offset softness that had continued through much or most of the first quarter. Their second-quarter business was up and they were optimistic about prospects for the rest of the year, but their gains had not yet caught up with the drop-off they experienced in the opening months.

Local, too ■ In even larger numbers stations still running below year-ago levels said the lag in national business had been partially—and in many cases more than—overcome by gains in local business. Some said both national and local sales were up. Occasionally, but not often, a broadcaster reported national up but local down.

Reflecting the historical market-to-market variations in spot business at any given time, the station respondents displayed varying moods in their volunteered comments.

One operator in a three-station market, for example, said. "We'll be lucky to do as well as in 1967." Another, also with two local competitors, said in reporting a 10% gain in sales pace

that "we are so nearly sold out a rate increase must come." Another also from a three station market, reported a "greatly increased number of spots and paperwork and only a small increase in revenues."

Another broadcaster, reporting from a four-station market, had already raised rates and said sales now were running 22% ahead of a year ago. "Sold out April and May," he wrote in big letters. "We totally underestimated business for the second quarter."

At the other extreme another four-station-market respondent said his spot volume was running 8% below last year's pace and could see no signs of vigor in national business.

In between were those who, like another operator in a multistation market, reported that business was up "but competition for those dollars is much more intense."

Comments from one-and two-station markets similarly showed a varied pattern, ranging from "I'm concerned about national business" to "better" to "excellent."

Here are some typical reports gathered from leading station reps last week:

Business Good ■ A spokesman for an old-line rep firm with an impressive list of stations said business during the second quarter is "very good—at least 5% over 1967, which for us, at least, wasn't bad at all. We're very optimistic about prospects for the third quarter, and insofar as we can project, we're looking forward to a good 1968."

Market size, he indicated, has had little to do with second-quarter performance. "In fact, our smaller-market stations have been doing proportionately better than many of our large-market outlets," he said.

The executive confirmed an ever-increasing demand for 30's. Pricing, he said, was contingent on day-part, ranging anywhere from 50% to 70% of the minute rate.

The vice president and sales director of another large representative company called business for the first half of 1968 "very satisfactory," with sales running about 6% ahead of 1967. He said the second quarter was "particularly healthy," exceeding last year's by almost 10%.

He indicated that gains from his company's list had come primarily in the top-40 markets though he said he had heard reports that some small stations represented by other organizations had performed well. He said he was "optimistic" about 1968 as a whole, but was cautious about predictions, pointing out that buys for the third quarter are just starting to materialize.

30's in Demand ■ He said the demand for 30-second announcements is growing. His stations charge anywhere from 55% to 75% of the minute rate

Many stations fail to report on spot-TV sales

Though most accounts indicate a clear gain in spot-TV business in the first quarter of this year, it's likely that a quick reading of the "official" figures for that period will leave the impression it was about 10% below the last year's first quarter.

That's because the number of stations supplying quarterly spot-sales figures to the LNA/Rorabaugh Spot TV Service which compiles the industry-wide reports for the Television Bureau of Advertising, dropped sharply for this year's first quarter. TVB authorities said about 400 stations normally supply such reports but this time only 340 to 350 did.

The TVB-Rorabaugh reports carry an estimated total dollar figure covering all reporting stations, and that's the figure that will be off. For comparisons between two different quarters, however, the totals for only those stations that reported in both quarters are used, and the percentage difference between these two, officials hope, will more accurately reflect the 1968 first-quarter's relationship to 1967's.

The drop-off in reporting stations became known last week when Thomas H. Miller, president of N. C. Rorabaugh Co., circulated to agen-

cies subscribing to the service "the unfortunate announcement" that an accompanying list of stations in the top 100 markets would not be included in the upcoming first-quarter report.

The accompanying list named 75 stations in 55 markets, but additional information on the list indicated that nine of them had submitted first-quarter reports this year but had missed some earlier quarters. Thus 66 stations in 51 of the top 100 markets failed to file data for the report now in preparation.

This list included at least one station in each of the top five markets and in eight of the top 10.

Mr. Miller and TVB sources both deplored the drop-off in stations contributing to a report designed to help them sell as well as to help agencies and advertisers plan their strategies. Mr. Miller's letter urged agencies to put pressure on the "delinquent stations" both directly and through their sales reps.

Mr. Miller also had an explanation for the drop-off: Spot television "has realized significant increases" this year, with the result that the personnel at many stations have been too busy to make out the reports.

National ID advertisers spend nearly \$70 million in 1967

National advertisers in 1967 put \$69.2 million into the short commercial form (station identification), a gain of \$5.3 million over 1966, according to the Television Bureau of Advertising. Though advertiser spending for ID's may be healthy it's but a small relative share of the whole spot TV pie: Total spot billings came to more than \$1.1 billion in 1967.

In a breakdown of "ID" spending by advertisers released today (June 3), TVB listed 12 companies spending \$1 million or more, and the leading 25 brands in the "mini-spot" category.

Top user was Philip Morris Inc. with nearly \$3 million in ID's. Other advertisers over the \$41.5 million mark were Coca-Cola, Pabst Brewing and American Tobacco. Pabst Blue Ribbon beer led the brands with \$1,785,000. Other brands with over \$1 million in ID's last year were PM's Benson & Hedges cigarettes, Coca-Cola, Murine eye wash and Smith, Kline & French's Contac capsules cold treatment.

TVB noted that Doxsee canned sea food, among advertiser brands, allocated the largest share (95%) of its overall TV budget to ID's; others with big ID shares were Schweppes quinine water (83%), Toto Tooter

(78%) and Contac (65%).

TVB said that among local advertisers, auto dealers are the leading users of the ID, while other major local buyers of the short commercial were department stores, food stores, commercial banks and restaurants.

12 companies investing \$1 million in ID's	1967
1. Philip Morris	\$2,958,200

2. Coca-Cola	2,884,700
3. Pabst Brewing	1,910,000
4. American Tobacco	1,767,800
5. Murine Co.	1,403,400
6. Borden Co.	1,327,300
7. Colgate-Palmolive	1,149,700
8. General Foods	1,131,200
9. Schweppes Ltd.	1,122,600
10. Smith, Kline & French Labs.	1,099,300
11. Standard Brands	1,021,700
12. Pepsico	1,005,600

Spot TV's top 25 brands using ID's in 1967

	Expenditures in ID's	% spot TV budget in ID's
1. Pabst Blue Ribbon	\$1,785,000	47
2. Benson & Hedges (Philip Morris)	1,510,900	38
3. Coca-Cola	1,403,800	10
4. Murine eye wash	1,403,400	62
5. Contac capsules (Smith, Kline & French)	1,093,100	65
6. Marlboro (Philip Morris)	799,000	26
7. Pall Mall (American Tobacco)	749,500	19
8. Schweppes quinine water	739,200	83
9. Fresca (Coca-Cola)	707,200	7
10. Sears, Roebuck & Co.	706,800	15
11. Tareyton (American Tobacco)	695,400	24
12. Pepsi-Cola	652,600	7
13. Wise potato chips (Borden)	637,700	63
14. Wham-O toys	620,100	27
15. Roto-Rooter	592,500	78
16. Binaca mouthwash (Ciba)	558,700	47
17. Schick razors and blades (Eversharp)	538,600	25
18. Texaco gasoline and motor oil	491,900	19
19. A & P stores	484,700	33
20. Wonder Bread (Continental Baking)	475,300	7
21. Doxsee canned seafood (Hotel Corp. of America)	454,500	95
22. Seven-Up	442,800	6
23. Firestone tires	434,400	46
24. Chevrolet, local dealers	427,100	8
25. Ford, local dealers	408,700	4

Source: TvB/LNA Rorabaugh (Gross Time Charges)

for 30's.

A top executive of a firm with a short list of big-market stations said that current business "is considerably better than it was last year at this time. We expect it to continue at a good pace and it should be bolstered by a lot of political money."

Like several of his counterparts at other rep firms, however, he was reluctant to make projections past the coming six weeks. "The buys nowadays are too short-term to make really valid projections," he said. "A few years ago you could make pretty good forecast for the coming two or three quarters, but not any more."

He said his firm has experienced an increasing demand for 30's and that stations on his list have been "pricing them as most of the industry has: They use 60% of the minute rate as the base for pricing 30's in isolated positions." The price is somewhat lower within breaks, he said.

The spokesman for a small company representing stations in both large and medium-size markets, said business is

"excellent, volume is good, and we're delighted that our second quarter will be about 10% better than the same period in 1967." The big increases, he indicated, were experienced by the rep's large-market stations, but the firm's smaller outlets also did "surprisingly well."

He, too, declined to make any "hard" projections about future sales. But, he said, if business growth continues at its present rate, "we'll be in for a good third quarter, and possibly, a better fourth quarter."

"There's an increasing demand for 30's, and the stations are selling them at anywhere between 60% and 65% of the minute rate," he noted.

Business Better - Business in the first half is "comfortably ahead" of last year at this time, according to an official of a large representative firm. He declined to give a percentage increase but said the second quarter results were better than the first quarter, which was slightly ahead of last year at that time.

The improvement in sales has been general, covering both primary and

secondary markets, he reported, with all stations on his company's list showing improvements over last year. He indicated that 1968 should be "a better year" than 1967 but said projections were difficult because business is placed "so close" to starting date and flights are relatively short.

He said 30-second business is "growing all the time, but it is by no means overwhelming." Most of his stations price 30's at 60% of the minute rate, though some use a slightly higher rate, he said.

Another large representative reported a good first quarter, but said the second quarter was tending to get soft at the end. At present, the summer looks soft, a spokesman said, possibly because of expected political pre-emptions or merely a let-up after an active first half. Secondary markets appear to be doing as well as primary markets, he noted.

A steady growth in the requests for 30's, at station prices 60%-65% of the minute in non-prime time, has been evidenced at this firm.

A representative with a short list of

SPOT-TV'S HAPPY DAYS ARE HERE AGAIN continued

large-market stations described his sales as getting off to a slow start in the first quarter, but building toward the end to a very strong second quarter. He was optimistic about the second half.

More Demand ■ Another representative with a small number of stations in major markets reported increasing activity in the number of availability requests, but said sales for the first half have been down slightly. The company expects a good second half, however.

He reported a tremendous increase in request for 30's, and said prices vary with time and markets, estimating that independent stations charge 50%-55% of the minute rate, and network affiliates around 60%.

Sales are "very healthy" this year except for some one-station markets in the Southeast, according to a large rep. Business throughout the year will probably be steady, a spokesman predicted. The pattern in this rep's business has been many late-breaking sales, making "actualities" look good despite bad projections.

Half minutes have been requested more often, but with strings attached. Many agencies haven't been willing to pay more than 60% of the minute price, he said, adding that his stations' prices generally run around the 60% mark.

A rep with a short list in primary markets said sales were excellent so far this year compared to last, and expected a much better year because the regular run of business is "vigorous." He also reported a very strong demand for 30's and said his stations were pricing them at "more than 50%" of minutes, depending to some extent

on the particular show involved.

Optimist ■ Business is "booming," according to a medium-sized representative, but secondary markets have been "slower to come to life" than primary markets. The average increase over last year will be about 10%, he predicted.

The demand for 30's has shown a dramatic increase at this rep firm, too, according to the spokesman. Of the total availabilities requested in the first quarter, he said, 40% were for the half-minute length. His stations generally have been asking 60% of the minute rate, although the price varies with the market.

Sales gains in the second quarter after a first quarter slightly behind last year were reported by another leading representative. The gains appeared in both primary and secondary markets. He hesitated to predict sales for the rest of the year, but felt they would be as good as, if not better than, in 1967.

The demand for 30's has increased greatly since January, he said. His stations have been pricing them at 60% or more of the minute rate, depending on time period.

The vice president in charge of sales for a large representative company voiced optimism over sales prospects for 1968, based on results for the first half. He said the second quarter is surpassing the comparable 1967 period by a substantial margin, although the first quarter was up only slightly.

"We're extremely encouraged about this summer," he remarked. "Our own business was fairly healthy last year until the summer, but this year the outlook is much brighter."

There are stronger demands all the

time for 30's, he reported. Stations on his list price them at an average of 60% of the minute rate, varying from as low as 50% to as high as 70%, depending on the station.

TV shows 300% jump in ads of other nations

Foreign governments spent \$10,318,000 during 1967 in an effort to attract American tourists to their countries, Travel Research International Inc. reported last week. The total showed fewer countries were represented in the 1967 figures.

Television garnered 11% of the total, or \$1,134,980, an increase of 300% over 1966. A corresponding loss appeared in the newspaper category. Radio advertising accounted for 1% of the total, or \$103,180, a slight increase over 1966.

The top 10 foreign advertisers were Canada, Bahamas, Mexico, Jamaica, Bermuda, United Kingdom, France, Greece, India and Israel, with combined expenditures of \$8,286,000.

The foreign-government spending exceeds U. S. state government spending by 44%, the same percentage gap as in 1966. The states' 1967 advertising budget for American tourists was \$7,148,000.

Radio gets duPont nod

Dupont's Textile Fibers Division will introduce a new panty hose made of Cantece with a campaign in October and November that will include radio spots in 26 major markets and print ads. BBDO, New York, is Dupont's agency.

BAR network TV-billing report for week ended May 19

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 19, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 19	Total dollars week ended May 19	1968 total minutes	1968 total dollars
	Week ended May 19	Cume Jan. 1-May 19	Week ended May 19	Cume Jan. 1-May 19	Week ended May 19	Cume Jan. 1-May 19				
Monday-Friday Sign-on-10 a.m.	\$ 145.8	\$ 145.8	\$ 68.9	\$ 1,563.4	\$ 336.0	\$ 6,805.1	72	\$ 404.9	1,414	\$ 8,514.3
Monday-Friday 10 a.m.-6 p.m.	1,235.7	24,485.6	2,677.9	60,942.5	2,241.8	45,820.7	1,001	6,155.4	18,264	131,248.3
Saturday-Sunday Sign-on-6 p.m.	855.5	22,575.6	720.0	20,448.8	507.4	9,403	257	2,082.9	4,940	52,427.7
Monday-Saturday 6 p.m.-7:30 p.m.	267.8	6,411.1	512.8	12,066.6	469.8	13,119.3	93	1,250.4	1,742	31,597.0
Sunday 6 p.m.-7:30 p.m.	68.8	2,492.0	149.9	4,557.2	204.6	4,246.8	21	423.3	419	11,296.0
Monday-Sunday 7:30 p.m.-11 p.m.	4,137.5	103,566.9	5,444.3	129,307.4	5,899.5	127,149.7	440	15,481.3	8,606	360,024.0
Monday-Sunday 11 p.m.-Sign-off	303.4	7,176.7	170.1	921.9	948.9	9,153.9	95	1,422.4	1,475	17,252.5
Total	\$6,868.7	\$166,853.7	\$9,743.9	\$229,807.8	\$10,608.0	\$215,698.8	1,979	\$27,220.6	36,860	\$612,360.3



Seven all-new, hour-long King Family “Holiday Specials” in Color now available

Featuring America's Leading Musical Family Proven Top-Rated Programming

The King Family Holiday Specials for ‘King-sized’ Holiday Ratings

In market after market initial shows of the King Family Holiday Specials rated number 1. On New York's WNEW-TV, the Christmas Show was No. 1 in the tough 8-9 P.M. Sunday evening time slot. In St. Louis the Thanksgiving Show grabbed a 34.0 and a 29.0 in Kansas City. Ratings repeated in city after city. Get the complete rating story today!

The King Family ‘Sells’ and Is Sold!

This new series of seven specials, which can be programmed at any time during the month, are being produced in response to unprecedented station and sponsor requests. More than 30 stations have contracted for this second series of King Family “Holiday Specials”—sight unseen. These programs are prestige, profit-makers that should have potential sponsors standing in line. Add your station to the list now.

The King Family Has ‘All-Family’ Appeal

The King Sisters, Alvino Rey, Robert Clarke, the King Kiddies, the hip, young King Cousins plus exciting location scenes, lavish studio productions, swinging musical and dance numbers, the great songs of yesterday and the hit tunes of today all wrapped up into an eye and ear-appealing series of specials in full color for full family viewing.

Available now in many markets as a first-run “Special-A-Month.”

HERE IS THE COMPLETE LINE-UP:

 September Back to School Days	 March Easter
 October Halloween	 April Spring Housecleaning
 November Thanksgiving	 May Mother's Day
 December Christmas	 June Graduation and Wedding Days
 January New Year's Resolutions	 July A Flag Waver
 February Valentine's Day	 August Picnic



For availabilities and prices in your market call:

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ARB ratings tiff calms down

Meeting of research firm with SRA, TVB paves way to truce on methodological fight

A meeting marked by candid talk on both sides was reported last week to have gone a long way toward cooling a simmering dispute between American Research Bureau and representatives of two broadcasting trade associations.

Leaders of the two trade groups, the research committee of the Station Representatives Association and the research advisory committee of the Television Bureau of Advertising, indicated afterward that they felt considerable progress had been made at the meeting, a session of the ARB Broadcast Advisory Council. But they said they also were looking forward to a more formal presentation by ARB later this month.

The disagreement centers around a number of changes, most of them described as methodological, that ARB instituted in its local-market reports last fall. The TVB and SRA research groups formally complained to ARB last month that it had not adequately alerted the industry to the changes and had failed to provide validation for them.

Willing to Talk ■ ARB officials replied that they would be glad to "continue discussions," as they had been doing, with their advisory council at last Tuesday's (May 28) meeting and with "any other industry representatives who care to meet with us."

Pressed further, they agreed that in addition to the council session set for last Tuesday, they would meet later with the SRA and TVB research committees specifically. That meeting has been tentatively set for June 19.

The ARB Broadcast Advisory Council is composed of agency, station, station-rep and advertiser representatives, and its meeting with ARB officials last Tuesday was variously described by several members as "lively," "frank," "informative" and "encouraging."

The differences began to come to a head on May 17, when James M. Rupp of Cox Broadcasting Corp. and Daniel H. Denenholz of The Katz Agency, acting as chairmen of the research groups of TVB and SRA, respectively, sent virtually identical letters to ARB President Peter Langhoff. Their letters protested that ARB had introduced "questionable" research techniques in its 1967-68 reports without letting users know enough about what it was doing, without adequately assessing the effects of the changes and without providing adequate data on how the results differed from those provided by the old techniques.

The changes were described by

council members last week as having to do with—among other things—weighting procedures, use of certain types of incomplete diaries and sending of diaries to homes that requested they not be sent. ARB also switched its reporting of viewing levels from a sets-in-use basis to homes-using-TV basis.

What Changes and Why ■ Critics of the changes—and of the way they were handled—said they seemed to produce slightly lower viewing figures than the old techniques, but indicated they were more concerned with what they claimed was ARB's failure to let all users of its reports know that the changes were being made, and why, and also to let all users know whether any changes in viewing levels were "real" or merely resulted from methodology changes.

In their letters Messrs. Rupp and Denenholz, who are also members of the ARB advisory council, noted that "broadcast research is coming under increased scrutiny from all sides," and said its is therefore "becoming more and more important for ARB—as well as other research organizations—to ascertain what will happen to the data before a given change is made and written into a computer system. It is not sufficient to assume without validation that a specific refinement or control will result in data 'closer to the truth.'"

They said that as users of the data "we feel it is imperative for ARB to test these refinements to determine if they result in better research, and to disclose the results of such tests. This evidence is still lacking in the so-called refinements included in the data of the current broadcast year.

"As far as we know, ARB has made no move whatsoever to act on suggestions from some industry researchers to

return to last year's methods until this year's have been proven sound. Instead, the March 1968 reports were produced with the same questionable techniques used in developing the data for earlier reports of the current season. The ARB analysis of the November 1967 reports was, in our view, inadequately conceived and led to no compelling conclusions as to why the data were more accurate than those of November 1966.

"Before these same methods are used in producing future reports, you should present evidence to the industry, including [this committee], that such methods represent an improvement."

Dr. Langhoff replied on May 21, also in identical letters to both chairmen, that "your points are well taken" and that at the ARB advisory council meeting scheduled for last Tuesday ARB officials would "continue discussions on technical issues which actually we have been having with industry people, particularly on the occasion of the last meeting of the council on Feb. 14, 1968."

"The fact that such a council exists and is convened periodically," he added, "must be interpreted to mean that we solicit industry opinion and aid."

Discussions ■ Dr. Langhoff indicated willingness and plans to discuss "our program for tightening up the technology currently employed and our plans for future research designed to validate our procedures and products.

"Through the past year," he continued, "I believe we have made considerable progress in many important areas. We have not solved all our problems, but with a continuation of this upward trend we expect to overtake an increasing number. . . . Be assured that I welcome such comments as those you have offered and I trust that your faith in our ability to make progress will continue."

Dr. Langhoff also said after last Tuesday's meeting that he thought it had been an "excellent" one. He said he and his associates had given the council members "the whole story," believed



Mr. Rupp



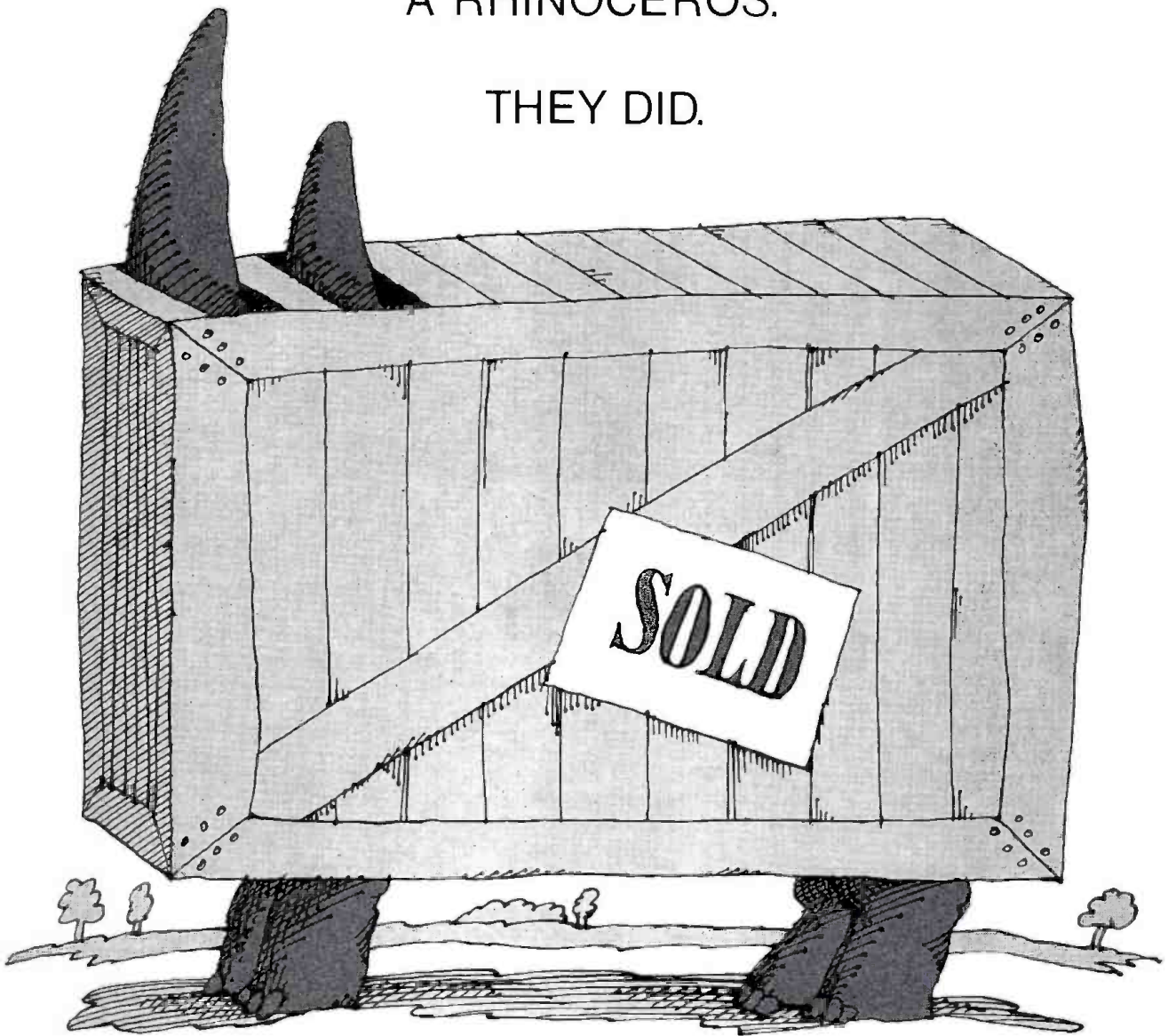
Mr. Denenholz



Dr. Langhoff

WSB RADIO
 ASKED ATLANTANS IF
 THEY WANTED TO BUY
 A RHINOCEROS.

THEY DID.



A Rhinoceros grows on you, believe it or not. When it came time for the folks at the Atlanta Zoo to return a borrowed rhino to Pittsburgh's Zoo, they realized they had become fond of the critter and asked if they could keep him.

"Sure," said Pittsburgh, "for \$6,000."

That was \$6,000 more than the Atlanta Zoo-keeper had available. He made the problem known to WSB Radio.

In cooperation with animal lovers of Atlanta's

Civitan Clubs, WSB Radio launched a "Wanna Buy A Rhino" campaign. Deadline: End of the month.

Mail came pouring in. Dimes from kids, dollars from Moms and Daddies—more than enough.

Moral: When WSB Radio speaks, Atlantans listen and respond. This persuasive power makes WSB the biggest radio salesman in these parts . . . overwhelmingly preferred by advertisers, listeners, and rhinos.



WSB Radio—home of the busy WSBeavers.

WSB RADIO

am 750/fm stereo 98.5 ATLANTA

WSB Affiliate. Represented by Edward Petry & Co., Inc.



COX BROADCASTING CORPORATION: STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOB AM-FM-TV, Charlotte; WIDD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WHIC-TV, Pittsburgh

they had "answered a lot" of the members' questions and would try to answer the rest.

He said the changes ARB instituted were "not as perfect as had been expected" but nevertheless represented "a net improvement." He also reported that ARB's research budget for the coming year had been "substantially increased" over prior years' and that, accordingly, a considerably broadened research program would be undertaken.

Members of the TVB research advisory committee with Chairman Rupp include Dick Gideon, Blair TV; Cris Rashbaum, Harrington, Righter & Parsons; Dr. John Thayer, Peters, Griffin, Woodward and Dr. Lee Arons, TVB. SRA research committee members with Chairman Denenholz are Ralph Crutchfield, Avery-Knodel; Martin Goldberg, H-R Representatives: Don Richards, John Blair & Co.; Robert Schneider, Edward Petry & Co., and Messrs. Rashbaum and Thayer.

ABC Radio offers cross-service plans

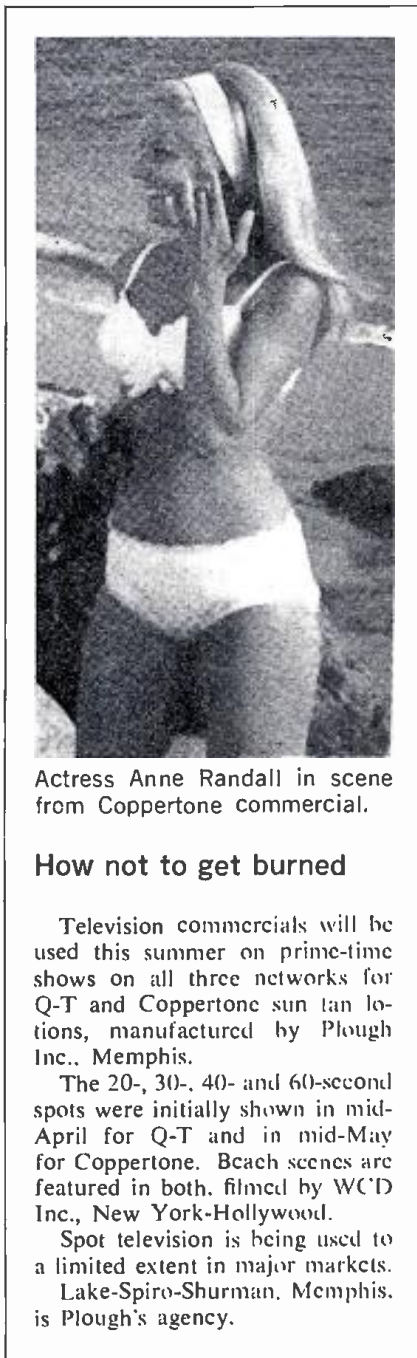
A new selling plan utilizing various combinations of its four separate radio services was announced last week by ABC Radio.

According to ABC Radio President Walter Schwartz, each of the four networks—American Contemporary, Entertainment, Information, and FM—has developed its target audience since they went on the air Jan. 1. The basis of the operation, he said, has been to offer advertisers target audiences, "which could be bought singly or in combination, depending on the needs of a product or marketing or media plan."

Now that the target audiences have been developed, he said, ABC Radio is ready to sell two combinations: Contemporary/Information and Entertainment/Information. Contemporary/Information offers the advertiser a younger audience with larger families and a high proportion of heavy users, while the Entertainment/Information combination offers "an older audience with more disposal income." The FM network continues to be sold separately.

ABC emphasized that whatever the combination, no rebates or discounts are offered when the networks are bought in multiples.

A minute on the C/I combination is priced at \$1,520. Basic minute price for the E/I pair is \$1,495; and \$403 for the FM network alone. The basic price for all three AM services is \$2,295; and for all four it's \$2,698. Affiliates on all four services now total 818. ABC said last week.



Actress Anne Randall in scene from Coppertone commercial.

How not to get burned

Television commercials will be used this summer on prime-time shows on all three networks for Q-T and Coppertone sun tan lotions, manufactured by Plough Inc., Memphis.

The 20-, 30-, 40- and 60-second spots were initially shown in mid-April for Q-T and in mid-May for Coppertone. Beach scenes are featured in both, filmed by WC'D Inc., New York-Hollywood.

Spot television is being used to a limited extent in major markets.

Lake-Spiro-Shurman, Memphis, is Plough's agency.

DDB's Phyllis Robinson named to hall of fame

The Advertising Writers Association of New York awarded 13 gold keys and 12 silver keys and inducted a woman into a "copywriters hall of fame" last Tuesday (May 28) at its eighth annual banquet.

Phyllis K. Robinson of Doyle Dane Bernbach was selected for the "hall of fame" honor. She was copy chief at the agency for its first 13 years, and has worked solely on Polaroid and Clairrol accounts for the past six years.

Broadcasting winners of gold keys

were Bob Schulman, Jack Tinker & Partners, for Alka-Seltzer in the over-60-second television commercial category; Carol Ann Fine, Doyle Dane Bernbach, under-60-second TV commercial for Buitoni; Dave DeNoon and Excedrin copy group, Young & Rubicam, for Excedrin radio commercials; and Bob Schulman, Charles Silbert, Gil Ziff and Hal Heisler, Jack Tinker, for the Alka-Seltzer campaign.

Silver key winners included Ray Dempsey, Young & Rubicam, for Eastern Air Lines over-60-second TV commercial; Carol Ann Fine, DDB, again for Buitoni's under-60-second commercial; David DeNoon and group from Y&R for Excedrin's radio spots; and Martin Puris and James Parry, Carl Ally, for the Hertz campaign.

FSR to handle national campaign for Nixon

Fuller & Smith & Ross, New York, will handle the national ad campaign in Richard Nixon's bid for the Republican presidential nomination. John Poister, director of planning at FSR, and Cal Giegerich, corporate creative director, have been named to head the Nixon account.

In announcing the appointment last week, John N. Mitchell, campaign manager of the Nixon for President Committee, said that Feeley and Wheeler Inc., New York, would continue to prepare primary advertising campaigns and would also handle special projects in the national campaign in collaboration with FSR.

FSR handled Barry Goldwater's primary advertising in 1964, and has had several gubernatorial and senatorial campaigns.

Katz details stations' efforts in MotoRally

Katz Radio, New York-based station representative, has released details of "MotoRally '68," its second annual radio promotional campaign designed to stimulate car sales. Over 200 auto marketing and advertising executives received copies of the Katz report, which shows how 40 radio stations—all in the top 100 markets—participated in last year's campaign, which was described by Katz as a "major success."

Potential new-car buyers heard an average of 48 announcements a week for four weeks late last year. The announcements advised listeners to visit their local car dealers' show rooms to look at the new models. The 40 stations broadcast a total of 7,600 announcements and produced special

Now watch! KTVH, Wichita has appointed Blair Television.



Flagship of the Kansas Broadcasting System, KTVH sails off with top honors in Kansas TV every time. In the February-March ARB and NSI races, KTVH came out number one TV station in the market. Again. Now KTVH and the Kansas Broadcasting System join forces with the nation's number one broadcast representative firm, John Blair & Company. Clearly, full-speed-ahead is the order of the day.





Dogs of all sizes and shapes



Cats have problems, too.



End the flea problem.

COMMERCIAL PREVIEW: A lot of scratch to sell flea collars

There's big money in the pet business and Hartz Mountain Products Corp., New York, is moving heavily into spot TV and magazines this summer to get its share of the pet-owners' dollars.

Through Gumbinner-North Co.,

New York, Hartz Mountain is beginning this week a \$2-million ad campaign for its new "90 Day Flea Collar." The spot TV will begin in southern markets with major northern markets to be added. Both day and night spot schedules, using 60-

and 30-second commercials, will be used through September.

Key to the campaign is that dogs come in all sizes and shapes, but they have a common problem—fleas. A problem, Hartz says, that can be remedied by the flea collar.

events involving dealer tie-ins. The average station participating last year invested \$4,000 in its campaign, making the total investment about \$160,000.

MotoRally grew out of an idea created by Katz in Detroit. Thirty-two stations, all represented by Katz, participated in MotoRally '67. About 75% of the 40 stations which participated in MotoRally '68 are Katz stations.

AMA, TV code riding on same highway

It used to be Medicare, and now it's gasoline TV commercials. That's what the American Medical Association is complaining about in its current issue of the *AMA Journal*.

But the specific commercial the *Journal* cited appears to fall squarely within a recent recommendation made by the National Association of Broadcasters' television code board to prohibit the depiction of unsafe acts in commercials (BROADCASTING, May 27).

The *Journal* has criticized a TV commercial showing an automobile narrowly escaping a head-on collision while passing a truck. A voice-over exclaims: "If you don't believe better gasoline makes a difference—good luck."

The *Journal* says that "while such a commercial may well sell more of brand-X gasoline to power-conscious motorists, it is hardly in the public interest of safe driving." Such commer-

cials, it says, should promote safe driving as well as sell product: "Gasoline, horsepower or anything else should not be a substitute for responsible driving."

Although it's understood this commercial didn't effect the TV code board recommendation, it would appear to fall within the purview of that provision, which stipulates: "Representations which disregard normal safety precautions shall be avoided." When the board created the rule, it emphasized it wasn't going to be concerned whether or not every depicted act was safe, but whether a "clearly" unsafe act was being shown.

Dean Martin, 'Mrs. Muir' post sold-out signs

The Dean Martin Show, which returns for its fourth year next fall on NBC-TV (Thursday, 10-11 p.m. NYT), is sold out.

Sponsors are R. J. Reynolds (Wm. Esty Co.), Glenbrook Laboratories (Dancer-Fitzgerald-Sample), P. Lorillard (Grey Advertising), Colgate-Palmolive (Ted Bates & Co.), American Home Products (John F. Murray Advertising Agency Inc.) and Miles Laboratories (Jack Tinker & Partners).

A new NBC Saturday night series *The Ghost and Mrs. Muir* (8:30-9 p.m. NYT) is also sold out. Sponsors are Colgate-Palmolive (Bates), General Mills (D-F-S), Whirlpool Corp. (Doyle Dane Bernbach) and Standard Brands (Bates and J. Walter Thompson).

Agency appointments . . .

■ Needham, Harper & Steers, New York, has been assigned two new products by the Quinton Co., New York, division of Merck & Co., in the cough-control category. NH&S handles advertising for Quinton's *Sucrets* line. An agency spokesman indicated that the brands would be major advertisers, but could not estimate billings.

■ The Department of the Navy, Washington, has named three agencies to handle its civilian recruitment advertising: Allerton, Berman & Dean, New York; Henry J. Kaufman & Associates, Washington, and Hal Lawrence Inc., Palo Alto, Calif. In the past only one agency had been used.

■ The Clima-Soleil cosmetic line account and Ambiance de Sobelle fragrance account have moved from Berta, Grant & Winkler to Kingen Feleppa O'Dell Inc., both New York. The two lines are manufactured by Climate Cosmetics Co., New York. Billings for 1968 have been running close to \$60,000, with spot radio being used in 35 markets. The agency hopes to increase the billings and the number of spot radio markets.

■ Montgomery & Associates, Bala Cynwyd, Pa., has been appointed advertising agency for U. S. Sugar Co., Buffalo, N. Y. Appointment is the second announced by the new agency, which was established on April 1.

Attention TV Stations:

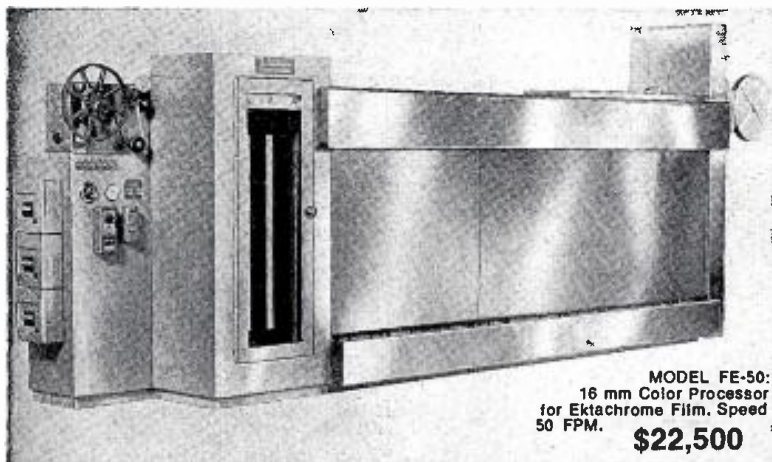
We've got news for you!

FILMLINE'S professional color film processors now available for TV NEWS

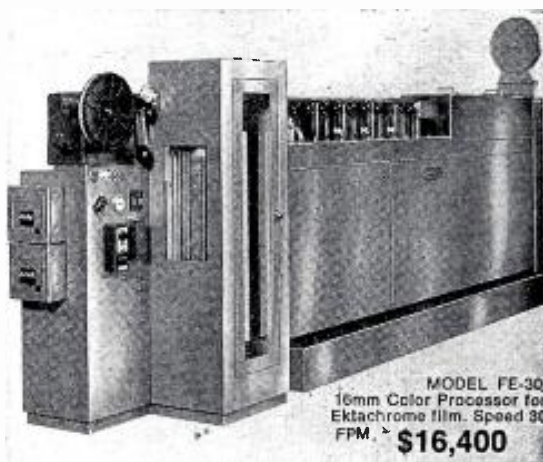
The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

After you check these exclusive Filmline features you'll want to install a Filmline processor in your news department NOW!



MODEL FE-50:
16 mm Color Processor
for Ektachrome Film. Speed
50 FPM. **\$22,500**



MODEL FE-30:
16mm Color Processor for
Ektachrome film. Speed 30
FPM. **\$16,400**

● **"FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"**

This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

● **"TORQUE MOTOR TAKE-UP"** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

● **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

● **"TURBO-FLOW"** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

● **"ZERO DOWN TIME"** The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

● **"MATERIALS, CONSTRUCTION AND DESIGN"** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Additional Features included in price of machine (Not as extras).

Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. Prehardener solution filter ■ Precision Filmline Venturi air squeegee prior to drybox entry ■ Air vent on prehardener ■ Solid state variable speed D.C. drive main motor ■ Bottom drains and valves on all tanks ■ Extended development time up to two additional camera stops at 50 FPM ■ Pump recirculation of all eight solutions thru spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution ■ Change over from standard developing to extended developing can be accomplished in a matter of seconds ■ Impingement dryer allows shorter put through time.

Partial listing of Filmline Color Installations: — NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathe-Labs, Precision Labs, Mecca Labs, Color Service Co., Capital Film Labs, Byron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecolor Film Labs, Guffanti Film Labs, A-One Labs, All-service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTAR-TV, WSYR-TV.



BJ-68

Send for Literature.

Time & Lease
Plans Available.

All prices F.O.B.
MILFORD, CONN.

"When you buy quality Filmline Costs Less"

Code becomes weight watcher

New guidelines fashioned for weight-control ads by NAB code authority

It's the era of the mini-skirt, the bikini, and men's girdles and the National Association of Broadcasters' code authority is concerned about what advertisers are saying to urge Americans to fit into them.

The public's proclivity to be "fashion and weight conscious" has led the code authority to adopt certain guidelines affecting the advertising of a growing number of weight-reducing and weight-gaining products.

And although the language of the guidelines frequently takes on a "Dear Doctor" tone (they're based on "current medical fact and opinion," it's said), they are wide ranging in their interpretations of commercials and their claims. Heretofore questionable advertising has been cited under general provisions of the code regarding ad claims, false and misleading advertising and the like.

The new guidelines will go into effect by Nov. 1. And it's hoped that advertisers will submit their applicable radio-TV commercials for review by the code authority.

With respect to weight-reducing products and their commercials, the guidelines provide that:

- Ads representing obese persons, including animation and humorous treatments, are not acceptable, while ads representing persons maintaining their "current" weight or those who are not "excessively overweight" are acceptable.

- Since the basic cause of gaining weight is over-eating, ads should avoid implications that a product "in itself" can cause weight loss without consideration of total diet or that a person can eat whatever he wants without reducing his caloric intake or that his appetite will be "completely satisfied."

- Since weight loss is an individual problem, ads should avoid representations as to losing a "specific number" of pounds or reducing specific areas of the anatomy.

- Since weight loss involves "strong will power and patience" over a period of time, ads should avoid representations that reducing is "easy or quick."

- Ads should make no claims that weight loss will be permanent.

- Low-calorie-food ads shouldn't car-

Sears goes network TV

In its first move into full sponsorship of a network-TV program, Sears, Roebuck & Co., Chicago, has signed as the sole advertiser of the *Ed Sullivan Show* (CBS-TV, 8-9 p.m.) on Oct. 6. The cost of this one-shot sponsorship is estimated at \$350,000 for time and programming. Sears' agency is Ogilvy & Mather, New York.

ry implications that such foods will permit the user to eat whatever he wishes or will bring about weight loss without consideration of total diet.

- Ads shouldn't ridicule overweight persons "or depict them as social outcasts."

- Pre-adolescent children shouldn't be shown using products not directed towards them.

- Claims that vitamins, minerals and laxatives have "slenderizing properties" (there's no current evidence they do) should be avoided.

- No comparisons should be made between the efficacy of an over-the-counter product with that of a prescription product.

Put It On ▪ The code authority further notes that because of the limited number of products and their advertising with respect to weight gain, it wasn't going to propose individual guidelines at this time. But it said the "spirit" of its weight-reducing guidelines would be used to evaluate weight-gain advertising.

The code authority would treat as unacceptable in this category of product advertising ads which show excessively underweight persons who may be suffering from "some medical disorder." Weight-gain products directed toward persons who are not "excessively" underweight and whose problem can be "resolved" by an increase in their caloric intake is deemed acceptable. But the code authority expects to review these commercials as well on a case-by-case basis.

Nestle lines up summer tea push

Nestle Co., White Plains, N. Y., last week announced plans for a summer television campaign for Nestea instant tea and Nestea iced tea mix.

NBC-TV's *Today* and *Tonight* were selected for commercials from June through September. A total of 70 minutes will be used on these two programs.

The advertising will supplement the present schedule of five to six minutes

per week on 12 daytime network shows and spot schedules in 96 markets.

Nestle's agency is Leo Burnett Co., Chicago.

Also in advertising . . .

Merged identity ▪ Communications Center Inc., New York, and Packard Advertising, Burbank, Calif., have formed a third company. The new company is Basford/Packard. Communications Center has the controlling interest in the new firm. Jack Packard, president of Packard Advertising, has been named executive vice president of the new agency. Basford/Packard will operate as the West Coast base for CCI.

Grocery report ▪ Edward Petry & Co. has released a report titled "Super salesmanship—spot TV and grocery sales," which points up the role the medium played in the \$24 billion increase in grocery sales between 1956 and 1966. The report notes that in the same 10-year period advertisers of products sold through supermarkets almost tripled their investment in spot television (from \$320 million in 1956 to \$951 million in 1966).

Working wives ▪ Radio Advertising Representatives will give a presentation on its study, "Employed housewives: A major mass market," to advertiser and agency officials on June 6 at the Princeton Club in New York. The research findings on this market segment are available in a 24-page brochure.

Pocketing the facts ▪ Fuller & Smith & Ross, New York, has published a "1968 Pocket Media Guide." The volume provides information on daily newspapers, supplements, magazines, television and radio (spot and network), outdoor, transit and national yellow pages. Specific offerings in these categories include advertising costs for 73 major publications and detailed national demographic breakouts for network television.

Integrating Ayer ▪ N. W. Ayer will move its New York offices to three floors of the Burlington House, 1345 Avenue of the Americas, on April 1, 1969. The move will centralize all New York operations, which are currently located at 1271, 1270 and 1212 Avenue of the Americas.

ECAP buys four specials

Electric Companies Advertising Program (ECAP) through N. W. Ayer & Son, both New York, will sponsor four one-hour NBC-TV specials for 1968-69. Two will be *Project 20* specials—"Down to the Sea in Ships"—and an unnamed program on historic events set in Wash-

ington. The others will highlight rural America and the story of the USS Franklin, an aircraft carrier in World War II.

Creativity is sales, not just being cute

The head of the West Coast office of a national advertising agency, an office self-described as being devoted to the use of radio, wants the producers of so-called creative commercials to get one thing clear: "You can't push a cash register key with a feather." J. Robert Conroy, senior vice president and West Coast manager of Geyer, Oswald Inc., thinks a balance has to be drawn between creativity and "the absolute requirement" that what is soft-sell and creative also produce results—"nice, tangible results, measurable in sales and profits."

Addressing the Southern California Broadcasters Association in Hollywood, Mr. Conroy said he was appalled at advertising competition where entries are evaluated solely on the basis of what's passed off as creativity. "It is incredible for us to understand the reasoning of certain self-anointed high priests of creativity when they proclaim, in print, that commercial requirements should not be permitted to influence their esthetic brainchildren," he told the some 100 radio representatives gathered.

Mr. Conroy pointed out that it does not take a creative genius to come up with 60-second commercials that entertain the first time around but which neglect to pinpoint the product, or to drown sell lines in "a sea of electric guitars," or steal the latest Rowan and Martin one-liner, or ridicule a product in hopes of imitating the Doyle Dane Bernbach approach.

Mr. Conroy emphasized his office understands how to use radio, and included in that understanding is the knowledge of when to call for outside help from radio commercial production specialists. He came out strongly for the use of outside specialists for the creation of nonmusical radio spots.

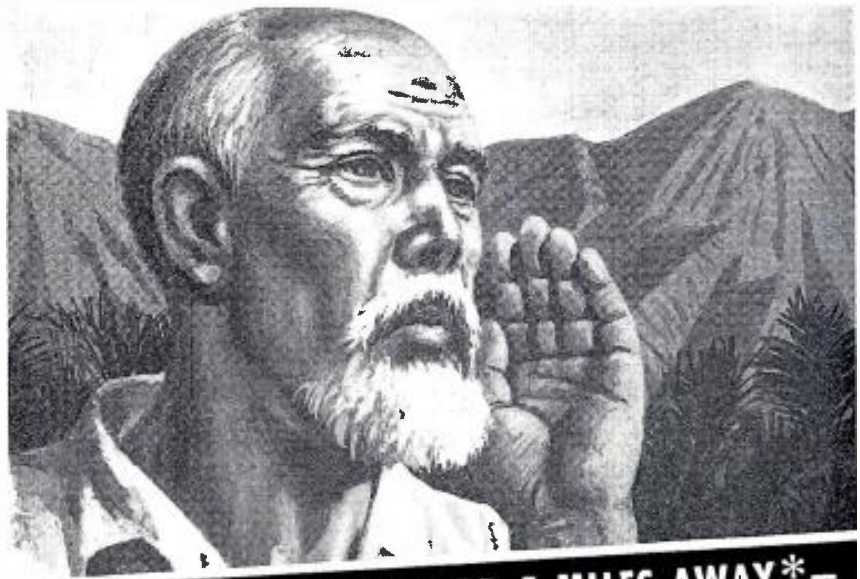
He claimed that prior to 1966, when the agency was Geyer, Morey, Ballard, the Los Angeles office was a red-ink operation and was primarily known as a print agency. In the two years, since switching heavily to broadcasting, Geyer, Oswald Inc., Los Angeles, has seen its total billings grow five times greater and into seven figures. It's also handling a client list five times greater, while its broadcast billings have multiplied by six times. "The real clincher," Mr. Conroy revealed, is "that we are writing the numbers in black ink, despite larger offices and three times the payroll."

Rep. appointments . . .

- KTSM-AM-FM-TV El Paso: Avery-Knodel Inc., New York.
- WCWA-AM-FM Toledo, Ohio: Katz Radio, New York.
- WTHB Augusta, Ga.: Dore and Allen Inc., New York.
- WRHE Erie, Pa.: WMAX Grand Rapids, Mich., and WCUE Akron, Ohio: John C. Butler & Co., New York.
- WABK Gardiner-Augusta, Me.: Harold H. Segal & Co., Boston.

Five sign for time on MBS

Five advertisers have bought schedules for news and sports programs on Mutual. They are STP Corp., South Bend, Ind., through Media Buyers Inc., Des Plaines, Ill.; AT&T, through J. Walter Thompson, both New York; Singer Co., New York, through JWT; Del Monte Corp. through McCann-Erickson, both San Francisco and Colgate-Palmolive, through Ted Bates & Co. and through J. Walter Thompson, all New York.



YOU MAY NEVER BE HEARD 5 MILES AWAY*—

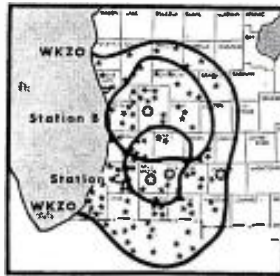
BUT...WKZO Radio Talks to More Auto Buyers and Dealers in Greater Western Michigan!

If you want the ear of people who sell—and buy—cars, WKZO Radio will pass the word farther and better

than any other radio station in Greater Western Michigan.

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 WZZM-TV GRAND RAPIDS-BALAMAZOO
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Multimedia groups under attack

Washington regulators, congressmen assert need to arrest or break up consolidations of control; combined assault by Justice, FCC, Congress urged

No new fields were plowed and most of the discussions furrowed old pastures, but the focus of an assembly of communications and antitrust lawyers and a stable of distinguished speakers talking about antitrust and monopoly policy in the communications industry last week pointed to a potential upheaval in the regulation of the communications industry. A hardening of legal and legislative opposition to consolidations of control in the fields of news, entertainment, information and advertising is clearly setting in.

From the two days of the conference in Washington, sponsored by the Federal Bar Association and the Bureau of National Affairs Inc., with its 14 speakers and as many panelists and moderators, the conclusions were evident:

- The growth of the multimedia corporate giants—those companies in TV, radio, CATV, newspapers, news magazines, general book publishing, motion pictures, textbook publishing, phonograph records and “talent” enterprises—requires a new look at the antitrust laws and the functioning of the FCC in the broadcast and CATV arena.

- The technological explosion that seems pointed at a wideband electronic “pipe” into every home—furnishing TV, radio, computer retrieval, library access, telephone and recorded-message delivery and using cables, satellites, microwave, lasers and wave guides—suggests the need for new approaches to regulation and planning.

- The FCC has failed to keep up with the multiplying technical and social changes that have taken place in its jurisdiction. New forms of regulation and planning are required.

Familiar Voices ■ The most urgent exponent of the need for planning was, not unexpectedly, FCC Commissioner Nicholas Johnson. The most caustic critic of the FCC was Representative John D. Dingell (D-Mich.), who is a member of the House Commerce Committee and of the Select Committee on Small Business. Also critical of the FCC was Senator Philip A. Hart (D-Mich.), a member of the Senate Commerce and Judiciary Committees.

Donald F. Turner, outgoing antitrust

chief in the Department of Justice, stressed the limitations of the antitrust laws in coping with concentrations that are not susceptible to economic attack. Where the goals are socially desirable but don't lend themselves to economic approach, he said, it's up to agencies like the FCC to implement them. Or legislation is needed.

FCC Chairman Rosel H. Hyde and Commissioner Kenneth A. Cox defended the commission's history in preventing undue concentration in the broadcast field, but admitted also that more needs to be done.

Wide Ranging ■ It was Commissioner Johnson, without doubt, who set the tone of the debates. All other speakers either picked up one or more of his points and carried them forward, or spent time disagreeing with him.

Mr. Johnson called again, as he has done before, for long-range thinking and planning for tomorrow, not only to encompass technological changes that are coming faster and faster, but also with a clear idea of the social goals communications should be used for.

“We haven't,” he said, “the slightest notion where we're going (or indeed even where we want to go), but we know we're getting there a whole lot faster than ever before.”

In talking of competition, Mr. Johnson noted that in the mass-media area “we are concerned with competition in the market-place of ideas, not just competition in the conventional antitrust sense.”

He's concerned, he said, with the present-day structure of the mass-communications media which “has been allowed to grow dangerously concentrated in the hands of too few owners, and in the hands of owners with a disturbing quantity and quality of additional economic and political interests. . . . Wherever in this country you go, you are likely to encounter a disturbingly small number of interests in control.”

Referring to the FCC's present consideration of confining a single owner to a single broadcast service in the same community, Mr. Johnson, in an obvious reference to CATV and its po-

tential for not only TV and radio programs but the gamut of other services, asked: “What then, are we to think of a single entity [in a given community] in control of 20 or 30 or more channels through which all communications, including so-called ‘print’ media, must pass?”

Stronger Watchdog ■ Public participation and control of the communications-planning process cannot be expected, he said, from “a monolithic industry structure, capped by a small and weak agency invested with formally extensive powers of ‘regulation’ . . .”

He called for more public disclosure of plans and decisions by the media as well as the FCC. He said that after two years on the FCC he has learned “that there is a vital need to insure popular and public representation in the decisions we make, representation that is not provided by either competition or regulation. . . .”

What worries him, Mr. Johnson said, is that “we have no conception of what the social consequences of our decisions are, and little sense of what we think those consequences ought to be.”

Mr. Johnson at another point raised the question of common-carrier regulation of CATV. Speaking of public protection, he asked who will monitor rates, complaints, programs and public availability to channels.

Referring again to multimedia interests—those that own TV, radio, newspapers, recordings, talent, book publishing, etc.—Mr. Johnson expressed the belief that new legislation is needed in this area. Antitrust laws, he said, are inadequate and the FCC has no jurisdiction.

He wants, he said, maximum diversity “in the marketplace of ideas.”

The outgoing assistant attorney general in charge of the Department of Justice's antitrust division made a distinction between newspapers and broadcasting. Newspapers and other printed media are not regulated, he noted, therefore the only way to reach them is through the antitrust laws.

FCC Control ■ Broadcasting, on the other hand, is regulated and so can be moved in the direction of social goals through either the power of the



Comissioner Johnson



Commissioner Cox



Rep. Dingell



Sen. Hart



Mr. Turner

FCC or through the antitrust laws, as enforced by the Justice Department, where the economics of the marketplace apply, Mr. Turner said. The FCC has "extensive control" over entry which gives it leverage, Mr. Turner noted, to deal with concentration, mergers, discrimination and monopoly practices.

Referring to the Department of Justice's role in the ABC-ITT merger case, Mr. Turner said:

"Rather than bring an independent antitrust suit, as it might have done, the department intervened in the commission's proceeding where it offered evidence to show that the merger was not justified by public convenience and necessity, considering its competitive and other effect.

"Granting some awkwardness in the jurisdictional pattern," Mr. Turner went on: "I do not sense here important differences between regulatory and competitive goals, at least in the long run. Broadcasting is not a natural monopoly or otherwise an activity in which the application of competitive principles is somehow likely to produce perverse results."

New Technology ■ He foresaw the factor of scarcity diminishing in importance as CATV and UHF grow, and as the new technologies, like communications satellites, open up markets to multiple TV entry and diversity.

Although some government regulation may be desirable—to require

equal time for political candidates, for example—Mr. Turner said he considered this "hardly inconsistent with vigorous competition for the viewer's attention and the advertiser's dollar."

He said that the antitrust laws can "appropriately be applied to the broadcasting industry with substantially full force" where it is required to maintain effective competition and promote sound economic performance.

Speaking of "socially desirable" goals, Mr. Turner urged the maintenance of open competition, but agreed that competitive markets do not result always in socially acceptable goals. Perhaps, he suggested, a subsidy is necessary in this area.

Stressing that the antitrust laws are principally based on the economics of the market place, Mr. Turner saw the FCC as the principal agent to accomplish diversity and to halt undue concentration in the broadcast area under its "public interest" mandate.

At one point, Mr. Turner candidly commented that he wasn't sure that local ownership, for example—one criterion for granting contested applications—is perfect as an absolute.

"It's not necessarily true," he said, "that a local owner, who may be connected with the local bank, or real estate firm or principal company, is better than a distant owner" who may not be susceptible to the pressures of his neighbors and colleagues.

Commenting later about the Depart-

ment of Justice's intervention in the Beaumont case (where the *Beaumont* [Tex.] *Enterprise* is buying KFDL-TV there), Mr. Turner called it a case of horizontal merger. Although he feels sure this is a clear violation of the Clayton Act, Mr. Turner said he went to the FCC because that's the agency that has the case before it at the moment. If the FCC approves the merger, the department will file suit in court. If it denies the acquisition, he said, that's the end of it.

Attacks FCC ■ Representative Dingell spared no sneers in discussing what he called the FCC's inadequacies.

He quoted President Kennedy's references to the FCC's "administrative incompetence," said that in the field of communications where competition is vital, the "commission has had what might be charitably termed a checkered career in terms of promoting competition."

Expressing his concern with concentration in broadcasting—the congressman submitted his own list of group broadcasters and newspaper chains and their broadcast ownings—he quoted from what he called the "horrifying statistics" that showed that the TV networks' 15 owned stations accounted for more than one-third of the total \$306.1 million in TV-industry net profits before taxes.

"It is altogether typical of the FCC," he said in discussing the commission's one-to-a-customer rulemaking, "where

concentration has long been present . . . the commission will act with dispatch and vigor only after the facts have jelled beyond repair."

Put in the form of a question, but considered by many in the audience as an invitation, was this comment by Mr. Dingell: "In view of the newly approved policy of the commission to limit further applicants to one broadcasting outlet per market, it is interesting to speculate what the commission will do in circumstances where competing applications for existing licenses are filed in the future involving group owners who presently operate more than one station in a given market.

"Consistent with logic, new applicants will wonder if it is fair to assume that, all things being equal, jumping applications, that is, the filing of a com-

"The FCC in its present form is no longer a viable body," Mr. Dingell said, "if it ever was."

Senator Hart offered the framework of an action program for fighting "monopolization in communications," beginning "with strict, fearless, aggressive application of the antitrust laws."

New Law ■ "If these prove insufficient," he added, "then we can consider legislation to limit the holdings of media or methods of communication by any one corporation."

But other options beyond case law are presently open, he observed.

"The FCC must give broader interpretation to the 'public interest, convenience and necessity' doctrine in order to limit cross-ownership of communications media."

"It is not sufficient to say that this is

forms of communication will be delivered."

But these are matters for the future, he indicated, while media mergers are a problem now. And, while pinning his anticompetitive hopes on the FCC and the Justice Department, he echoed Congressman Dingell's dim view of the record to date.

He would "not nominate the FCC or the Justice Department for any all-star team," he said. "Indeed, we have seen, on occasion, an Alphonse and Gaston act, leaving both agencies nodding to each other while the elevator doors close before them."

Chairman Hyde and Commissioner Cox saw the major competitive issue of the future as the fight between CATV systems and the telephone companies for control of communications facilities. As for the current question as to whether there is sufficient competition in the broadcasting industry, they believe there is—in contrast to the views expressed by fellow Commissioner Johnson.

But a key staff member of a Senate subcommittee and a Justice Department antitrust division attorney, who appeared on a panel with Commissioner Cox, expressed concern about the need for keeping a watchful eye on developments in mass media today.

Power, Not Profit ■ S. Jerry Cohen, staff director and chief counsel for the Senate Antitrust and Monopoly Subcommittee, surprised his listeners with the assertion that mass-media owners are interested, basically, in power and control of the market, not maximized profits. He called for Justice Department and FCC action to block the acquisition of such power.

And Charles Mahaffie, an antitrust division lawyer, said Justice would continue checking for antitrust implications in cross-media mergers—not only newspaper purchases of television stations, as in the current KFDX-TV Beaumont, Tex., case now pending before the commission, but also in broadcaster purchase of CATV systems.

Chairman Hyde said that "eventually" the commission will have to consider the development of national policy for broadband services, which can provide for a variety of communications uses in the home.

"The economic and regulatory questions surrounding this proposal for the future are obvious," he said. "Who should provide these services, including the required facilities—the existing television companies or some new entities?" Should there be competition or regulated monopoly?

Commissioner Cox said there is competition between the cable systems and the telephone companies "for the burgeoning home communications which the future seems to hold in store." He said the telephone industry has the ad-

The mergers Justice will go after

The Justice Department last week announced the standards it will use in deciding whether to institute antitrust suits against mergers or acquisitions.

The standards will be applied under Section 7 of the Clayton Act which empowers the government to move against consolidations that it deems will lessen competition. The act is applicable to radio, television and other media of communications as well as other businesses.

The announced standards were issued in the form of guidelines covering horizontal, vertical and conglomerate mergers. It was the first time that the department has expressed general views on conglomerates, the linking into common ownership of companies previously engaged in unrelated fields.

Two categories of conglomerate mergers that the department said would present "identifiable anticompetitive effects" are those involving

potential entrants in a field and those creating a danger of reciprocal buying. A third category that will also be suspect is the merger that threatens to entrench or enhance the market power of the acquired firm.

The last category is said to apply the principles of the Procter & Gamble-Clorox case in which the Supreme Court upheld the Federal Trade Commission's view that P&G's massive advertising power could be used on behalf of Clorox to discourage the entry of other manufacturers into the bleach market.

The new guidelines were said to represent the combined views of Donald F. Turner, recently resigned chief of the antitrust division, who was to rejoin the Harvard Law School faculty last weekend, and Edwin M. Zimmerman, whose nomination to succeed his former chief at antitrust was approved last week by a Senate Judiciary subcommittee (see page 40).

peting application upon occasion of license renewal, will be favored in the future in such cases."

Basic Weakness ■ He termed the FCC's invitation for bids from research organizations to study the land-mobile question as a confession of "total incapability to deal with a long-standing responsibility." He urged that the commission let the Department of Commerce's Institute of Telecommunications Sciences handle that assignment.

He stated he liked the ideas presented by FCC Commissioner Robert T. Bartley that the FCC be abolished and three separate entities be established in its place (BROADCASTING, May 27).

the province of the Justice Department," Senator Hart observed. "How can 'public interest' be defined without some consideration of competition?"

For fighting media concentrations that deal in electronic transmission of written material, the regulatory agencies "should encourage parallel systems," he suggested. These systems, he said, could perhaps be treated as common carriers, "so that anyone willing to pay the price has equal opportunity to transmit."

In his remarks, he did not extend the common-carrier concept to CATV systems, or subscription TV, but elsewhere in his talk he noted that "this pipeline [CATV] to the home will be the method by which the printed and electronic

vantage of nearly blanket coverage and of a highly integrated system with switching capability.

Advantage ■ "But the cable industry," he said, "has the advantage inherent in the fact that the line it runs into its subscribers' homes has a broadband capability far in excess of that of a typical voice telephone circuit.

"This may develop into a real battle for control of the communications networks of the future." (Commissioner Lee Loevinger, however, who feels the commission has taken an anti-CATV position in an effort to protect broadcasting, thinks such competition unlikely under present circumstances. The commissioner, appearing on another panel in the conference, said that CATV does have the capacity for providing some competition for telephone companies but that the commission is attempting to prevent it from competing with anyone.)

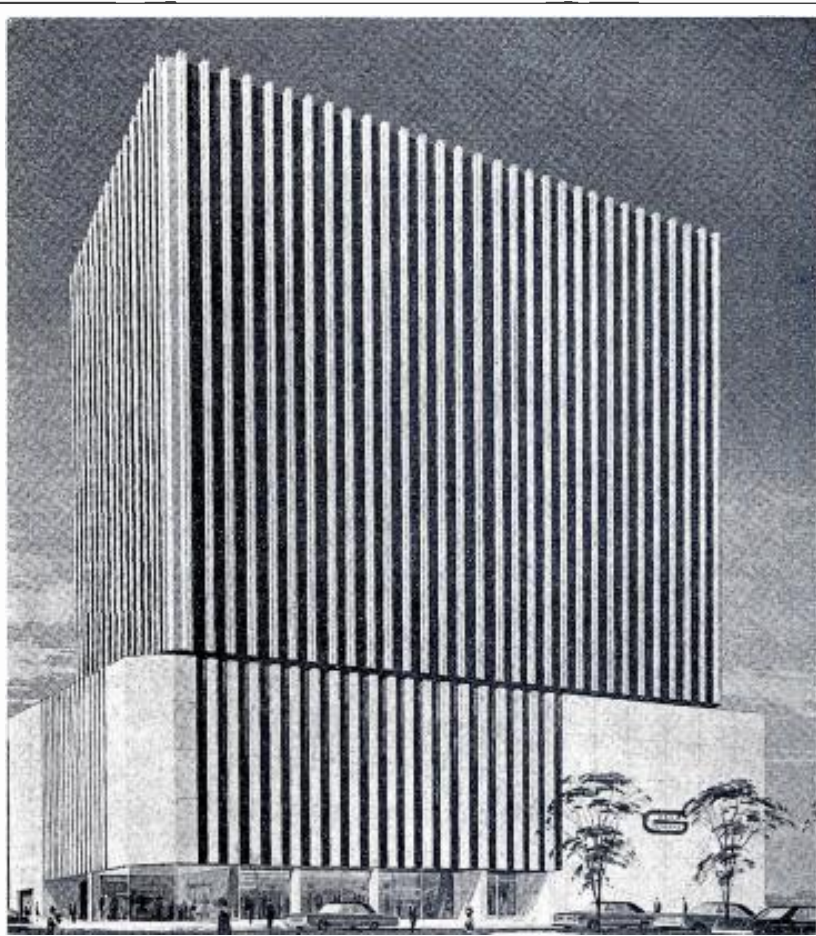
Competition in Broadcasting ■ In discussing what he said was the commission's obligation to provide for the "fullest competition" in the broadcast field, Chairman Hyde said: "As I view our record, we have created a framework which encourages the development of a nationwide competitive broadcasting system."

He said the multiple-ownership rules "have achieved a level of diversity in ownership which a majority of the commission believe to be consistent with the public interest"—phraseology apparently intended as a gentle gibe at Commissioner Johnson, who has expressed little faith in the FCC's ability to meet the public interest in connection with multiple-ownership problems.

Chairman Hyde also aimed some shafts at the Justice Department and at the House Commerce Committee. He noted that a commission effort to permit ABC to become more competitive with the other networks and thus better serve the public had been "aborted." This was a reference to the decision by International Telephone & Telegraph Corp. to scuttle its proposal to buy ABC after Justice sought court review of the commission's approval of the merger. And he said that the commission, after a 14-year examination of proposals to establish pay television on a nationwide basis, last year was told by Congress—actually, the House Commerce Committee—that it wants "more time" to consider the matter.

Commissioner Cox, who has frequently disagreed with the chairman on individual cases in which diversification of ownership was an issue, said "some of us are concerned lest multiple ownership of broadcast facilities may carry with it unfair competitive advantages vis a vis the single-station owner."

Good Record ■ But, he said, with



WHCT set for space in new building

New studios and offices for WHCT (TV) Hartford, Conn., are among the facilities planned for a 15-story building to be constructed by RKO General Inc. in that city's Trumbull Street Redevelopment Area.

Of the building's estimated \$6 million cost, \$2.5 million will be spent on equipment for the RKO-owned station. In addition to comprehensive studio-office facilities on the first two

floors of the building, WHCT plans to develop a corner studio on the first floor to allow public viewing of small television productions.

The completed structure will have two underground levels, a ground-floor shopping arcade, four parking levels above street level, and an additional 10 levels of office and studio areas. Space not occupied by WHCT will be leased to other companies.

some exceptions, "competition within and among" broadcasting, CATV and the pay-TV industries "is extensive, is growing and has been encouraged by Congress and the commission." He noted that in broadcasting with 7,000 AM, FM and TV stations, "competition is rife, and we are faced with the fact that despite the inherent limitations on broadcast entry, there are far more communities with local, and often competing, broadcast stations than there are with local papers—and far, far more than there are with competing daily newspapers."

Mr. Cohen said the Antitrust and Monopoly Subcommittee intends to hold hearings next year on regulated indus-

tries, including the communications industry, and that they would probably involve broadcasting.

Mr. Mahaffie said Justice has no policy as such regarding cross-media mergers but is looking at them on a case-by-case basis, and will move against any that would violate the antitrust laws. This is the rationale the department used in urging the commission to hold a hearing on the proposed sale of KFDM-TV Beaumont to the publisher of the only two newspapers in that city (BROADCASTING, May 13). The action was the first of its kind the department filed with the commission.

Furthermore, he said that the department sees CATV as competing with

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broadcasters not only for viewers but, eventually, for advertisers. Accordingly, he said Justice is "concerned" when broadcasters buy CATV systems.

"We've taken no action" on such transfers yet, he said, "but we're taking a look at the situation."

Chairman Hyde noted that the commission "must eventually face" the question of cross-ownership of CATV and broadcast facilities, which is now authorized, and "other matters relating to control of multiple channels of communications." And Commissioner Cox indicated that the commission's present hands-off policy regarding CATV ownership would change if there were "increased emphasis on CATV program origination."

Zimmerman confirmation gets nearer on Hill

A special subcommittee of the Senate Judiciary Committee last week approved the nomination of Edwin M. Zimmerman as assistant attorney general in charge of antitrust at the Department of Justice.

The action, taken after a brief hearing held Wednesday (May 29), paves

the way for full-committee and Senate confirmation of the appointment. Mr. Zimmerman is replacing Donald F. Turner as antitrust chief at the Justice Department (BROADCASTING, May 27).

The only questions directed at Mr. Zimmerman by Senator Philip A. Hart (D-Mich.), who conducted the hearing, concerned Mr. Zimmerman's opinions on conglomerate mergers. He told the senator he thought it was too soon to determine if any legislative remedies would be needed to stem the tide toward conglomerate concentration.

Eight UHF stations may lose their CP's

As expected the FCC is attempting once again to shake loose, or activate, dormant UHF construction permits (CLOSED CIRCUIT, May 13).

The FCC has told eight UHF station permittees who requested additional time to complete construction that such requests have been turned down and that they must advise the commission within 30 days of their intent to proceed with construction. Failure to comply with this direction will result in the stations' loss of construction permits and dele-

tion of call letters, the commission said.

The eight stations involved are WTML (TV) (ch. 39) Miami; WFNT(TV) (ch. 66) Elgin, Ill.; WPNG (TV) (ch. 55) Springfield, Ill.; WONH(TV) (ch. 43) Syracuse, N. Y.; WCCT(TV) (ch. 40) Fayetteville, N. C.; WDNB-TV (ch. 65) Defiance, Ohio; KPVC-TV (ch. 24) Portland, Ore., and KHER(TV) (ch. 16) Longview, Tex.

The commission said that the requests for additional construction time had been refused because delays so far had not been caused by reasons beyond the stations' control but because of "... voluntary decisions to postpone construction because of economic and other considerations." The commission added however that the stations would be given the opportunity for an oral argument to justify a time extension if they replied to the commission within 30 days as directed. The stations will also be entitled to a full evidentiary hearing on construction-permit extensions if they feel such is necessary.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 65).*

■ KWON Bartlesville, Okla.: Sold by Horace C. Boren to D. A. Rawley Sr. and sons for \$367,500. Mr. Rawley and family own or control the *High Point Enterprise*, *Burlington Times-News*, *Thomasville Times*, all North Carolina. They also own WKJK Granite Falls, N. C., WVGT Mount Dora, Fla., and a cable TV system in Quincy, Fla. Mr. Boren owns KMUS Muskogee, Okla. KWON is full time on 1400 kc with 1 kw day and 250 w night. Broker: Blackburn and Co.

■ KME0-AM-FM Phoenix: Sold by William Freeman to Joel W. and Bert-ram Harnett and Martin Kenneth Cowan and Associates for \$205,000. Messrs. Harnett are part owners of WGNV Newburgh, N. Y. Mr. Cowan is director of creative services and sales development for WOR-TV New York. KME0 is a daytimer on 740 kc with 1 kw. KME0-FM is on 96.9 mc with 4.8 kw. Broker: Blackburn and Co.

■ WWHG-AM-FM Hornell, N. Y.: Sold by Saul and Alfred Dresner to Gary W. Hagerich and associates for \$160,000. Sellers have a minority interest in WELV Ellenville, N. Y. Mr. Hagerich is sales manager for WJAC Johnstown, Pa. WWHG is a daytimer on 1320 kc with 5 kw. WWHG-FM is on 105.3 mc with 8.3 kw. Broker: Blackburn and Co.

■ WTSa Brattleboro, Vt.: 50% sold by Mr. and Mrs. Daren F. McGavren to

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One-to-a-customer deadlines extended

The FCC has extended its deadline for comments and reply comments on the proposed rules limiting multiple-station ownership in a single market area. The new deadline for comments is Aug. 1, with reply comments due on Aug. 15.

The commission action follows a request by the National Association of Broadcasters (BROADCASTING, May 20) to extend the time because the rule-making proposal is "... a drastic policy departure, requiring extensive analysis of market conditions in many communities." The commission had hoped for an early conclusion to this proceeding, but agreed with NAB's contention and replied stating: "Under the circumstances, it appears that it would serve the public interest to grant a limited extension of time."

Previous deadlines for comments and reply comments were June 26 and July 8, respectively.

San Antonio AM's form city service group

Radio stations in San Antonio, Tex., have organized the San Antonio Radio Broadcasters Association with Jack G. Carnegie, vice president and general manager of KONO and KITV-FM as president. The new organization seeks to improve standards of advertising and public service, to further communication between the radio and advertising industries in San Antonio, and to carry on a mutual exchange of information on matters of common interest, in order to promote the effectiveness of radio and San Antonio as a market.

Initial actions included the establishment of an agency-recognition policy, a clearing house for exchange of information regarding bad debts and slow-paying accounts, and a set of procedures to be followed by all 10

member stations in the event of racial disturbances. The stations will also act as a unit in major public service campaigns.

ETV forces push for low/free rates

Educational broadcasting leaders stressed the urgent need for free or reduced-rate interconnection services for noncommercial stations at a meeting with key government and common-carrier officials at an FCC meeting last Tuesday (May 28).

John F. White, president of National Educational Television, called for a "meaningful start" of nationwide ETV interconnection through daily 3-11 p.m. service. Time during this eight-hour period would also be made available to regional networks for special purposes. He estimated the cost as \$7½ million to \$9 million per year, depending upon the amount of regional sophistication built into the system.

From 3-5 p.m. would be used for program previews and for stations to tape programs for later use. Children's programing would be run from approximately 5-7 p.m., with public affairs and cultural programing filling the prime-time hours. Mr. White also announced

that "NET would make use of regular interconnection to mount, as soon as possible, an evening news-analysis program," which would not be a standard news report but rather "a nightly probe in depth of one or two major issues that face the nation today."

Troublesome Hours — At the meeting called by FCC Chairman Rosel H. Hyde to implement the free or reduced-rate clause in 1967's Public Broadcasting Act, AT&T's spokesman, Dan E. Emerson, proposed that off-peak hours, from midnight to noon, could be available for interconnection at reduced rates. ETV leaders, however, indicated that use of off-peak hours were unacceptable because of the need for engineers to work the late-night shift. They also noted that morning hours of many ETV stations are used for instructional TV so that engineers would not be available to tape programs from a network feed.

ETV participants expressed optimism after the informal meeting in which a variety of views were offered. They hoped that some plan for cut-rate or free networking could be worked out by this fall. Chairman Hyde will break the participants into study committees to produce proposals for the next meeting, which is expected in about a month.

In addition to Chairman Hyde, FCC Commissioners Robert E. Lee and Nicholas Johnson attended. Other major

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participants were William G. Harley, president, National Association of Educational Broadcasters; McGeorge Bundy and Fred Friendly, Ford Foundation; Frank Pace Jr., chairman, Corp. for Public Broadcasting; Vincent Wasilewski, president, National Association of Broadcasters; Dean Coston, deputy undersecretary, Department of Health, Education and Welfare; Louis Hausman, U. S. Office of Education, and Warren Baker, representing the U. S. Independent Telephone Association.

PUC reins on CATV attacked

Opponents hit Mass. proposal at hearing; Ford urges delay until next year

Massachusetts legislators preparing landmark CATV legislation last week heard a parade of witnesses who opposed proposed public utilities control over CATV franchises.

Among the persons who appeared before the state's committee on government regulation were John Mooney, counsel for Hi-Fi Cable TV of Great Barrington; David Brickman, Malden-Everett newspaper publisher; Frederick W. Ford, president of the National Cable Television Association, and various mayors.

They appeared at a committee hearing currently deliberating a bill proposed by the Massachusetts Consumers' Council in April. The council has recommended that the state's department of public utilities (DPU) be permitted to set up standards of CATV signal quality, govern the propriety of CATV rates and conduct investigations into certain rule infractions when necessary (BROADCASTING, April 22).

Would Hamper Growth - Participants in the hearing generally attacked the DPU sections of the bill as a burden on a "fledgling industry" that requires high risk, substantial investment and is subject to many technological changes. DPU control, it was suggested, might "freeze up" investment capital in the industry. Whatever consideration the committee may give to their arguments, it must report out to the legislature's ways and means committee some version of the council's bill within 10 days.

What Mr. Ford suggested is that the committee wait until the state legislature convenes next year before hammering out CATV legislation. He cited the two current Supreme Court cases (FCC regulation of CATV and CATV copy-

right liability) upon which the cable industry is awaiting decisions as well as NCTA's series of copyright negotiations.

Once these decisions are rendered, he said: "... The future of the CATV industry will take shape. You should take advantage of these facts. Good legislative timing requires that you have patience—that you avoid the pitfalls of hasty action—that you avoid legislation which will lead to bitter litigation."

But in view of these legal uncertainties, he emphasized that the state legislature "should have grave reservations about attempting to enact any comprehensive CATV regulation this year . . ."

Example in Connecticut - Mr. Ford said PUC-type regulation has resulted in litigation. He offered one example in Connecticut where the PUC has had the power to enfranchise systems since 1963. After five years of such regulation and concurrent litigation resulting from PUC grants of certain cable franchises in 1967 (BROADCASTING, March 27, 1967), "not one CATV system has been constructed." Mr. Ford said. "Certainly, legislation embodying regulatory principals which retard or destroy development of the regulated industry," he deduced, "must be the antithesis of proper and equitable legislative precepts."

Mr. Ford further disagreed with certain PUC aspects proposed by the consumers' council. CATV, he said, should

not "under any circumstances" be regulated as a utility because it is "not a necessity, but is a medium for the provision of entertainment and information." Since cable is a "high risk business which depends on venture capital," that capital, he said, might "dry up" under PUC regulation.

Mr. Ford also emphasized that CATV now charges "reasonable" rates, but intimated that as a public utility it might have to raise them much higher. He said that CATV's currently furnish 72,000 kc of channel space about 18 hours a day for a cost of \$5 compared with the telephone company that charges \$6 for a "few calls a day" over 3 kc of space. He also noted that "normally a public utility is entitled to some protection as a monopoly, but the state does not have the means to grant CATV any protection whatever from actions of the FCC."

NAB continues survey fight

Wasilewski requests resolution of problems from Cox-Johnson query

Although that survey of Oklahoma broadcasters by FCC Commissioners Kenneth A. Cox and Nicholas Johnson may promote a new look at license-renewal procedures (see page 54), the movement it spawned to effect changes in the Federal Reports Act, which the survey circumvented, appears to be at an end.

At least it's at an end as far as Senator A. S. (Mike) Monroney (D-Okla.) and the Budget Bureau are concerned, but not so for the National Association of Broadcasters. The NAB wants a "clear resolution" of the problems engendered by the survey.

Senator Monroney had written to Budget Director Charles J. Zwick last month asking whether present law adequately covers situations in which "individual agency members, acting on their own without agency sanction, seek to collect information from a substantial number of members of the public, or whether further legislation might be required." He was referring to the law that requires agency requests for information from the public to be submitted to the Budget Bureau for clearance (BROADCASTING, May 13).

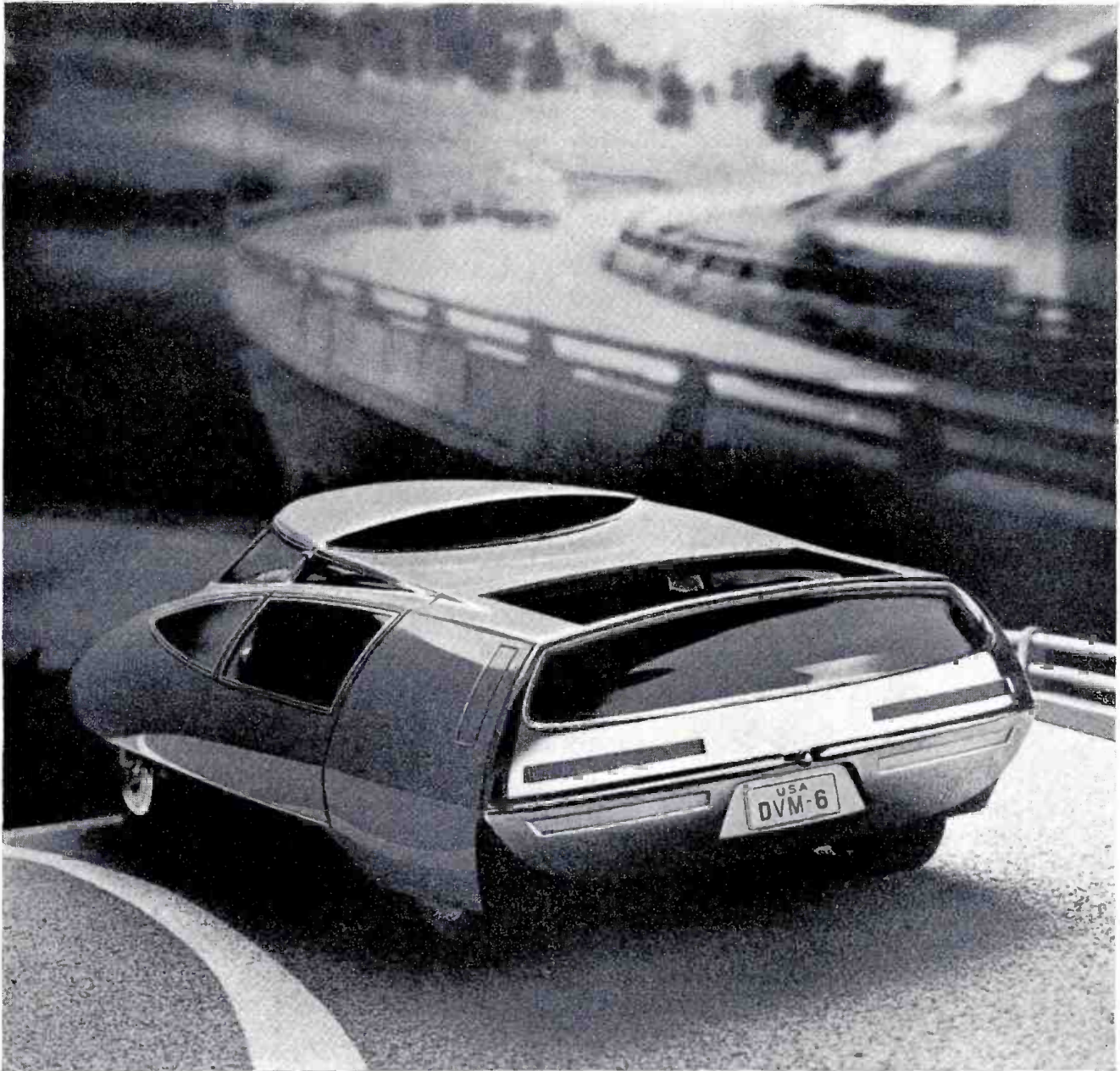
Although bureau officials found that the law doesn't apply to the survey, they were reportedly concerned about the misunderstanding among Oklahoma

Franchise side benefits

What does having a major league baseball franchise mean for a city? Among other things it apparently provides a community with incalculable national promotion via radio and television. San Diego, along with Montreal awarded a National League baseball expansion franchise last week, already is counting this blessing.

Dr. Al Anderson, chairman of the sports committee of the city's chamber of commerce, said last week that big-league baseball "will put San Diego on every major sports page and on millions of radios and television sets in the country for days in a row." He added, "we could never buy that kind of advertising."

It's also estimated, according to a study done in 1964 by Western Management Consultants for San Diego, that big-league baseball will pump almost \$25 million into the area's economy during the first year and bring in as much as \$38 million annually by 1985.



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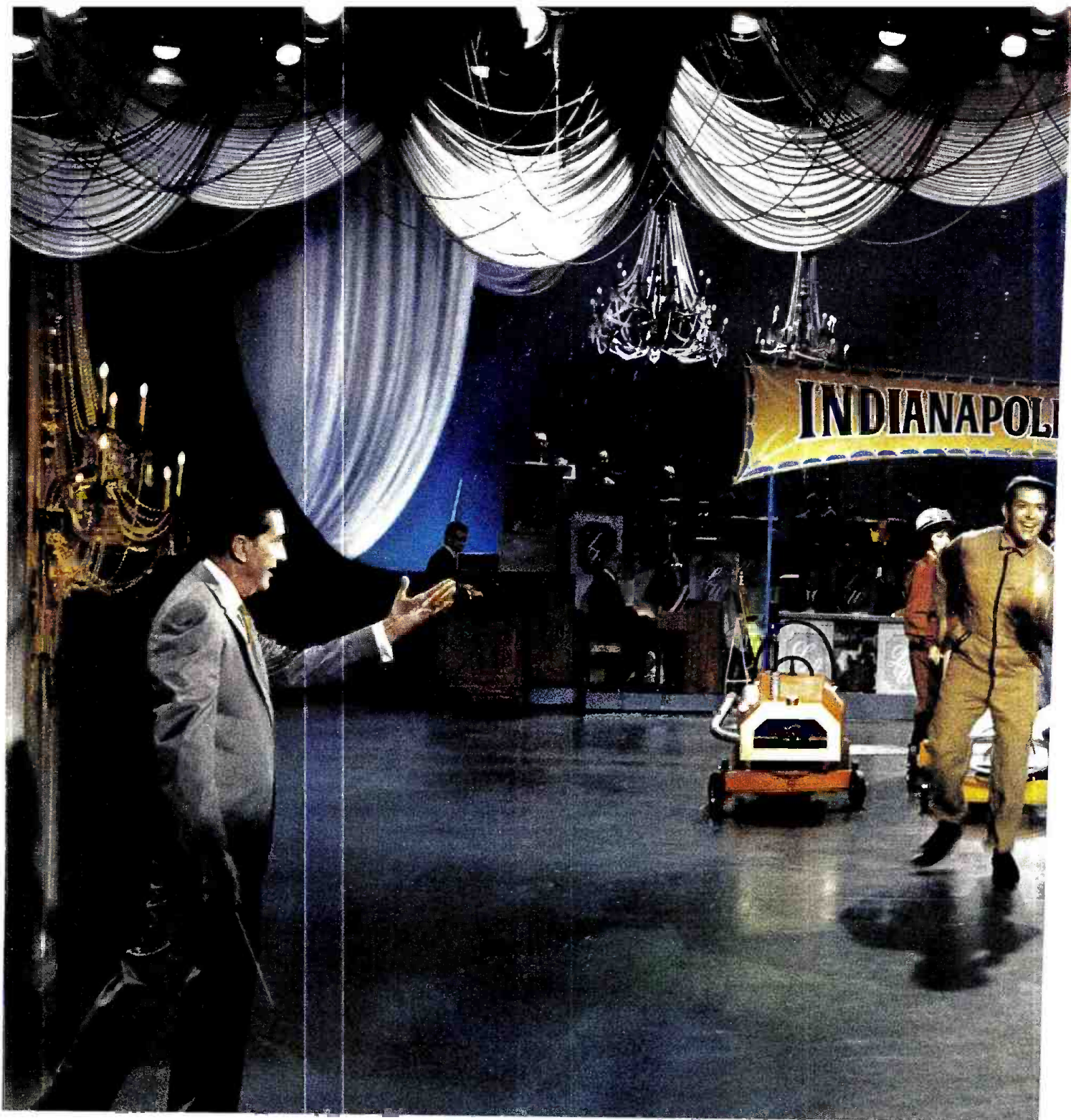
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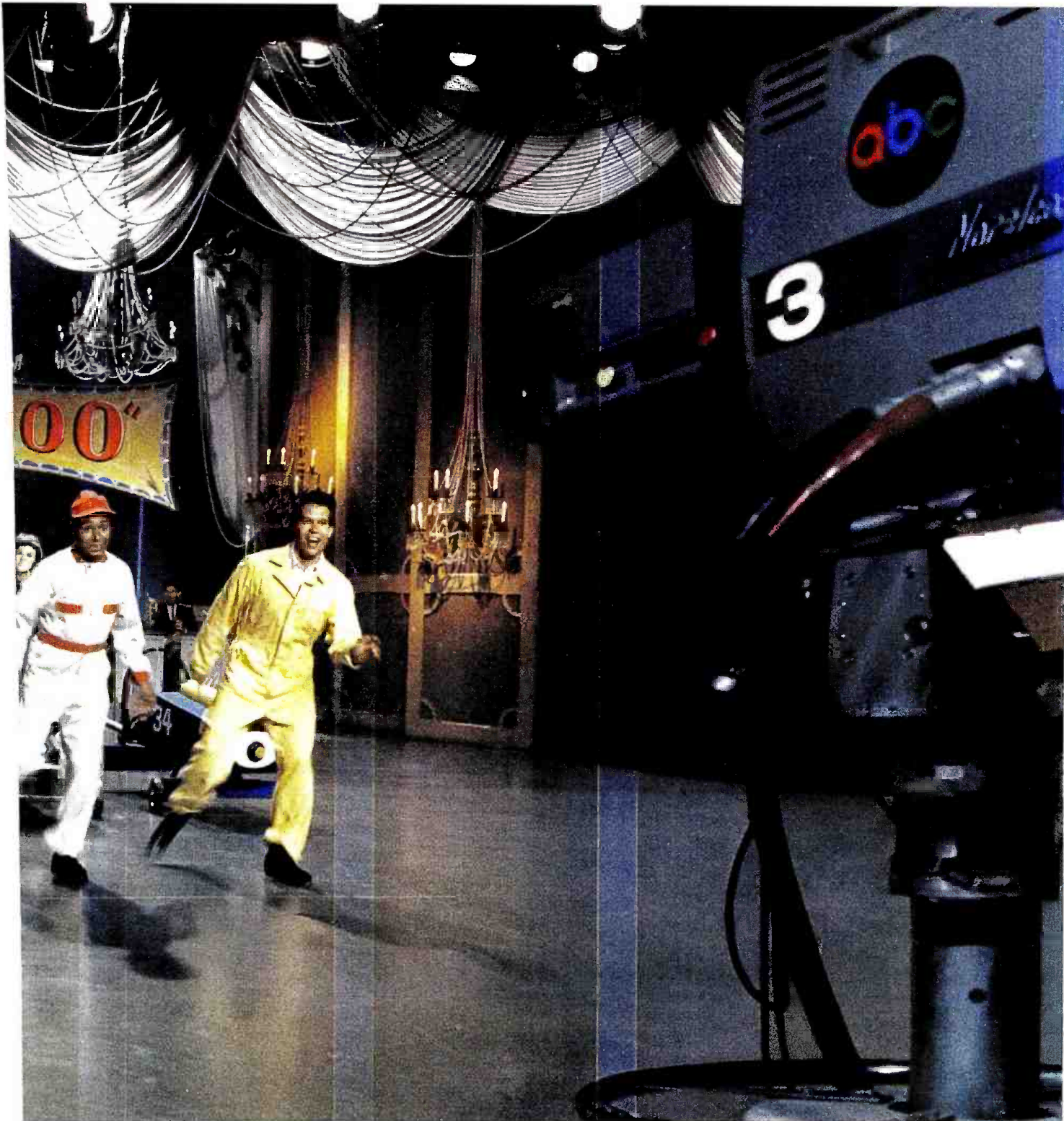
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William McAndrew, NBC News chief, dies at 53

William R. McAndrew, president of NBC News, died unexpectedly last Thursday (May 30) in a Bronxville, N. Y., hospital from injuries suffered in a fall at his home five days earlier. Exact cause of death was not immediately determined but it was attributed unofficially to internal bleeding.

Mr. McAndrew, 53, was widely acclaimed as one of the principal architects in building broadcast journalism, particularly television journalism, to the eminence it enjoys today. He had headed NBC News since 1951, and at his death led a staff of more than 900 correspondents, cameramen and technicians who accounted for more than one-fourth of all NBC-TV programing and three-fourths of the NBC Radio schedule.

The teaming of Chet Huntley and David Brinkley, the conversion of their evening news program to color and expansion to a half-hour, the "Instant News Specials," the NBC White Papers, the three-and-one-half-hour prime-time specials, many advances in the art of election coverage and the rise of NBC News to ratings dominance in coverage of big political and other events were among the developments that occurred under his guidance.

Born in Washington, Sept. 7, 1914,



Mr. McAndrew had been in journalism since his undergraduate days at Catholic University there. He graduated with a bachelor's degree in economics in 1935. He joined the United Press in Washington, as a \$10-a-week copy boy and was quickly promoted to reporter. Two years later he joined NBC News in Washington as news editor and managing editor of *Esso Reporter* on NBC-owned WRC, and subsequently took on other editorial and reportorial duties.

On to Government ■ He left NBC in December 1940 to join BROADCASTING as executive news director. He held that post until February

1942, when he became information director for the board of Economic Warfare.

In mid-1942 he returned to radio as editor for Earl Godwin's *Watch the World Go By* on ABC and when that series ended in January 1944 he rejoined NBC as newsroom manager at WRC. A series of promotions took him to the managership of WRC-AM-FM and the new WNBW(TV) (now WRC-TV) in 1949, and to New York as manager of news and special events for the NBC radio and television networks in 1951.

He was named director of NBC News in 1955, vice president in 1958, executive vice president in 1961 and president in 1965.

In 1963 Mr. McAndrew received a Peabody award for "outstanding contributions to electronic journalism." It paid tribute to his "vision and leadership, which have resulted in range, depth and significance in news reporting." This was one of many honors accorded him, the last of which, an honorary degree from Holy Cross College, was conferred on him in absentia the day before he died.

He is survived by his wife, the former Irene Byrne; a son, William, Jr., and two daughters, Mary, a reporter for AP, and Mrs. John J. Prendergast of Alexandria, Va.

broadcasters that followed the Cox-Johnson survey and elicited Senator Monroney's interest.

Leave It with FCC ■ The bureau's approach was to urge FCC Chairman Rosel H. Hyde to take steps and develop procedures that will avoid such problems in the future. The bureau also notified the Advisory Council on Federal Reports (of which NAB is a member) of this approach. The council, which is the business community's liaison with the bureau, had complained about the survey.

Now the Budget Bureau has written Senator Monroney, saying it doesn't believe the act should be changed. Deputy Director Phillip S. Hughes, in a May 24 letter, said: "To the best of our knowledge this is the first occurrence of this type [of problem] in the 25 years of the Federal Reports Act."

He continued: "The chairman of the commission has agreed to make every effort to provide for the informational needs of the commission and its members through the adoption of procedures which will avoid any future procedural misunderstanding. Therefore, we believe

there is no reason to expect a recurrence of this type of data request from FCC commissioners. Nor do we have any reason to believe that officials of any other federal agency would undertake to initiate such action."

Mr. Hughes concluded: "I am most appreciative of your interest, but we do not believe that legislative action is warranted at this time." Senator Monroney indicated that as far as he's concerned, the matter is closed.

NAB's Concern ■ But NAB President Vincent T. Wasilewski has written the Budget Bureau director a May 27 letter in which he claims a "serious question has arisen as to whether [the act] is adequate to achieve the purposes for which it was enacted."

He notes that NAB's concern "is with the applicability [of the act] to similar situations [exemplified by the Cox-Johnson survey] that may occur in the future." Since broadcasters are "heavily regulated" by the government and are required to submit detailed reports on a continuing basis, Mr. Wasilewski says: "Clearances of these requests by the Bureau of the Budget are the best protec-

tion that these members of the public have from unnecessary demands for information by the federal government."

Mr. Wasilewski asks the bureau whether an individual member of a federal agency could do what the agency itself could not by sending out questionnaires without prior bureau approval. "I believe this question is of such importance for the future of federal reporting procedures that a clear resolution ought to be had as soon as possible," he says; "accordingly, it is respectfully recommended that you seek an opinion of the attorney general if you have any doubt as to the clear applicability of the statute."

Media reports . . .

News picture book ■ Crown Publishers Inc., under agreement with NBC Enterprises, both New York, will issue *NBC News Picture Book of the Year: 1968*,

Malrite move ■ Malrite Broadcasting Co. has established corporate offices in the West Boulevard building, 2990 West Grand Boulevard, Detroit, in July.

FCC again gives OK to Areawide transfer

The FCC has reaffirmed its unprecedented action of earlier this year in which it approved the transfer of control of four commonly owned AM and FM stations on condition that the new owner sell them within six months. The action involved Gamble-Skogmo Inc. and Areawide Communications Inc., licensee of KRSI-AM-FM St. Louis Park and WEBC Duluth, both Minnesota, and WNAX Yankton, S. D.

The commission's earlier decision had been set aside (BROADCASTING, May 13, April 1) while an inquiry was conducted into Gamble-Skogmo's purchase of Red Owl Stores Inc., parent company of Areawide. Under study was an allegation that the applicants had made misrepresentations to the commission in connection with the stock transfer.

The commission, in reaffirming approval last week, stated the "overwhelm-

ing weight of the available evidence" supports the applicants' contention "that they were not aware that the purchase of Red Owl stock required prior commission approval."

The FCC, however, upheld its notice of apparent liability for forfeiture of \$10,000 directed to Areawide in the original decision for violations in the transfer of control of stations.

CPB board gets briefing

No significant action was taken at the Corp. for Public Broadcasting's second board meeting last Tuesday (May 28). Chairman Frank Pace Jr. briefed the 11 board members who attended on the prospects of congressional action on CPB's \$9-million appropriation. The board will skip its planned June meeting and will next meet on July 23. No action on the appointment of a president or the naming of a Washington representative is expected until then.

Three systems added to CATV hearing

Three new CATV proposals have been included by the FCC in a consolidated hearing that will consider Milwaukee, Madison, Wis., and Rockford, Ill., TV markets. The additions bring to 11 the number of systems to be included in the hearing, which has been pending since last year.

The new proposals come from Complete Channel TV Inc., Madison, which plans to operate in that city; GT&E Communications Inc., Vandergrift, Pa., with a proposed operation in Portage, Wis., and Soundvision Inc., Dixon, Ill., which has plans for operation there.

Complete Channel intends to carry the local signals of WISC-TV, WMTV(TV), WKOW-TV and noncommercial WHA-TV, all Madison, plus WREX-TV Rockford. The proposed system will also include distant signals from WGN-TV, WCIU-TV and WFLD-TV, all Chicago, WYVO(TV)

PROGRAMING

Senate passes 315 suspension

Unanimous floor action follows quick committee approval; spotlight now shifts to House Commerce Committee's Staggers

An equal-time suspension for this fall's presidential and vice-presidential campaigns moved with unexpected speed through the Senate last week, leaving the next move toward permitting widespread broadcast coverage of the nominees—including the possibility of face-to-face debates similar to the Kennedy-Nixon appearances in 1960—squarely before the House Commerce Committee.

Senate floor passage came Wednesday afternoon (May 29), before the Senate recessed for the Memorial Day weekend. The action followed Senate Commerce Committee approval of the resolution (S. J. Res. 175) on Monday. Communications Subcommittee Chairman John O. Pastore (D-R.I.) brought the resolution to the floor, along with the committee report urging its adoption, under the Senate's unanimous-consent procedures. It passed without objection. No opposition had been recorded previously in committee, he reported.

Senator Pastore told the Senate that one committee member—Senator Frank J. Lausche (D-Ohio)—who raised objections during a meeting two weeks

ago with network presidents (BROADCASTING, May 27), had since said he would offer no opposition to the suspension legislation.

Like 1960 ■ The resolution adopted follows the form of the legislation voted in 1960 suspending the equal-time requirements of Section 315 of the Communications Act for presidential and vice-presidential nominees. The current resolution, if also passed by the House, would take effect Aug. 31, after the Republican and Democratic conventions. With the suspension, broadcasters would be exempt from equal-time demands of minor candidates for the Presidency or Vice Presidency.

In the report on the resolution, however, the committee says it intends that "free time will also be made available on a fair basis to the nominees of any significant third party that might emerge . . ." It was understood that at the closed meeting with the network presidents it was agreed that reasonable coverage would not be denied George Wallace, nominee of the American Independent Party.

In regard to that meeting, Senator Pastore told the Senate he wanted it

clearly understood that no agreement was reached with the networks concerning formats of programs to be aired under a suspension or blocks of time to be committed. He termed news reports that CBS President Frank Stanton had offered a specific proposal to the committee "erroneous." He said the matter of formats and time would be left entirely to the networks and the candidates to work out.

A possible outcome of such negotiations was suggested by Dr. Stanton, it was reported, but only as an example, not as a formal proposal to the committee. The example involved joint appearances (debates) as well as separate appearances of the candidates.

Not Slipped Through ■ The unanimous passage of the suspension was preceded by a quorum call asked for by Senator Pastore so that senators would be alerted to the presence of the unscheduled legislation on the floor.

The report that urged the adoption of the resolution termed broadcasting a force of "staggering importance in our society" and noted that all information received by the committee on coverage under the 1960 suspension

Rockford, WCEE-TV Freeport-Rockford and WVTV(TV) Milwaukee.

The proposal of GT&E includes the same local signals as those to be carried by Complete Channel with the addition of distant signals of WITI-TV and WTMJ-TV, both Milwaukee, WBAY-TV and WFRV-TV, both Green Bay, Wis., and WSAU-TV and WAOW-TV, both Wausau, Wis.

Dixon System ■ Included in the proposed Soundvision system for Dixon are the local signals of WREX-TV, WTVO (TV), WCEE-TV, plus WHBF-TV Rock Island, Ill., WQAD-TV Moline, Ill., and WOC-TV Davenport, Iowa. Planned distant signals are WBBM-TV, WMAQ-TV, WBKB-TV, WGN-TV, WCIU-TV, WFLD-TV and noncommercial WTTW(TV), all Chicago, and WISC-TV Madison.

The hearing will determine the extent of the proposed penetration of CATV into the market area and its impact on TV. Such hearings, unless waived, are required for CATV's to bring distant signals into the top-100 TV

markets. Milwaukee ranks 24th, Madison 88th and Rockford 97th on the top-100 list.

Other CATV's in the consolidated hearing are CATV of Rockford Inc.; Rockford Community Television Inc., Loves Park, Ill.; TV Cable Co. of Stephenson county, Freeport, Ill.; Beloit (Wis.) Community Television Services Inc.; Television Wisconsin Inc., White-water, Wis.; Whitewater Cable Corp.; Jefferson (Wis.) Cable Corp., and Total TV Inc., Janesville, Wis.

FCC stays Vumore go-ahead

The FCC has stayed the order which authorized Vumore Video Corp. of Colorado Inc. to operate a CATV system in Colorado Springs. The action was taken to permit opposing parties, KOAA-TV Pueblo, Colo., and KRDO-TV Colorado Springs, to file for a court stay of the order pending judicial review. In April the commission had denied a petition by KOAA-TV and KRDO-TV

requesting special relief in the case (BROADCASTING, April 15).

Oregon PUC rejects telephone lease-backs

Telephone companies furnishing lines to CATV companies on a "lease-back" basis have been given pause by the Oregon Public Utilities Commission.

There, the state PUC has rejected a CATV tariff filed by Pacific Northwest Bell Telephone Co. The tariff had been protested by the Pacific Northwest Community Television Association.

The PUC held that telephone-company tariffs must offer service to the public; CATV systems, it ruled, are private businesses and thus cannot take advantage of Pacific Bell's tariffs.

The ruling is believed to be particularly serious to the Bell telephone companies since they are forbidden under a 1956 consent order from engaging in nontelephone business.

"indicated that the broadcasters discharged their responsibility efficiently, fairly and in a nonpartisan manner. The public was the beneficiary."

After the 1960 suspension, the legislation at that time directed the FCC to report to Congress on free time made available to candidates and on any fairness complaints received. The present resolution has a similar provision, calling for an FCC report by March 1, 1969.

Senator Pastore told the Senate that the committee "desires, as it did in 1960, to make it crystal clear that in recommending this legislation it does not diminish or affect in any way the FCC policy or existing law which holds that a licensee's statutory obligation to serve the public interest is to include the broad encompassing duty of providing a fair cross-section of opinion in the station's coverage of public affairs and matters of public controversy."

The resolution itself provides that "nothing . . . shall be construed as relieving broadcasters from the obligation imposed upon them under [the Communications Act] to operate in the public interest."

Next Hurdle ■ Consideration of the legislation by the House is still an open question, although some observers feel that now the Senate has acted the House will follow suit. Last week House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) indicated that his main concern is, and has been, a crowded legislative schedule (BROADCASTING, May 27). He denied earlier reports that he was personally opposed to a suspension but would offer no clue

to what might be on the committee's agenda after conclusion of hearings on railroad-safety legislation, scheduled to end this week.

Scheduling problems in the House promised to grow even tighter last week as legislative committees pondered a letter from Rules Committee Chairman William M. Colmer (D-Miss.) stating that his committee would hold its last meeting on July 9, in a move calculated to pressure the House into consideration of little beyond essential appropriations bills after that date. Any legislative proposal, such as a 315 suspension, would need Rules Committee clearance before it could be scheduled for floor debate. (Appropriations are exempt from a need for a rule.)

Many House observers doubt that Mr. Colmer can stick to his new rule on rules, but if the maneuver is successful in moving the House toward a pre-convention final adjournment it adds pressure to move quickly on the Senate-passed suspension resolution while, by concentrating attention on other priority matters, it makes that consideration more difficult.

Maybe ■ Late last week Mr. Staggers denied reports quoting him on the likelihood that his committee would take up the suspension resolution after conclusion of the railroad-safety hearing. He didn't rule out consideration of the measure but said there were "many, many" high-priority items pressing for his committee's attention.

Some opposition within the committee can be expected. Representative John E. Moss (D-Calif.), senior majority member of the Investigations Sub-

committee and an activist on broadcasting matters, is expected to lead the opposition to the suspension on grounds that such action might pave the way for permanent repeal of Section 315.

But Representative William L. Springer (R-Ill.), influential ranking minority member on the committee, favors a suspension, as he did in 1960.

And another Republican, James T. Broyhill (N.C.), has introduced a bill to suspend the section, as has Representative Lionel Van Deerlin (D-Calif.), who is a former broadcaster.

After the Senate Commerce Committee had approved the suspension last Monday, Frank Stanton, CBS president, called for "quick and favorable action" by the Senate (which, as it developed, came quickly and favorably) and in the House. "This important measure," he observed, "by removing an anachronistic legal obstacle, would virtually guarantee a more interesting, more enlightened political campaign in the months ahead, with face-to-face discussions of the issues among the principal candidates—and at no expense to them."

'PBL' set for 2d year, but questions remain

National Educational Television's board of directors voted last week to continue the Public Broadcast Laboratory for a second year, but left organizational questions up to NET's executive committee.

The committee is composed of John White, NET president; Everett N. Case,

board chairman, and board members Edward W. Barrett, dean of Columbia University's graduate school of journalism; Norman Cousins, *Saturday Review* editor, Newton Minow, Chicago attorney and former FCC chairman; George D. Stoddard, acting vice chancellor for academic affairs, Long Island University, and Philip D. Reed, retired chairman of General Electric Co. It is expected to decide within the week the roles of the PBL editorial board and the staff, headed by executive director Av Westin.

The editorial board had recommended cessation of the project (BROADCASTING, May 27).

Candidates, networks move to California

Network coverage of the 1968 election year dealt with one primary last week and prepared for yet another taking place Tuesday (June 4) in California.

ABC-TV covered the closely fought Oregon primary with a half-hour special beginning 11:30 p.m. EDT. The Oregon polls closed at 11 p.m. EDT (8 p.m. PDT). ABC-TV projected Senator Eugene McCarthy (D-Minn.) as the winner in the race for the Democratic nomination at 11:37. At 11:54 the network said Senator McCarthy would garner at least 40% of the votes in his victory over New York Senator Robert F. Kennedy.

ABC, like the other networks, was able to call former Vice President Richard Nixon the winner in the Republican race shortly after the Oregon polls closed.

ABC Radio covered the Oregon races during the regular newscasts of its four separate network services. ABC radio and TV coverage of the California contest is expected to follow the same schedule as last week's Oregon coverage.

The Oregon primaries rated an hour of coverage on CBS-TV beginning at 11:30 p.m. EDT. However, at 11:02, CBS had said a news survey of voters leaving the polls indicated Senator McCarthy would win and at 11:14 the network had "estimated" that the Minnesota senator would take the race but said the contest was still too close to call. Before the end of the hour special, CBS estimated Senator McCarthy would get 42% of the vote, and that Senator Kennedy would get 39%.

CBS-TV will present essentially the same type of coverage from California: live bulletins between 11 and 11:30 p.m. EDT, and then a special at 11:30.

CBS Radio presented an hour special at 11:30 on Oregon primary night, and on the following morning fed a 10-min-



ute program to affiliates for use at their discretion. The same schedule will be followed for the California voting.

First Projection ■ NBC News was the first network to project Senator McCarthy the winner—at 11:12 p.m. EDT, when about 3% of the vote had been counted. NBC projected Mr. Nixon the Republican winner a few minutes after a 70-minute primary special began at 11 p.m. EDT. Projections of the vote were based on samples of 100 precincts scattered throughout Oregon.

Tabulations of the vote in Oregon were transmitted to NBC News's election center in Burbank, Calif. and were there posted on digital display boards for broadcasting. *The Huntley-Brinkley Report* is originating in Burbank for two weeks beginning last Monday (May 27). NBC studios at Burbank house the election unit for both the Oregon and California primaries (see page 51).

NBC-TV will originate coverage of the California primaries beginning at 11

p.m. EDT, lasting at least until 1 a.m. EDT. The *Tonight* show will be preempted, and NBC News officials say special programming may continue past 1 a.m. if developments warrant.

Last week, NBC Radio presented six special five-minute reports on the Oregon election, originating its coverage from KGW, the NBC affiliate in Portland. The radio specials were presented every half-hour beginning at 11:15 p.m. and continuing to 1:45 a.m. EDT. A five-minute recap was presented Wednesday (May 29) at 7:45 a.m. EDT. Radio coverage during and after the California primary will follow the same schedule.

MBS presented eight five-minute special reports on the Oregon races and two half-hour specials—*Trail to the White House* and *Oregon '68*. During the California primary, Mutual will present 11 five-minute specials and at least two half-hour news programs.

All networks will cover developments in the South Dakota primaries which also take place Tuesday.

ABC-TV pencils in Olympic time slots

A tentative broadcasting schedule for ABC-TV's Oct. 12-17 Summer Olympic coverage in Mexico City is being announced today (June 3) by Roone Arledge, president of ABC sports.

Mr. Arledge estimated that live events will make up around 75% of the total 42 hours to be telecast. Included in the live coverage will be the 800-, 1500- and 10,000-meter track events, men's and women's swimming races, and basketball and boxing finals.

ABC-TV will also present a one-hour preview of the Mexico City games on Oct. 6.

The schedule of the feeds is as follows (all times p.m. EDT):

Sunday, Oct. 6 (preview) 4-5; Saturday, Oct. 12, 1-3; Sunday, Oct. 13, 7-8; Monday, Oct. 14, 1-2-7-7:30 and 10-11; Tuesday, Oct. 15, 1-2, 7-7:30, and 7:30-8:30; Wednesday, Oct. 16, 1-2-7:30 and 8:30-9.

Also, Thursday, Oct. 17, 1-2, 7-7:30 and 9:30-11; Friday, Oct. 18, 1-2, 7-7:30, 7:30-8:30, and 11:30-12; Saturday, Oct. 19, 1-2, 6:30-7:30 and 10:30-11; Sunday, Oct. 20, 5-7 and 11-12; Monday, Oct. 21, 1-2, 7-7:30 and 7:30-8:30.

Tuesday, Oct. 22, 1-2, 7-7:30, 9:30-10 and 11:30-12; Wednesday, Oct. 23, 1-2, 7-7:30 and 10-11; Thursday, Oct. 24, 1-2, 7-7:30 and 10:30-11; Friday, Oct. 25, 1-2, 9-10 and 11-1 a.m.; Saturday, Oct. 26, 4:30-5, 6:30-7:30, 10:30-11 and 11:30-1 a.m.; Sunday, Oct. 27, 5-7.

Over hill and dale NBC's 'Tonka toy' keeps rolling along

Last week's presidential primary in Oregon (May 28) was covered for NBC-TV by "Shafer's Flying Circus." This week's California primary (June 4) will get the same specialized handling. Since March 12th, "Shafer's Flying Circus"—television's answer to "The Dirty Dozen"—has covered presidential primaries in New Hampshire, Wisconsin, Indiana and Nebraska. After the primaries it will go on to cover the campaigns and the convention.

Shafer is Robert Shafer, producer of "instant" news specials for NBC-TV. His "flying circus"—the nickname connotes the unit's wild and wacky pace—consists of nine producers, directors, technical and editorial people. Their assignment is to produce news specials—in these instances coverage of presidential primaries—fast and comprehensively. They are the nucleus of NBC-TV News's primary election coverage. But before they are through with their individual state assignments between 160 and 200 other specialists—mostly technicians—have become involved in the instant special.

After five primaries, heading into the sixth and last in California, the "flying circus" unit has worked out a style and operation all its own. The unit flies into a state and sets up in whatever facility is big and sophisticated enough to handle complicated communications requirements. In most states it has been a hotel with convention facilities. In Indiana it was the farmers building

on the Indiana State Fair Grounds. In California, it's the NBC color studios in Burbank.

Yet wherever the location—even in NBC's West Coast headquarters—the special unit has to technically build its own facility. It must have some 275 telephone circuit pairs and between 12 to 15 video and audio circuits. On the Indiana fair grounds it built a video tower with 19 microwave dishes.

On-the-Spot Network ■ For what the unit must do is centralize the NBC-TV network in the state that is holding the primary. Unlike most such operations, the NBC News specials on the primaries are not remote telecasts to a studio in New York. Instead, Mr. Shafer and company are in essence network central, with an average of six remote installations tying-in with their facility. Thus in the coverage of the Indiana primary, an interview with California Governor Ronald Reagan was brought in by satellite from Honolulu and comments by Richard Nixon were carried from Medford, Ore.

Heart of the operation is a massive mobile unit that NBC has designated N-3. It actually amounts to three vans containing six color cameras and two high-band color video-tape recorders. Mr. Shafer calls it "the world's largest Tonka toy."

The Oregon primary was the only one where network central was not located in the state where the election was being held. Because the Oregon election came just a week before the California one was sched-

uled, network central for both primaries was maintained at NBC Burbank. But a sub-central was constructed at the Benson hotel in Portland.

The California primary is the big one for the NBC special unit in terms of sustained coverage. Polls in California will close at 8 p.m., PDT and network service will start at that time. It will run for two hours or longer.

In the other primaries, the unit produced 10-minute programs that were interspersed in NBC-TV's *Tuesday Night at the Movies*. A half-hour wrapup was then turned out for showing at 11:30 p.m. EDT. The one exception, other than California, was Indiana, with a one-hour program shown immediately after the polls closed and a 10-minute wrap-up presented at the conclusion of the Tuesday night movie.

Mr. Shafer's base unit of nine has been established in each state weeks before the actual date of the respective primaries. Besides Mr. Shafer, formerly manager of news on the West Coast for NBC-TV, the unit includes Walt Kravetz, associate producer and director; Jane Courtney, associate producer of remote coverage; Karlton Rosholt, associate producer of studio operations; Cynthia Kayan, researcher; Pat Creaghan, production assistant; Nina Merren, assistant producer; Ed Proctor, technical supervisor, and Norman Davidson, scenic designer. The unit has been planning its coverage of the primaries since last fall.

McCellan urges effort for copyright revision

Hope of getting a major copyright-law revision out of the Senate Judiciary Committee this year may be dead but Copyright Subcommittee Chairman John L. McClellan (D-Ark.) wants all the parties necessary to a CATV compromise to keep working. After submitting a bill to temporarily extend expiring copyrights (BROADCASTING, May 27), he put broadcasters, copyright proprietors and cable interests on notice that negotiations must continue if legislation is to be resolved next year.

Senator McClellan noted that CATV liability remains "one of the most difficult questions remaining to be resolved." He said all interested parties had been requested to submit position

papers by March 15, but observed that pending litigation before the U.S. Supreme Court and private discussions between the parties resulted in "a considerable reluctance to comply with the subcommittee request."

He added that he had received assurances from Louis Nizer, on behalf of the owners of most of the copyrighted television film programs, that ad hoc agreements not to bring further liability suits against cablecasters would continue in force. "I hope that the broadcasters will also signify their intent to cooperate with Congress by refraining from the institution of lawsuits," he said.

Meanwhile, he added: "The subcommittee expects the National Cable Television Association to observe its commitment to make every effort to achieve a reasonable solution to this complex issue."

Third movie night planned for ABC-TV

The movie upbeat goes on in network television. ABC-TV added a loud tattoo last week by announcing that in the fall of 1969 it will have a third night of feature-film presentations in prime time.

The upcoming series of movies will involve a new and ambitious concept for the network. It will consist of 26 new films, 90 minutes in length, to be produced by various domestic and foreign major film studios and independent movie-makers, at a total cost of some \$15 million. The series, to be entitled *Movie of the Week*, will show product almost entirely produced specifically for the network from original story ideas.

The 90-minute feature-film program will be pure anthology. A new movie

will be presented every week, with an initial commitment for 26 weeks. Specific night and time period when the *Movie of the Week* is to be shown have not been determined as yet. The network points out that even though the movies will vary from week to week a strong character or situation of particular interest may show up in a feature film that could evolve into a series spinoff or sequel movie.

Springboard for the new feature-film series obviously is the proven success of movies in prime-time network television. According to Leonard Goldberg, vice president in charge of network programming for ABC-TV, the ability movies have for attracting and entertaining audiences when shown on television—particularly young adults—is “eloquent testimony” that “well-constructed, well-produced stories, which are told in depth” are what viewers want to see.

Currently ABC-TV has movies on Sunday and Wednesday nights. NBC-TV already has scheduled three nights of feature films in prime time beginning this September. The same network also will program in the fall a 90-minute series called *Name of the Game*, which has been promoted as a full season of movie-type productions made specifically for television.

Unlike the proposed ABC-TV *Movie of the Week*, however, the new NBC-TV series will operate under the umbrella of continuing characters and will not be in the traditional anthology style.

Methodists' talk show starts on 20 stations

Night Call, a late-night telephone conversation show produced by the Television, Radio and Film Commission (TRAFCO) of the United Methodist Church, will begin on about 20 stations today (June 3).

Del Shields, of WLIB-FM New York, will be the host of the live call-in show weekdays from 11:30 p.m. to 12:30 a.m. EDT. Guests scheduled for the first week are New York Mayor John V. Lindsay; Dr. Ralph Abernathy, acting director of the Southern Christian Leadership Conference; Theodore R. McKeldin, former governor of Maryland and president of the Baltimore Urban Coalition; Stokely Carmichael, militant Negro leader, and Sargent Shriver, U.S. ambassador to France.

WRVR-FM New York will be the originating station. Other stations, some of them noncommercial, prepared to carry *Night Call* were listed last week as WLIB-FM and WWRL, both New York; KLRA Little Rock, Ark.; KOGO-AM-FM San Diego; WAMU-FM Washington; WRHC Jacksonville, Fla.; WSB



A poignant reminder

A viewer's idea to counter voter apathy turned into the cornerstone of a five-day on-air promotion by WLBW-TV Miami. The campaign, suggested to Thomas A. Welstead, executive vice president and general manager of the station, was to remind voters in last Tuesday's (May 28) Democratic senatorial primary runoff that soldiers were fighting in Vietnam to preserve U. S. constitutional rights.

From Friday (May 24) to Tuesday WLBW-TV ran a series of announcements over a slide of the Liberty Bell and the word "Vote." The voice-over copy: "This week 549 boys died fighting in Vietnam for your right to vote. What are you going to do about it?"

The announcement may also be used in the general November elections.

Atlanta; WSBT South Bend, Ind.; KRNT Des Moines, Iowa; WBUR-FM Boston; KSJR-FM Collegeville, Minn.; KSJN-FM Minneapolis; WSRC-FM Durham, N. C.; WOSU-FM Columbus, Ohio; WERE-AM-FM Cleveland; KLIQ-FM Portland, Ore.; WAMO-FM Pittsburgh; KERI-FM Bellingham, Wash.; KUOW-FM Seattle, and WRUN Utica, N. Y.

Listeners will be able to participate in the discussion by calling collect, at the producer's expense. Stations may place local advertising in the show (BROADCASTING, April 22).

Night Call is released in cooperation with the National Council of Churches and the National Catholic Office for Radio and Television.

California TV's plan 12-hour 'Workathon'

All of the television stations in California's Stockton-Sacramento market will pre-empt most of their regular programming, including several hours of prime time, on June 8 for a 12-hour *Workathon*. The purpose of the special program is to find jobs for the unem-

ployed in 19 northern California counties.

The *Workathon* will be conducted by Sacramento State College. Participating in the program are KOVR-TV Stockton and KCRA-TV, KXTV-TV and noncommercial KVIE-TV, all Sacramento.

The program will originate from the studios of KXTV with all four stations sharing in the production effort. California Governor Ronald Reagan and other state and local dignitaries are expected to make appearances on the program. In addition, Vice President Hubert Humphrey and several Hollywood personalities have been invited to participate in the community effort.

KOVR will program an additional 90-minute segment prior to the 12-hour telethon carried by all the stations. This added program will originate live from Stockton and will focus on the problems of unemployment in the San Joaquin county. An attempt will be made to enlist the help of the local community in solving these problems.

NET's 'Black Journal' sets start on June 12

Black Journal, National Educational Television's monthly magazine series by, for and about American Negroes, will start June 12 on a network of more than 100 noncommercial stations.

The first show features a satire written and directed by Godfrey Cambridge and performed by members of Chicago's Second City troupe and an interview with Huey Newton, a leader of the militant Black Panthers of Northern California, in the Oakland jail cell where he awaits trial on charges of shooting a policeman.

Other segments of the first show include discussions with members of the Afro Society of Harvard University and graduating seniors at Atlanta's Morehouse and Spellman Colleges.

Additional segments of the one-hour show will be kept open for late-breaking national news stories.

HHH cautions media on riot coverage

Television particularly, and other information media such as radio and newspapers, must become responsible in covering the disorders of the cities, Vice President Hubert H. Humphrey believes.

Commenting last week to a newspaper columnist, Mr. Humphrey added: "If the media is going to broadcast the emotional appeals of the Stokely Carmichaels and the other agitators, it

is like throwing gasoline on flames."

And he feels that a heavy responsibility lies on TV because its impact is so strong some things can be exaggerated or distorted. For example, he said, he has noticed that Negro youth act up, jumping, pushing and shoving, when they think they're on TV.

"It is absolutely essential," he said, "that TV in particular, and radio and press secondarily, accept their responsibility in these riot situations."

Radio and TV, he said, acted "fantastically" in the April Washington riots. He lauded their "self-discipline," which he noted was not imposed by the government.

CATV ordered to carry translator's signal

Brainerd Video, operator of a CATV system in Brainerd, Minn., has been ordered by the FCC to provide carriage and program exclusivity to K74CM, Brainerd TV translator, which carries KDAL-TV Duluth, Minn. The commission pointed out in this instance that its rules require the carriage of a station's signal without flaws in quality.

Brainerd Video, which carried KDAL-TV programming until last summer, said it discontinued service due to an "inferior and unreliable" signal from K74CM. The commission said that Brainerd Video had been given the opportunity to prove that the translator station's signal was unsuitable and had been unable to do so.

Freeman asks CBS for "equal time"

Secretary of Agriculture Orville L. Freeman last week severely criticized the content of CBS News's May 21 documentary *Hunger in America* and asked for "equal" time to outline federal food programs.



Sec. Freeman

Mr. Freeman, in a letter to CBS Inc. President Frank Stanton, charged that the program offered a misleading picture of the hunger problem in this country due to an unbalanced presentation which included errors and even suppression of known evidence. In a report to Representative Carl D. Perkins (D-Ky.), Mr. Freeman further claimed that the program presented inaccurate statistics in

relation to federal food programs and indicated the danger of false impressions that could be created by such fallacies.

Mr. Freeman requested "equal network time" from CBS to respond to the points he said were erroneous in the program. (The request will be considered under the FCC's fairness doctrine, not the "equal time" law which applies only to political candidates.)

A CBS Inc. spokesman said the company's legal department was still studying Mr. Freeman's charges and CBS had not come to any decision on the equal-time questions by late Wednesday (May 29) afternoon.

Richard S. Salant, president of CBS News, read a statement on the *CBS Evening News with Walter Cronkite* on Monday (May 27). He said Mr. Freeman's request would be given "careful consideration." Mr. Salant stated:

"We have only heard of, and not yet seen. Secretary Freeman's letter and so-called bill of particulars. They will obviously receive careful consideration when they arrive. Meanwhile, I have every confidence in the accuracy and responsibility of the CBS News personnel who worked over many months on *Hunger in America*, of which we are all very proud."

Gotham asking stations about 10-minute show

Gotham Recording Corp., New York, in charge of a production of new radio program to encourage U. S. Army enlistment. *The Hit Heard 'Round the World*, is surveying 5,000 radio stations

AP's audio signers

For the first time on Wednesday (May 29), the AP radio wire began adding "bylines" to all of its five- and 10-minute news summaries. The name or names of the people preparing the summaries are given at the end of the news copy in a new policy which AP officials said last week was effected to inform the stations who is responsible for individual summaries. "The broadcaster may wish to comment on material by identifying the name of the person responsible for its preparation," said one AP executive, who also said that it was up to the station as to whether it wished to include the credit line in a news broadcast.

to determine if a 10-minute show would be acceptable.

Currently, five-minute public service programs are broadcast on an estimated 3,000 stations. The new production is scheduled to begin July 15 on the same number of stations five times per week and would feature taped interviews and song introductions by disk jockeys in various countries, with Fred Robbins as permanent host from New York. Rachael Elkind is the producer and N. W. Ayer & Son, Philadelphia, is the agency.

Reinsch Democratic convention role defined

J. Leonard Reinsch, president of Cox Broadcasting Corp., Atlanta, and longtime consultant and director for Democratic national conventions, will play a specialized role in the forthcoming convention set for Aug. 26 in Chicago, John M. Bailey, chairman of Democratic National Committee, said last week.



Mr. Reinsch

Mr. Bailey said that Mr. Reinsch "has contributed abundantly to the planning thus far. We will need and seek his counsel in the weeks ahead." But he noted that Mr. Reinsch had indicated "tremendous duties with his business prevented the full-time participation of past years." This year Mr. Reinsch will concentrate as chief consultant on media problems.

The news media, which have requested 7,000 rooms, Mr. Bailey added, "will be housed better than at any time in the party's history." The convention will be entirely telecast in color for the first time, bringing "challenges in lighting the amphitheater and then bringing in enough cool air to make it comfortable."

Mr. Bailey also said John Criswell, party treasurer, will act as executive director for the 1968 convention and John Meek will serve as planning coordinator.

Meanwhile, radio-TV news and program directors have been advised that information regarding audio or video pool coverage of the Democratic convention can be obtained from Clarence Cross, CBS, 518 West 57th Street, New York 10019.

Republican convention pool coverage information can be obtained from James Kitchell, NBC, 30 Rockefeller Plaza, New York 10020.

Cox, Johnson push renewal fight

In report on Oklahoma stations, commissioners declare that local service is a myth, urge new programing standards be applied to stations

"The basis of American commercial broadcasting is local service—local news, enlightened presentation of local controversial issues, local talent and a community dialogue. . . . After a three-month evaluation of the programing of a sampling of American radio and television stations we must report that this foundation is shaky indeed."

Thus begins the preface to a 308-page report on Oklahoma broadcasting presented to the FCC last week and released to the public today (Monday), by Commissioners Kenneth A. Cox and Nicholas Johnson.

The report, issued in connection with the commission's renewal of licenses of Oklahoma broadcasters—as well as

those in Kansas and Nebraska—for the three-year term beginning June 1, constitutes sharp criticism of Oklahoma stations' local programing service. But the report is designed primarily as an indictment of the commission's renewal process.

New Standard ■ The commissioners offer a number of suggestions for tightening up the process, as well as one for requesting explanations from 17 Oklahoma renewal applicants they feel have not proposed a reasonable amount of news, public affairs and "other" (agricultural, instructional and religious) programing.

The commissioners, whose report is the product of their long-standing dis-

satisfaction with the commission's renewal process, regularly dissent to the approval of license-renewal applications failing to provide what they consider minimum standards necessary for renewal.

And, in presenting a motion last week to implement some of their proposals, they had no better luck in persuading their colleagues to follow their lead in renewal matters than they have had in the past. They proposed that the staff draft a checklist, based on one suggested in the report, that could be used in weeding out for commission review renewal applicants "presenting the least satisfactory program proposals." The commissioners say in their report that judgments should be made by the commission in terms of how a station compares with others in its area in its nonentertainment or sports and local programing—with some attention to minimum standards and to the financial health of the station. They offer proposals for implementing that idea.

The motion also proposed letters requesting explanations from all June renewal applicants proposing to devote less than 5% of their time to news, 1% to public affairs and 5% to a combination of public affairs and "other" programing. They also proposed sending similar letters to four Oklahoma television stations, KWTW(TV) and KOCOTV, both Oklahoma City, KTUL(TV) Tulsa and KSWO(TV) Lawton. Some are said to have met the minimum standards the commissioners are using, but to have shown up poorly in those three areas of programing comparison with other stations.

Commissioners Cox and Johnson provided the only votes for the motion, which was defeated 4-to-2.

Many of the applicants from whom the commissioners wanted additional information—about 40—will be granted renewals by the staff under delegated authority. Action on some of the applications is being held up for consideration of various problems unrelated to the commissioners' complaints.

Spreading the Word ■ However, the report constitutes more than an effort on the part of the two commissioners to persuade their colleagues. The preface notes that the document is a "case

Too many 'Viewpoints' muddle Senate report

Too many viewpoints can confuse the data. In the Senate Commerce Committee's fairness-doctrine study released last month (BROADCASTING, May 13), a syndicated series called *Viewpoint* ranked in the top 10, on the basis of number of stations carrying the program. The number listed, however, seemed too low for Bill Bertenshaw, *Viewpoint* producer with Radio & TV Roundup Productions, Maplewood, N.J., who promptly wrote BROADCASTING with an updated figure.

Neither figure jibed with the committee's own entry from the syndicator, who also, as it turned out, was not the company with which Mr. Bertenshaw is affiliated. And the carriage figure the committee had from the syndicator that responded to the committee questionnaire—Capitol Broadcasting Co. Inc., Raleigh, N.C.—didn't jibe with the number given in the report's summary, which was based on responses from individual broadcasters on which syndicated programs they actually carried.

Last week both *Viewpoint* producers attempted to clear up the confusion. Mr. Bertenshaw says his program, conducted by the Rev. Dana F. Kennedy for the past 11 years and presented as a public service by

the Episcopal Church, is now carried by 376 AM or FM stations in a 14:20 format, by 31 FM's in a 24:20 stereo format and is also syndicated via tape in Canada, Europe and the Far East.

He adds that the program features discussions with name guests and has been slotted by many stations "on other days and other hours besides the Sunday-morning religious-ghetto bloc." They have the title, *Viewpoint*, copyrighted, he notes.

Another Voice ■ Jesse Helms, who has another *Viewpoint*, says his five-minute commentary is carried five times weekly on WRAL-TV Raleigh, N.C., and the audio portion is aired by approximately 39 radio stations in the state. In addition, he notes, 30 or 40 out-of-state stations are provided with a script service.

Neither Mr. Helms nor Mr. Bertenshaw could account for the circulation figures the committee summary presented, either combined or singly. (And neither had heard of the others' program with the same name, although Mr. Helms noted that technically his comments are originated as WRAL-TV *Viewpoint*.)

But the disparity in the committee report's figures gave rise to the possibility that there might be still another *Viewpoint* to be heard from.

study" of the kind of analysis that can be done by others "in and out of the commission, for license renewals in other states." Specifically mentioned as hoped for readers are universities and other institutions currently evaluating the nation's telecommunications system, individual broadcasters and their associations, and "public-spirited individuals and organizations throughout the country—as well as in Oklahoma."

Not mentioned but likely to find the report interesting, if heavy, reading are members of Congress, particularly those on the House Commerce Committee who have been increasingly critical of the commission. Senator Philip A. Hart (D-Mich.), chairman of the Senate Antitrust and Monopoly Subcommittee, and Representative John D. Dingell (D-Mich.), a member of the House Commerce Committee, fired new salvos of criticism at the commission last week in a symposium on antitrust and monopoly policy in the communications industries (see page 34).

The chief aim of the report has been clouded in controversy as a result of the letters the commissioners wrote some 60 Oklahoma broadcasters, querying them on their programing in connection with their project (BROADCASTING, April 15). Some Oklahoma stations complained that the commissioners were attempting to influence their programing decisions.

Commissioners Cox and Johnson, in the report, describe the present license-renewal process as a "ritual in which no actual review takes place" and "a sham." They say the staff, under delegated authority, routinely grants renewal applications "except for the few whose draftsmen were inexperienced and hence made technical mistakes in filling them out." The commission members, they say, "play almost literally no role at all."

Good Forms ■ They urge more care and attention in renewal matters on the part of the commission. They note that the new renewal-application forms have been in use for several years and provide considerable information which the commission does not use. Indeed, they say, matters have reached a point where the "propriety" of the forms may be in question, in view of Communications Act provision prohibiting the commission from requiring applicants to file information that is not material to the granting of their applications.

Commission members and staffers who have discussed the Cox-Johnson proposals cite the considerable amount of work it would require of a staff already stretched thin.

The commissioners at one point seek to meet that objection by suggesting that "it may be that we should devise some sampling technique to select ap-

plications for detailed analysis."

But the commissioners say that if the actual programing of broadcasters is as "devoid of concern about local expression and local service as is the commission's renewal procedure, then the FCC should halt the pretense." They say the commission should recommend that Congress enact a different broadcast system which would not entail the present system's "substantial economic and social costs to the public."

Allocation Warning ■ Elsewhere, they make this point more forcefully. "If our television licensees are to continue to deserve protection against the importation of distant signals by CATV sys-

tems and against the possible development of direct satellite-to-home broadcasting, they must provide a range of local program services, a significant part of which should be presented in the evening hours when it is most convenient for most of their audiences to watch television. We think our renewal process should emphasize this responsibility." They also refer to demands of land-mobile radio for television spectrum space and to proposals for permitting clear-channel stations to exceed the present maximum power of 50 kw.

However, they say they regard maintenance of the present system as vital, particularly at a time when, with "vir-

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tually every city in this country . . . engulfed by incipient rebellion," the nation's future "hinges on the ability of individual cities to create communication where it has never existed before."

The commissioners say they decided to inform themselves on the state of local programing by studying broadcasting in a single state. Oklahoma was selected, not because of any complaints about service there, they say, but because it seemed a "typical" state, which was primarily served by broadcast signals within its borders, and because its license-renewal applications were pending when they decided to begin their project.

Their principal conclusion, they say, is "disquieting": "As far as Oklahoma broadcasting is concerned, the concept of local service is largely a myth. With a few exceptions, Oklahoma stations provided almost literally no programing that can meaningfully be described as local expression. They provide very little that can be considered tailored to specific needs of their individual communities."

Highlights ■ Among the findings of the report they highlight:

- Of the 10 commercial television stations in the state, which take in a total of more than \$16 million in gross revenues annually, only one devotes as much as two hours a week to public affairs programing (out of 105 to 134 hours per week of programing). Two stations carry none at all.

- Three of the television stations carry less than eight hours of news per week.

- There is not a single regularly scheduled prime-time program devoted to presentation, analysis or discussion of controversial issues of public importance in the state or in the community.

- Not one station carries as much as one hour per week of locally originated programing in prime time, other than news, weather and sports.

- Although an important source of news, including local news, radio "provides almost literally no public-affairs

service at all other than news."

The recommendation for a checklist for use by the staff in sifting out "least satisfactory" applications for commission review is considered a key one. They say it would enable the commissioners to participate meaningfully in the renewal process.

More Financial Data ■ The checklist should include, they say, data as to revenues and cash flow (for commissioners' use only), amounts of programing other than entertainment or sports, a list of special programs which pre-empted regularly scheduled programs during preceding months, the percentage of time for commercials, and the number of hours containing over 18 minutes (for radio) or 16 minutes (for television) of commercial time.

In other recommendations they urged:

- The commission be wary of permitting so many mass-communications outlets to accumulate in the hands of a single organization. They say they have discovered an uncommon and, "we believe, dangerous degree of concentration of control" of mass media in Oklahoma. Four firms, they say, account for 56% of the revenue and 88% of the income of the totals earned by all 73 licensee firms in the state. The leader among the four "is part of a galaxy of interests" which is owned by the Gaylord family and which includes WKY-AM-TV Oklahoma City, two newspapers in that city, and four other television stations in major markets including two in Texas.

- The commission should consider the adoption of rules that would relate the amount of time and resources which a licensee is expected to invest in news and public affairs to his financial ability to make such investments. The commissioners note that WKY-TV does provide more local programing than any station in the state, but they are unimpressed by the performance in view of the news-gathering resources of the parent organization and financial resources of WKY-AM-TV. (The commissioners, in a confidential memorandum

Duggan in for Pyne

Star telephone-talk radio personality Joe Pyne, who flits from one brouhaha to another, has been replaced on his home station, KLAC Los Angeles, by Tom Duggan, another highly controversial broadcast commentator. Mr. Pyne is recuperating from a stubborn pneumonia-type virus (BROADCASTING, May 27). Mr. Duggan, like the man he replaces, a political conservative, is well-known to Southern California television viewers, having had his own interview-commentary shows on Los Angeles's KTLA(TV), KTTV(TV) and KCOP(TV) over a nine-year span. For the last year, he's been doing a television talk show on WFLD-TV Chicago. Mr. Duggan also writes a column for the *Los Angeles Herald-Examiner* four times a week.

to the commission, note that WKY-TV in 1966 generated a cash flow—profit, plus depreciation, plus payment to principal—of almost \$2 million.)

- The commission should adopt "a flexible concept of local service, which would allow for the different informational and expressional needs of small communities and large cities."

- The commission consider adopting different standards for defining local-service obligations of radio-station licensees and television-station licensees. They note that the two media play distinct roles as outlets for information and the presentation of issues of public importance.

- The commission make the "effort to make information, such as that we have assembled here, widely available to the American people, and otherwise encourage more meaningful surveys and other efforts to involve the public in the program selection process."

The report contains a considerable amount of detailed information. It includes a description of the state and of 11 cities, in terms of population, industry and income, as well as the programing available to them. Information about the stations includes call letters, power, location, ownership. Out-of-city signals which can be received in the community being discussed are listed. So are the local newspapers and some national-magazine circulation figures. There is a nine-page section on concentration of control of media in the state.

Query Defense ■ The report also contains a defense of the controversial letters that were sent to the broadcasters, as well as those that went to the networks. There was also a touch of bitterness about the controversy that

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involved Senator A. S. (Mike) Monroney (D-Okla.), whose help was sought by Oklahoma broadcasters and the Bureau of the Budget, which, they said, was asked to "stop this harassment'." (See page 42)

"All but 10% of the stations [14 stations] refused to answer," they said, "even after a clarifying letter . . . was sent." This was a reference to the letter, sent after a meeting with Senator Monroney, making clear that an answer was not legally required and giving assurances that the material would not be put in the stations' license-renewal file or any other file regularly available to the public.

The commissioners had asked the networks for information on news and public-affairs programs they carried during the period beginning Dec. 1, 1967, and a record of clearances of that programming by their Oklahoma affiliates. ABC and NBC complied; CBS provided information on the programming, not the clearances.

The commissioners say they were "reluctant to draw conclusions from the unwillingness of the stations to answer simple questions, or from the position of CBS. . . . It strikes us as odd that stations which uniformly claim they operate in the public interest were unwilling to respond to limited requests for additional information by two members of the commission which licenses and supervises their operation."

They say they "make no apology" for the fact that they concerned themselves with programming in preparing their study, since law, court decisions and "numerous" commission actions "clearly establish that 'censorship' . . . is not to be equated with FCC concern about local service. . . ."

Local color on CATV

The first New York color cablecasts of locally originated programs were car-

ried over the facilities of Hightower Telesystems Inc. in Newburgh last week. Paul Hancock, vice president and general manager, said one of the programs was a local little league baseball game played on May 25, taped in color by Hightower and shown to subscribers the following day. The CATV system is managed by Time-Life Broadcast Inc., which has an interest in the facility, as well as in 16 other cable TV installations with a total of more than 60,000 subscribers. All of these systems have some local program origination.

Program notes . . .

Taped feeds ■ News feeds from the Southern Baptist Convention in Houston this week (June 4-7) are available to stations that call collect. The Houston number: (713) 224-6556. The feeds will be available from 10 a.m.-9 p.m. CDT daily.

Primary analysis ■ Former California Governors Edmund (Pat) Brown and Goodwin Knight both will appear exclusively on KPIX(TV) San Francisco to observe, analyze and comment on the state's June 4 primary election. The appearances of the two governors will be a feature of the station's *Eyewitness Campaign 68: California Primary* telecast.

Andrea Doria special ■ Italian oceanographer and producer-director Bruno Vailatin will head a five-man expedition team that will undertake an underwater survey of the sunken Andrea Doria late in July. The team will take films of the wreckage that will be incorporated into a one-hour television special.

Voices from yesterday ■ Sierra Blanca Productions, Box 891, Silver City, N. M., is distributing the first 260 in a series of *Voices of the Great*. The 30-second radio featurettes include the voices of men and women such as P. T. Barnum, Sarah Bernhardt, Florence Nightingale, and Theodore Roosevelt.

FINANCIAL REPORTS

Fuqua diversifies into mobile homes

Fuqua Industries Inc., a diversified Atlanta company and parent corporation of Fuqua Communications Inc., group broadcaster, has announced it will enter the mobile-homes manufacturing industry.

Fuqua said it has agreed in principle to acquire U.S. Mobile Homes Inc., Henderson, N.C., for an undisclosed cash amount. U.S. Mobile Homes sales were approximately \$9 million in 1967.

Fuqua also announced the signing of

agreements spelling out final terms for acquisition of Interstate Motor Freight System, Grand Rapids, Mich. (BROADCASTING, May 6).

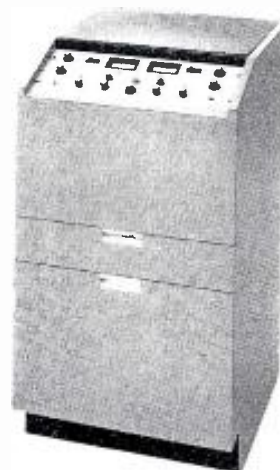
Terms call for each share of Interstate common stock to be exchanged for two-thirds of a share of Fuqua common; two-fifths of a warrant expiring Dec. 31, 1973, permitting purchase of one share of Fuqua common at \$44 per share, and \$20 principle amount of 7% subordinated debenture of Fuqua due July 1, 1988. Transaction will result in FI issuing about 526,000 shares of common, 316,000 warrants and \$15,800,000 in debentures.

Fuqua's sales and net income for

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1967 amounted to \$60.2 million and \$4,686,000, respectively. Interstate's revenues and net income for 1967 were \$66.3 million and \$2,017,000, respectively.

Downes builds up holdings in Bartell

Downes Communications Inc., New York, reported last week it has purchased an additional 30% stock interest in Bartell Media Corp. and has an option for another 7% of the stock.

Downes said it paid the equivalent of about \$10.25 a share for 626,000 shares, purchased privately from four Bartell brothers and other family members, who had owned about 34% of the 2.1 million shares outstanding on April 1. They also have given Downes a 12-month option to buy 148,000 shares at \$15 a share. Previously Downes had owned 24,000 shares bought eight months ago.

Bartell is active in magazine publishing, CATV and TV-radio station ownership. Downes owns *Family Weekly*, the syndicated newspaper supplement; conducts a mail-order business, and distributes pet products and aquarium supplies.

Company reports . . .

National General Corp., Beverly Hills, Calif., diversified theater chain exhibitor and communications company, which has a television-production wing and motion-picture production-distribution operations, reported record operating profit for the six-month period ended March 26:

	1968	1967
Earned per share	\$0.73	\$0.37
Revenues	46,996,522	38,500,162
Net earnings	2,757,929	1,377,978
Shares outstanding	3,753,241	3,716,596

Note: Net earnings and earnings per share include a one-time extraordinary net gain of \$319,159 this year. Also, 1968 figures reflect but 18 days of Grosset & Dunlap (book publishers) interest that the company has acquired this year.

Red Owl Stores Inc., Minneapolis-based grocery and drug-store chain owner and group broadcaster, reported substantial increases in net sales and earnings for the first quarter of 1968 ended April 27:

	1968	1967
Earned per share	\$0.35	\$0.02
Net sales	93,991,862	75,888,754
Net earnings	532,436	34,252

General Instrument Corp., parent company of the Jerrold Corp., CATV equipment manufacturer and multiple CATV owner, which it acquired last November (BROADCASTING, Nov. 27,

1967), reported a 52% increase in sales and a 93% increase in net income for the year ended Feb. 29, 1968:

	1968	1967
Earned per share	\$2.18*	\$2.22**
Sales and service income	233,679,108	154,141,580
Net income	12,860,509	6,680,343
Average number of shares outstanding	5,549,216	3,006,494**

*After providing for preferred stock dividends paid in sum of \$778,402 during six-month period commencing Sept. 1, 1967.

**Adjusted for stock dividend in May 1967.

Gulf & Western Industries Inc., New York, parent company of Paramount Pictures, International Telemeter and Desilu Productions Inc., reported earnings up 13% for nine months ended April 30:

	1968	1967
Earnings per share	\$2.44	\$2.10
Revenues	966,000,000	851,500,000
Net income	52,400,000	44,700,000

Avco Corp. to acquire Seaboard Finance

Avco Corp., diversified company with multiple-broadcast interests, has announced plans calling for an offering of convertible debentures for the common shares of the Los Angeles-based Seaboard Finance Co. Seaboard would operate as independent Avco subsidiary.

Plans call for Avco to offer \$30 million of 5½%, 25-year subordinated debentures, convertible into one-half share of Avco common for each common share of Seaboard. Debentures would mature in two installments, at the end of the 24th and the 25th years.

For the year ended Sept. 30, 1967, Seaboard had net income of \$12,822,000. Avco for the year ended Nov. 30, 1967, had net earnings of \$54,171,000.

Sonderling buys TV film service firm

Sonderling Broadcasting Corp. announced last week it has acquired Trim Telefilm Service Co., New York, a distributor and expeditor of TV film commercials, for more than \$1.5 million in cash and stock. Trim will be merged into Modern Teleservice Inc., New York, which was acquired earlier this year by Sonderling.

At the same time, Sonderling reported an increase in earnings for the first quarter of 1968 ended March 31:

	1968	1967
Income per share	\$0.24	\$0.23
Net income	255,623	217,468
Gross income	2,835,056	2,320,602

Financial notes . . .

■ Commonwealth United Corp., Beverly Hills, Calif., has announced the purchase of Koppelman-Rubin Asso-

SEC's April report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for April (all common stock unless otherwise indicated):

ABC—Jack Hausman bought 500 shares, giving him a personal total of 2,000, and through brokerage firm bought 1,000 shares giving him total of 2,500 in street account.

Bartell Media Corp.—Lee B. Bartell sold 8,783 shares, leaving 231,546.

Cohu Electronics Inc.—Newton D. Benner exercised option to buy 1,236 shares. Edward T. Clare bought 800 shares, giving him a total of 2,100.

Collins Radio Co.—W. W. Roodhouse sold 100 shares, leaving 250.

CBS Inc.—Courtney C. Brown bought 100 shares, giving him a total of 404. Eugene F. Connolly sold 221 shares, leaving none.

Cowles Communications—Carl J. Schaefer in a private transaction bought 250 shares, giving him a total of 28,680.

Gulf and Western Industries—Sidney S. Goodwin exercised option to buy 515 shares, giving him total of same. Luther H. Hodges bought 200 shares, giving him a total of 4,231. George A. Longtin bought 2,000 shares, giving him a total of 8,649. John Blair and Co.—Wallace Weiness bought 100 shares, giving him a total of 7,750 shares. He has 400 shares held beneficially with his wife and son.

Kaiser Industries Corp.—T. J. Ready Jr. exercised option to buy 12,500 shares, which would give him a total of 12,575.

Metro-Goldwyn-Mayer—James H. Rowe Jr. bought 200 shares, giving him a total

of 311.

Metromedia Inc.—Mark E. Austad (Mark Evans) exercised option to buy 1,500 shares, which would give him a total of 15,600. John W. Kluge exercised option to buy 10,000 shares, which would give him a total of 171,015. Mr. Kluge holds 41,000 shares through holding companies.

Oak Electro/Netics—John Cassato Jr. exercised option to buy 900 shares, which would give him a total of 1,125. Robert T. McTigue exercised option to buy 1,000 shares, which would give him a total of 4,500.

Outlet Co.—M. A. Trowbridge exercised option to buy 100 shares, which would give him a total of 900.

Papert, Koenig, Lois—A. Cosentino sold 150 class A common shares and exercised option to buy 450 class A shares which would give him a total of 480. He holds 10 shares beneficially with wife. Monte Chertler sold 2,000 class A shares, leaving 7,315.

Reeves Broadcasting—Richard Weinger sold 500 shares, leaving 51,900.

Screen Gems Inc.—Jackie Cooper exercised option to buy 2,500 shares which would give him a total of 5,312. He holds 400 shares through retirement fund. A. Schneider, holding 52,663 shares, bought 253 shares held beneficially with wife, giving total of 371 held beneficially with wife.

Storer Broadcasting Co.—F. W. Sullivan bought 900 shares, giving him a total of 8,600.

Taft Broadcasting Co.—Charles S. Mechem Jr. bought 200 shares, giving him a total of 500.

Teleprompter Corp.—Milton H. Hendler sold 200 shares, leaving 985. H. J. Schlafly Jr., holding 31,478 shares, sold 1,500 shares beneficially held with wife, leaving 1,250 shares held beneficially with wife.

Warner Bros.-Seven Arts—D. L. Slater bought 900 shares, giving him a total of 2,400.

Zenith Radio Corp.—Sam Kaplan exercised option to buy 6,000 shares which would give him a total of 28,740.

ciates, New York, a record production and music publishing firm. Reportedly, Commonwealth United, which has diversified interests in motion picture and television production, real estate, insurance, shipping, oil and gas, paid \$3 million for the privately owned music company. Koppelman-Rubin had sales in 1967 of more than \$4 million.

■ Audio Productions, New York and

Los Angeles, a producer of TV film commercials and industrial motion pictures, reported last week it has acquired a substantial interest in Williams, Drege & Hill Ltd., Toronto, one of Canada's oldest film production companies. The latter firm will be known henceforth as Drege-Audio Ltd. Heinz A. K. Drege will serve as president of Drege-Audio.

FANFARE

NFL promotion materials in Benjamin Co. hands

Official National Football League books and booklets will be made available for approved radio and TV advertising campaigns as a result of an agreement reached between National Football League Properties Inc. and the Benjamin Co., New York, publishers and developers of books and booklets as marketing tools.

NFL Properties Inc., the league-owned organization controlling team exploitation rights, notes that "more and more television sponsors and advertisers of all types are concentrating on pro football in their marketing, advertising, sales, public-relations, and premium programs."

Among titles now being made available are *The Official NFL Illustrated Digest* and the *NFL Official Record Book*. The Benjamin Co. is at 485 Madison Ave., New York 10022.

ACC sets international TV commercials award

The All-Japan Radio & Television Commercial Council (ACC) has added a global dimension to its upcoming commercials festival with a newly established international category for television commercials.

The festival, an annual event since 1961, already attracts over 3,000 Japanese entries, reflecting TV's growth there to a level second only to the United States. With the addition of its international category, ACC hopes to "facilitate international interchange among the TV advertising industries of the world and contribute to the study

and development of TV advertising techniques and theories."

ACC already has sent out invitations and entry forms to 500 major advertising agencies and commercial film producers around the world. Deadline for applications is June 30, 1968. Council address is Bungei Shunju Building, Kioi-Cho, Chiyoda-Ku, Tokyo.

Drumbeats ...

Capp creation ■ Li'l Abner cartoonist Al Capp has been commissioned by KABC Los Angeles to create a character that symbolizes the station's "Be a Knowbody" advertising campaign. Mr. Capp's Knowbody character, a bare-footed and bare-bottomed cherub with a professional look and graduate cap and gown, will appear in newspapers, on television, on billboards, and in magazines throughout the year. There will be Knowbody dolls and even a Knowbody trophy awarded to leading advertisers. The station's campaign points out that there is only one way to become a Knowbody—by listening to KABC radio.

Built-in bias ■ Fix Tune Radio Products Co., New York, has developed a portable FM radio designed for radio stations to use in contests or promotions. The model is fix-tuned to one frequency and carries the station logo on the front.

Degree for Murphy ■ John T. Murphy, president of Avco Broadcasting Corp., will receive an honorary doctor of laws degree from Xavier University, Cincinnati, on Wednesday, June 5, during the school's 130th commencement exercises.

Mystery voice ■ Nine radio stations, from Pennsylvania to Oregon, are participating in a mystery-voice contest that's a listener promotional tie-in with "Savage Seven," theatrical feature film produced by Dick Clark Productions and currently in release. Stations are provided with a package of locally keyed spots and a recording of the garbled "mystery voice" of a famous personality. Listeners are asked to guess the correct identity of the voice. Prizes include an all-expense-paid trip

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Tribute to Dr. Levy

Dr. Leon Levy, from 1925 to 1949 general manager of WCAU Philadelphia (which he owned with his brother, Isaac Levy, until 1946) and one of the founders of CBS, was honored May 16 at a testimonial dinner given by Delaware Valley chapter of the Broadcast Pioneers. Nearly 400 civic leaders and broadcasters, among them Dr. Frank Stanton, president of CBS Inc., attended the dinner. (L to r) Jack Downey, WCAU-AM-FM; Max Solomon, WFIL-TV Philadelphia, and Dr. Levy.

to Hollywood and an appearance in a future Dick Clark movie production.
Hiring Line acquiring shine ■ KMTV-

(TV) Omaha aided in 136 job placements in the first five weeks of its *Hiring Line* program. The half-hour show (Saturday, 12:30-1 p.m.) is conducted by Jack Clayter, executive director of the Omaha Urban League. The Nebraska State Employment Service, Omaha City Personnel Department and the Federal Inter-Agency Board provide information concerning job availabilities.

WCBS-TV benefit ■ New York Mayor John V. Lindsay joined more than 1,000 guests at the Clinton Youth Center gala organized and produced by WCBS-TV New York. The benefit, held in an old police court building, raised \$15,000. The Clinton Youth Center is funded primarily by the YMCA and the New York Rotary Club.

Deadline ■ July 1 is the deadline for entries in the American Optometric Association's Public Service Awards for Distinguished Service in Journalism competition. The awards will be made in each of four categories including radio and television, and winners of the \$500 awards and bronze plaques will be named in September. Copies of rules and entry forms may be had from the department of public affairs, American Optometric Association, 7000 Chippeewa Street, St. Louis 63119.

Honors in Montana ■ The Greater Montana Foundation named KGVO Missoula, radio station of the year and

KOOK-TV Billings, television station of the year. This is the third consecutive year KGVO radio has won top honors and the fourth time in five years. The purpose of the foundation is to encourage the building of the best possible broadcasting system for the people in Montana.

Movie-bound ■ WLS Chicago has bought out an entire local theatre Oct. 10 for a special advance showing of the new film, "Finian's Rainbow," to an audience of local advertisers and agencies.

Address it right ■ Melville Bernstein, advertising-promotion man has opened his own firm at 15 East 48th Street, New York. His address was given incorrectly in the initial published announcement (BROADCASTING, May 20).

Winning editorials ■ The American Medical Association has honored a series of editorials on venereal disease broadcast on KPIX(TV) San Francisco as outstanding journalism contributing to a better understanding of medicine and health in this country. The award included a \$1,000 cash prize. It was accepted by Louis S. Simon, Westinghouse Broadcasting Co. area vice president; Richard H. Harris, KPIX general manager; and Howard Hayden, editorial director for the Westinghouse-owned station. Dr. Malcolm C. Todd, president of the California Medical Association, presented the award.

INTERNATIONAL

French radio-TV caught in disorders

ONE DAILY TV NEWS SHOW BEING AIRED; RADIO HAS NEWS SUMMARIES

Broadcasting in France is being drastically affected by the student-labor revolt, and was described last week as mired in confusion.

News was "getting through" to the people over the airwaves but on an irregular basis. Only one news program was being telecast on French TV last week; all other TV programming was suspended.

Television — particularly in Paris which has two channels and feeds national news to the rest of the country—rapidly underwent a two-phase change from conventional tight government control to a form of "liberation" from the usual censorship, and then to near blackout as most broadcast personnel, including newsmen, last week joined the ranks of the striking forces in Paris.

There were short-range and possibly lasting effects seen in this turmoil. In France, the government exercises stringent control over TV and limited censorship of radio news. That grip be-

came at best tenuous at the peak of upheaval and unrest, but observers were uncertain last week whether or not government underpinning had been knocked from under French radio and TV—formally the ORTF (Office de Radiodiffusion-Television Française).

From observations of those following the developments, including French broadcast officials in the U.S., ORTF's future policy, that of objectivity vs. government control, must rest on future events: what government will emerge in France and to what extent long-held grievances that are now being voiced by broadcast personnel on strike meet with satisfaction.

De Gaulle Can Get On ■ As described last week, the relationship of these strikers and management (government) is peculiarly Gallic in that though ostensibly on strike, some technicians are available to place a program on the air on direct orders of the government. President Charles De-

Gaulle, who gave a seven-minute pre-taped statement on TV to the nation May 24, would have little trouble in broadcasting messages of state, authorities pointed out, and indeed he used radio May 30 in announcing he had dissolved the National Assembly and was assuming other control measures. Though the radio broadcast was transmitted normally, power cuts caused by workers' strikes were responsible for widespread use of battery-operated radios.

What some observers of the scene described as "astonishing" was a condemnation on TV May 21-22 of the French government by opposition leaders. A group of TV directors and producers had succeeded, at least temporarily, in a breakthrough by presenting the position of the opposition during debate in the French National Assembly. It was said to have been the first such break in a 20-year period of government overseeing of news and infor-

mation on the airwaves.

As noted by *The* (London) *Sunday Times* in its May 26 issue, it was President DeGaulle who had said in 1964, when rejecting proposals then made for a liberalization by statute of French broadcasting: "They [the opposition] have the press. I have the 'RTF' and I intend to keep it."

Still other breaks came afterward. A group of TV newsmen succeeded in forcing the telecast of live interviews with politicians giving their reactions to President DeGaulle's May 24 statement. At first they were rebuffed, live TV was denied but finally a compromise struck with taping of leftist representatives transmitted later.

At one point during the crisis, a panel program that included Daniel Cohn-Bendit and other radical student leaders was telecast just before a speech by Premier Georges Pompidou. A U. S. TV newsmen who returned to New York last week from Paris took special note of the students' appearance on TV.

Wage Dispute ■ But this attempt at "liberation" deteriorated last week. Virtually all broadcast technicians joined the "greve" (general strike). There is the largest broadcast labor union in France. Primarily the technicians' grievances are over wages, it was said.

Producers and directors—followed by newsmen—were the next in line to rebel, but for a different purpose. Their hope was to establish more "objectivity" in news and feature programming, weakening government censorship. According to news dispatches from Paris, 116 of 150 newsmen had voted it was "impossible to assure the honest and impartial news that the nation has a right to demand."

The blackout on television was most evident by Monday of last week. One news show, the 8-8:30 p.m. *Tele-Soir* program, was being telecast. That was the extent of TV, with a test pattern telecast during normal hours of transmission. Normally French TV begins programming in late afternoon, and news is broadcast 5-5:30 p.m. (news exchange via the European Broadcasting Union) and again at 11 p.m.

A U. S. newsmen in Paris on May 26 said the 11 p.m. news show was marred by unscheduled on-camera walk-ons; below-par production shots and delays in cueing of newsfilm.

French broadcast authorities in New York confirmed the situation and in answer to a question of how things looked last Wednesday (May 29) one official, said "I would like to know myself." Officials confirmed that only one broadcast on TV was being fed, manned by nonstriking newsmen presumably close to the government.

Radio Has News ■ The three French radio networks were affected and as of May 29 were reported to have cut pro-

gramming to recorded music and hourly five-minute news summaries.

(In radio, newsmen were said to have formed an unofficial cadre which broadcast news for which its members took "responsibility" and thus not following government directive, in itself a radical departure.)

In contrast, so-called private stations, transmitting from outside France's borders, were broadcasting detailed coverage of the crisis. These stations, which maintain studios in Paris, carry commercials. ORTF does not permit commercials. The private stations are Europe Number One (SAAR), Radio Luxembourg, Radio Monte Carlo and Radio Andorra.

U. S. network news executives, just returned to New York from Paris, said no problems were being met in French servicing of the U. S. network pool coverage of the peace talks and the street riots. French technicians and some equipment are used particularly for satellite relay to the U. S. Bob Priaux, NBC news producer-director, who was in Paris from May 3 until his return to New York at mid-week last week, said "our troubles in Paris were, 'how do we get to work this morning?'"

CBC alters production for Atlantic viewers

The Canadian Broadcasting Corp. has announced some extensive changes in its internal production scheduling and distribution procedures to permit CBC-TV viewers in Atlantic provinces to see programs one hour earlier.

Due to time zone differences, Atlantic-provinces viewers have long been seeing programs at a later time than viewers in others parts of Canada. One persistent complaint through the years has been the late hour which *CBC National News* has been seen by viewers in Maritime provinces and Newfoundland. *CBC National News*, seen by most Canadians at 11 p.m. local time, is received in the Maritimes at midnight and in Newfoundland at 12:30 a.m. local time.

By fall the CBC intends to record or film many productions prior to broadcast, feed the programs by microwave to CBC's Halifax, N.S. operations center during the night, and release these programs from the Halifax tape center to the Atlantic areas one hour earlier than usual.

Beginning Sept. 15, *CBC National News*, which is produced live in Toronto, will be seen at 11 p.m.. Atlantic time and 11:30 p.m. Newfoundland time. CBC-TV will transmit a second edition of *National News* from Toronto one hour later (11 p.m. EDT) for viewers in central Canada.

Colorful '69 Christmas foreseen in Britain

All British television networks—British Broadcasting Corp. and Independent—will be presenting color programs by the end of 1969, according to Paul Fox, BBC-1 controller.

Although the official target date is Nov. 15, 1969, Mr. Fox reckoned this was an optimistic forecast and commented: "We shall just have to wait and see whether the target is met, but we shall certainly have a colorful Christmas next year."

BBC intends showing 100 hours of the Summer Olympic Games from Mexico, both in color and monochrome. Because of the time lag, live viewing via satellite will begin around 10 p.m. and continue till midnight.

Mr. Fox, speaking to the Radio and TV Retailers Association's annual meeting, said that the coming months would bring fierce and challenging competition from the Independent Television Authority. The new independents begin operations in August.

It is estimated that there will be between 500,000 and a million color sets in British homes by 1971.

Abroad in brief . . .

FC&B in Scandinavia ■ Foote, Cone & Belding has formed a Scandinavian executive committee to coordinate and manage the company's operations in Scandinavia, Brian F. MacCabe, Chairman of FCB's International Committee, announced last week. The new committee consists of the senior executives of the agency's Swedish and Danish offices. Folke Beronius, chairman of FCB's Swedish company, with offices in Stockholm and Malmo, has been appointed chairman of the committee, and Erling Helbech Hansen, chairman of the Danish company, located in Copenhagen, is vice chairman.

Champions of law and order ■ *The Champions*, a new British-produced adventure series, will make its debut Sunday, June 9 (10-11 p.m. EDT) on the CTV television network as the summer replacement for *Rowan and Martin's Laugh-In*. Monty Berman, one of the original co-producers of *The Saint*, is producer of the new series.

Sport-Cola in Germany ■ Canada Dry Corp. has assigned Ted Bates Werbegesellschaft GmbH, Frankfurt, to handle the introduction of Sport-Cola in Germany. The new product, which claims to be 99% caffeine-free, was recently introduced by Bates in Philadelphia, Boston and San Francisco.

Threat to viewing in N.Y. ghettos rises

New York's proposed 110-story World Trade Center has come under fire again as a potential disrupter of television reception.

Leaders of the predominantly Negro sections or Harlem and Bedford-Stuyvesant in New York launched a protest drive against the twin towers, which they

say will cause serious interference in reception "in certain communities, particularly ghetto areas of New York City and Westchester county."

James Farmer, former national director of the Congress of Racial Equality and congressional candidate in Bedford-Stuyvesant, said the World Trade Center is "another symbol of disregard for the importance of communicating with the black peoples of New York City." Joining Mr. Farmer on the protest committee are Omar Ahmed, vice

chairman of the National Conference on Black Power, and Bishop F. D. Washington, pastor of Brooklyn's Washington Temple and assistant state bishop of Churches of God in Christ.

Current plans are to eventually move New York City stations' TV transmitters from the Empire State Building to the top of the new structure.

Video Center's new gear costs \$1.5 million

Hollywood Video Center, a one-year-old color video-tape facility, last week received delivery of \$1.5 million worth of Norelco and Ampex electronic color tape and audio equipment for both mobile and in-studio use. One of the major equipment acquisitions is a mobile production unit housed in a 40-foot air-conditional van. This unit contains five Norelco Plumbicon PC-70 color cameras and two Ampex 2000-B high-band Videotape color recorders with complete electronic editing capability.

In-studio equipment acquired by Hollywood Video Center, a division of Western Video Industries Inc., includes four additional Norelco PC-70 cameras, two additional Ampex 2000-B high-band recorders and a 24-channel electrodyne audio console. Also now installed at the Hollywood-based videotape facility are Colortran quartz lights controlled by a custom-designed electronic-dimmer board built by Sicodim.

Hollywood Video Center, which began operations last summer, provides facilities and services for ABC-TV's *Operation: Entertainment* series and for the syndicated *Steve Allen Show*. The now cancelled *Pat Boone in Hollywood* program also was taped there.

Rohn expands plant

Rohn Manufacturing Co., Peoria, Ill., manufacturer of TV and communication towers, lighting equipment and related products, is adding 38,000 square feet of space to its office and production facilities. According to company President Dwight Rohn, 12,000 square feet will be used for offices.

Patent case to high court

The U. S. Supreme Court has agreed to review the patent litigation involving Zenith Radio Corp., and Hazeltine Radio Corp. that resulted in a \$35 million judgement in favor of Zenith by a federal district court, but which was reversed by a federal appeals court last December (BROADCASTING, Dec. 18,



RCA's Dr. George Heilmeier demonstrates the liquid-crystal display whose image will grow stronger as the light source becomes brighter.

Liquid crystals may be key to mini-TV sets

A breakthrough in research on liquid crystals announced last week by RCA holds out prospects, the company said, for the future development of pocket-size TV receivers that can be viewed in bright sunlight and a range of electronic products that include a clock with no moving parts, automobile-dashboard displays and stock tickers.

By using the substance called liquid crystals, RCA said, it has developed a new means of displaying print, pictures and changing images on thin, flat surfaces. RCA demonstrated last week what one company official called "very crude prototypes" of an electronic clock with no mechanical parts, a small "window" that can be made transparent or frosted by the flick of an electric

switch and a tiny-image display device that may be the forerunner of flat-screen television.

Dr. James Hiller, vice president, RCA Laboratories, said the liquid crystals are inherently cheap and their power requirements are extremely small. He noted that they lend themselves to use in conjunction with solid-state and integrated circuitry.

Liquid crystals, an RCA official said, are compounds that have the visible form of liquids (they can be poured) but the molecular structure of solid crystals such as quartz and diamond. He said that the availability of the actual products is some years away, and could not be more specific on the timetable for their appearance on the market.

1967). The dispute involves patent rights on the sale of radios, TV sets and other electronic equipment in Canada, Britain and Australia.

Spectrum priorities set by EIA group

Electronic manufacturers, including those making radio and TV receiving sets for the public, feel that "radio services that can be performed by nonradio means must give way to those that can

be performed only by radio".

The statement was made last week by a special committee of the Electronic Industries Association in a report to the President's Task Force on Telecommunications Policy.

Under the heading "Trade Off Factors," the group suggests that broadcast networks might trade off direct broadcasting for the use of cables with multidroops to low power stations, or use CATV. Pay TV, it adds, eliminates the radiated portion of the broadcast entirely, relying wholly on cables.

As congestion in the radio spectrum

develops, the report states, more and more service will be driven from the spectrum to cables.

And, as cable TV becomes more widespread, it comments, many UHF stations may become unnecessary.

The group calls on the federal government to take the lead in establishing telecommunications policy.

Daniel E. Noble, Motorola, was chairman of the committee. Other members were Thomas A. Campobasso, Collins Radio; Richard P. Gifford, General Electric; James P. Veatch, RCA, and David R. Hull, EIA.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert C. Doran, Ronald R. Kimler, John J. Saunders and Donald A. Wright, VP's with Campbell-Ewald Co., Detroit, named group VP's.

Richard N. Parks, with Shulton Inc. New York, elected senior VP.



Mr. Andon

Arma E. (Ham) Andon, VP and director, special projects department, Television Advertising Representatives, New York, named VP-marketing and research. He succeeds **Robert M. Hoffman**, who has been

made VP-creative services, Westinghouse Broadcasting Co. (BROADCASTING, May 27).

Marv Watnick, copy group head with Richard K. Manoff Inc., New York, elected VP. **Tom Lisker** joins agency as copy group head and VP.

Ron Jacobs, art director, Tatham-Laird & Kudner, New York, made VP and executive art director.

Andrew C. Borzner, VP-advertising merchandising, Prince Matchabelli division, Chesebrough-Pond's, New York, named VP-marketing, Coty division, Chas. Pfizer & Co., that city.

James S. Peck, VP of de Garmo, McCaffery Inc. New York, named president of Codella Savage Peck Inc., that city. **James W. Savage** named executive VP of agency.

John C. Herklotz, controller for WGN-AM-TV Chicago, named to new position of VP for finance and corporate planning for Heller Corp., Hollywood-based radio-TV commercial production company.

Charles M. Bauer named executive art director, Young & Rubicam, Chicago.

Marge Flotron, media consultant to Ford Motor Co. and Helene Curtis,

joins Barickman & Selders Advertising, Chicago, as media director.

Lawrence Glovin, director of advertising and public relations for Gillette Safety Razor Co., Boston, named director of new product development. **Owen J. Carroll**, manager, toiletries division marketing department, succeeds Mr. Glovin as director of advertising and public relations.

Richard P. Davis, director of art, and **Craig E. Deitschmann**, radio-television director, with Caldwell-Van Riper Inc., Indianapolis, named VP's.

James F. Schmidt, creative director with Kenyon & Eckhardt, Chicago, joins Mathisson & Associates Inc., Milwaukee, as associate creative director.

Patrick J. Kenny, account executive for CBS-TV, Chicago, named assistant advertising manager of Alberto-Culver Co., Melrose Park, Ill.

Ron Prohaska, salesman with WAZS Summerville, S. C. joins WQJZ St. George, S. C. as sales manager.

Leon Olshover, account executive for Carson / Roberts / Inc., Los Angeles, named account supervisor.

Frederick P. Berry and **John M. Stafford** named account supervisors at Leo Burnett Co., Chicago. **Peter M. Husting** and **Michael A. Miles** named brand supervisors.

Gene Ackerley, from KCEE Tucson, Ariz. opens his own agency, Ackerley Advertising, in Broadway Terrace Building, 4625 East Broadway, that city.

Arnold Starr, radio sales executive with Radio Advertising Representatives and NBC Radio Spot Sales, both New York, named senior account executive for Radio Advertising Bureau, that city.

Sherman G. Eagan, sales administration manager with NBC-TV, Chicago, joins D'Arcy Advertising Co., St. Louis, as writer-producer in radio-TV depart-

ment.

Pat Shields, in charge of film production at Carson/Roberts, Los Angeles, joins Sandler Film Commercials there as director.

Ronald S. Ascher, production coordinator at Filmack Studios, Chicago, named executive producer.

Albert H. Messer, president of Brand Names Foundation Inc., New York, resigns. No future plans announced. **H. Ford Perine**, treasurer of foundation and president of H. Ford Perine & Associates Inc., New York, named acting president.

WEATHER INSTRUMENTS



**FOR
TV
CATV
RADIO**

(Colorful dials for color TV)



**Manufacturers of Precision
Meteorological Instruments
In Use Around the World
TEXAS ELECTRONICS, INC.
P. O. Box 7151
5529 Redfield Street, Dallas, Texas**

MEDIA



Mr. Rhodes

William G. Rhodes, director of television for Rollins Inc. (group owner), Atlanta, named VP-television. **Lynn Lee Simpson**, director of quality control for Rollins' radio and television division, named administrative assistant to executive VP of media communications. **Ralph Petti**, general sales manager of KGBS Los Angeles, named manager of Rollins' KDAY Santa Monica, Calif.

Wayne R. Hauser, manager of Community Cablevision Co., Irvine, Calif., named VP and general manager of Newport Beach Cablevision Inc., Newport Beach, Calif. Majority interest in system is held by Foote, Cone & Belding and in addition to Newport Beach system. Mr. Hauser will have management responsibilities for all of FC&B's California systems.



Mr. Riggs

Richard H. Riggs, president and general manager of WCIT Lima, Ohio, elected president of WKTR-TV Kettering-Dayton, Ohio. Mr. Riggs will continue as president of WCIT. **H. Paul Busard**, co-owner of WCIT, assumes position of general manager.

Neal Van Ellis, station manager for NBC-owned WKYC-TV Cleveland, appointed station manager for KNBC(TV) Los Angeles.

Jay L. Spurgeon, with KCEE-AM-FM Tucson, Ariz., named station manager.

Ted Winter, sales manager of WCSS Amsterdam, N. Y., named station manager at WIPS Ticonderoga, N. Y. **Bill Pope**, program director at WCSS, succeeds Mr. Winter. WCSS and WIPS are Community Service stations.

Robert Mott, chairman of department of communications and manager of radio-television services at Washington State University, Pullman, appointed executive director of National Educational Radio division of National Association of Educational Broadcasters, Washington. Mr. Mott will succeed **Jerrold Sandler**, who plans to leave NAEB this summer. Mr. Sandler has accepted initial assignment from Ford Foundation to work on feasibility study to develop public radio network project.

PROGRAMING

James L. Hodge Jr., sales manager of WLAC-TV Nashville, named general

Collins, Peden nominated

Democrat **Leroy Collins**, former president of National Association of Broadcasters, governor of Florida and undersecretary of commerce, was nominated for retiring Florida Senator **George Smathers'** senate seat last week in a close decision over Florida Attorney General **Earl Faircloth**. An earlier vote May 7 had not established a winner and made necessary last week's runoff. Mr. Collins will now face Republican Congressman **Ed Gurney** in November's election. As of Wednesday (May 29) Mr. Collins had received 401,971 votes, a little over 50%, to 397,765, or 49.45%, for Mr. Faircloth.

Katherine Peden, owner of WNVL Nicholasville and VP of WHOP Hopkinsville, both Kentucky, defeated a field of 12 candidates in the Democratic race for the Senate seat now held by Senator **Thruston B. Morton** (R-Ky.). Miss Peden, the only woman member of President Johnson's riot commission, captured nearly 50% of the vote in the Democratic primary.

sales manager of 21st Century Productions, new subsidiary of WLAC-TV.

Clifford F. Weake, manager, business development for Hanna-Barbera Productions, Hollywood, named VP and director of marketing for company's industrial, educational and commercial film divisions.

Lee Miller, associate producer of 1968 Tony awards show and co-producer of *Ice Capades of 1968*, named associate producer of ABC-TV's new *That's Life* series.

Dave Chase, production manager of WLWC(TV) Columbus, Ohio, named program director of WLWI(TV) Indianapolis. Both are Avco Broadcasting stations.

David D. Connell, who was executive producer of *Captain Kangaroo*, appointed executive producer of Children's Television Workshop of National Educational Television, New York. Mr. Connell is VP of Ken Synder Enterprises, producer of television, industrial and documentary films.

Edward D. Logue, director of public service at WBZ Boston, joins WHDH-AM-FM there as assistant program director.

Ron Erwin, air personality for KGBS Los Angeles, named program manager.

Clark W. Davis, general manager of WAJA-TV Miami, named operations manager of WBLG-TV Lexington, Ky.

Louis A. Potter, production staff member for National Educational Television, New York, named editor of new monthly series, *Black Journal*, to premiere June 12 (see page 52). **Alvin H. Perlmutter** is executive producer.

Bruce Chipman, program director of WIPS Ticonderoga, N.Y., assumes same position with WCSS Amsterdam, N. Y. **Bill Barron** promoted to program and production director of WIPS. Both are Community Service stations.

NEWS

Charles A. Richards, bureau manager, UPI, Lubbock, Tex., appointed manager, UPI, Little Rock, Ark.

Lee Nelson, news director of WMTW-TV Poland Spring, Me., named news director of WPIX(TV) New York and anchor man on station's *Ten O'Clock News* program.

Jerry Moring, producer and director, WHNB-TV West Hartford, Conn., appointed news director.

Douglas Faigin, Capitol Hill reporter for U. S. Information Agency, Washington, named day editor of Radio News West, regional audio news service in Los Angeles. Mr. Faigin succeeds **Andy Park**, who joins KFVB Los Angeles. **Robert Kholos** joins RNW as field reporter, replacing **Marshall Voigt**, now with KNX Los Angeles. **Rick Moore** named operations assistant at RNW.

Carl Holler, assistant news director of WTVU-TV Terre Haute, Ind. named news director, succeeding **Paul Hoffman**, who joins news department of WTVT(TV) Tampa-St. Petersburg, Fla.

Alan Walden, news director of WNEW New York, also named national news coordinator for Metromedia Radio group of stations.

Don Murray, WDBJ-TV Roanoke, Va., elected president, Virginia AP Broadcasters Association; **Ambert Dail**, WGH Newport News, Va., elected VP.

Bill Henry, with WFLA-TV Tampa, elected president of Florida AP Broadcasters Association.

Manolo Alonso, independent producer-director, named news bureau supervisor for all-Spanish WXTV(TV) Paterson, N. J., scheduled to begin broadcasting in July.

Ken Thomas, with WXYZ-TV Detroit, named executive news producer.

FANFARE

Morton Slakoff, director of advertising and sales promotion for NBC Films,

appointed director of advertising and sales promotion for Wolper Productions and Wolper Television Sales, New York.

Harold I. Garb, photo editor for ABC-TV, Hollywood, appointed supervisor of photo operations for network's press information department, western division.

EQUIPMENT & ENGINEERING

Peter W. Orne, chief engineer in charge of color television at Emerson Television and Radio Co., Jersey City, N. J. named director of engineering. **Louis Arma**, with Emerson, named manager of engineering laboratories.

Eli Passin, sales manager of professional audio-video division of Harvey Radio Co., New York, named national sales manager of Gotham Audio Corp., that city.

Robert I. Brown, deputy director, systems application, Communications Systems Inc., Paramus, N.J., appointed product business manager, Philips Broadcast Equipment Corp., that city.

Joseph M. Livesay joins CATV systems division of Jerrold Electronics Corp., Philadelphia, as assistant director of field engineering.

Eli Chezar named sales promotion manager for Certron Corp., Anaheim, Calif.

ALLIED FIELDS

Paul Belitz, systems development

coordinator for Bristol-Myers Co., New York, named head of new data systems service of American Research Bureau, that city.

Dr. Walter B. Emery, former legal assistant to the late FCC Chairman Paul A. Walker and professor of television and radio at Michigan State University, East Lansing, Mich., appointed professor in College of Social and Behavioral Sciences, Ohio State University, Columbus, beginning Oct. 1.

INTERNATIONAL

Cyril Edgar, sales director for Buena Vista Distribution Co., England, and **Harry Archinal**, Latin America supervisor for Buena Vista International, both elected VP's of BVI.

John C. Hierlihy, VP of foreign sales for Four Star Entertainment Corp., named VP of MCP Ltd. and *Miss Canada Pageant*, Toronto.

Arthur Harnett, news director of CFRB and CKFM(FM) Toronto, resigns following nomination for Progressive Conservative candidate for Toronto Etobicoke in June 25 federal election.

William W. Holland, president of William W. Holland Associates Ltd., named director of public relations for Canada, for J. Walter Thompson Co., Toronto.

Maurice Stevens, director-camera man for The Film-Makers Inc., Chicago, returns to London in July to be-

come firm's London-based representative.

DEATHS

Lenox R. Lohr, 76, president of NBC from Jan. 1, 1936, to July 12, 1940, died May 28 in Chicago after suffering heart attack during dinner at Chicago's Museum of Science and Industry. Mr. Lohr, who also served as a director of RCA, left broadcasting in 1940 to become president of the museum, position he held at time of death. Prior to joining NBC Mr. Lohr organized and guided Chicago Century of Progress Exposition in early thirties.

Charles K. Feldman, 63, talent agent and film producer who founded Famous Artists Corp., died of cancer May 25 at his Beverly Hills (Calif.) home. Mr. Feldman founded Famous Artists in 1932 and sold his interest in 1963 to Ashley-Steiner Agency, now Ashley-Famous. He was one of first agents to represent star, story property and creative people as package for film production. He is survived by his wife, Clotilde.

Raymond F. Schneider, 62, news editor of wsww Pittsburgh, died of heart attack May 23. He had been with station since 1934. He is survived by his wife, Estelle, and two sons.

Thomas A. Robertson, 71, radio personality in Washington during 1920's and 1930's, died May 22 of cancer, in Washington. He is survived by his wife, Mabel, and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 22 through May 28 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. PSA—presunrise service authority. 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

Fort Meyers, Fla.—Broadcasting-Telecasting Service Inc. Seeks UHF ch. 20 (506-512 mc); ERP 630 kw vis, 63 kw aur. Ant. height above average terrain 968.6 ft.; ant. height above ground 995 ft. P.O. address: Hogan and Hartson, 815 Connecticut Avenue, Northwest, Washington 20006. Estimated construction cost \$992,920; first-year operating cost \$257,580; revenue \$200,000. Geographic coordinates 26° 35' 48" north lat.; 81° 37' 53" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Hogan and Hartson. Consulting en-

gineer Jansky and Bailey. Principals: Thomas F. Mitchell, chairman of board, Jackson Burgess (each 23.80%), Joseph Buerry Jr., president William N. Dakos, vice president (each 9.53%) and others. Mr. Mitchell has no other present business interests indicated. Mr. Buerry was recently sales manager for WMYR Fort Meyers, Fla. William N. Dakos is doctor and has 10%

interest in nursing home. Mr. Burgess is chairman of board and has 10% interest in Burgess Vibrocrafters Inc., Grayslake, Ill. Ann. May 24.

Dubuque, Iowa—Dubuque Communications Corp. Seeks UHF ch. 40 (626-632 mc); ERP 704 kw vis, 141 kw aur. Ant. height above average terrain 492.75 ft.; ant. height above ground 491 ft. P.O. address: 762

EDWIN TORNBERG

& 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

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, May 27, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR	
	Licensed	CP's		CP's	Authorized
Commercial AM	4,180 ¹	14	4,194 ¹	89	4,283 ¹
Commercial FM	1,802	33	1,835	245	2,080
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	31	148	163	312 ²
Educational FM	332	11	343	35	378
Educational TV-VHF	68	6	74	2	76
Educational TV-UHF	55	27	82	28	110

STATION BOXSCORE

Compiled by FCC, April 30, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,178 ¹	1,790	614 ²	326	123
CP's on air (new stations)	10	37	40	11	33
Total on air	4,188 ¹	1,827	653	337	156
CP's not on air (new stations)	88	247	174	37	29
Total authorized stations	4,276 ¹	2,074	828 ²	374	185
Licenses deleted	0	0	0	1	0
CP's deleted	1	3	1	0	0

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

Ramona Street, Dubuque 52001. Estimated construction cost \$850,000; first-year operating cost \$205,000; revenue \$215,000. Geographic coordinates 42° 31' 05" north lat.; 40° 37' 16" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Mallich and Bernton; consulting engineer Walter F. Kean. Principals: Gerald J. and Timothy M. Green, president and vice president, respectively, (each 50%). Mr. Gerald Green owns 20% of car dealership. Mr. Timothy Green is judge, attorney and director and 1.8% owner of bank. Ann. May 27.

FINAL ACTION

Cleveland — Community Telecasters of Cleveland Inc. FCC granted UHF ch. 19 (500-506 mc); ERP 572.8 kw vis., 255.3 kw aur. Ant. height above average terrain 767 ft.; ant. height above ground 658 ft. P.O. address: 1190 Union Commerce Building, Cleveland. Estimated construction cost \$514,020.45; first-year operating cost \$412,495; revenue \$136,000. Geographic coordinates 41° 21' 19" north lat.; 81° 44' 24" west long. Type trans. RCA TTU-25. Type ant. RCA TFU-27J. Legal counsel Steadman and Leonard, consulting engineer A. D. Ring and Associates. Principals: Charles W. Steadman, president (41.25%); Homer H. Marshman, vice president (31.25%) and John M. Kinselegh, executive vice president (12.5%). Mr. Steadman is attorney and senior partner in Washington law firm of Steadman and Leonard and has numerous business interests. Mr. Marshman is attorney and is senior partner with Mr. Steadman in Cleveland law firm and has numerous business interests. In same action FCC denied petition by Westchester Corp. licensee of WIXY and WDOK-FM, both Cleveland. Action May 22.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on May 23 in San Francisco (Bay Broadcasting Co. and Reporter Broadcasting Co.) TV proceeding, granted motion by Bay Broadcasting Co. and ordered certain corrections to transcript of hearing be made (Docs. 16878, 16831).

■ Hearing Examiner Jay A. Kyle on May 22 in Gainesville, Fla. (Minshall Broadcasting Co. and University City Television Cable Co.) TV proceeding, granted request by University City and extended time from May 22 to May 23 to file reply findings (Docs. 17609-10).

■ Hearing Examiner Chester F. Naumowicz Jr. on May 21 in Patchogue, N. Y. (Long Island Video Inc., Granik Broadcasting Co.) TV proceeding, having under consideration memorandum opinion and order by review board, enlarging issues in proceeding, and by order released May 10 which set procedural dates governing course of hearing, ordered procedures and dates relating to original issues shall govern hearing on enlarged issue, provided, that if

any party believes different arrangements should be made for enlarged issue they shall within five days request convening of further prehearing conference to discuss matter (Docs. 17889-90).

RULEMAKING ACTION

■ FCC denied request for reassignment of UHF ch. 47 from New Brunswick to Newark, N. J. Action terminates notice of proposed rulemaking (Doc. 18784) adopted by FCC July 20, 1966. Action May 22.

Existing TV stations

FINAL ACTIONS

WBMG(TV) Birmingham, Ala.—Broadcast Bureau granted CP to change ERP to 1070 kw vis., 214 kw aur., trans. location to 700 ft. north northwest of intersection of Valley Avenue and Valley View Drive, Birmingham, change type trans., ant. structure and ant. height 1150 ft., conditions. Action May 24.

WOWL-TV Florence, Ala.—Broadcast Bureau granted CP to change ERP to 230 kw vis., 23.3 kw aur., change type trans.; condition. Action May 24.

WLEX-TV Lexington, Ky.—Broadcast Bureau granted CP to change ERP to 1000 kw vis., 200 kw aur., change type trans.; condition. Action May 27.

WDKS-TV Toledo, Ohio.—Broadcast Bureau, granted mod. of CP to change ERP to 524 kw vis., 78.5 kw aur., trans. location to 3.5 miles east of Toledo, 0.34 miles south of Cedar Point Road and 0.2 miles east of Wynn Road, Toledo, change type ant., ant. structure, increase ant. height to 1010 ft. and mod. of CP to extend completion date to Nov. 27.

KVET-TV Austin, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 9.3 kw vis., 1.85 kw aur., trans. location to on hill west of trail of Madrones Road near Austin, change type ant., ant. structure, ant. height to 1290 ft. and mod. of CP to extend completion date to Nov. 24.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on May 22 in Moline, Ill. (Moline Television Corp., WQAD-TV, and Community Telecasting Corp.) TV proceeding, examiner having under consideration petition by Messrs. Frank P. Schreiber and David Parson for leave to intervene, ordered under discretionary authority of rule 1.223 intervention may be granted to Mr. Schreiber only, because his interest and participation as party in terms of assisting commission in determining matters in issue which relate to his own conduct and activities have been adequately demonstrated. Mr. Schreiber's intervention, however, is to be expressly limited to those matters. Similar showing had not been made as to Mr. Parson, examiner said. Examiner's order further stated that

considering tardiness of intervention petition, Mr. Schreiber may take no pre-trial depositions or invoke other discovery provisions of commission's rules because of likelihood that allowing him to do so would be disruptive of hearing process (Docs. 17993-4).

DESIGNATED FOR HEARING

■ FCC set for consolidated hearing license renewal applications of WTVJ(TV) Miami and WLOS-TV Asheville, N.C., both licensed to Wometco Enterprises Inc. and application for CP of WFGA-TV Jacksonville, Fla. licensed to Florida-Georgia Television Co. Action May 22.

New AM stations

FINAL ACTIONS

Northfield, Minn.—Northfield Bestg. Co. Broadcast Bureau granted 1460 kc, 50 kw D. P.O. address: 1821½ Logan Ave. S., Minneapolis, Minn. Estimated construction cost \$34,000, first-year operating cost \$60,000, revenue \$66,000. Applicants Carroll E. Crawford and Kingsley H. Murphy Jr., equal partners, are co-owners KOTE Fergus Falls, Minn. Action May 21.

OTHER ACTIONS

■ Review board on May 24 in Mt. Carmel, Pa., AM broadcast proceeding, Docs. 17411-12, board members Berkemeyer, Nelson and Pincock adopted memorandum opinion and order denying petition to dismiss or in alternative to remand for further proceedings filed March 27 by K H Radio Co.

■ Review Board, on May 27 in Clifton Forge, Va., AM broadcast proceeding, Docs. 17945-46 dismissed petition for review of adverse ruling filed on March 21 by Chief, Broadcast Bureau.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 20 in Bishop, Calif. (Eastern California Broadcasting Corp.) AM proceeding, designated Hearing Examiner Isadore A. Honig to serve as presiding officer, scheduled prehearing conference for July 11, and hearing for July 31 (Doc. 18188).

■ Chief Hearing Examiner James D. Cunningham on May 20 in Lebanon, Tenn. (Vernon Broadcasting Co.) AM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer, scheduled prehearing conference for July 3, and hearing for July 30 (Doc. 18178).

■ Chief Hearing Examiner James D. Cunningham on May 27 in Hartsville, and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.) AM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer and scheduled prehearing conference for July 10 and hearing for July 22 (Docs. 18198-9).

■ Office of Opinions and Review on May 23 in Jacksonville and Aurora, both North Carolina (Brown Broadcasting Co. and Dixie Broadcasting Corp.) AM proceeding, granted request by Brown Broadcasting Co. and extended time to May 27 to file reply to Onslow Broadcasting Corp.'s opposition to petition to amend (Docs. 16465-6).

■ Office of Opinions and Review on May 24 in Smithfield and Newport News, both Virginia. (The Tidewater Broadcasting Co. and Edwin R. Fischer) AM proceeding, granted request by Broadcast Bureau, and extended time to and including June 14, in which to file replies to Tidewater Broadcasting petition for rehearing, motion for stay, and petition for leave to amend application (Docs. 13243, 13248).

Existing AM stations

FINAL ACTIONS

KFWB Los Angeles—Broadcast Bureau granted CP to install new type trans. at main trans. location to be operated on 980 kc, 5 kw, as alternate main trans. Action May 27.

WHOO Orlando, Fla.—Broadcast Bureau granted CP to increase nighttime MEOV. Action May 27.

WKZO Kalamazoo, Mich.—Broadcast Bureau granted mod. of license to change from 590 kc, 5 kw U to 590 kc, 5 kw, DANN, U. Action May 24.

KUKU Willow Springs, Mo.—Broadcast Bureau granted CP to install new type trans. at main trans. location to be operated on 1330 kc, 250 w, for auxiliary purposes only. Action May 24.

KFLN Baker, Mont.—Broadcast Bureau granted mod. of license covering change in name to Empire Broadcasting Corp. Action May 27.

WKYK Burnsville, N. C.—Broadcast Bureau granted CP to change ant.-trans. and studio location to approximately 100 ft. North of highway 19E, 0.65 mile east of

PROFESSIONAL CARDS

JANSKY & BAILEY

Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFOCE

JAMES C. McNARY

Consulting Engineer
National Press Bldg.
Wash., D. C. 20004
Telephone District 7-1205
Member AFOCE

—Established 1926—

PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3008
Member AFOCE

GEORGE C. DAVIS

CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member AFOCE

COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D. C. 20005
Member AFOCE

A. D. Ring & Associates

42 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON, D. C. 20006
Member AFOCE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D. C. 20004
Member AFOCE

Lohnes & Culver

Munsey Building District 7-8215
Washington, D. C. 20005
Member AFOCE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C. 20006
Member AFOCE

A. EARL CULLUM, JR.

CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFOCE

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 AFOCE

GEO. P. ADAIR ENG. CO.

CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
2029 K St., N.W., 4th Floor
Washington, D. C. 20006
Telephone: (202) 223-4664
Member AFOCE

KEAN, SKLOM & STEPHENS

CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFOCE

HAMMETT & EDISON

CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFOCE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFOCE

CARL E. SMITH

CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFOCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 338-5562
TWX 910-931-0514
DENVER, COLORADO
Member AFOCE

A. E. Towne Assoc., Inc.

TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 592-1394

PETE JOHNSON & Associates

CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-925-6281
Charleston, West Virginia

MERL SAXON

CONSULTING RADIO ENGINEER
622 Hopkins Street
Lufkin, Texas 75901
634-9558 632-2821

WILLIAM B. CARR

CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFOCE

RAYMOND E. ROHRER

Consulting Radio Engineers
317 Wyatt Bldg.
Washington, D. C. 20006
Phone: 347-9061
Member AFOCE

E. HAROLD MUNN, JR.

BROADCAST ENGINEERING
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highway 197, Burnsville. Action May 24.
■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KAGE Winona, Minn.; KANA Anaconda, Mont. and, KASM Albany, Minn. Action May 24.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on May 20 in Media, Pa. (Brandywine-Main Line Radio Inc., renewal of licenses of WXUR-AM-FM). Granted in part motion by Greater Philadelphia Council of Churches et al., (Intervenors) for production of documents and tape recordings, and ordered that where documents have been requested and WXUR proposes to put them in evidence through its own witnesses, examiner will require only that such documents be available for inspection by other counsel within 48 hours prior to date on which they are offered in evidence. Examiner said considering fact that very complete record has been made under issues he was constrained to urge in strongest terms that all parties show forbearance in trying to adduce more evidence which will be actually cumulative in nature (Doc. 17141).

■ Hearing Examiner Jay A. Kyle on May 27 in Jacksonville, Fla. (Mel-Lin Inc. [WOBS]) AM proceeding, granted request by Mel-Lin Inc. and continued hearing scheduled for May 24 to June 11 (Doc. 17474).

FINES

WFTL Ft. Lauderdale, Fla.—Broadcast Bureau by letter notified WFTL that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action May 24.

WSLB Ogdensburg, N.Y.—Broadcast Bureau by letter notified WSLB that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to have available at time of inspection data required concerning proof of performance measurements made within yearly intervals. Action May 24.

RULEMAKING PETITIONS

KUTY Palmdale, Calif.—Requests institution of rulemaking so as to assign ch. 244 to Lancaster, Calif. Ann. May 24.

WIOO Carlisle, Pa.—Requests amendment of table of assignments to assign ch. 228 to Carlisle, Pa. Ann. May 24.

WKCY Harrisonburg, Va.—Requests institution of rulemaking proceedings looking toward assignment of ch. 282 to Harrisonburg, Ann. May 24.

CALL LETTER APPLICATIONS

■ WJPB, Opportunity Broadcasters Inc., Kissimmee, Fla. Requests WJKS.

■ Ava Radio Associates, Ava, Mo. Requests KSOA.

■ Santiam Broadcasters Inc., Sweet Home, Ore. Requests KFIR.

■ Midland Valley Investment Co., Langley, S.C. Requests WBVS.

CALL LETTER ACTIONS

■ Andy Valley Broadcasting System Inc., Auburn, Me. Granted WPNO.

■ WUNS, Wireline Radio Inc., Lewisburg, Pa. Granted WUDO.

PRESUNRISE SERVICE AUTHORITY

■ Pursuant to Sec. 73.99 of rules until further notice, following AM stations have been granted by Broadcast Bureau pre-sunrise service authority from 6:00 a.m. local time or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: KTTT (modified) Columbus, Neb., 53 w. and WMAD (revised) Madison, Wis. 500 w.

■ Broadcast Bureau granted temporary pre-sunrise operation pending final outcome of *ABS v. USA* and FCC (Case No. 31835, U.S. Court of Appeals, Second Circuit): WIBA Madison, Wis., 1150 w and WHEC Rochester, N.Y., 1340 w.

New FM stations

APPLICATION

Jeffersonville, Ind.—Wireless of Indiana. Seeks 95.7 mc. ch. 239, 50 kw. Ant. height above average terrain 320 ft. P.O. address Box 672, Jeffersonville 47130. Estimated construction cost \$49,992; first-year operating cost \$19,044; revenue \$24,000. Principals: Charles N. Cutler, president, Warren Ventress, treasurer and George S. Cutler, secretary (each 33⅓%). Mr. Cutler is chief engineer for WTMT Louisville, Ky. Mr. Ventress is chief engineer for WVCN Carrollton, Ky. Mr. George Cutler has no other business interests indicated. Ann. May 24.

FINAL ACTIONS

Angola, Ind.—James A. Chase. Broadcast Bureau granted 100.1 mc. ch. 261, 3 kw.

Ant. height above average terrain 210 ft. P. O. address: 400 North Martha Street, Angola 46703. Estimated construction cost \$4,952; first-year operating cost \$30,000; revenue \$40,000. Principals: James A. Chase, sole owner. Mr. Chase is sole owner of two-way radio and motion picture equipment sales and service company. Action May 21.

Slidell, La.—Faulkner Radio Inc. Broadcast Bureau granted 105.3 mc, channel 287, 27 kw. Ant. height above average terrain 123 ft. P.O. address: c/o Robert M. Thorburn, Box 569, Carrollton, Ga. 30117. Estimated construction cost \$44,516; first-year operating cost \$40,000; revenue \$45,000. Principals: James H. Faulkner (75.38%), Robert M. Thorburn (15.38%), James H. Faulkner Jr. and Henry Wade Faulkner (each 4.62%). James Faulkner is owner of newspaper in Bay Minette, Ala. Mr. Thorburn is executive with Faulkner Radio. James Faulkner Jr. is associated with his father's newspaper. Henry Faulkner is student. Faulkner Radio is licensee of WBCA and WWSM(FM) both Bay Minette, Ala., and WLBB and WBTR-FM, both Carrollton, Ga., and also has applications pending for new FM in Auburn and AM in Opelika, Ala. Ann. May 23.

OTHER ACTION

■ Review board in Waco, Tex., FM broadcast proceeding, Docs. 17939-41, granted petition to dismiss and for approval of agreement filed April 1 by KWTX Broadcasting Co., and Morbro Inc.; approved agreement; dismissed application of Morbro Inc. with prejudice; granted application of KWTX Broadcasting Co., and terminated proceeding. Action May 24.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 22 in Reno, (Brian E. Cobb) FM proceeding, continued hearing from June 12 to September 4 (Doc. 18135).

■ Chief Hearing Examiner James D. Cunningham on May 27 in Fresno, Calif. (Radio KYNO Inc. and International Radio Inc.) FM proceeding designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer, and scheduled prehearing conference for July 16, and hearing for July 31 (Docs. 18202-3). And in London, Ky. (H. & C. Broadcasting Co. and London Broadcasting Co.) FM proceeding, designated Hearing Examiner Jay A. Kyle to serve as presiding officer, and scheduled prehearing conference for July 10, and hearing for July 25 (Docs. 18200-1).

■ Hearing Examiner Isadore A. Honig on May 23 in New Orleans, (Americana Broadcasting Corp., and Loyola University) FM proceeding, granted joint motion by applicants, and ordered transcript corrected in accordance with various changes proposed in motion (Docs. 17607-8).

■ Hearing Examiner Elizabeth C. Smith on May 21 in Tampa, Fla. (WLCY Inc. and Rust Craft Broadcasting Co.) FM proceeding, granted petition by Broadcast Bureau and continued further hearing from May 22 to June 5 (Docs. 17943-4).

FINAL ACTIONS

WIHS(FM) Middletown, Conn.—Broadcast Bureau granted CP to replace expired permit for new FM station; condition. Action May 24.

WORX-FM Madison, Ind.—Broadcast Bureau granted request for SCA on sub-carrier frequencies of 19 kc and 67 kc. Action May 27.

KNIR-FM New Iberia, La.—Broadcast Bureau granted mod. of CP to change type trans. type ant., and to make changes in ant. system, change ERP to 50 kw, and ant. height to 130 ft., condition. Action May 21.

*WFUV(FM) New York—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action May 16.

WNYC-FM New York—Broadcast Bureau granted license to install alternate main trans. Action May 24.

WMVO-FM Mount Vernon, Ohio—Broadcast Bureau granted remote control, install new type transmitter, ERP 20 kw. Action May 24.

WKBN-FM Youngstown, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 13. Action May 24.

WFEM(FM) Ellwood City, Pa.—Broadcast Bureau granted mod. of CP to change studio location to 226-5th Street, change type trans. and type ant. Action May 22.

KVET-FM Austin, Tex. — Broadcast Bureau granted mod. of CP to change ant.-trans. location to hill west of trail of Madrones Road, near Austin, change ant. system, ERP 41 kw, ant. height 1,200 ft. Action May 22.

WAPL-FM Appleton, Wis.—Broadcast Bureau granted CP to change ant.-trans. loca-

tion to 103 West College Avenue, change type trans., and make changes in ant. system, change ant. height to 210 feet. Action May 22.

■ Broadcast Bureau granted licenses covering following new stations: WERH-FM Hamilton, Ala.; *WREK(FM) Atlanta; WSTK(FM) Woodstock, Ill.; KFJB-FM Marshalltown, Iowa; WVCN(FM) Carrollton, Ky.; WAIN-FM Columbia, Ky. WRKD-FM Rockland, Me.; WTVL-FM, Waterville, Me.; *WCAL-FM Northfield, Minn.; *WCWS(FM) specify type trans., Wooster, Ohio and *WKPS(FM) New Wilmington, Pa. Action May 24.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following stations: WFMH-FM Cullman, Ala. to Nov. 8; WOWW Naugatuck, Conn. to Dec. 11; WQXM(FM) Clearwater, Fla. to Sept. 7; WMYR-FM Fort Myers, Fla. to July 15; WAFB-FM Baton Rouge, to Oct. 15; WIST Charlotte, N. C. to June 30 and KPUL-FM Pullman, Wash. to Aug. 1. Action May 27.

■ Broadcast Bureau granted licenses covering changes in following stations: KENT Prescott, Ariz.; KBCA(FM) Los Angeles; *KERS(FM) Sacramento, Calif.; KABL-FM San Francisco; WLOQ(FM) Winter Park, Fla.; WRSW-FM Warsaw, Ind.; WHOP-FM Hopkinsville, Ky.; WQRS-FM Detroit; WHFM(FM) Rochester, N. Y.; WSMJ(FM) Middletown, Ohio; *KWAX(FM) Eugene, Ore.; WSPA-FM Spartanburg, S. C.; KBCB Waxahachie, Tex.; WEZR(FM) Manassas, Va.; KING-FM Seattle; KXLY-FM Spokane, Wash.; WKWK-FM Wheeling, W. Va., specify type trans. Actions May 24.

FINE

WTAB-FM Tabor City, N. C.—Broadcast Bureau by letter of May 24 notified WTAB-FM it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements.

CALL LETTER APPLICATIONS

■ WAEZ(FM), WOCN Broadcasters, Miami Beach, Fla. Requests WOCN-FM.

■ Tuscarawas Broadcasting Co., New Philadelphia, Ohio. Requests WNPQ(FM).

CALL LETTER ACTIONS

■ KMBY-FM, Johnston Broadcasting Co., Monterey, Calif. Granted KWAV(FM).

■ KATN-FM, Treasure Valley Broadcasting Co., Boise, Idaho. Granted KBBK-FM.

■ *WNIU(FM), Northern Illinois University, DeKalb, Ill. Granted *WNIU-FM.

■ Midland Broadcasters Inc., Topeka, Kan. Granted KEWI-FM.

■ WAAB-FM, WAAB Inc., Worcester, Mass. Granted WAAF(FM).

■ WCRQ(FM) Radio Rhode Island Inc., Providence, R. I. Granted WLKW-FM.

■ KMAP(FM), Commerce Broadcasting Corp., Dallas. Granted KXXX(FM).

■ KGME-FM, KELA Corp., Centralia, Wash. Granted KELA-FM.

Translators

ACTIONS

California Oregon Radio Co., Orleans, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Orleans, operating on ch. 11, by rebroadcasting KIEM-TV, ch. 3, Eureka. Action May 21.

Riverside TV Inc., Ahsahka, Idaho—Broadcast Bureau granted CP for new VHF TV translator station to serve Ahsahka, operating on ch. 13, by rebroadcasting KREM-TV, ch. 2, Spokane, Wash. Action May 21.

Mineral Television District Number One, Hawthorne, Nev.—Broadcast Bureau granted CP for new UHF TV translator station to serve Babbitt, operating on ch. 78, by rebroadcasting KTVN(TV), ch. 2, Reno. Action May 23.

Hudspeth county Farm Bureau, Dell City, Tex.—Broadcast Bureau granted CP for new VHF TV translator station to serve Dell City, operating on ch. 11, by rebroadcasting KR0D-TV, ch. 4, El Paso. And granted CP for a new VHF TV translator station to serve Dell City, operating on ch. 5, by rebroadcasting KTSM-TV, ch. 9, also El Paso. Action May 23.

K71AU University of Utah Campus and Salt Lake City—Broadcast Bureau granted license covering UHF TV translator station, condition. Action May 22.

K08GG Laurier, Wash.—Broadcast Bureau granted CP to change frequency of VHF TV translator station to ch. 8, (180-186 mc) and to change type trans. Action May 17.

Trans-Tel Co., Cosmopolis, Wash.—Broadcast Bureau granted CP's for new UHF TV translator stations to serve Aberdeen, Hoquiam, Montesano and Central Park, operating on ch. 79, by rebroadcasting KIRO-

(Continued on page 75)

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum.
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- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

We need a good manager for a Missouri radio station. 1st phone would be helpful. Send all details to Box E-318, BROADCASTING.

Growing radio group needs ambitious manager who can work with figures, sell himself and motivate salesmen, and develop solid programing to fit the community; beat the competition. It's that simple—and that tough. All replies confidential. Box F-1, BROADCASTING.

We own an aggressive AM station in western Massachusetts. Eight months ago, we premiered our separately programed FM station. With heavy promotional efforts, the FM showed up well in two separate ratings. Without a salesman we picked up more than \$15,000 in sales covering the first seven months. We've made money every month and we feel a strong salesman could make a good living, growing with our FM. We're willing to invest \$150 a week as a starter to prove it. Write Box F-6, BROADCASTING.

Group owner seeks manager who is 99% salesman. Man selected will have opportunity at ownership and to become group V-P. Applicant must make self available for interview. Box F-25, BROADCASTING.

\$15,000-\$20,000 and fringes to start. An unusual opportunity for a seasoned broadcaster to make it with a progressive large market radio operation in the mid-west. Must be 30-40 with a solid background in programing, successful sales and sales management record with capacity for top management. Send all information and if eligible you will be brought in for a personal interview. Hurry. Box F-51, BROADCASTING.

Florida or New York . . . the Erway Broadcasting Corp. has openings in New York for general manager—salesman and announcers. In Sebring, Florida, we need salesmanager and or C&W salesman. . . . Contact Mr. Erway, WGMF, Watkins Glen . . . 607-535-2779.

Sales

Great opportunity for radio station account executive. Major market in midwest. Excellent working conditions. Earnings unlimited for an experienced time salesman. Write Box E-275, BROADCASTING.

California central coast. Fast growing AM station needs young, experienced, persuasive, time salesman in Santa Maria, a great place to live. Population 50,000. Send education and sales experience summary. Box E-282, BROADCASTING.

WABX stereo Detroit seeks strong sales leadership. Box F-9, BROADCASTING.

Experienced salesman wanted Florida station with room for advancement send complete background information. Box F-38, BROADCASTING.

We are a multi-million dollar link in a very big chain. We have an opening for an account executive. If you are sharp, we want to hear from you. P.S. We do like men from small markets. Golden opportunity. Drop a brief note to Box F-42, BROADCASTING.

Self-starter salesman. Creative. Must have a good track record. Top-rated Rocky Mtn radio station. Box F-61, BROADCASTING.

One salesman, must be hard worker, honest, reliable, sincere. Good account list. Draw plus commission. Write, Gayle Lee, Mgr. KBIX, Box 1608, Muskogee, Oklahoma 74401.

Sales—(cont'd)

Salesman wanted. Take over established accounts. Could work into management. Guarantee and commission. KCHA, Charles City, Iowa.

Outstanding C&W station needs productive salesman. Good list. Contact Sid King, KVOC, Casper, Wyoming.

Adventuresome? Challenging opportunity. North Carolina's seventh oldest broadcast medium. Good salary, liberal commission. Needed: Self-starter, able, ambitious. Give us background. Hear our specifics on completely new format, guaranteed saleable . . . first in industry . . . mid-Carolina's finest hunting, fresh and salt water fishing. WFTC, Box 608, Kinston, N. C.

Challenging and rewarding opportunity for an aggressive and creative salesman. Salary plus commission. Must desire to earn five figure income. Send full details, including experiences, past earnings, and references to Sales Manager, WIRL Radio, Peoria, Illinois. All applications will be treated confidentially.

SORRY FOR THE INTRUSION

. . . but if you find replies to a BROADCASTING classified cluttered with "sales talk" from competitors, just consider the source. They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING Classified section is THE marketplace for everybody and everything in broadcasting.

A great opportunity awaits in northeastern South Carolina. Aggressive 5 kw contemporary music station with application for 10 kw has opening for young, energetic salesman. Join our organization which is rated #1. Near Myrtle Beach. A small market, but area has great potential for right man. Enjoy hunting and fishing. Send complete resume, including sales history, photo (if available) to WKYB, P.O. Box 1000, Hemingway, S. C. 29554.

Minneapolis-St. Paul. Need proved promotional salesman at once. Earn \$400 to \$500 per week for the summer months working in America's most beautiful area selling the nation's most successful merchandising program, Community Club Awards, for one of the finest radio operations in the country. WPBC AM-FM-Stereo. What more could you want! Call Bill Stewart, 612-869-7503.

Time salesman wanted in progressively growing market. 500 watt AM-3000 watt FM. Apply in writing to: Mr. Fred Korte, Sales Manager, 1150 Morris Road, Lapeer, Michigan.

Sales—(Cont'd)

Nation's leading broadcast school with 26 offices throughout the country is looking for good student counselors. Income ranges from \$15M to \$40M annually. One position available in each of the following cities: Birmingham, Alabama; Hartford, Houston, Jacksonville, Los Angeles, Madison, Minneapolis, Phoenix, Pittsburgh, Portland, Kansas City, Baltimore, Seattle and Washington, D. C. In depth broadcast experience required. Applicants must be married and over 25. Send resume with photo to: Wm. Anderson, President, Box 18006, San Francisco 94118.

Announcers

Wanted—hip Negro personality for fulltime contemporary station in south. Must be R&B oriented and able to "talk that talk"—city is wide-open for the right man. Send tape, photo and resume to Box D-358, BROADCASTING.

Two intelligent, mature personalities needed to bolster rising ratings at Pennsylvania medium market station. Tough competition with rockers demands experience, imagination, and ability. Salary will depend on qualifications. Send tape and resume to Box E-120, BROADCASTING.

Looking for personality afternoon dj. MOR format in the midwest. Must be experienced. Send resume, tape & photo to Box E-232, BROADCASTING.

Conversation personalities needed for New England conversation station. News background helpful. Salary open according to ability. Send tape, background, salary requirements first response. Box E-262, BROADCASTING.

Staff announcer-play-by-play sportscaster. \$550 per month. Excellent Blue Cross plan. Most beautiful climate and city in Rockies. Equal opportunity employer. Send tape and resume to Box E-274, BROADCASTING.

Announcer—must be experienced and capable. MOR. Quality large small market radio station in South Carolina land of lakes and mountains, major university. You've got to be good. Salary \$100-\$120 weekly depending on your ability, plus excellent fringe benefits, 44-hour work week. Send photo, audition tape, complete personal and professional data. Material will be returned. Interview at our expense. Box E-293, BROADCASTING.

Radio announcer for large small market station in South Carolina. Looking for a pro and will pay top dollar for right man. Send audition tape, photo, complete data in confidence. Box F-5, BROADCASTING.

Personality dj. If you are a top personality dj, can run a tight moving show, if you know when to talk and have something entertaining to say and know when to keep quiet, this is your opportunity to break into the L.A. Market. A top station in the Los Angeles metro suburban area is searching. Send tape and credits to Box F-30, BROADCASTING.

First-class. Upper midwest, regional. Permanent, immediate. All details, requirements 1st letter please. Box F-32, BROADCASTING.

"Swingin'" Negro personality for "swingin'" R&B full-time Ohio station. He will "go" if he's a "cat." Tape, photo, resume. Box F-65, BROADCASTING.

Excellent opportunity for experienced announcer in well-accepted station in northeastern North Dakota. Box F-72, BROADCASTING.

Announcers—(Cont'd)

First phone. Good voice and production. Michigan. Number one MOR in medium market. Box F-74, BROADCASTING.

Immediate full-time announcer opening at AM/FM Seattle combo with TV CP where it's happening in Christian radio! 5 kw daytime is traditional religious format. 240 kw FM (biggest north of Frisco) running adult/popular stereo MOR with one sixty second mini-message per hour. Send tape and resume to KBIQ, Seattle 98133.

Alaska's largest market, \$800 to start. City over 100,000. Good music AM-FM-TV. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references to Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska 99501.

5 KW daytime offering nearly \$8,000 to right morning man. Must be polished professional with alive MOR style. Immediate! Q. P. Coleman, KOLY, Mobridge, S.D.

Top rated southern major top 40 has immediate opening for topical morning personality with production talent. Salary open. Send tape, picture and resume to WABB, Mobile, Alabama.

Top pay for a clever fellow with lively approach who can woo the ladies in mid-morning. MOR format accent on personalities. Permanent. Send information, tape and salary expected to Ed K. Smith, WCMB Radio, Harrisburg, Pa. 17105. Decision in June.

Where are all the good radio announcers? WFIX needs mature announcer for adult format. Excellent opportunity and pay in fast growing market with well established, successful station. Send tape, photo and resume to Manager, WFIX, Radio, Huntsville, Alabama 35804.

Top 40 station needs afternoon drive jock with teen appeal and adult attitude. Immediate. WHUT, Anderson, Indiana. 317-644-1255.

WINH in Georgetown, S. C. has opening for morning "housewife" personality. Willing to settle in community with growing station. Rush tape, salary requirement and resume to Tad Fogel, General Manager.

Professional perfectionist!! Bright, happy personality to join "Lucky Lads" at WLKE, Waupun, Wis. Take pride in air work and production? Worth approximately \$600 per month? Like fringe benefits? Capable of advancing with dynamic, expanding group? First class desirable, not necessary. Call Jack Davison, P.D., 414-324-4441 after 3 p.m. today!

First phone announcer, no maintenance, MOR station, heavy on talk. Must run a tight board, do production commercials. Good salary—vacation—hospitalization—retirement. Will work with other professionals. Call Joseph J. Vonesh, 815-223-3100, WLPO AM & FM, La Salle, Illinois.

One of Washington D.C.'s leading quality music stations has an opening for a weekend announcer. Must be experienced with deep voice and mature delivery. Modern studios with latest equipment. No calls. Send tape and resume to WQMR/WGAY, 8121 Georgia Avenue, Silver Spring, Md. 20910.

Announcer for newspaper owned MOR AM-FM stations in Indiana's Lake Region. Emphasis on commercial announcements, newscasts, FM stereo. First phone necessary. Call 219-267-3111, or mail tape, resume to WRSW, Warsaw, Indiana.

AM-5000 watt daytime-3000 watt full time FM needs announcer with 1st phone. Prerequisite—announcing ability. 5-day-week. Good salary for right man. Contact Edward Oyster at WTHM-AM & FM, Lapeer, 313-664-8555 days or 664-8293 evenings.

Immediate opening for experienced announcer. First phone desirable but not mandatory. Send 1/2 tape and resume. WVSC, Somerset, Pa.

Medium market station with heavy emphasis on local news needs you if you're versed in production and programing. Expanding young chain offers a good future to the right man. Send resume and tape to P.O. Box 22082, Greensboro, North Carolina.

Help Wanted—Announcers

Continued

Opening new radio station on clear channel within 40 miles of St. Louis. All new equipment and studios. We need two announcers, with 1st phone and an announcer-salesman with 1st phone. Get in on ground floor with a good salary. Send details to Pinkney B. Cole, Box C, Houston, Missouri.

Many program people in radio don't understand the significance of billing \$325,000 a year. What it means to you is the best in equipment including mobile units . . . both ground and air . . . three teletypes, weather-radar, the latest sound equipment and ultra-modern working conditions. Most importantly, it means the ability to employ professional broadcasters in both announcing and news . . . it means job security and something more than just a living wage. It means diversified programming . . . and it also means some hard work. We have all of the above . . . if you have what we want in both announcing and programming call Lawrence Weller at 816-263-1230.

Immediate opening, mature voice, sports/news oriented, young, single for Mexico City CBS affiliate, big opportunity in Olympic year. Tape, resume plus salary requirements to VIP Radio—Bucareli 109, Mexico City 6, Mexico.

Technical

Ohio station needs chief engineer. Must be experienced in installation, construction and maintenance of both AM & FM. Box E-233, BROADCASTING.

Chief engineer, East of the Mississippi. Directional. \$200 to start with scheduled increases. Box E-249, BROADCASTING.

Chief engineer for group owned radio station. Cracker-jack on maintenance and construction. Room for advancement in a multi-station operation. Good Salary plus benefits. Send complete resume to Box E-267, BROADCASTING.

Help wanted — \$750.00 a month for first phone who can do a good engineering job and a top announcing job. Must also be top man morally. References required and will be checked. Contact Jim Wilson KAJO—Grants Pass, Oregon.

Technical chief engineer for 50,000 watt, 6 tower directional AM, daytime. Send resume, salary requirements to Mr. Dick Kasten, KXEN, P.O. Box 28, St. Louis, Missouri 63166.

Florida daytime wants first phone engineer capable of maintenance. Short announcing shift. Write Manager, WELE Radio, P. O. Box 4006, Daytona Beach, Florida, or phone (904) 787-1131. No collect calls please.

Radio/TV engineer, first phone, midwest 125 mi north of St. Louis on the Mississippi River. NBC-ABC affiliate. Full color. Top benefits. Phone or wire Jim Martens, Chief Engineer, 217-222-6840, WGEM-AM-FM-TV, Hotel Quincy, Quincy, Ill.

Technical opening for experienced chief or well trained qualified engineer for chief, WJAZ, Albany, Georgia.

Southwest Ohio directional AM needs chief engineer. Fine community, hospitalization. We're looking for someone to stay and grow. Call or write WMWM, 513-382-0000.

Engineer wanted to install new FM and move AM. Joe Phillips, WSSO, Starkville, Miss. 601-323-1230.

Nationally recognized small market station has engineering opening. High income operation provides funds for updating and replacing equipment and for providing more than adequate test gear. Operation includes 1 KW AM, high power FM, Multiplex, SCA, various mobile units, both land and air, and weather radar. Twenty-five man staff works as team broadcasting in area of over 100,000 people although station is located in smaller town with relaxed atmosphere. Large metro areas are within driving distance. We can offer you security, excellent working conditions, above average living standard, and a job that is not routine if you can provide engineering ability, interest, and stability; good character and credit references. Interested? Get the full story from Richard Wornack, 816-263-1230.

NEWS

Well-equipped central New York news operation with 3 men seeks fourth full-time man with at least one year in radio. Must handle heavy emphasis on local news and UPI audio. Send tape, resume to Box E-266, BROADCASTING.

If you are a newsman who loves news, can deliver a booming, exciting newscast, can write, research and ferret out the stories and the stories behind the obvious, a top station in the L.A. suburban metro area is searching. Send tape and credits to Box F-31, BROADCASTING.

Newsman—to work as part of 3-man news team; 2 mobile units, fully equipped newsroom, work and learn with pros. Limited news experience acceptable but desire and potential a must. Good position for recent journalism grad. Send tape, resume and photo to Operations Manager, KFOR, Lincoln, Nebraska.

Excellent opportunity for newsman with play by play ability. Send resume and audition first letter. Dale S. Low, KSMN, Mason City, Iowa.

News and sports announcer needed. Gather, edit and deliver local news. Call high school football and basketball games. Pay commensurate with ability. Progressive, chain operation. WGAD, Gadsden, Alabama. Contact Ed Carrell.

Michigan regional has fine opportunity for good newsman ready to advance from small to medium market. WPAG, Ann Arbor.

Experienced newsman ready to take over as news director for small mkt. 5 KW radio station. Write or phone Chuck Pettit, WSIV, Pekin, Ill. 346-2134.

Tired of sitting behind the mike day after day? Like to relieve that boredom by getting outside the studio doing special tape programs, remote broadcasts, news and interviews? We believe the most successful airmen are those who can work face to face with their audience and not be "just a voice." We have the opportunity for you. Our audience will know you're a pro because of our reputation and also because of our living standard. Many of our men have left us for positions as managers, program directors and news directors. You're next. You can check our reputation most anywhere. Call Larry Weller at 816-263-1230.

Programing,—Production, Others

Challenging programing opportunity for New York State adult station that swings. \$7,500. Send complete resume plus tape. Box F-46, BROADCASTING.

Program director for small market station. Must be mature, responsible, have leadership qualities. Prefer family man. We offer good pay, fine community living, excellent schools, proximity to metropolitan areas. Indiana. Box F-56, BROADCASTING.

Top program-production manager. Reputable, well established major midwest market AM-FM radio operation wants at once a dynamic, experienced man who has proved record of developing and maintaining top adult audience ratings in a major market. Make our stations zoom and so will your income. Rush full details including age, experience, rating record, picture, salary goals to Box F-59, BROADCASTING.

We're growing so fast, we have to expand. Why don't you grow with us? We offer you a different type radio . . . not a boring record after record routine. Variety both in and out of the station . . . a chance to be something more than a "voice." KWIX is regarded by many in the industry as one of the finest radio stations in the country. If you enjoy special broadcasts both live and taped, if you enjoy "getting away from the mike," doing interviews and news then KWIX is for you. We've trained many staff members for managerial positions, why not you? Call Larry Weller, KWIX, 816-263-1230.

Program director/chief announcer—immediate opening, 1st class license, tape and complete requirements including salary requirements first letter. WEAW, Evanston, Illinois 60202.

Production chief-writer: Important position in leading Michigan station. Top salary for top man, good fringe benefits. Send background information, photo, sample copy, and if possible tape of radio spots you have produced to WFDF, Flint, Michigan.

Help Wanted

Prog.—Production, Others—(Cont'd)

Traffic manager. Dominant midwestern top 40, 1000 watts station needs traffic director. Prefer male with some experience. Send resume to Gross Telecasting, Inc., 2820 East Saginaw Street, Lansing Mich. 48904. Attn: J. L. Colgrove.

Situations Wanted

Management

One of New York state's finest radio station managers now available. Seeking steady employment. Fine track record and best references. Family man, sober, reliable, 36 years old. Experienced in all phases 10 years. Box E-290, BROADCASTING.

Manager, AM-FM, million market. Present position 12 years. Station currently #1 pulse, ARB, Mediastat. Can furnish trade, character, bank references. Box E-292, BROADCASTING.

Working partnership wanted to fit experienced announcer. Invest for better music, news, sales and management. Prefer western Ohio—eastern Indiana. Box E-308, BROADCASTING.

Currently employed general manager of powerful east coast rocker is seeking a challenging career position. First class personal salesman, inspiring shirt sleeve sales manager, capable of succinct but firm program supervision with no wasted motions. A dynamo to whom hours mean nothing with a thorough understanding of all radio formats. Willing to relocate any area. Box E-315, BROADCASTING.

Ambitious, versatile married man with 12 years experience in all phases of AM-FM broadcasting, all formats. Top engineer. Seeking new challenges in position as manager. Currently employed at top-rated medium market midwest station. Prefer warm climate location. Investment considered. Box E-319, BROADCASTING.

General Manager—thoroughly experienced manager, successful background. Currently major market. Box F-21, BROADCASTING.

Dynamic general manager available. Responsible young general manager with 14 years of diversified managerial radio & TV experience of the highest level in all areas, skilled and qualified to manage your radio or TV station. I desire responsible and challenging executive position with a station group or progressive minded broadcaster. Columbia University graduate with 6 years UHF indie and 5 years radio and TV managerial experience. Capable of assuming responsibility over all departments and planning, plus normal duties of administrative executive duties. Qualifications are perfect for an active broadcast operation. Background will withstand critical examination. Resume including references of the highest order upon request. Presently employed in Philadelphia. Box F-45, BROADCASTING.

To owner seeking strong station manager who will be top salesman, sales manager, offering excellent programing concepts, varied staff background. 20 years experience—announcer, sales, station management. Box F-53, BROADCASTING

Major market salesman desires management. Degree, first phone, excellent references. Box F-57, BROADCASTING.

Thirteen successful years owner-operator. First phone, sales, adept all phases small market radio especially overhead control. Sober, conscientious, stable. Box F-67, BROADCASTING.

Operations manager/manage-20 years experience—sales manager, news director, program director, announcer. Prefer Pacific northwest. Box F-75, BROADCASTING.

General manager experienced, young, energetic and productive with impressive record. Strong on sales & knowledgeable in programing. Call 301-772-1023.

Experienced professional broadcaster, metro-market number 1 rated personality, production, sales, 1st phone, 23, married. William J. Elliott, Jr., Apt. 4, 32 Oxford Street, Worcester, Mass. 617-752-1738.

Situations Wanted

Sales

Present salesmanager—upper N.Y. state desires relocation with financially secure organization. Strong on promotion. Copywriting. Full of ideas. Married with family—15 years in the business. Box E-284, BROADCASTING.

Sales manager/manager, 13 years experience all phases broadcast. Always top billing, dependable, creative organizer, midwest. Ready when needed. Box F-68, BROADCASTING.

Announcers

Excedrin headache #1—No. 1 jock (54% evening audience) on no. 1 boss station in 50th area needs the best pain reliever: Top 40 station in top 20 market areas only. Box E-137, BROADCASTING.

Negro soul jock, first class ticket. Working now. Box E-241, BROADCASTING.

Looking for a professional top forty jock who can adapt his style to anybody's tight format? Looking for a production man who can create and record convincing spots? Looking for a dependable, enthusiastic employe with a family and a first phone? Look no further than Box E-244, BROADCASTING.

Old enough to be professional, young enough to retain enthusiasm. Versatile relaxed personality for major market MOR. Have done talk. Box E-277, BROADCASTING.

Experienced personable family man. Tight board, musicaster desires some sales, third class ticket. Box E-278, BROADCASTING.

Versatile dj-announcer-newscaster, tight board, 3rd endorsed, recent graduate, broadcasting school, married. Northeast. Box E-297, BROADCASTING.

Beginner: 24 years old, draft exempt, recent broadcasting school graduate, primarily interested in sportscasting, play-by-play, tight board, any format. Third endorsed. Box E-327, BROADCASTING.

Female ann/dj—3rd endorsed—exp. AM & FM—strong news and commercials—continuity—gather and write local news. Prefer small market—will relocate. Box E-329, BROADCASTING.

Ambitious young man (20) is anxious to start his announcing career at your "Top 40" station. 1st phone, college. Box E-332, BROADCASTING.

Announcer-dj. Broadcasting school graduate. Personable, versatile, elegant delivery, authoritative newscaster par excellence; strong classical-MOR. Bronx resident. Prefer NYC, nearby LI, Westchester, N. J. Third endorsed, tight board. Box F-2, BROADCASTING.

Mature MOR professional, major market, ratings getter, seeking permanent change with potential. Will trade smaller wage (\$170) for quick move. Box F-3, BROADCASTING.

Beginner, soul jock. 3rd endorsed, all phases plus news, have real desire, call 914-699-3816. Box F-8, BROADCASTING.

First phone, no experience, seeks trainee position. Announcer or technical. Age 37, prefer southeast; consider all. Box F-12, BROADCASTING.

British jock now in the United States seeks position at top 40 or MOR station on the east coast. I am planning to become an American citizen and am looking for a permanent position. Cannot obtain license due to citizenship requirements. Available immediately. Box F-13, BROADCASTING.

Experienced modern country dj needs full-time position. Willing to relocate family. Box F-15, BROADCASTING.

Seasoned professional—knows music. Knows radio. Production specialist. Major market. References. Box F-17, BROADCASTING.

10 yrs. in radio—29, single, army vet. 3rd phone endorsed. Strong on production. Last five years spent as pro. dir. and general mgr. Want to get back on the air in good music or country station. Experienced in all phases of radio programing. Box F-24, BROADCASTING.

Announcers—(Cont'd)

Box F-28, BROADCASTING, is home for humorous first-phone top-40 personality, four years experience, looking for wake-up, all-night.

Attention: CATV studios, C&W, gospel stations. 6 years experience, all phases. Family. Will relocate. Box F-33, BROADCASTING.

Modern C&W disk jockey—first phone. Program, farm director experience. Top ratings. Married, sober. 50,000 watts of substantial metro only. \$200 minimum. Confidential. Box F-35, BROADCASTING.

Woman with unusually good voice. Experienced educational radio, also speech and drama. Prefer position educational radio or TV. Top references. Masters degree. Box F-36, BROADCASTING.

Presently employed morning man would like to make first move. Prefer stay west. Experience on-camera news. Production, write, sell. Box F-38, BROADCASTING.

Beginner, recent graduate, 3rd class. Broad knowledge of sports, dj—real desire, draft exempt. Box F-40, BROADCASTING.

Disc jockey—experienced. Tight board—dependable. Newscaster—authoritative. Salesman—aggressive. Versatile—creative. Third endorsed, DJ/salesman. Box F-47, BROADCASTING.

Good voice, third, some college, two years experience. Box F-50, BROADCASTING.

Young experienced announcer for radio and/or TV. First phone . . . reply to Box F-55, BROADCASTING.

Experienced ann/newsman seeks position in Long Island, New Jersey area. Box F-62, BROADCASTING.

First class radiotelephone license holder. Desire "combo" work, radio engineering-radio announcing. Have had experience at both. Would like to learn same for TV. Desire permanent job, east or south. Completed military service, un-married. Box F-63, BROADCASTING.

You are . . . a friendly MOR in a medium to large market. I am . . . an enthusiastic, conscientious personality, currently PD and MD, with a family and a third. Let's discuss the future. Box F-64, BROADCASTING.

Experienced announcer looking for a change . . . third phone . . . young . . . reply c/o Box F-66, BROADCASTING

Dependable, dj, news, tight board, third endorsed. Versatile. Relocate. Box F-69, BROADCASTING.

Announcer, 18 years radio, 4 yr TV. Experienced all phases radio, News radio & TV. Sports play by play. Dependable, married. Now small market. Want to move to a larger market and stay. Prefer east and south. Box F-70, BROADCASTING.

Experienced announcer-program director, married with a 3rd, desires to advance career at a group owned MOR in a west or southwest medium market. Box F-71, BROADCASTING.

Brown Institute Graduate, first phone operator. Call 906-226-6414.

Mature modern country dj/md wants to join stable organization. 8 years experience with solid background, ability, good voice, and 1st ticket. Desire dj, md, pd, or combination position. Married, 29, military complete. Available immediately. Phone 512-655-8668. Dale Eichor, San Antonio.

Old fashioned, morning man. Would like opportunity to do own happy, wholesome, humorous, (Good Morning Friends) type shows. Varied music, news, informal ad lib, audience participation in simple contests and comments. 15 years local radio. Mature but versatile. Can follow orders. Dependable, cooperative, reasonable salary. Roberts, 526 Elaine Dr., Nashville.

First phone, six years experience. Want MOR in midwest medium metro market. Married, military completed. Minneapolis 612-724-9067.

Attractive female broadcaster desires position. College, radio/television. E. Shortt, Box 14045, Houston, Texas.

Now available Chuck Boyles, former nat'l pgm director and premier specialist in hard core telephone talk shows.—8319 Floyd Lake Dr., Dallas, Tex., Tele: 341-1266.

Experienced country announcer. Go anywhere. Call 701-223-4080, ext. 315.

Situations Wanted—Announcers

Continued

College and broadcasting school graduate, third endorsed, draft deferred, will relocate. Call Phil, 513-322-6074 after 4 p.m. EDT.

Play-by-play and sportscaster. Draft exempt. Thomas J. Shaffer, 633 West Chicago Avenue, Hinsdale, Illinois 60521. 312-323-4544.

Experienced rhythm and blues combo announcer, newscaster. Livingston Brizill, 163-17 Mathias Ave., Jamaica, New York 11433.

First phone, little announcing, no experience, wants dj work—adult radio. Box 44, Chisholm, Minn.

Announcer, experienced. Good, matured, resonant voice. Sales, first class license, if required. Sober. 1122 Grant Street, Ashland, Ohio 44805. Phone 324-8262.

Dependable, enthusiastic, disc-jockey. Third phone with broadcast endorsement, runs a tight board, good news, commercials, air show, no prima donna. Able to take direction well, willing to re-locate, draft exempt, excellent work record. Best of references. Also interested in production. Presently employed part time. But am available immediately for full time work. Good all around man for a reasonable salary. Write to: Joe Vinski, 1800 Harpster Street, Pittsburgh, Pa. 15212, or call me directly Bob Stevens at 412-921-3412.

Technical

Chief engineer—21 years experience all phases broadcasting; management to announcing, AM-FM directionals, stereo, multiplex. Box E-256, BROADCASTING.

Major market chief engineer—experienced all phases of operations, administration, construction and maintenance. Power to 50 KW. Box E-316, BROADCASTING.

Bugs? Let me clean them out. Chief 24 years, AM/FM, some directional. Proofs, maintenance, construction. Best of references. \$10,500 yearly minimum. Employed. Available after July 1 on two weeks notice. Box F-14, BROADCASTING.

Experienced, reliable chief engineer available immediately. Construction, maintenance, installations on AM and FM stereo. Maintenance engineering considered. Box F-22, BROADCASTING.

First phone. 13 years experience. Directionals. Maintenance with experience to 50 KW. No announcing. Charles Pittman, 204 N. Mosley St., DeLeon, Texas 76444.

NEWS

400-thousand metro-radio news director seeks major market radio or TV reporting job with political and governmental emphasis. Excellent references. M.A. radio-TV journalism. 27. Radio-TV documentary, talk show, 4 years radio air experience. Write Box E-287, BROADCASTING.

I presently operate one of the finest news departments in the country. I want to move because my station is de-emphasizing news. I would like to organize or operate an all news station. Box E-295, BROADCASTING.

Top contemporary sound. Seasoned professional. Informed. Top 20 mkt. References. Box F-16, BROADCASTING.

Broadcast journalist—neophyte college degree—political science. Negro, excellent media background. Box F-54, BROADCASTING.

Programing,—Production, Others

Sports director with good background and experience in both reporting and play by play coverage looking for a step up. Can give your station top sports format and coverage. Box E-334, BROADCASTING.

Already raised the ratings at two. Present station in 175,000 metro. 5 years operation manager. Need challenge with \$12,000 per year start. Experienced news, production, traffic, copy, sales, announcing, play-by-play. Married, family, 28, college, military service done. Box F-18, BROADCASTING.

Hollywood network announcer will record anything for your station for 1¢ per word, plus tape and postage, spots, promos, program intros, etc., for unlimited use. Send check and pronunciation guide with copy. Red Blanchard, General Broadcasting System, North Hollywood, Calif. 91605.

TV—Help Wanted—Management

Southwest major market "U" needs professional, result-producing general sales manager for local, regional, national. Excellent compensation plan, opportunity for corporate level position. Resume and photo first letter. Box F-60, BROADCASTING.

Sales

Business manager-accountant in east. Send resume. Box E-150, BROADCASTING.

Television account executive for Wisconsin network affiliate. We'll provide the incentive and income opportunity. You supply ambition, initiative, creativeness and will to succeed. Box E-209, BROADCASTING.

Announcers

Like a good job in a city near good fishing and boating? Southeastern VHF needs a booth and studio announcer with mature delivery immediately. Great opportunity for a hard worker. Send audio or video tape and a complete resume to Box E-136, BROADCASTING.

Staff anncr. for medium sized upper mid-west market must be able to do commercials and interviews and be able to substitute for weather and sports program. Send resume and audio or video tape to Box E-336, BROADCASTING.

Play-by-play announcer—football, basketball, hockey and baseball—has excellent opportunity in 16th market. Box E-346, BROADCASTING.

Technical

Director of engineering. Working administrator in east. Total responsibility and authority. Good gross and income. Box E-149, BROADCASTING.

Wanted: Immediate opening for assistant chief engineer with a McLendon station. Fully colorized VTR—film chain, etc. Full fringe benefits and ideal working conditions. Contact Chief engineer, A. C. Headley KCND-TV, Pembina, North Dakota 701-825-6292 Collect.

Mature, responsible, transmitter supervisor. Also, two color oriented technicians for color remote work. Contact A. R. Beck, Director of Engineering, KHFI-TV, Austin, Texas.

Immediate openings, first phone television technicians, full power VHF color TV station. Write or call Chief Engineer, WBTW, Florence, S.C.

Transmitter engineer for modern, color equipped, two station ETV operation. Must be strong in both operations and maintenance of VHF and UHF equipment. Opportunity for advancement. Top salary and fringe benefits. Apply Chief Engineer, WMVS/WMTV, 1015 North 6th Street, Milwaukee, Wisconsin 53203.

Chief engineer to install and maintain religious station WURD-TV, Indianapolis, Ind. New TTU 30 for 937,000. Dr. Wendell Hansen. Rt. 4, Noblesville, Ind. 46060, 317-773-0030.

Would like to work with all new equipment and lots of it? Color production house with mobile unit seeking young energetic engineer. Equipment includes Ampex 2000 and 1200 with all accessories, Marconi Camera, etc. Should be familiar with tape editing, maintenance, and color cameras. Willing to train right man. Call Howard Zuckerman, National Teleproductions Corp. (317) 251-9878.

CATV chief technician—non-lease-back system just starting turnkey construction. Potential 9,000. Salary commensurate with background. Send resume. Box 1188, St. Cloud, Minnesota or call Paul Franklin, 612-251-4422.

Television engineer, first phone license with operating experience. Excellent working conditions. Immediate opening. South central Pennsylvania. Phone 717-533-9121.

NEWS

Expanding news operation in the nation's 34th market is seeking a competent TV journalist with authoritative on-camera delivery. The man we're looking for must have credentials as a news broadcaster and must be able to develop his own stories for newscasts and documentaries. Send resume to: News Director, Box D-381, BROADCASTING.

News—(cont'd)

Experienced news director for TV-radio 5 man operation in the midwest. Need resume, tape and photo or reply by wire to Box E-231, BROADCASTING.

Broadcast journalist, bi-lingual—Spanish and English for major metropolitan station. Knowledge of news film technique. Full company benefits. Equal opportunity employer. Box E-263, BROADCASTING.

Broadcast journalist—familiar with news-film techniques. On-air ability. Must be prepared to do standuppers in the field. Follow-through on stories. Send audition film and samples of actual on-the-air work and scripts to Box E-313, BROADCASTING . . . Equal opportunity employer.

Reporter-writer. Has excellent opportunity in 15th market. Send tape and resume to Box E-347, BROADCASTING.

Intermountain vacationland full-color network affiliate needs young, aggressive television newsmen. Will entail anchoring award-winning television newscast and general assignment work. College degree preferred but not required. Seven man news department. Salary open. Position available immediately. Box F-41, BROADCASTING.

Leading station in growing southeastern market needs good newsmen for ambitious radio-TV news department. Must be young, good voice and diction, good writer, able to handle radio and TV newscasts. Duties will include news gathering, filming, and editing. Call or write Dave Partridge, WFBC, Greenville, S. C. 29602, phone 239-1324.

Programing,—Production, Others

Administrative assistant/executive secretary to general manager of TV station in nation's capital. Top quality gal with good skills. Interesting, diversified duties. Box E-194, BROADCASTING.

I need a director, someone who is good and not just a good talker, but a good doer. Small market television. Send all information as soon as possible to Box F-76, BROADCASTING.

ETV station, planning intensive series of TV programs on race relations. Seeks personnel, white and black, for the project: Producer, associate-producer, co-hosts, cinematographer, and writer-researcher. Television public affairs or news background desirable. Call 716-854-4756, or write WNET-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

TV—Situations Wanted—Management

Sales manager. Big track record. Will change for right opportunity. Box F-41, BROADCASTING.

General manager opening? General sales manager desires opportunity to prove ability. Box F-48, BROADCASTING.

Sales

TV sales manager in top 40. Bursting with ambition—but no place to go without waiting forever. Record increases: '66—14%; '67—25%; '68—12%. Married, 34, BA and MS, best references. Want medium size market opportunity or better. Box F-7, BROADCASTING.

Announcers

Young-versatile-responsible! Experienced administrator, news, programing, promotion. Box E-309, BROADCASTING.

Emcee-producer for creative kid show with teen-bopper appeal. Announcer, sales, and copy experience. College, mature, hard worker with excellent references. Southwest or coast preferred. Available for July interview. Box E-312, BROADCASTING.

Versatile-18 yr-professional—news-weather-sports-etc.—available now-relocate-Box E-317 BROADCASTING.

Currently announcer-weatherman, with experience in news, sports, production, writing. Relocate anywhere but south. Married. Stable. Salary open. Box F-26, BROADCASTING.

Versatile announcer/news-weathercaster-professional authoritative delivery-14 yrs. TV-hard worker-permanent-mature family man-base + talent or \$175.00 week to start-resume-references-color VTR upon request. Box F-27, BROADCASTING.

TELEVISION—Situations Wanted

Technical

Director of engineering seeking large market station or group position. 19 years top experience—14 supervisory. Able to handle any job required, through experience and ability. Box E-257, BROADCASTING.

First class FCC license (Nebr.) Age 28, complete communications course graduate NRI, amateur radio. Box F-43, BROADCASTING.

NEWS

Excellent, mature, radio newsman seeking first TV news situation. Box F-4, BROADCASTING.

Available July: Three-media performer—writer. Experienced news director, chief announcer, net-feeder and investigative reporter. Degree plus newspaper background. Want news or editorial slot for award-winning talents. Youthful, personable and dependable. Box F-23, BROADCASTING.

Top newsman in major market seeking directorship TV, or combined operation, or anchor position in prime time TV news program. Broad experience and background, responsible family man. Prefer mid-south. Box F-58, BROADCASTING.

Newsman: Experienced in all phases of radio and television news. Wish to relocate major S.E. market after Sept. 1. Veteran, married, B.S., M.S. Current employer references. James Wollert, 640 W. Badger Rd., Madison, Wis.

Programing,—Production, Others

Cost control isn't automatic. It takes systems, training, and follow-through. I've made it work. Like to talk if you have a problem. Box F-29, BROADCASTING.

A vast waistline, that's what I'm getting sitting in a booth. Surely there's more to be offered a conscientious family man with 17 years experience announcing, 10 years in depth color photography, 6 years (AM) engineering . . . and more! Anything, anywhere, that requires hard work and an adroit mind will be considered. Personal interview possible. northeast, July 2nd-10th. Box F-37, BROADCASTING.

Business affairs director major market and group experience. Designed and installed EDP systems. Budgets, forecasting, personnel and labor relations. Need new challenge. Box F-49, BROADCASTING.

Promotion manager-art director. Creative, industrious, practical. Available July 15, Minimum \$10,000. P.O. Box 7116, Atlanta, Ga. 30309.

Will everyone uninterested kindly step to the rear, and let a young single girl seek employment? Two years experience. Hostess and programer of hour long noon show. Experienced weathergirl. Interested in production, film and news reporting. College graduate in creative writing. Write Susan Peters, Box 104, Rhinelander, Wisconsin.

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.

Raytheon RA 5000 modulation transformer in good working condition. Urgently needed. Call or write, Manager, WTJH, P.O. Box 967, East Point, Georgia 30044, 344-2233.

UHF station equipment, including transmitter, recorders, color and B&W cameras and all other components: within the next six months. Box E-288, BROADCASTING.

Plan to construct a channel 11 television station. Will buy a good used VHF 5000 watt transmitter; a 12 bay high band antenna and 800 foot tower. Contact C. Reiten, KXMC-TV, Minot, North Dakota.

Used 10 KW FM transmitter, good condition and remote pick up gear 450 mHz or 160 mHz for WESR-FM, Vernon H. Baker, P.O. Box 889, Blacksburg, Va. (703) 552-2387.

Wanted: Used Mobile studio truck, contact, WLNQ Radio, Sag Harbor, L. I., New York. 516-725-2300.

25 or 50 KW high band VHF transmitter or power amplifier. 500 watt VHF transmitters either band. Box F-34, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroline etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

Six million candlepower spotlight mounted on Ford tractor trailer. Partnership dissolved forces sale. Terrific for any radio or television station advertising. Reasonable priced. Box 2589, Colorado Springs, Colorado.

Desire to donate for education television—420 foot guide television tower capable of extension to 700 feet—tower available immediately. Box E-270, BROADCASTING.

Four TK-41 color cameras with sync generators, color bar generator in air conditioned truck, less audio and switching. Reasonable. Reply Box E-280, BROADCASTING.

Used AM Transmitters: CCA has obtained the following AM broadcast transmitters in trade for our new equipment. They are available on a first come—first serve basis: (2) Gates Vanguard I, 1 KW AM transmitters—1 to 2 years old, originally sold in excess of \$6,000.00. Available at \$3,250.00. One available at WDEB in Jamestown, Tennessee. The second at CCA plant. (1) Gates BC-IT—5 years old, tube version, \$3,000.00, located at Station KAFF, Flagstaff, Arizona. (1) Raytheon RA-1000—removed from service, \$1,700.00, located in Florida. (1) 1 KW AM Modulation Transformer, never used, available for \$200.00. RCA MI #486140-1. Contact Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, N.J. 08030.

One kw FM transmitter, stereo generator, remote control equipment. Chance to get into stereo cheap. KONG, Visalia, California.

Collins 37-M-6 FM antenna, 6 bay with heaters, tuned to 105.1, approx. 176 feet. Andrews Hellax H-1, 1-1/2 cable, 21-R terminations. Good condition. Will accept reasonable offer. WQRS-FM, 901 Livernois Ave., Ferndale, Mich. 48220, phone 313-548-2500.

Scotch audio, recording tape, lowest prices, Tape Center, P.O. Box 4305, Washington, D.C. 20012.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio, replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write VIF International, P.O. Box 1555, Mtn. View, Calif. 94040.

Towers, any type. Groundwire new 70¢ per lb. Bill Angle—P. O. Box 56, Greenville, N. C. Telephone, 919-752-3040.

Gates M-6467 top level and M-6144A stereo dual limiter. Like new! First \$1,000 takes both. Contact J. B. Reynolds, WJBR, Wilmington, Delaware. (302) 475-4000.

For sale three EMCEE HTU-100 translators for channels 72, 74 and 77 each equipped with Scala SL-8 omnidirectional antenna. Less than two years old. Contact E. M. Tink, Chief Engineer, Black Hawk Broadcasting Company, KWLL Building, Waterloo, Iowa.

Equipment, top brands, will take trades, lease or finance. Write for list. Audiovox, Box 7067-55, Miami, Florida 33155.

Utility tower number 480 guyed 200 ft. 32" facings. Lapp base insulator. Now supports six bay we keep. You take down by July 1st, plus \$500.00. Call: Bob Fisher, KSHO-TV. 702-870-2020.

Update your monochrome cameras. For sale: 3 RCA TK-31 field camera chains. Real buy. Box F-73, BROADCASTING.

For sale . . . new tele-beam television projector, never used, will consider loss on purchase price. For more details call Curran Wade, WNYF-TV, Jamestown, New York, 716-484-9191.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic call signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Complete kit Audio Proof forms \$3.50 post-paid specify AM/FM, Box 2605, Corpus Christi, Texas 78403.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute 2603 Inwood Road, Dallas, Texas 75235.

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Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin June 24, July 29, Sept. 3. Call The Pope at WE-1-5444 or write R.E.I., 3123 Gilham Road, Kansas City, Missouri 64109

INSTRUCTIONS—(Cont'd)

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Station Manager Available Mid-July

Need management know how! Veteran broadcast exec . . . 22 years with all formats; MOR, Country & R&B. Wants solid operation in medium to large market.

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Ron Curtis, President, Nationwide Broadcast Personnel Consultants, 645 N. Michigan Avenue, Chicago, Illinois 60611. All replies strictly confidential.

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Technical—(Cont'd)

WANTED: CHIEF ENGINEER

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FAR EAST ASSIGNMENT

International Broadcasting Organization seeking qualified electronic engineers for challenging assignment.

Minimum of five years' maintenance experience in all phases of television operations; basically, a sound electronic engineer.

Separation from dependents is requirement of position. However, periodic home leave included as condition of contract.

Salary and overseas allowances commensurate with position.

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This is a newly created position for a recent graduate with B.S.E.E. degree. A minimum amount of supervisory experience will be considered, however applicant should be experienced in audio with emphasis on magnetic tape. This is an excellent opportunity for a future in plant management. Excellent salary, liberal fringe benefits and paid relocation cost. Please send resume to:

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TELEVISION

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TELDEX Corporation has an opening for a qualified person interested in a specialized career.

You must be a good technician, neat appearing, with a solid background, and be able to work from schematics, chassis layout and fabrication, basic schematic drafting, prototype development.

You'll enjoy being a part of the fast-paced profession of television where creative and congenial people work.

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This is an opportunity for a stabilized career.

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Programing,—Production, Others

FAR EAST ASSIGNMENT

International Broadcasting Organization seeking qualified television producer/director for challenging assignment in the Far East.

Five years' minimum television experience required in such areas as producing, directing, lighting and scenic design.

Job requires separation from dependents. However, periodic home leave included as condition of contract.

Salary and overseas allowance commensurate with position.

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(Continued from page 68)

TV, ch. 7, Seattle; operating on ch. 76, by rebroadcasting KING-TV ch. 5, Seattle; operating on ch. 70, by rebroadcasting KOMO-TV, ch. 4, Seattle, and operating on ch. 81, by rebroadcasting KTNT-TV, ch. 11, Tacoma. Action May 21.

■ Broadcast Bureau granted renewal of licenses for the following translator stations on May 22: K08DI Huntsville, Liberty and Eden, all Utah; K08FL area north and south of Santa Barbara, California and K70CC Susanville and Herlong, both California. **CATV**

APPLICATION

Tuolumne Cable Vision Inc.—Requests distant signals from KTVU(TV) Oakland, Calif.; KCSM-TV, San Mateo, Calif., and KPIX(TV), KGO-TV KQED(TV), KEMO-TV, KSAN-TV and KBHK-TV, all San Francisco, to Riverbank, all California (Sacramento-Stockton, Calif.-ARB 25). Ann. May 24.

FINAL ACTIONS

■ FCC ordered Brainerd Video, operator of a CATV system in Brainerd, Minn., to cease and desist from further operation in violation of Sec. 74.1103(e) of rules and to afford Brainerd TV translator station K74CM program exclusivity as provided by Sec. 74.1103(e) and (f), in decision by Commissioner Kenneth A. Cox (Doc. 17818). Action May 22.

■ FCC stayed order authorizing Vumore Video Corp. of Colorado Inc. to operate CATV system at Colorado Springs to permit opposing TV licensees Metropolitan Television Co. KOAA-TV Pueblo, Colo. and Pikes Peak Broadcasting Co. KRDO-TV Colorado Springs to file for court stay of order pending judicial review. Stay was granted provided parties file with court within 14 days. Action May 27.

FINAL ACTIONS

■ FCC denied petition by Appalachian

Broadcasting Co., licensee of WCYB-TV Bristol, Va., asking reconsideration of commission action waiving CATV carriage requirements for Flanery & Dingsus TV and Electronics Inc., Prestonburg, Ky. Action May 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on May 24 in Delaware county Cable Television Co., et al., CATV proceeding in Philadelphia TV market; Rollins Inc., Newark, Del. and Jerrold-South Jersey T.V. Cable Corp., Mt. Holly, N. J., for CP for new point-to-point microwave stations and Rollins Inc. for CATV system at Wilmington, Del., by agreements reached at prehearing conference, continued evidentiary hearing from June 17 to date to be specified at further prehearing conference scheduled for July 16 (Docs. 18140-66).

■ Chief Hearing Examiner James D. Cunningham on May 20 in Hazleton, Wilkes-Barre and Mahanoy City, all Pennsylvania (Mountain City TV Co., Teleservice Co. of Wyoming Valley and Service Electric Cable TV Inc.) CATV show cause proceeding, designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled prehearing conference for June 28, and hearing for July 24 (Docs. 18193-5).

■ Hearing Examiner Elizabeth C. Smith on May 21 in Toledo, Ohio (Buckeye Cablevision Inc.) request for special relief pursuant to Sec. 74.1109 of rules, dismissed as moot, motion by D. H. Overmyer Telecasting Co. for continuance of hearing from May 27 to June 22, and ordered further hearing continued from May 27 to June 19 (Doc. 17882).

■ Hearing Examiner Elizabeth C. Smith on May 23 in Clear Vision TV Co. of Bessemer, Televue Cable Alabama Inc., and Jefferson Cablevision Corp., CATV proceeding in Birmingham, Ala. TV market, granted petition by Newhouse Alabama Microwave Inc. for leave to intervene and ordered Newhouse Alabama Microwave Inc. made party intervenor to proceeding (Docs. 18064-6).

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Ala. small	AM&FM	\$106M	29%	Ill. small	profitable	\$235M	29%
Col. small	daytime	120M	nego.	Minn. small	daytime	115M	29%
N.Y. medium	daytime	150M	nego.	M.W. metro	daytime	200M	29%
N.E. metro	AM&TV	.27MM	nego.	East suburb	daytime	160M	terms
South major	profitable	600M	29%	East major	profitable	210M	60M

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Ownership Changes

APPLICATIONS

KEMO-AM-FM Phoenix—Seek assignment of licenses from Radio Station KEUQ Inc. to KMEM Associates for \$205,000. Principals of Radio Station KEUQ Inc.: William N. Freeman, president and majority stockholder and Charles J. Sanders, Mr. Sanders owns KCLS Flagstaff, Ariz. and KUPI Idaho Falls, Idaho. He also holds CP for KVL5(TV) Flagstaff. Principals of KEMO Associates: Joel W. and Bertram Harnett, chairman of board and Martin Kenneth Cowan, president (each 33.3%). Mr. Bertram Harnett is 12.5% owner of WGNV Newburgh, N. Y. and Joel W. Harnett is 25% owner of WGNV. Mr. Cowan is director of creative service and sales development of WOR-TV New York. Mr. Cowan was also vice president of *Television Magazine* from 1961 to 1964. Ann. May 23.

KBIG Avalon and Santa Catalina, both California—Seeks assignment of license from John Poole Broadcasting Co. to Bonneville International Corp. for \$1,705,000. Principals of KBIG Inc.: John H. Poole, president and family (60%) and Kevin Sweeney (40%). Mr. Poole also owns 10.2% of WDJO-TV Duluth, Minn. Principals of Bonneville International Corp.: David O. McKay, chairman and president, Hugh B. Brown first vice president et al. Corporation has numerous officers and directors. David O. McKay holds all issued and outstanding shares as corporation sole (the Corp. of the President of The Church of Jesus Christ of Latter-Day Saints). All of issued and outstanding stock of Bonneville International Corp. is owned by Deseret Management Corp. which is owned by Corp. of the President of The Church of Jesus Christ of Latter-Day Saints. BIC is sole owner of international short-wave WNYW and of WRFM (FM), both New York, 98.2% of KSL-AM-FM-TV Salt Lake City, which in turn owns 23.35% of KID-AM-FM-TV Idaho Falls, Idaho; 100% of KIRO-AM-FM-TV Seattle, and is licensee of KMBZ and KMBR, both in Kansas City, Mo. BIC also owns 24% of United Community TV (CATV) in Seattle and 33.3% of Community Television of Utah, Salt Lake City. Ann. May 27.

KBIG-FM Los Angeles—Seeks assignment of license from KBIG Inc. to Bonneville International Corp. (See KBIG above). Consideration reported above includes KBIG-FM.

KKOP(FM) Redondo Beach, Calif.—Seeks assignment of license from Southern California Associated Newspapers to Jack Barry for \$200,000. Principals of Southern California Associated Newspapers: Copley Press Inc. is parent corporation of Southern California Associated Newspapers, which is sole owner of KGU Honolulu. Copley publishes some 20 daily newspapers throughout California and Illinois. Principal: Jack Barry, sole owner. Mr. Barry was MC and major figure in quiz show scandals of late 1950's. Mr. Barry was one of principal owners of WGMA Hollywood, Fla. which he was ordered to sell in March 1966 by FCC. Mr. Barry has 50% interest in Volkswagen dealership and real estate firm, both in Staten Island, N. Y. Ann. May 24.

KKAM Pueblo, Colo.—Seeks assignment of license from Garvey Communications Systems Inc. to Southwestern Broadcasters Inc. for \$240,000. Principals of Garvey Communications Systems Inc.: James H. Childers, president and Willard W. Garvey (100%). Mr. Garvey owns KKTU(TV) and KKFV(FM), both Colorado Springs, and with family owns 4.88% of Stauffer Publications, group broadcaster. Principals of Southwestern Broadcasters Inc.: Harry T. Starkland, vice president (25%), William H. Moore III (15%), James Gordon Douglas III, president (10%), and others. Mr. Starkland is president of and has interest in electronics manufacturing company. Mr. Moore has interest in two car dealerships. Mr. Douglas is private investor. Southwestern also is seeking FCC approval for purchase of KPRI(FM) San Diego and KRDS Tolson, Ariz. Applicant is licensee of KGFL Rosewell, N. M. Ann. May 27.

WJPB Kissimmee, Fla.—Seeks assignment of license from B & M Broadcasting Co. to Opportunity Broadcasters Inc. for \$72,000, less station's indebtedness of approximately \$15,000, plus 20% of assignee's stock. Principals of B & M Broadcasting Co.: J. Patrick Beacom, president. Mr. Beacom is 50% owner of WBUT-AM-FM Butler, Pa.; 40% owner of WVVW Grafton, W. Va. Principals of Opportunity Broadcasters Inc.: Robert W. Marlowe, president (26.6%) Sam B. Gilkey, vice president (26.6%), Thad M. Lowrey, secretary-treasurer (17.14%) et al. Mr. Marlowe is manager of WSIC Statesville, N. C. and 25% owner of fertilizer spreading service. Mr. Gilkey is assistant manager of WSIC. Mr. Lowrey is manager

and 35% owner of WGUL New Port Richey, Fla. and has 64.3% interest in car wash. Ann. May 23.

WCMR and WXAX(FM), both Elkhart, Ind.—Seeks assignment of licenses from Clarence C. Moore to Progressive Broadcasting System Inc. for purpose of incorporation. Principals: Clarence C. Moore, president and sole owner. Mr. Moore is permittee of WFWR Fort Wayne, Ind. and applicant for new FM in Fort Wayne. Ann. May 27.

WXXX Hattiesburg, Miss.—Seeks transfer of control from Billie F. Cornelius (25% before, none after) to Edd Cantrell (25% before, 50% after). Consideration: \$6,000. Ann. May 27.

WIBQ-FM Utica, N. Y.—Seeks assignment of CP from Mohawk Valley F.M. Inc. to WIBX Inc. which owns 100% of present permittee. No monetary consideration or change of ownership involved in assignment. WIBX Inc. is licensee of WIBX Utica. Ann. May 23.

KNTD-FM Wichita Falls, Tex.—Seeks assignment of license from Steve Gose Enterprises Inc. to Wichita Radio Corp. for \$14,000. Principal of Steve Gose Enterprises: Stephen Mathus Gose Jr. owner. Applicant is owner of KWKC-AM-FM Abilene, Tex. Principals of Wichita Radio Corp.: Ralph C. Parker, president and Joe Edd Sweatt, vice president (each 50%). Mr. Parker is sole owner of two-way radio service and radio common carrier and 50% owner with brother, William C. Parker, of farm and rental property. Mr. Sweatt is owner of general contracting company. Ann. May 27.

KSVN Ogden, Utah—Seeks assignment of license from North America Broadcasting Co. to Intermountain Valley Broadcasting Co. for \$1 and mutual covenants. Following judgments are outstanding against assignor: two promissory notes amounting to \$60,000. Principals of North America Broadcasting Co.: LaVor Wood, president (7.8%) and George I. Norman (51.9%) and others. Mr. Norman is majority stockholder in KICM Golden, Colo. Principals of Intermountain Valley Broadcasting Co.: Rulon S. Wood, president (90%) and others. Mr. Wood has no other present business interests indicated. Ann. May 27.

WRUM(FM) Suring, Wis.—Seeks assignment of license from Paul A. Stewart Enterprises Inc. to WRVM Inc. for assumption of approximately \$35,000 in liabilities. Principal of Paul A. Stewart Enterprises Inc.: Paul A. Stewart, owner. Mr. Stewart is owner of WRVB-FM Madison, Wis. Principals of WRUM Inc.: Assignee is nonstock and nonprofit corporation. Ann. May 23.

ACTIONS

KOSI-FM Denver—Broadcast Bureau granted assignment of license from Armstrong FM Broadcasting Corp. to Armstrong Broadcasting Corp. Purpose of assignment is to assign license to licensee of KOSI for administrative reasons. Principals remain same. W. L. Armstrong, president (40%), and D. Armstrong, secretary-treasurer (30%) et al. Action May 27.

WEZY-AM-FM Cocoa, Fla.; W DAN-AM-FM Danville, and WREX-TV Rockford, both Illinois; WINR-AM-TV Binghamton and WHEC-AM-TV Rochester, both New York—Broadcast Bureau granted transfer of control from Frank E. Gannett Newspaper Foundation Inc. to Stockholders of Gannett Inc. Transfer of control is sought to adopt plan of recapitalization consisting of: (1) change nonvoting class B common stock

into class A common stock; (2) redesignate class A common stock as "common stock"; (3) split common stock, as redesignated, 40 to 1; (4) change participating preferred stock into new common stock and (5) increase number of shares of common stock which company is authorized to issue. No consideration involved. Action May 23.

WYEA-TV Columbus, Ga.—Broadcast Bureau granted assignment of CP from Gala Broadcasting Co. to Eagle Broadcasting Co. No monetary consideration involved. Assignment requested to effect merger between Gala and Inland Broadcasting Co. into Eagle Broadcasting Co., assignee corporation. Ann. May 27.

WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, WPIX-FM-TV New York and WICC Bridgeport, Conn.—Broadcast Bureau granted transfer of control from Tribune Co. (Illinois corporation) to Tribune Co. (Delaware corporation). Transfer calls for merger with Tribune Co., an Illinois corporation to Tribune Co., Delaware corporation, with latter to be surviving company. Each issued share of common stock of \$100 par value of transferor will be changed into four shares of common stock with par value of transferee. Number of authorized and issued shares will be increased from 2,000 to 8,000. Action May 23.

WFMJ Youngstown, Ohio—Broadcasting Bureau granted transfer of control from William F. Maag Jr. (deceased) to William J. Brown, executor (none before, 75.2% after). Principals: William J. Brown (75.2%). Mr. Brown is president, treasurer and has interest in WFMJ-TV Youngstown, Ohio. Action May 22.

WVLY Water Valley, Miss.—Broadcast Bureau granted transfer of control from J. J. Kirk (50% before, none after) to Jimmy D. Martin (50% before, 51% after) and Jim G. and Lila C. Martin (none before, jointly 49% after). Principals: Jimmy D. Martin, president (51%) et al. Mr. Martin is announcer for WSLI Jackson, Miss. Consideration \$500. Action May 22.

KGVL, Greenville, Tex.—Seeks transfer of control from Truett Kimzey, deceased to executors of estate of Truett Kimzey (none before, 89% after). Action May 27.

KRIO McAllen, Tex.—Broadcast Bureau granted transfer of control from Gene L. Cagle, deceased, to Jackson E. Cagle, executor (none before, 86.1% after) trustee for Carol Cagle who has interest in KRBC-AM-TV Abilene and KACB-TV San Angelo, both Texas, and KENM Portales, N. M. No consideration involved. Action May 22.

WCHV and WCCV-FM, Charlottesville, Va.—Broadcast Bureau granted assignment of licenses from Eastern Broadcasting Corp. to Evans Communications System Inc. for \$390,000. Principals of Eastern Broadcasting Corp.: Roger A. Neuhoft, president (69.3%) and Louise H. Neuhoft. Mr. and Mrs. Neuhoft are licensees of WHAP Hopewell, Va. and WCVS Springfield, Ill. Principals of Evans Communications Systems Inc.: Edward S. Evans Jr., chairman of board (100%). Mr. Evans is chairman of board and has interest in Evarie Corp. and Lockhart Manufacturing Corp., Detroit and is director and stockholder in Evans Products Co., manufacturing concern, Portland, Ore. Action May 22.

WEET Richmond, Va.—Broadcast Bureau granted assignment of license from Raymond B. Bentley to WEET Radio Broadcasters Inc. for purpose of incorporation. No monetary consideration involved. Principal: Mr. Bentley is sole owner. Action May 27.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 28. 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.

Ft. Lauderdale, Fla.—Florida Telecable Corp. has applied for a franchise. City would receive 4% of annual net revenue from subscriptions and 7% of advertising revenue after agencies were paid.

Brunswick, Me.—Multi-Channel TV Inc., Madison, Me., has applied for a franchise. Casco Cable Television Inc. of Brunswick is another applicant.

Moss Point, Miss.—Mississippi Triple D

Cablevision Co., Gulfport, Miss., has applied for a franchise.

■ Hannibal, Mo.—General Communications Inc., Iola, Kan., has been granted a franchise. City will receive \$11,250 per year or 7.6% of annual gross revenues, whichever is greater, plus a \$20,000 initial fee. Installation and monthly fees will be \$10 and \$4.95 respectively. Previous applicants were International Telemeter, Hannibal Cablevision Inc. and Danville Community Antenna System.

■ Mandan, N. D.—Mandan Cable TV Inc. has been granted a franchise.

■ Ottawa, Ohio—United Transmission Co., Shawnee Mission, Kan. (multiple CATV owner), a wholly owned subsidiary of United Telephone Co., has been granted a franchise. Firm will provide a 12-channel system.

■ Kane, Pa.—Aiello Brothers of Ridgway, Pa., has been granted a 10-year franchise.

■ Augusta, Wis.—Cable TV Signal Inc., Soldiers Grove, Wis., has been granted a franchise.

THE team is down by two runs in the bottom of the ninth. There's a man on first, another at third. There are two outs and the count is three and two.

Maurice Corken isn't sweating. As early as the fourth inning he could tell his boys would pull through. He hangs on, quietly lights another pipe.

The pitcher goes into a slow, agonizing windup. The pitch is a fat one, right down the middle. The batter swings. There's a "crack."

The crowd's roar rises as the ball goes for a home run.

Now Maurice Corken sweats, the perspiring glow of relief and accomplishment. His team has done it again.

Name of the Game ■ Although the preceding scene played like a baseball game, the play-by-play action for the vice president and general manager of WHBF-AM-FM-TV Rock Island, Ill., might just as well have been symbolic of a weekly round to match availabilities with prospects. To Mr. Corken the game is the same and the qualities for the baseball team are the same that are necessary for the sales team of radio and TV stations.

Enthusiasm. That's the prime quality of them all in Mr. Corken's book. "Baseball or broadcasting," he says, "you can't lose your enthusiasm. Once you do, you've had it."

Mr. Corken should know his subject. He was calling baseball play-by-play on radio in the early 1930's and he has been a broadcast salesman for more than three decades. He has both the eye and the instinct to know what his team will do early in any game.

"All other things being equal, you can sense which side will win just by observing the fire and the spirit of the men in action," he explains. He says there is no mystery in maintaining the subtle, but solid, Corken enthusiasm. "I've been told every day is a new day," he philosophizes. "When I get up I thank God I'm alive and I look forward to something new. Every day is a challenge."

The 85 men and women on the WHBF stations' staff share in the Corken enthusiasm as well as the challenge. But he prefers to give the credit to others, recalling the "vigorous and talented" leadership of the late Leslie C. Johnson, whom he succeeded just a year ago. For many years Mr. Corken had been vice president in charge of sales and assistant general manager of the WHBF outlets.

Patient Approach ■ Mr. Corken's associates, however, observe that over the years he has contributed much to the progress of the operations through his example and his patient ear for all who come to him with something to sell or say.

Mr. Corken believes broadcasters must learn to adapt to the changing

Enthusiasm, patience are pay-off items

times if they wish to keep moving ahead. As an example he recalls last month's CBS-TV affiliates meeting in Los Angeles where the network proposed to substitute local availabilities for compensation in sports shows. He admits it poses problems but recognizes networks have their problems too. (WHBF-AM-TV are CBS network outlets.)

"It could be a bonanza for the local station guys who want to work at it and get out and sell it," he reflects. "It all gets back to how much enthusiasm you have for your product," he says, "and if you can't sell it maybe you need a reorganization of sales staff."

Mr. Corken knows well the important angle of product quality in selling success. In broadcasting the product is programing and service, but it also is the best of technical facilities as well as people to provide them. Over the years on both points Mr. Corken has encouraged and supported decisions to advance in these areas.

News Conscious ■ Mr. Corken is

WEEK'S PROFILE



Maurice John Corken—VP and general manager, WHBF-AM-FM-TV Rock Island, Ill.; b. Aug. 31, 1903, Rock Island; graduated St. Joseph High School there, 1922; reporter, 'The Argus', Rock Island, 1922-28; sports editor, 1928-34; part-time sportscaster, WHBF, 1932-34; joined WHBF fulltime 1934 soon becoming salesman; sales manager, 1938; assistant general manager 1943; active in civic affairs; m. Helen Ryan of Rock Island Nov. 9, 1965; has two grown children from first wife (deceased); hobby—bowling.

especially proud of the full-color news shows now aired on TV as well as the considerable local news on radio. The radar weather station maintained by the WHBF stations also has proven of great public service, he notes, even to the U.S. Weather Bureau. The recent fronts producing multiple tornadoes gave the station's radar weather facility considerable opportunity to render vital help over a very broad region in that area, he added. The funnels were plotted and warnings aired promptly.

Mr. Corken knows news and the importance of such vital information to the public too. For some years before getting into broadcasting he was a newspaper reporter.

Through his years of high school he had but one job, as an embosser at a Rock Island company specializing in the manufacture and sale of ribbons, badges and similar product. After graduation he joined the editorial staff of *The Argus*.

The paper's owners, the Potter family, also have majority interest in the WHBF stations.

For six years young Mr. Corken walked the police and city hall beats. His first week, he recalls, got off to a bloody start: eight murders in seven days, all gangland associated and reflecting local political upheaval due to the paper's rackets exposé.

Up the Ladder ■ In 1928 he was promoted to sports editor of *The Argus*. When the paper's ownership acquired WHBF in 1932, Mr. Corken began part-time work announcing play-by-play of Three-Eye league baseball games as well as various high-school sports.

He joined WHBF as a full-time staffer in 1934. He soon moved to the sales department and within a few years was moved into executive sales positions. At that early date there wasn't much national advertising money being spent in radio in the Quad Cities area so he worked hard to promote the market as a whole.

In the late 1930's he helped form a Quad Cities manufacturers' representatives association and ultimately the story of the market reached the attention of the key people back at various corporate headquarters. Ultimately the money began to come into the market, he recalls, and over the years it continued to increase "and we were able to go after our share."

Mr. Corken's grown son, Mike Jr., is TV manager in the San Francisco office of Edward Petry & Co. (Petry reps the WHBF stations). His daughter, Katie, is a stewardess for United Air Lines.

Some years ago Mr. Corken tried golf but recognizing he never would be good enough he gave it up for bowling where he maintains a "tolerable" average of 170.

Something to dismember

Figure to propose a reorganization of governmental regulation of communications. He will not be the last. There is more and more evidence of dissatisfaction with the present scheme of things.

The Bartley plan, as reported in last week's issue of this publication, would eliminate the FCC and distribute its functions elsewhere. There would be a new five-member commission to regulate broadcasting and another to regulate common carriers. The Department of Transportation would assume the regulation of safety and special radio services, most of which are in mobile use. A new Telecommunications Resources Authority, with one director at its head and answerable to Congress, would be created to allocate frequencies to the various services.

This publication will refrain from shooting from the hip at the Bartley proposal, which remains to be measured against the other plans that will eventually surface from such sources as the President's Task Force on Telecommunications Policy. It does strike us, however, that at least one feature of Mr. Bartley's plan would introduce politicking on a grand scale into regulatory management.

Spectrum allocations are at the heart of the regulatory process. Mr. Bartley would give that job to a one-man Telecommunications Resources Authority whose decisions could be revoked by a majority vote of Senate and House. That arrangement could only lead to contests between opposing interests in the Congress. Political muscle would determine what service got what piece of spectrum space.

In other respects the Bartley plan deserves serious consideration. There may be some attractions in decentralizing the regulation of different communications services. But the decentralization that Mr. Bartley has proposed is only an organizational change. Nowhere in his proposal has he touched upon the larger question of the philosophy of regulation—and that question, we believe, is paramount.

If the Congress is to consider a revision of the Communications Act to reorganize the apparatus of regulation, it ought also—if not first—to consider a revision of the act to define with greater precision the nature and extent of regulation. For example, whatever commission may eventually be established to regulate broadcasting, it ought to be told in the law the limits of its power.

As now constituted and operating under the existing law, the FCC spends more and more time extending or attempting to extend its power over broadcast programming. If it got out of the programming field, where it has no business anyway, the FCC might find the man-hours to do all those things that Mr. Bartley and others say it ought to be doing.

The incident-prone Emmys

LIKE the sound systems that inevitably fail when engineers congregate, the one show that seems simply unable to earn uniformly good notices from television people is the one intended to honor achievement in their own ranks. With the Emmys, if it isn't one thing it's another; this year's off-hand dismissal of the journalism winners (BROADCASTING, May 27) was an offense to all TV newsmen.

If it is likely that something will go wrong with the Emmy ceremonies, however, it is certain that they will draw huge TV audiences. At the root of that fact, in our opinion, may be found both the problem and the opportunity.

The problem is that it is the entertainment stars, not the newsmen, who attract those huge Emmy audiences, but it

is in news, not entertainment, that television makes its most significant and most enduring contributions. If the Emmys' sponsor, the National Academy of Television Arts and Sciences, would recognize those two facts and treat the ceremonies for exactly what they are—a mammoth promotional exercise for television—the result would give TV's image some of the enhancement it deserves. To be blunt about it, the glitter of the stars should be used to get audiences to tune in, but the viewers should be shown a fair sampling of television's impressive journalistic attainments.

Whether that can be assured without TV newsmen being given a consequential voice in academy planning is currently a subject of some speculation. But anything less than that is a discredit not only to newsmen but to television as a whole. The obvious alternative would be for the TV news organizations to withdraw from Emmy competition; there is a growing number of prestigious other awards for them to contend for. But we hope it doesn't have to come to that. For television news not to be represented in so vast a showcase would be a shame.

No greater shame than this year's brushoff, however.

Legacy

LAW students in communications soon collide with such landmark cases as Ashbacker, Scripps-Howard Radio and KOA Denver. These cases have one thing in common. Paul Segal, who died May 24 at 68, was the counsel for the successful appellant, all the way to the Supreme Court.

Paul Segal retired from private practice in 1962 for health reasons. But in the preceding three decades he had figured importantly in the then new jurisprudence of communications.

With a blue-ribbon list of clients—many of them newspapers—Mr. Segal in the late 1940's insisted that each apply for VHF TV in its market. That was at a time when the few TV stations in business were losing astronomical sums. An engineer (he was also a radio ham) as well as a lawyer, he foresaw the spectrum rush in VHF a decade before it began.

Paul Segal, like other lawyers of his era, was an innovator. As long as there is a radio jurisprudence, Segal precedents will be cited.



Drawn for BROADCASTING by Sid Hix
 "First we offer the kiddies a free box of crayons, then next week we come on strong with our wallpaper-cleaner spots!"

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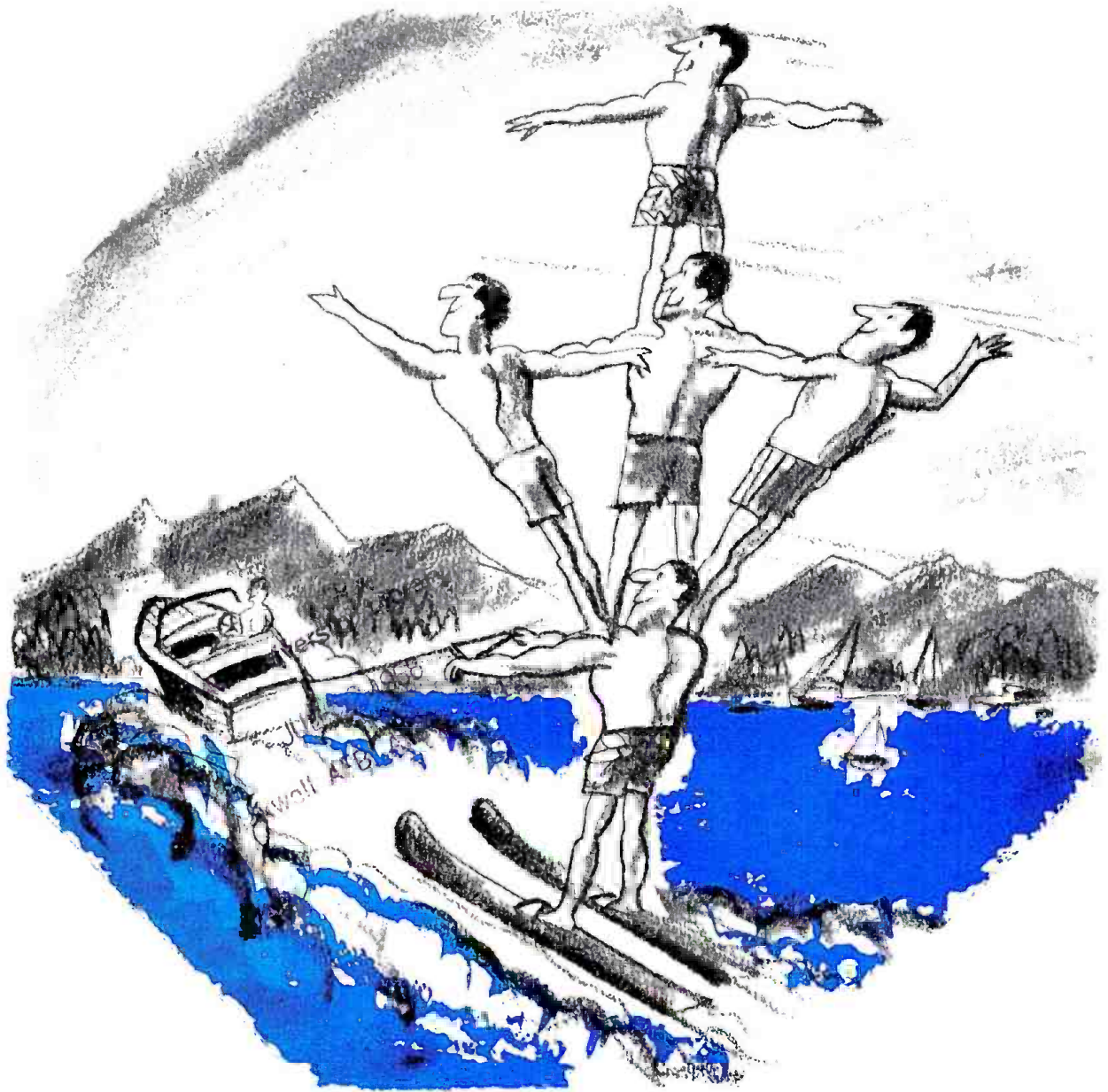
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