

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New middlemen in spot deliver campaigns below rates. p23
 AAF President Howard Bell blasts government control. p28
 ABC set back twice in fight over Hughes control bid. p38
 Cleavage at FCC widens over WLBT(TV) renewal case. p44

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DONALD O'CONNOR

At last there's to be a syndicated, variety-guest show with a host who's already known in just about every American home. It's "The Donald O'Connor Show!" Talented, versatile Donald sings, dances, acts, parodies, talks, converses, teams-up with major name guest stars. The format is refreshment! You take it from there. Call now—orders are coming in.

5 times a week this Fall!
 90 minutes or one hour! Color-taped live.

PRODUCED BY:
 VTP ENTERPRISES INC.



DISTRIBUTED BY:
 WOLPER TELEVISION SALES
 A METROMEDIA COMPANY

Meet America's fastest-growing "IN" group.

CATV viewers

In 18 years, the number of CATV (Cable television) viewers has increased ten million percent. These are the people who enjoy the full capabilities of their TV sets. Throughout America—in large cities or small communities—the cable delivers to them a large choice of TV programs in living color and crystal-clear black-and-white. CATV has dusted off their window to the world. It can do the same for everyone in America.

Systems now under construction will provide their subscribers with up to 20 TV channels over a single cable. These include a wide selection of VHF and UHF broadcast channels and service channels, originated at the head-end, which can cover emergency warnings, time, weather, stock market quotations, and events of purely local interest such as high school sports, town meetings, concerts, etc. This audio-visual highway to our homes is recognized today to be an integral part of total communications.

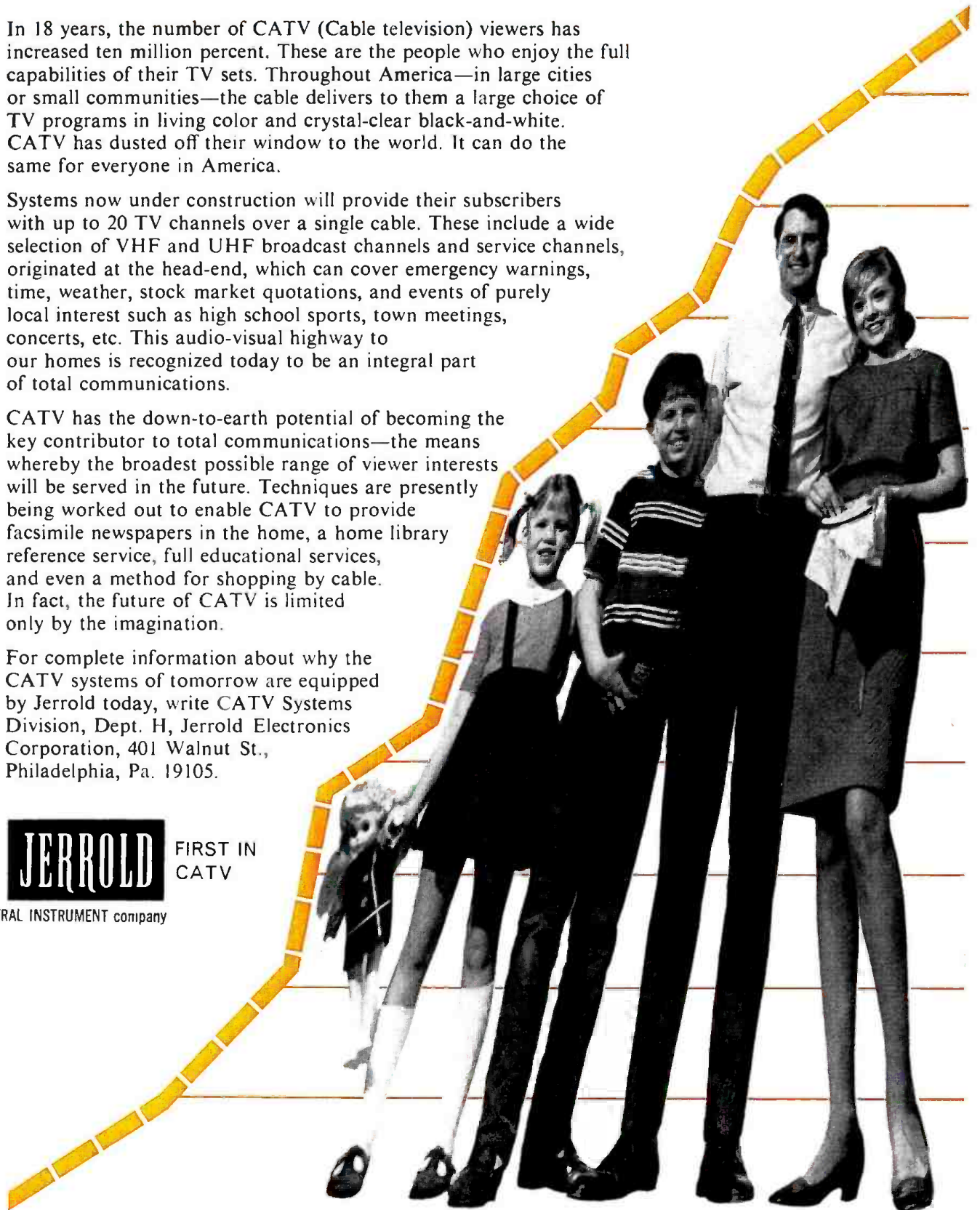
CATV has the down-to-earth potential of becoming the key contributor to total communications—the means whereby the broadest possible range of viewer interests will be served in the future. Techniques are presently being worked out to enable CATV to provide facsimile newspapers in the home, a home library reference service, full educational services, and even a method for shopping by cable. In fact, the future of CATV is limited only by the imagination.

For complete information about why the CATV systems of tomorrow are equipped by Jerrold today, write CATV Systems Division, Dept. H, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

JERROLD

FIRST IN
CATV

a GENERAL INSTRUMENT company





Would you let a drug addict talk to your daughter?

When she tuned into her radio last weekend, she may have heard an addict relating the degrading, dehumanizing result of narcotics addiction.

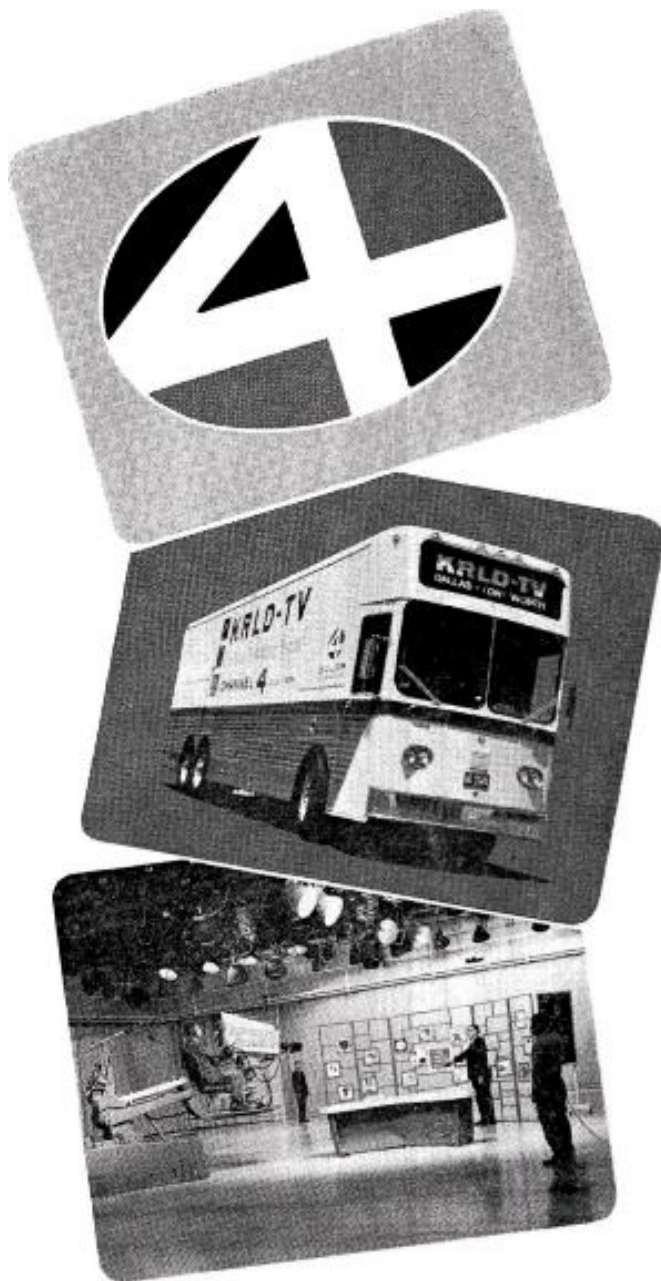
That's right, an addict spoke to listeners on radio. Why shouldn't he? His truthful account most likely stopped every listener from trying narcotics "for a kick." Or, "to see what it's like."

Just look at today's radio listings. You'll probably find discussion programs that talk to your children about things on air that your parents wouldn't talk about in private. Things like addiction, abortion, racism and the Vietnam War. Yet things like these are very important problems in today's society. They should be discussed by knowledgeable people on radio. They should be, so that we can understand them and try to deal with them. And maybe even start to find solutions.

So if an addict is talking on radio tonight, tell your daughter to listen. In fact, you listen with her. Then you'll be able to talk more intelligently together about that problem. And know for certain that you'll never have to confront it.

We shouldn't forget though, that today's radio still entertains listeners. And with the world as it is today, we need that too.

Edward Petry & Company keeps up with the stations that keep up with the times.



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mark
of
excellence*

The most sophisticated television equipment available is incorporated in Channel 4's studio facilities and 40-foot color tele-production cruiser. Combine the ultimate in studios and equipment with the technical know-how of KRLD-TV's craftsmen and you achieve the highest production standards in the industry.

TO PUT THE MARK OF EXCELLENCE ON YOUR NEXT VIDEO-TAPE PRODUCTION, CONTACT THE SPECIALISTS AT KRLD-TV.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Short form

Thirty-second TV announcements aren't coming: They're here. Study being made by Television Bureau of Advertising indicates they've moved into second place in nonnetwork TV advertising, with single 30's now outnumbering 60-second piggybacks. Increase is evident in all day parts, including prime time. There are also signs 30's are cutting into number of "clean" (nonpiggyback) 60's, indicating some move by advertisers from full 60's to 30's. According to TVB authorities, 30's represented 1.6% of all national-spot and local commercials in May 1967; one year later they represented 14.1%.

Trend setter

Whatever outcome of Howard Hughes's effort to acquire substantial, and possibly controlling, share of ABC, case could have long-range impact on FCC policy regarding publicly held broadcast companies. For many at commission, case is dramatic example of problem agency faces constantly in maintaining control of ownership of corporation in which shares are traded daily. Commission order to billionaire Hughes not to vote ABC shares he acquires to influence ABC policies or operation without first getting commission approval is regarded as patchwork solution.

For some at commission, answer is in limiting amount of shares in broadcast company that can be publicly held. And there are some in agency who feel it already has sufficient authority to adopt rules putting that solution into effect.

Vigilance or violence

Advertising Men for De-Escalation of Violence on Television, committee composed mainly of agency media men who prefer to remain anonymous, has incorporated as non-profit organization in New York State, has parallel committee working in Chicago, and plans to have advertiser group join soon in effort to "focus attention on violence on television and foster public opinion against violence."

AMDVT was formed following assassination of Senator Kennedy, and has set up committees on policy, resolutions, membership, network communications, petitions, codes and research. Group plans to publish 23-

CLOSED CIRCUIT®

page policy paper in near future, and will recommend research aimed at establishing causal relationship in quantitative form between violence on television and violence in real life.

On and on

Several members of House Investigations Subcommittee are urging hearings in September—after political conventions—on at least two issues: news-staging incidents and concentration of media ownership in major markets. Assurances are being sought that staff will remain available for further assignments after Congress adjourns or recesses in early August. Subcommittee has investigated news-staging charges in WBBM-TV Chicago pot-party case and is holding another hearing on concentration issues in Overmyer transfer case this week (see page 48). September hearings would probe beyond those cases.

Up or down?

Alternative proposals for land-mobile radio use of UHF share of spectrum will be on FCC agenda this week. One, developed by Office of Chief Engineer, would reallocate to land mobile top 14 channels (70-83), plus 26 megacycles above UHF band being turned over to commission by Office of Telecommunications Management (BROADCASTING, June 10). Other, prepared by Safety and Special Radio Services Bureau, provides for television's sharing of low seven UHF bands (14-20) with land mobile. Proposals are in form of draft notices of proposed rulemaking, with commissioners being asked to choose one to issue for comment.

One other possible course some commissioners may urge is that agency do nothing until results of research project by Stanford Research Institute, under \$500,000 contract, are in. That job, which includes study of interservice sharing of land-mobile radio channels and frequency assignment principles, is to be completed within year.

Trial run

David C. Adams, senior executive vice president of NBC, will take leave of absence in September—probably

through December—and will tour Europe with his wife. It's expected he then will decide whether to retire (as he had originally planned at age 55) or to return to NBC which wants him to stay on.

Anybody got a dime?

Nelson Rockefeller may be richest man running for Presidency, but lately he's been leaving impression he must be most strapped. His agency, Jack Tinker & Partners, in recent days reportedly has cancelled firm orders for time on TV networks and in explanation is said to have claimed broadcast funds are too low to honor commitments. Money involved is believed to be no more than \$10,000 in each case.

Back to the bar

Leonard H. Marks, confidant of President Johnson, is expected to leave his post as director of United States Information Agency before end of year to return to private law practice in Washington. He relinquished his partnership in Cohn & Marks, Washington communications law firm, to accept USIA appointment in fall of 1965 and it's logically presumed this partnership will be reactivated.

If Mr. Marks leaves before end of year, it's expected that acting directorship of USIA will be assumed by Robert W. Akers, former editor of Beaumont (Tex.) Enterprise.

Into the bottleneck

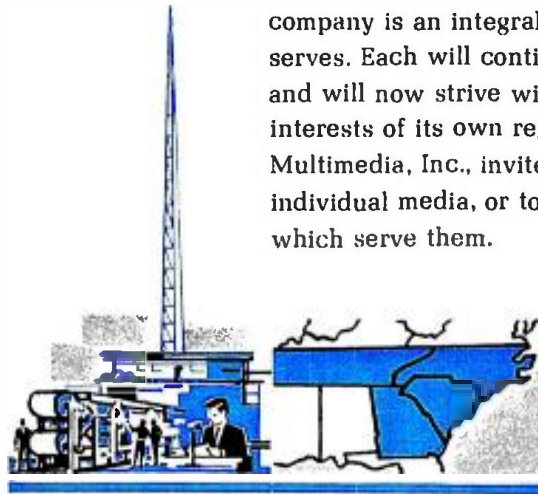
Neither broadcaster nor would-be employe accusing him of bias is likely to be satisfied with pace of FCC action in implementing its new policy against racial discrimination in employment (BROADCASTING, July 8). Policy calls for submission of complaints covered by Civil Rights Act of 1964 to Equal Employment Opportunities Commission for investigation. But EEOC has fiercer money and backlog problems than even FCC. EEOC, with budget of \$6.5 million, reported 1,900 cases pending as of June 1, and says it takes average of 16 months to process complaint from time it arrives.



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Consolidating a group of long established, well managed and successful daily newspapers, radio and television stations in four southeastern states, Multimedia, Inc., gives new strength financially to each of the connected communications media. Each company is an integral part of the regional area it serves. Each will continue to be locally managed, and will now strive with greater vigor for the best interests of its own region and for the Southeast. Multimedia, Inc., invites your inquiries to the individual media, or to the national representatives which serve them.



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The Asheville Times—evening
The Asheville Citizen-Times—Sunday
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WEEK IN BRIEF

New breed of entrepreneur, "negotiator-buyer," appears on spot TV-radio scene, promising and apparently delivering on assignments from ad agencies campaigns at 10% to 20% lower than prevailing rates. See . . .

NEW SPOT MIDDLEMEN . . . 23

American Advertising Federation President Howard Bell generates most of hard news out of AAF's first national convention. Bell assails FTC's ban proposal on cigarette ads, calls for new government ad spokesman. See . . .

BELL BLASTS CONTROL . . . 28

ABC officials receive two setbacks to head off Hughes control of company. Preliminary merger pact with CIT Financial Corp. held up; court says it won't restrain Hughes offer, but orders hearing on issues. See . . .

ABC'S COUNTERATTACK . . . 38

FCC majority in controversial WLBT(TV) Jackson, Miss., renewal case finally defends action against Cox-Johnson dissent. FCC's Bartley calls minority vituperative, self-serving. See . . .

FCC CLEAVAGE . . . 44

Richard Miller, KXLW Clayton, Mo. and KADI(FM) St. Louis, whose stations were recent targets of black militants, offers to provide black-owned businesses in ghetto with free ad help, on-air promotion. See . . .

NEGRO BUSINESS . . . 49

McCall Corp. applies to FCC for exclusive use of color TV channel in domestic satellite pilot program not yet approved. "Premature" plan offers to produce, relay TV shows, use channel for computerized data. See . . .

MCCALL SEEKS CHANNEL . . . 50

House Subcommittee staff study that shows banks are "becoming the single most important force in the national economy" concerned about stock holdings, director interlocks involving some TV-radio stations. See . . .

HOUSE TROUBLED . . . 51

AMST proposes set-up of government-industry advisory committee to monitor traffic in land-mobile radio frequencies in New York, Chicago, Los Angeles to determine precise use made of those frequencies. See . . .

MONITORING NOD . . . 53

FCC's program-reporting form is center of new controversy as commission proposes to issue public notice on ascertainment-of-community-needs question; Budget Bureau still must give notice its okay. See . . .

FORM DRAWS FIRE . . . 56

Presidential hopeful Nixon adds support to attempts to suspend equal-time rule, says he would debate Vice President Humphrey should 315 problem "be worked out." Hill vote might come in closing days of session. See . . .

NIXON AMENABLE . . . 59

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Broadcasting

THE AUTHORITY OF TELEVISION AND RADIO

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CLASS OF SERVICE
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WESTERN UNION TELEGRAM

SYMBOLS
 DL = Day Letter
 NL = Night Letter
 LT = International Letter Telegram

1270
 (R 11-54)

W. P. MARSHALL, President

The filing time shown to the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

NEW YORK NY JUN 11 1131A EDT

DONALD P. CAMPBELL, VICE PRESIDENT AND GENERAL MGR
 WMAR-TV BALTIMORE MD

FROM ALL OF US HERE AT CBS NEWS-- AND ESPECIALLY FROM ME-- OUR DEEPEST GRATITUDE TO YOU, DAVE STICKLE AND ALL HIS BOYS FOR THE MAGNIFICENT WORK YOU DID FOR US IN THE RFK COVERAGE... WHEN TELEVISION HISTORY IS WRITTEN AND RECALLED, THE BALTIMORE SEQUENCE WILL BE REMEMBERED AS ONE OF THE MOST MOVING PIECES EVER BROADCAST. ALL THANKS

DICK SALANT, CBS NEWS

CLASS OF SERVICE
 This is a fast message unless its deferred character is indicated by the proper symbol.
 The filing time shown to the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

GREATER
 FRANK STANTON, PRESIDENT
 COLUMBIA BROADCASTING

Hughes offer making for uncertainty: ABC

Witnesses for ABC testified at court hearing in New York Friday (July 12) that Hughes Tool Co.'s tender offer for control of ABC has created "uncertainty" in sales and network-affiliates areas of its operations (see page 38).

Hearing, held in federal district court on motion to restrain Hughes from acquiring stock of ABC, was adjourned late Friday until next day (July 13) to hear witnesses for Hughes and final argument.

Leonard H. Goldenson, president of ABC Inc., said offer seems to have had effect of creating doubt about company's future in minds of top personnel, talent, network affiliates and some advertisers.

Mr. Goldenson said there were several overtures from Hughes interests before tender offer was made. He reported that Eliot Hyman, board chairman of Warner Brothers-Seven Arts, last January, after ABC's projected merger with ITT failed to eventuate, told him Howard Hughes was interested in acquiring ABC and suggested that Mr. Goldenson talk to him. Mr. Goldenson said that he expressed grave doubts that

FCC would approve such transaction in view of Mr. Hughes' reputation arising from TWA and other antitrust cases. Mr. Hyman replied, according to Mr. Goldenson, that Hughes can get around the FCC by setting up dummy corporations."

Mr. Goldenson said he told Mr. Hyman that ABC at that time (late January 1968) was concentrating on "getting its house in order" and preparing for registration for debentures and was not seeking merger opportunities.

James E. Duffy, vice president in charge of sales for ABC-TV, voiced view that Hughes tender offer is creating "aura of uncertainty" in sales area. He cited one example of advertiser, Playtex division of International Latex Corp., which told him early last week that in order for ABC-TV to get additional business from Playtex it would have to be better than its competitors. Representative of Playtex told him he took this position, Mr. Duffy said, because "we don't know who we are going to be doing business with."

John O. Gilbert, vice president, affiliate relations, ABC-TV, said that two ABC-TV affiliates—WRAL-TV Raleigh, N. C., and KTVK(TV) Phoenix—had expressed concern over effects of tender offer, and possible future relationship with organization with which they were unfamiliar.

Judge Dudley Bonsal continued as he had earlier—to parry questions from ABC attorneys as to whether Howard Hughes would be required to appear.

Cooke CATV interests sold to H&B American

H&B American Corp., Beverly Hills, Calif., already believed to be largest community antenna television operator in country, is set to acquire what may be the nation's second largest CATV operation.

H&B chairman and president William M. Jennings said company will pay 1.6 million shares of its common stock, with current market value of about \$30.8 million, to purchase CATV interests of millionaire sportsman Jack Kent Cooke. Included are American Cablevision and Continental Cablevision Inc., which encompass aggregate of 20 systems with 81,000 subscribers in 45 communities.

In separate transaction, H&B also has agreement in principle to acquire assets

of General Television Inc., which has 12,125 cable TV subscribers in Maryland and Delaware, for 220,000 shares of its common stock valued at \$4.2 million.

Combined acquired companies (subject to preparation of final agreements and approval of H&B stockholders) would have 56 operating systems serving 210,000 subscribers in 101 communities and have total market value of above \$35 million.

At one point, 29.1% of H&B American was owned by multiple-broadcaster RKO General, but this interest was disposed of last September, with a capital gain of almost \$6 million, according to 1967 fiscal year report by General Tire and Rubber Co., parent company of RKO General.

Task Force gets 'wired city' study

It bears formidable title and fills over 200 pages, and it represents broadcasting's answer to "wired city" concept, one approach being entertained by President's Task Force on Telecommunications.

"It" refers to program diversity study conducted by Herman W. Land Associates, New York, and commissioned by National Association of Broadcasters last May (BROADCASTING, May 6). It was delivered Friday (July 12) about 12 days behind deadline to Alan Novak, executive director of task force.

Study carries ponderous title of "Television and the 'Wired City'—A Study

Or was he pushed

Shades of Jack Paar—or was it fine hand of press agent? That's what millions of surprised TV viewers are wondering after Regis Philbin, announcer on ABC-TV's *Joey Bishop Show* walked off during program that was taped last Wednesday (July 10) and shown to nation on Thursday night (July 11).

Both network and Mr. Bishop said they could not explain announcer's action.

Mr. Philbin told Mr. Bishop he was quitting about three minutes after pretaped show was on air. Responding to rumors that he'd been criticized by ABC officials, Mr. Philbin said he didn't want to jeopardize show and should be replaced "for the good of the show." In statement, network said: "We are surprised at the action and statements of Philbin on the Bishop show. We feel his statements are unwarranted and had no basis in fact."

Hopes for phone peace

Hope for weekend settlement of Illinois Bell Telephone Co. strike brightened Friday (July 12) with disclosure federal mediator Gilbert Selden in Washington had called both Illinois Bell and International Brotherhood of Electrical Workers to Saturday (July 13) session in Chicago office of federal mediation and conciliation service (see page 59). Chicago Mayor Richard J. Daley said settled or not strike wouldn't affect Democratic national convention. He said convention would be held there as planned, "with or without television."

WEEK'S HEADLINERS



Mr. Tourtellot

Arthur B. Tourtellot, principal and chairman of Earl Newsom & Co., New York public relations firm, named VP and general executive, CBS Inc., that city. From 1941 to 1952 Mr. Tourtellot was editorial executive

of Time Inc., associate producer of March of Time films and director of Time's television productions. He produced television series, *Crusade in Europe* and *Crusade in the Pacific*, and was editor of Life's "Picture History of World War II." CBS has for some years been a client of the Newsom firm. In his new job Mr. Tourtellot reportedly will work closely with CBS chairman, William S. Paley, particularly in cultural and civic activities in-

cluding Mr. Paley's forthcoming term as president of Museum of Modern Art, and will not be involved in CBS public relations activities.



Mr. Nelson

Paul B. Nelson Jr., VP and account supervisor, Papert, Koenig, Lois, Inc., New York, appointed director of advertising for North American Philips Co., that city. He will administer budget of over \$12 million for

Norelco consumer, industrial and professional products, and will be responsible for sales promotion and public relations activities.

Alcuin W. Lehman, former president of Advertising Research Foundation,

named acting president of ARF pending election of successor to President **Sherwood Dodge**, who died July 5 of heart attack (see page 75). Mr. Lehman was chief administrative officer and president from 1941 to 1966 and since then has served as consultant/past president.



Mr. Terry

Walter Terry, senior VP and head of western operations, D'Arcy Advertising, San Francisco, elected chairman of American Advertising Federation in Portland, Ore. (see page 28). He succeeds **Kenneth Laird**,

chairman of Tatham-Laird & Kudner, Chicago. (For other results of AAF elections see page 74).

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

of the Implications of a Change in the Mode of Transmission." It's product of crash two-month research program that ultimately involved over 300 stations (BROADCASTING, May 20).

Although text wasn't available Friday, it's understood study demonstrates (perhaps for first time) extent of diversified programs now available to public. And, not surprisingly, among its 35 to 50 pages of conclusions and projections, is implication that public would be better served by present broadcast system rather than by wire.

Gencoe gets franchise for Albuquerque CATV

Much of current action in CATV appears to center in big cities (see page 47). Multiple-CATV-owner Gencoe Inc., Austin, Tex., subsidiary of Livingston Oil Co., has been awarded franchise to operate in Albuquerque, N. M., it was made known Friday (July 12). And cost of franchise came high.

Gencoe said system will cost \$4 million to construct; it offered to pay city 36% of gross revenues over \$1.3 million. Gencoe proposed 20-channel system that would include signals of Los Angeles, Phoenix, Denver and Dallas independents.

Gencoe owns other systems in Illinois, Texas, Utah, Wyoming, Colorado and Maryland.

Cox, Johnson still unsatisfied on WLBT

FCC Commissioners Kenneth A. Cox and Nicholas Johnson say colleagues' criticism of their position in WLBT(TV) Jackson, Miss., case has not altered their "grave dissatisfaction" with commission procedures and results in that proceeding. Commission majority in case on Friday (July 12) released "further statement" responding to sharp Cox-Johnson dissent from decision to grant full three-year renewal for WLBT (see page 44).

Commissioners Cox and Johnson, in

brief reply, also said there is nothing new in majority statement that changes their conclusion that WLBT "systematically suppressed expression of integrationist views," ignored 47% of population of its coverage area "who happen to be black," and which made "numerous misrepresentations" to commission and public about these matters.

Two commissioners noted that U.S. Court of Appeals, which had directed commission to hold hearing on application for WLBT license renewal, has retained jurisdiction in case.

They said they would prepare "analytical 'appendix,'" for inclusion in printed report of opinions in case, to deal with matters in majority's "further statement" that involve factual disputes.

Hayes sees LBJ

Back in U. S. for vacation, John S. Hayes, U. S. ambassador to Switzerland and former president of Post-Newsweek Stations, reported to President last Friday (July 12). Presumably FCC vacancy was discussed, but it's believed Mr. Hayes clung to his original preference to stay in diplomatic corps (CLOSED CIRCUIT, July 8). As for FCC post, several names are reportedly before President, but there's no sign of imminent appointment.

Overmyer witnesses

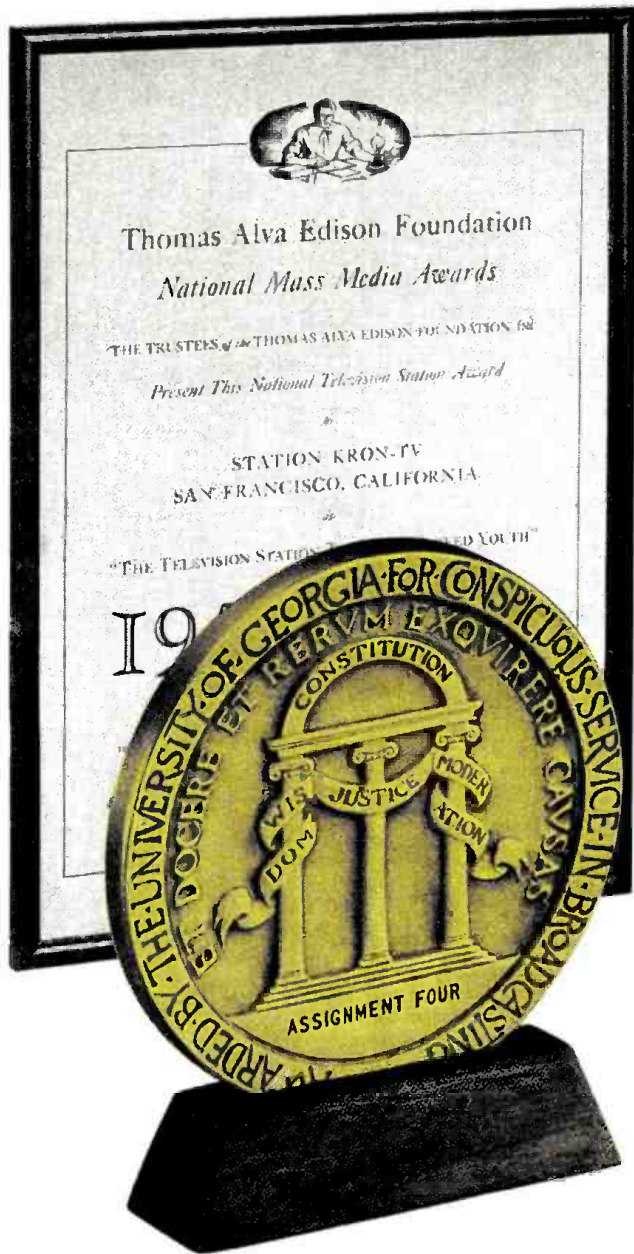
Witness list in Overmyer CP's transfer hearing before House Investigations Subcommittee was rounded out Friday (July 12) with names of four witnesses from D. H. Overmyer.

Others, including Mr. Overmyer, were learned earlier (see page 48).

Overmyer employees called to testify: T. J. Byrnes and Arthur M. Dorfner. Two former employees have also been called: Robert F. Adams and Robert L. Bryan.

Hearing, at which FCC will also testify, is set for Tuesday and Wednesday (July 16-17).

If you lived in San Francisco...



...you'd watch KRON-TV, one of two television stations in the country which have been awarded all three of these time-honored symbols of local programming achievement.



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Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.

We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.

Our clients know where they stand, and more importantly, they know reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with the station for a whole year to make sure you understand the study and that it works for you.

Our contribution has helped the aggressive management effort of some of our clients to move from third to first place in several of the country's most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there.

If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

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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.

JULY

July 7-20 — Fourth annual high school broadcast institute sponsored by Indiana Broadcasters Association and Indiana University radio-TV department. Indiana University, Bloomington.

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

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

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 20-21—Brainstorm Bonanza sponsored by Brain Radio Service. Plainsman hotel, Lubbock, Tex.

July 21-23 — Annual summer convention of Idaho State Broadcasters Association. Speakers include Al King, National Association of Broadcasters director of station relations, and Jack Ackerman, director of sales, small market division, Radio Advertising Bureau. 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 23—National Association of FM Broadcasters seminar. Speakers include: Abe Voron, president NAFMB; Don Barrett, national program director, McLendon stations, Dallas; Alex Smallens, program director, ABC FM Radio Network, New York. Fairmont hotel. San Francisco.

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.

July 29 — Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

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. 5-7—Association of National Advertisers workshop on advanced administrative and planning techniques. Drake Oak Brook hotel, Chicago.

Aug. 5-9—Annual meeting, American Bar Association. Among principal speakers are Senator Philip A. Hart (D-Mich.); U. S. Circuit Judge Otto E. Kerner, former chairman of President's Commission on Civil Disorders; Betty Furness, President's adviser on consumer affairs; Commissioner James M. Nicholson, Federal Trade Commission. Civic Center, Philadelphia.

Aug. 8 — Deadline for filing reply comments on FCC's proposed rulemaking that

RAB MANAGEMENT CONFERENCE

Sept. 12-13—Atlanta Hilton, Atlanta.

Sept. 16-17—White Plains hotel, White Plains, N. Y.

Sept. 19-20—Carrousel Inn, Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott, Chicago.

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House, San Francisco.

would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

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

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

Aug. 30-Sept. 1 — 1968 International Radio-TV-Press Exhibition, sponsored by International Broadcasters Society. Hotel Het Hof Van Holland. Hilversum, The Netherlands. For information: The Secretariat, International Broadcasters Society, Zwaluwlaan 78, Bussum (NH) The Netherlands.

SEPTEMBER

Sept. 8-13—Acoustics and Noise Control Seminar sponsored by The Pennsylvania State University, college of engineering, University Park, Pa. Information: Howard F. Kingsbury, 101 Engineering A, University Park, 16802. (814) 865-7551.

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems. Institute of Electrical and Electronics Engineers. Sheraton-Park hotel, Washington.

Sept. 9-13—International Broadcasting Convention, sponsored by Electronic Engineering Association; Institute of Electrical and Electronics Engineers; Institution of Electronic and Radio Engineers; Royal Television Society, and Society of Motion Picture and Television Engineers. Registration forms: International Broadcasting Convention, 1968. Savoy Place, Victoria Embankment, London, W. C. 2. Grosvenor House, London.

Sept. 12-14—Meeting of Louisiana Association of Broadcasters. Down Towner Motor Inn, New Orleans.

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

Sept. 18-20—Meeting of the Tennessee Association of Broadcasters. Ramada Inn. Nashville.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 20-22 — Southwest area conference, American Women in Radio and Television. Menger hotel, San Antonio, Tex.

Sept. 20-22—East Central area conference, American Women in Radio and Television. Christopher Inn, Columbus, Ohio.

Sept. 22-23—Annual fall meeting of New York State Cable Television Association. Olean.

■Indicates first or revised listing.

For years we've been offering a 30-day free trial, a full year's warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven't tried AUDIMAX and VOLUMAX.

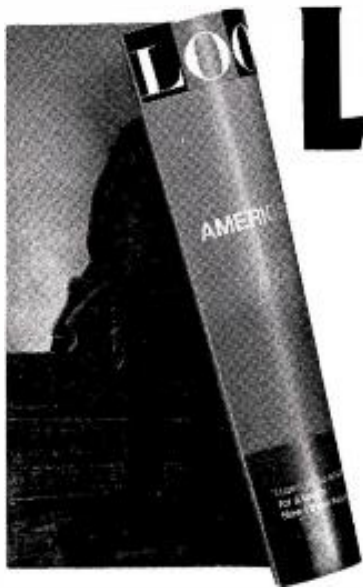
You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes", and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we're willing to back them up with a 30-day free trial in your own studio. After that, send us \$665 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Aud-

imax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is **always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels.** That's another big claim we'll back up with a free trial. We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs \$695. Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.



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LOOK.

Look at the facts.

The television stations represented by Peters, Griffin, Woodward deliver more circulation in their combined effective coverage areas than Look.

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And Reader's Digest.

And McCall's.

Combined.

And here's the frosting on the cake:

Only television *demonstrates* the product with sight, sound, motion *and* color.

Surprised?

Want to take a good look at Spot Television?



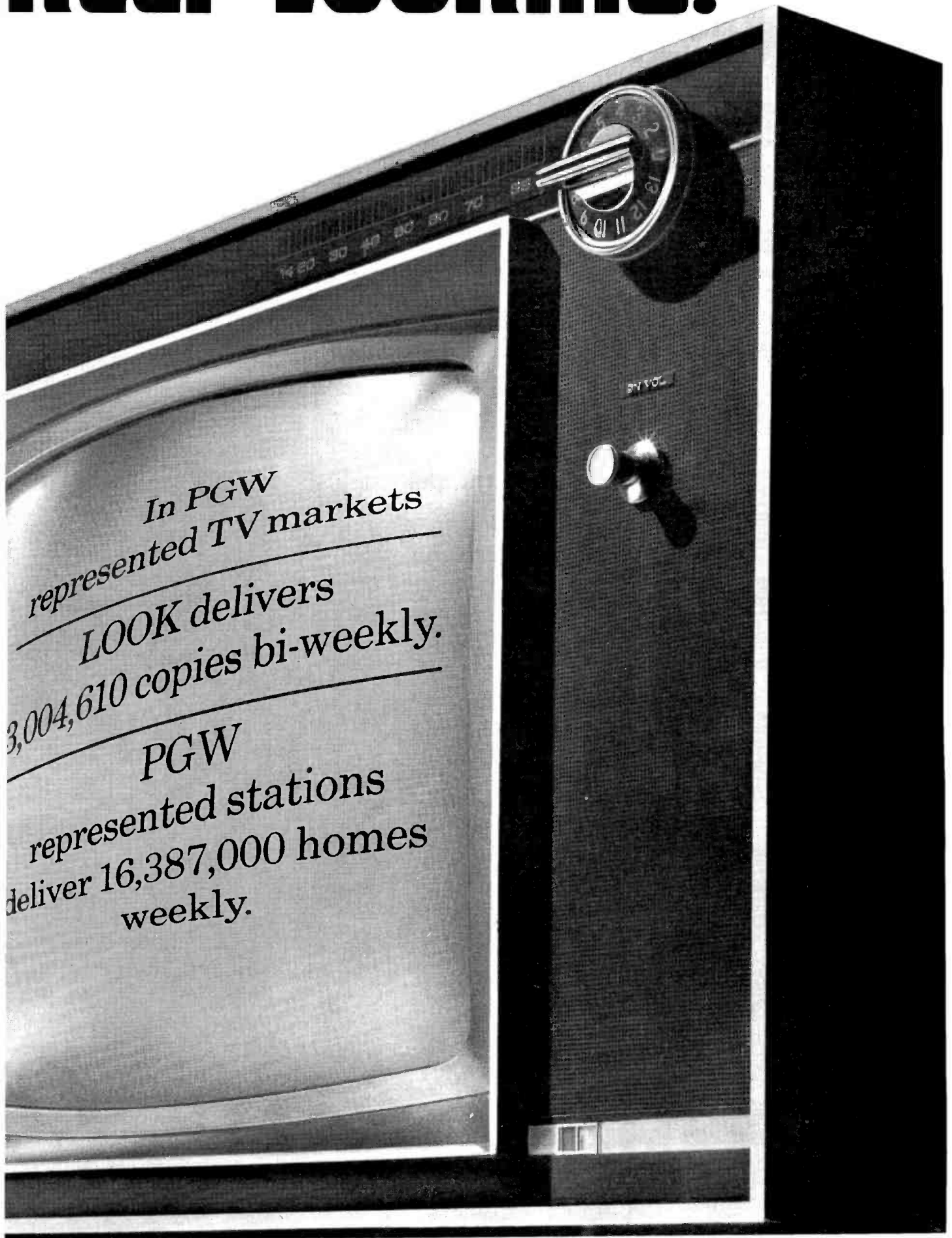
PPETERS, **G**RIFFIN, **W**OODWARD, INC.

Pioneer station representatives since 1932

SOURCES: Estimates of TV circulation from Sales Management Magazine 8/67 and American Research Bureau. Magazine circulation from their most recent reports on file with Television Bureau of Advertising.



KEEP LOOKING.



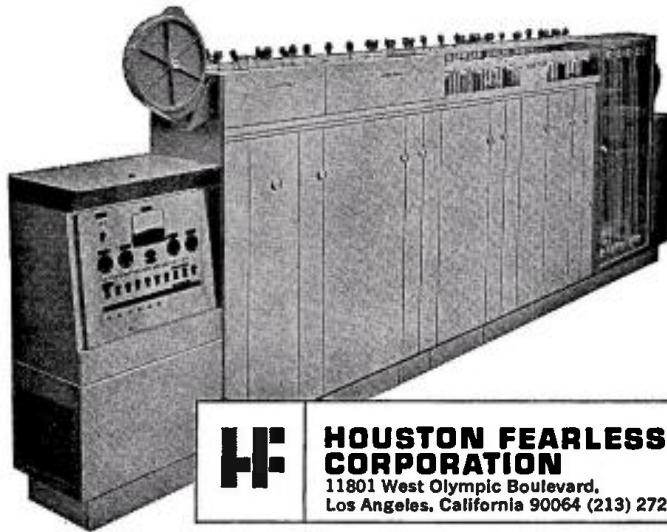
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NEW HOUSTON FEARLESS COLOR-MASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW—THAN ANY OTHER COLOR FILM PROCESSOR.

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in TV and Radio ...

IT'S BROADCASTING YEARBOOK!

To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1969 BROADCASTING YEARBOOK won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as THE authority for a multitude of facts about television and radio . . . dependable facts they can

translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1969 BROADCASTING YEARBOOK, packed with more data about the broadcast media than ever before, will be delivered to subscribers in December. Your message gets a big bonus of attention and long life at regular BROADCASTING rates. Today's the day to reserve a good spot for it.

Deadlines? Oct. 1 if proofs are needed; Oct. 15, no proofs.



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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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BROADCASTING, July 15, 1968

Series counters charges

EDITOR: Contrary to some charges made in recent weeks in some quarters concerning the responsibility of the broadcast media in reporting on civil strife situations, [the responsibility of broadcasting is reflected by] WNLK Norwalk, Conn., which, in conjunction with the Norwalk hospital, produced a series of 30 15-minute public service interview broadcasts over a period of six weeks. The daily programs contributed to a better understanding of the hospital's services to the community and helped to open new career opportunity horizons for young men and women listeners. It is our feeling that the radio series is an outstanding example of public service.—Clarence C. Traum, director, The Norwalk Hospital, Norwalk, Conn.

Collector's item

EDITOR: On page 86 of your May 20 issue you had a great cartoon about Julia Child and *The French Chef*. We would very much like to have six tear sheets and the original, if it is possible. We are making a collection of Julia Child cartoons and this would be a delightful addition.—Ruth J. Lockwood, producer, *The French Chef*, WGBH-TV Boston.

(The original and six tear sheets have been forwarded.)



Drawn for BROADCASTING by Sid Hix "They're the production crew on the Julia Child cooking show!"

Extended funeral coverage

EDITOR: I have just read your editorial in the June 17 issue ["Question of balance"] of the amount of time devoted by the networks to the Kennedy funeral.

You are absolutely correct, in my opinion, and I'm glad you had the courage to say so. I agree that this does not belittle the widespread anguish, but I thought the networks went entirely too far on this occasion.—Glen A. Wilkinson, Wilkinson, Cragun & Barker, attorneys, Washington.

In the South Poll, these guys beat the others cold.

When you're polling the news front in the South, check the cold facts on these guys.

They're known in the Charlotte market as Doug Mayes, news; Clyde McLean, weather and editorial; and Jim Thacker, sports. And they're backed up by the South's leading TV news department.

Their news program, WBTV'S Early Report—6:00-6:30 P.M. Monday-Friday—

reaches more homes than any local TV newscast in the entire South. 146,400 homes, in fact. That's more than Atlanta, Miami, Houston, Washington or Dallas.*

Facts like these prove that these guys stop the competition cold.

WBTV
CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBTV / WBT-FM / WBT-TV
JEFFERSON PRODUCTIONS

Represented Nationally by 



*Average quarter-hour audience in total homes, February/March, 1968, ARB. The audience figures are estimates only and are subject to the qualifications set forth in the survey report.

Solving the real estate enigma for radio

For more than a decade we've wrestled with the challenge of how to make the broadcast media more meaningful to the rental of apartments and the sale of homes.

Up until recently the results have been spotty, even disastrous. This is not to imply that we've found the holy grail of real estate advertising, only that we've probably stumbled upon the obvious.

Real estate advertising has been a stepchild of the advertising business. For years agencies would not touch a real estate account with a 10-foot pica rule. The results have been reams of "shock" print, off-target broadcast commercials, and endless lines of vapid classified advertising.

This was partly due to the unsophistication of the industry itself, spoiled rotten by the post World War II boom when the product was sold long before the hole was dug. Because of this there really hasn't been time enough to build up a library of experience. Getting builders to use agencies is still a sticky problem.

To be sure, the use of print to move real estate has been sufficiently refined in certain markets so that some measure of effectiveness can be ascertained. But broadcast has always been an enigma in this field.

Promotion Problem ■ Take apartment promotion as a prime example. You've first got to bring the people to the product. If the directions are complicated, the obstacles seem massive. It is this single fact more than any other that has inhibited the use of broadcast.

It wasn't until we began to ignore the problem of directions that we began to achieve some modicum of success. We simply discovered that identity is more important than directions.

Thus, the classified pages are catalogues geared only to those who seek an apartment at a specific moment in time. In these pages there can be no element of impulse buying, no wooing away from existing products. The people who go there are simply hot prospects. This is fine when demand exceeds the supply, but not when the opposite condition exists.

At the moment, as it has been for the last 10 years in the Washington metropolitan area, the supply has exceeded the demand. This means that the apartment house developer has to go out and fish for his tenants in other buildings and other nearby areas.

Radio's Value ■ Radio offers him the

best fishing potential. In radio he at least knows what fish he will find. If he's in the market for certain age groups and income levels he has a more accurate target than the scatter gun approach of print. We don't, of course, advocate that print be totally eliminated, but under existing conditions of over-supply we do advocate a substantial, not supplemental, use of radio.

Bearing in mind that we are dealing with what is essentially a low budget situation, the challenge of exposure becomes critical. How then do we meet the challenge with limited dollars?

■ We sacrifice information for frequency: We buy a 10-second saturation package on a given format which we know is in our market target.

■ We concentrate on women: Drive time doesn't interest us unless it shows a whopping big sample of women listeners. Chances are we'll ask for our spots to go into a 10 a.m. to 3 p.m. time frame. Women are the big decision makers in this industry.

■ We tell only one fact: We don't waste time on romance. We tell them one fact and tell it straight. Naturally we pick the most important selling propositions, tell them one at a time, and make as many as six or seven to be revolved in sequence.

■ We inform them of one intersection: In most cases there is an intersection that is a neighborhood landmark. It's the rare apartment that's built in the middle of nowhere.

■ We revolve our stations frequently: No campaign runs for less than a week. Dollars available dictate how many stations we buy in a given week.

Sample Spots ■ Here's an example of a typical series of 10-second spots for

a given apartment house.

1. "At the Sunview Apartments in Bethesda, every apartment has its own built-in security alarm system, the only one of its kind in the world. See the fabulous Sunview at Wisconsin and Sunset."

2. "Families with school children in the fabulous Sunview Apartments send them to Western Junior High or Bethesda-Chevy Chase High, two of the finest schools in Montgomery county. See the Sunview Apartments, Wisconsin and Sunset."

3. "The people who live at the fabulous Sunview Apartments in Bethesda do most of their shopping at Saks Fifth Avenue and Lord & Taylor. Maybe it's because they can walk there. The Sunview Apartments. Wisconsin at Sunset."

4. "Many of the people who live in the fabulous Sunview Apartments in Bethesda are former home-owners. Their apartment at the Sunview is as large as a house. Visit the Sunview today."

5. "The Sunview Apartments in Bethesda has two and three bedroom apartments with solariums for people used to large homes and lavish entertaining. See them at the Sunview—Wisconsin at Sunset."

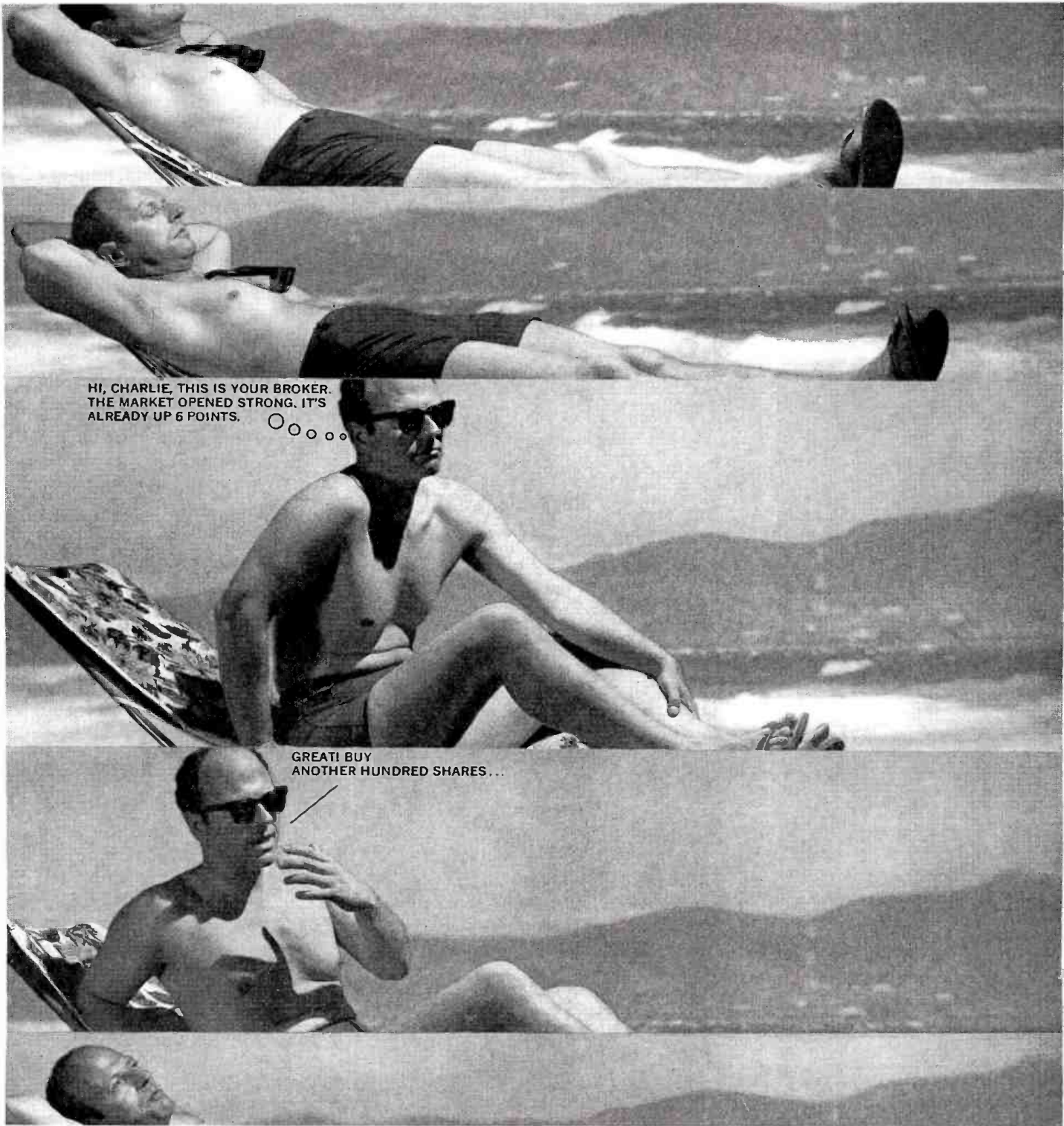
6. "The fabulous Sunview Apartments in Bethesda has a special incentive plan for people who want to sell their present home and move to the Sunview. Visit Sunview today and ask about our Homeowner Plan."

We've illustrated the radio approach to apartment advertising. We're sure, although we haven't concentrated on the client convincing process, that the same holds true for house advertising.

Once again, we think we've proved that radio, used correctly, will rise to almost any occasion.



After graduating from New York University at 19, Warren Adler went into the newspaper business in New York City. He left New York 15 years ago to found Warren Adler Ltd. in Washington, an advertising agency specializing in real estate promotion. In February 1967 he founded Adler Communications Corp., purchasing WHAG-AM-FM Halfway, Md. In October 1967 he purchased WYBE in Baltimore and converted it to Baltimore's only all news operation.



HI, CHARLIE, THIS IS YOUR BROKER.
THE MARKET OPENED STRONG. IT'S
ALREADY UP 6 POINTS. ○○○○

GREAT BUY
ANOTHER HUNDRED SHARES...

A new type of telephone. No hands. In fact, no telephone.

It is predicted that one day telephones will be so small they will be packaged in almost any handy article—sunglasses, for instance. Wherever you are then, you'll be able to communicate quickly and conveniently.

As you would expect, we're interested in all kinds of communications systems for the future. But throughout the world, our companies make all kinds of telecommunications equipment for today, too.

This includes telephones, switch-

boards, private branch and central office exchanges, and the necessary wires and cables. In the U.S., we supply a lot of equipment to the independent telephone companies.

The "International" in our name comes from our long-standing operations overseas. But as international as we are, about half our 1967 earnings, on worldwide sales of over \$2.7 billion, came from U.S. sources.

An important part of our income is from the telecommunications busi-

ness. It also comes from renting cars (Avis, to be exact), consumer loans, mutual funds, airport and hotel parking, data processing, hotels, avionics, and satellites and their earth terminals—just to name a few.

So, you see, we can be of service in many ways. But if you want to discuss your phone bill, don't call us. Please. We only supply equipment.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

"Ideas won't keep. Something must be done about them."*

There are few things more wasteful than the right idea conceived at the right time but communicated too late.

Yet it happens all too often: the perfect solution to a current problem, left unexposed, becomes pale and useless virtually overnight.

Through today's broadcast media, an idea can be brought to more people in less time than ever before.

And through such advances as communications satellites, video tape, and miniaturized equipment, we're working to make the gap between conception and communication even shorter.

Every new electronic breakthrough, each new broadcasting technique contributes to this speed-up.

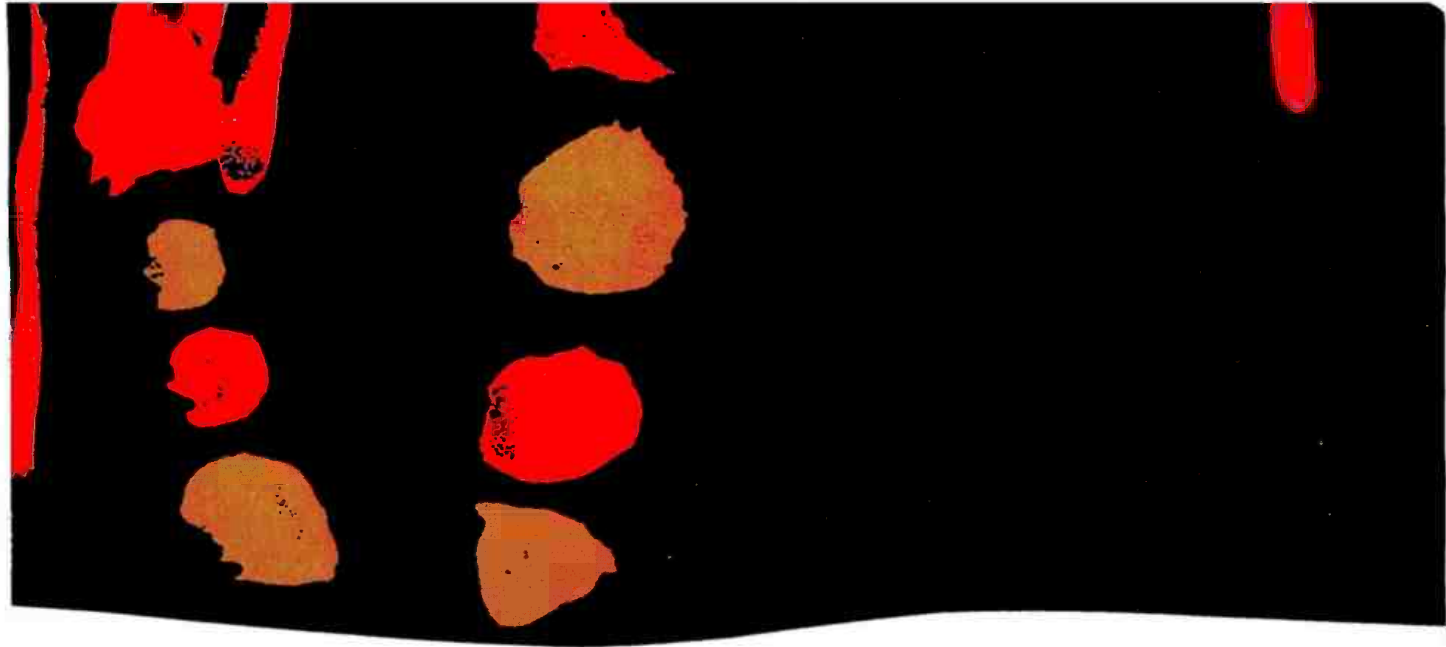
The faster an idea can be tested in the crucible of public opinion, the faster it can be passed into practical effect. And that is one of the broadcasting industry's greatest contributions.

Helping to transform one man's idea into progress for all men.

* Quoted from *Dialogues of Alfred North Whitehead*, Atlantic-Little, Brown and Company.



BOSTON WBZ · WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB



ideas won't keep.
something must be done
about them.

alfred north whitehead



Small handwritten text at the bottom right corner.

PHOTOCOLOR: AP's unique color news service, now serving over 1000 network television stations and key independents around the world.

Color broadcast stations demand more color news slides every day. And it's no wonder. This year's news alone will be a kaleidoscope of color. The Olympics in Mexico, the conventions in Miami Beach and Chicago, the elections. Football, baseball and possible lunar landings. All colorful news. And as an AP PhotoColor subscriber, you can stop worrying where your next color slide will come from.

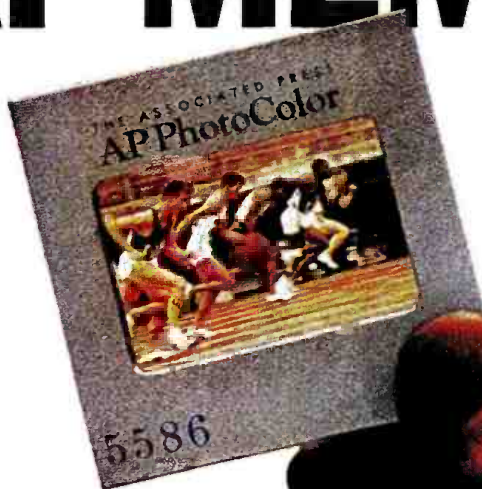
Twice a week you'll receive ten 35mm color slides by the fastest air service. That's more than 1000 quality slides a year, relating to current events, continu-

ing stories and news in the making. Each one is numbered and cross-indexed on corresponding 3 x 5 fact file cards for quick reference and easy cataloging.

Furthermore, as an AP PhotoColor subscriber, any of the more than 2000 color news slides in our library is available at a favorable reduction. Just select the slides you want from our free PhotoColor catalogue. And if you need color shots in a different format, let us know. Chances are we have what you want.

For complete details and our free catalogue, contact your nearest Associated Press representative, or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111. **THE ASSOCIATED PRESS**

FOR AP MEMBERS ONLY:



New middlemen in spot

They're buying specialists who act for agencies
on promises of delivering campaigns below rates;
and their billings may total \$40 million this year

A comparatively new breed of entrepreneur—the “negotiator-buyer”—is moving more prominently into the spot television and radio scene this summer, promising and apparently delivering—on assignments from advertising agencies—campaigns at 10% to 20% lower than prevailing rates.

From a trickle of activity only two years ago when the first of these outside buying agents began operating, this latest technique in media placement has attracted at least three other “middleman” organizations and, if their projections are accurate, they will place more than \$40 million in advertising in 1968, overwhelmingly in spot television.

The movements of these media purchasing agents went virtually unnoticed until several months ago, when the tempo of their buying pace started to quicken. The serious attention of national spot representatives was drawn to these enterprises only recently when the impact of their purchases started to be felt.

Puzzled Reps ■ Station representatives questioned by BROADCASTING over the past several weeks acknowledge, with a few exceptions, that they had not been by-passed by these outside buyers, had sold at card rates and had been paid their commissions. But reps seemed puzzled that advertising agencies would want to relinquish a vital part of a client assignment—media buying. They also expressed concern over the addition of a middleman, who professes to be able to deliver a media plan devised by the agency at a reduced cost. One rep articulated his reservations in this way:

“Could this lead to widespread rate-cutting and to depressing prices at stations that want to hold the line?”

The acknowledged leader and pioneer in the area of negotiated buying is U.S. Media—International, New York, which predicts that it will purchase \$25 million in advertising this year after two years of functioning in this field. Other organizations that have

emerged on the negotiator-buying scene are Adonis Radio Corp. and RDR Associates’ Timebuying Services Inc., in New York and Broadcast Media Corp. in Chicago (see page 24).

U.S. Media—International is reportedly the most active of the outside media-buying firms. With extreme reluctance, Norman King, chairman-president, consented to an interview with BROADCASTING, pointing out that both he and his agency clients believe his company can operate more effectively on a confidential basis. He stressed that he could not reveal the identity of his agency clients, because, he said, they had requested anonymity.

Mr. King reported that U.S. Media serves as a buying unit for advertising agencies, usually on an assignment basis on particular campaigns, and functions under the agencies’ complete supervision and control. He underlined this assertion: U.S. Media is not involved in barter in any way.

Follows Format ■ Mr. King emphasized that his company performs strictly according to the media plan



Norman King

devised by the agency. It first makes a “paper buy” for the agency and completes the buy only after agency approval of the contract. It handles all the paper work—schedules, make-goods, pre-emptions and, according to Mr. King, accepts no make-goods or changes without submitting them first to the agency for its prior approval. The agency for which it acts receives one over-all bill with station affidavits and documents attached to it.

Mr. King said U.S. Media has acted on behalf of about a dozen agencies on certain campaigns, but he declined to name them. It is known, however, that U.S. Media has performed test campaigns for John F. Murray Advertising; Delehanty, Kurnit & Geller; the Lampert Agency; Chalek & Dreyer; Wilson Harrell Agency; Grey Advertising; Warwick & Legler, and West, Weir & Bartel.

A spokesman for Ted Bates & Co., one of the biggest spot agencies, said it has not utilized the services of an organization such as U.S. Media to date, “but we probably will, since we owe it to our clients to test any organization that promises to bring our costs down.”

Lennen & Newell is also planning a test.

Mr. King said U.S. Media is paid by the agency either on a flat-fee basis, a percentage of the agency commission or a percentage of the buy. He noted that for agencies that lack a sizable media department, his company is equipped to formulate a complete media plan.

How It Works ■ He contended that through the use of U.S. Media, an agency and its client, the advertiser, will obtain added value for its money, but he emphasized that “we do not make a cheap or cut-rate buy.” Asked to explain how U.S. media can improve upon a buy that an agency itself could make, Mr. King stated:

“We can perform very efficiently on certain particular assignments that re-

Other firms offer to do specialized buying

U.S. Media—International is by long odds the biggest company in the "negotiated-buying" field (see page 23), but it is not the only one.

At least three others are active in negotiating and buying time and other media, but most were loath to discuss details of their operations with BROADCASTING. The three: Adonis Radio Corp. and Time Buying Services in New York, and Broadcast Media Corp. in Chicago.

Adonis Radio, despite its name, is active in buying television as well as radio time for agencies. Its chief executives are Sy Rosen, president, and Jerry Shapiro, executive vice president. Mr. Rosen said Adonis expected to buy about \$5 million worth of TV and radio time this year, but declined to give any other details of the operation.

Nothing to Say • Equally reticent was Sam Wyman, president of RDR Associates, which has been identified as a barter organization and whose

New York offices and telephone are used by Time Buying Services. RDR and TBS are believed to be under common ownership, partially if not wholly. Mr. Wyman said disclosure of the TV-radio buying service was "premature" at this time, asserting the concept had not been fully tested.

He expected to buy "considerably more than \$10 million" in advertising this year, but would not elaborate. He said he has been testing his system for more than 18 months and expects to make an announcement in about six weeks. He stressed the plan "has nothing to do with barter."

(All media-buying services insist they do not barter, though a number of the people involved have engaged in barter in the past. Some advertising agencies feel some of these organizations may indeed barter in certain markets and on certain stations, while buying for cash on the large majority of stations. But agencies confessed they have no proof that

barter actually is involved.)

Late Starter • The latest entry into the negotiating-buying sphere is Broadcast Media Corp., Chicago, formed and headed by Arthur W. Bagge, previously an executive with Peters, Griffin, Woodward (BROADCASTING, May 27).

Mr. Bagge could not be reached by BROADCASTING last week, and it could not be ascertained whether his company already has begun work.

Other sources in Chicago indicated that the BMC plan calls for it to work at no cost to agencies. They understood that if this new firm negotiated sufficient savings in a buy, it would be allowed to collect up to 15% commission, to be taken out of the portion saved. Any excess saving would be rebated to the agency. These same sources said there may be an association between Time Buying Services in New York and BMC, with the former company handling the paper work for the latter.

quire a concentrated effort. We can relieve the pressure at an agency during the heavy busy season when their regular buyers are occupied on other assignments. But I think that the most important contribution we can make is to bring the force of a highly experienced, sophisticated buying team into play—the skills of people who know markets, stations, rate cards—and make the best possible buy.

"In short, we know how to buy excellently," Mr. King remarked, "and we can accomplish this with a staff of experienced sales and buying personnel with wide contacts."

The U.S. Media permanent staff now numbers 30, according to Mr. King. His key aides include Dennis Holt, formerly a salesman with RKO General National Sales, who is executive vice president; Don Severn, previously vice president in charge of station relations at Ted Bates & Co., who holds the same title at U.S. Media, and Burton Lambert, formerly vice president in charge of sales at WOR-TV New York, who serves in that capacity at Mr. King's company.

Recent top-level additions to the company's staff include Stuart Kelly, formerly vice president for TV sales at the Paul H. Raymer Co., who is director of sales development; Tom Hardy, previously an account executive with Avery-Knodel and a senior timebuyer at Donahue & Coe, and Joyce Peters, veteran media buyer with Bates.

Well Financed • Mr. King emphasized several times that U.S. Media works with station representatives and does not bypass them. As for representatives who may have reservations about dealing with a fairly new organization such as U.S. Media, as contrasted with a long-established agency, Mr. King stated:

"We have a line of credit that runs into seven figures with the First National City Bank and the Franklin National Bank. We are pleased to refer questioners to the appropriate individual's at these banks in New York."

Agencies that have had test campaigns with U.S. Media were reluctant to discuss them—and in some cases to acknowledge they had been run. A few said they had tested U.S. Media and found the service delivered what it had promised. One agency executive offered this rationale:

"We consider U.S. Media an outside contractor, just as we may from time to time use an outside art service or public-relations firm. In certain periods of the year, when our own buying staff may be overburdened or in a special situation when we feel an outside service can be useful, we may turn to them."

Keen Control • "We have tested U.S. Media on one occasion and I will say it delivered all it had promised. Its staff seems to have developed a good rapport with stations and has come up with good availabilities. We check all outside services carefully and maintain

close control to make certain it performs according to our plans and delivers what it promises."

Officials at some agencies, however, said they were not impressed with the claims or the performances of outside buying-negotiating services. One executive expressed himself in these terms:

"These outfits say they can bring in a buy from 15% to 20% lower than rate card. Is this a big deal? I start off with the premise that all rate cards for spot TV are overpriced and I bring in my buys at 20% and more below the rate cards in most markets. How do I do this? Sometimes I just negotiate it downward. Sometimes I buy spot on a pre-emptible basis but I let the stations know in no uncertain terms that I don't want to be pre-empted. At other times, I buy run-of-schedule, but stations had better run them in the time periods I want. Any agency with a knowledgeable, on-the-ball media staff can do the same thing."

There was a strong feeling among some agencies and representatives that out of all this ferment may come efforts at centralized buying of spot television and radio. One agency executive said his company has under consideration a plan whereby two, three or four agencies would pool their resources for the timebuying functions.

"Buying time can be a very costly undertaking," he said, "and a joint effort on the part of several agencies can be at least a partial ameliorative."

Advertising: the public view

Harvard research shows
majority are 'favorable,'
regulation not needed

The American public's opinion of advertising is "preponderantly favorable." People talk about it a lot, often critically, but it's not a subject of major concern for them. Despite what social critics say, few people think it is in need of immediate change, and no more than 1% think it needs more government regulation.

The findings are not new, but the book in which they appear is. It's "Advertising in America: The Consumer View," published last week by Harvard Business School's division of research and launched in special gatherings where it obviously seemed apt to do the most good: Washington and New York.

The volume, by Harvard Business School Professors Raymond A. Bauer and Stephen A. Greyser, is based on extensive 1964 research underwritten by the American Association of Advertising Agencies, which made the basic findings public four years ago (BROADCASTING, April 27, 1964). Professors Bauer and Greyser also report on a follow-up study conducted in 1967 which they say found "no basic shifts" in the consumer attitudes prevalent in 1964.

Electronic Power ■ The book includes a detailed study of individual media, pointing out that—as the preliminary report in 1964 had shown—television and radio account for a vast majority of the advertising messages that consumers regard as noteworthy in terms of being "annoying," "enjoyable," "informative" or "offensive," but that the same pervasiveness of the broadcast media helps make their messages more likely to be considered "annoying."

The study also points up a considerable disparity—much in the favor of TV and radio—in the amount of time people spend with different media. Ranking the respondents according to the number of hours they said they spent with each medium over the preceding week, and then dividing them into groups as nearly equal in size as possible, the researchers found that:

■ A total of 19% spent from zero to five hours a week with television; 18% spent six to 10 hours, 24% spent 11-20 hours, 20% spent 21-30 hours and 19% spent 31 or more hours.

■ With radio, 33% spent zero to two hours a week, 35% spent three to 10

hours and 32% spent 11 hours or more.

■ By contrast, magazines were read zero hours a week by 26%, one hour by 27%, two to three hours by 26% and four or more hours by 21%, while newspapers were read zero-to-one hour a week by 23%, two to three hours by 32%, four to six hours by 24% and seven or more hours by 21%.

The authors said that although asking people to estimate "about how many hours" they spent with a given medium would not ordinarily be considered "an adequate measure of the exact amount" of time spent, it is "an appropriate device for comparing groups of people."

Information Value ■ The book, 474 pages in length, contains more than 100 tables and exhibits along with detailed analysis of them by the authors. It notes, as did the 1964 report, that the main reason people like advertising is for the information it provides, and that generally those who dislike it feel that it is boring, interruptive or insulting to their intelligence. Complaints that advertising is untruthful or misleading were found to be less frequent.

Collaborating with the authors were Dr. Donald L. Kanter of Carson/Roberts, Los Angeles, and William M. Weilbacher of Jack Tinker & Partners, New York.

Although the research was underwritten by AAAA, it was conducted under the supervision of an academic review committee of professors from Harvard and the Massachusetts Institute of Technology and the AAAA specified in advance that the researchers would have a free hand and that all results could be published.

Also in advertising . . .

Midwest agency ■ Neale H. Oliver has formed Oliver Advertising Inc., City National Bank Building, Kansas City, Mo. Robert M. Sokoloff is vice president and creative director of the new firm, which includes among its initial clients the Kansas City Southern Rail-

way Co.; Putsch's Restaurants; the Performing Arts Foundation of Kansas City, and City National Bank and Trust Co.

Office move ■ Jaffe-Naughton-Rich Inc., Minneapolis, has moved to the Studio One building, 1220 Glendwood Avenue, same city.

Rumrill-Hoyt, Geyer in preliminary talks

Rumrill-Hoyt and Geyer-Oswald officials confirmed last week that discussions of a merger were in progress, but they termed negotiations too premature to tell when or even whether the agencies definitely would combine.

Rumrill-Hoyt, the product of a 1966 merger between the Rumrill Co. of Rochester, N. Y., and Charles W. Hoyt Co. of New York, bills about \$42 million, with approximately \$4.5 million in broadcast. The agency maintains offices in Buffalo and Utica, both New York, in addition to New York City and Rochester, and provides a public relations staff of 40 as well as advertising personnel. Among Rumrill-Hoyt's clients are the Eastman Kodak Co., DuPont, and Corning Glass Works. The agency also handles international industrial advertising through Parker-Rumrill International, a partnership established with a group of London agencies headed by H. T. Parker.

Geyer-Oswald, with offices in nine cities—New York, Los Angeles, Chicago, Denver, Omaha, Racine, Wis.; Detroit, San Jose, Calif.; and Portland, Ore.—bills over \$50 million, with about \$15 million in broadcast. The name was changed from Geyer. Morey, Ballard last October as a reflection of "a totally new management structure," president George Oswald said at the time. The agency has two clients in common with Rumrill—Merck & Co. and Hiram Walker. Its other clients

God bless Mr. Bellows, said Tiny Tim

Bellows & Co., New York, has popped its corks over an East Coast radio campaign for sweet and dry vermouth—and, indirectly, for hard-er stuff.

The National Distillers & Chemical Corp. subsidiary had to suspend its newly started commercials when a packaging problem arose—the corks wouldn't stay in the bottles. The Young & Rubicam executive on the account said last week the adver-

tising would be resumed after the stock had been replaced.

The commercials, parody Ebenezer Scrooge and Bob Cratchit of Charles Dickens's "A Christmas Carol" and include a tag line recommending Bellows's "eight other flavors." The campaign started this month on radio stations in New York, Massachusetts, Rhode Island, New Jersey, Delaware, Maryland and the District of Columbia.



Studio D needs only a transmitter and tower to be on the air, its closed-circuit studio facilities are so complete at new St. Louis offices of D'Arcy. Video-taping session here gets master-control touch of technician Bob Eller as live camera is worked by Bob Johnson, vice president-executive producer.



Latest broadcast and other plans for Budweiser beer at D'Arcy's new St. Louis offices are discussed by Walter A. Armbruster (r), agency's vice president and creative director, with Robert E. Murphy, Budweiser account coordinator, as Louise Recuppero, secretary, takes notes.

D'Arcy's new office reflects spirit of St. Louis

The regeneration of the waterfront area of St. Louis moved forward last week as the headquarters office of D'Arcy Advertising Co. formally opened its new quarters in the shadow of the Gateway Arch on the bank of the Mississippi.

D'Arcy's late founder, William D'Arcy, long had been active in promoting the restoration idea and more than two decades ago was a principal catalyst in working to secure necessary preliminary bond issues for the work. Today the office of Harry Chesley, D'Arcy board chairman, looks out upon the memorial arch saluting the city's new spirit.

D'Arcy now occupies the 11th through 15th floors of Gateway Tower, the modern structure nearing completion at 1 Memorial Drive. The building also is the new home of CBS-owned KMOX-AM-TV St. Louis. KMOX is already in and KMOX-TV began moving in over the weekend. CBS is 50% owner of the building,

according to local sources.

D'Arcy Advertising had been founded in 1906 just a couple of blocks from its new site. It had been 38 years at its last location.

D'Arcy ranks among the top-16 agencies nationally. Its combined broadcast billing tops \$62 million annually. In addition to seven North American offices, D'Arcy has partnership offices in 14 foreign countries.

A well-equipped closed-circuit TV and radio production studio is one feature of the agency's new home. Called Studio D, the facility is designed to allow creative experimentation in the broadcast media.

At Monday's dedication Mr. Chesley was happy to announce that Studio D had already paid for itself. The agency just received \$1 million in new institutional billing from Southwestern Bell Telephone Co. St. Louis, based on a presentation video taped only a few days before

in Studio D.

Walter A. Armbruster, D'Arcy vice president and creative director, commenting on his department's new broadcast production facilities, said: "We've always had the talent. Now our new creative workshop will really let us fly. We'll be able to do what few agencies can—get an idea, rough it out on tape or film, then play it right back here in our own shop to see if it's a workable idea."

The creative department occupies the entire 12th floor. The research and media departments are on the 14th floor.

St. Louis Mayor Alfonso J. Cervantes at the building dedication noted that "the D'Arcy company, through its creativity and vitality, has earned its way from a one-room office to this new prestige address. The firm has always been a very good citizen, giving freely of its means and talents to aid civic causes."

include Irish Airlines, John Morrell. Aunt Jane division of Borden, Aqua-Tec, Sunsweet Growers and United States Gypsum Co.

Rep appointments . . .

■ WLXA-TV Fontana-Los Angeles, WABG-TV Greenwood, Miss., and WKOX-AM-FM Framingham, Mass.: Savalli/Gates Inc., New York.

■ WVCG Coral Gables-Miami: Katz Radio, New York.

■ KONO San Antonio, Tex.: Metro Ra-

dio Sales, New York.

■ WSTA St. Thomas, V. I.: T. I. E. Sales Ltd., New York.

■ KARM-AM-FM Fresno, Calif.: Avco Radio Television Sales, New York.

Business briefly . . .

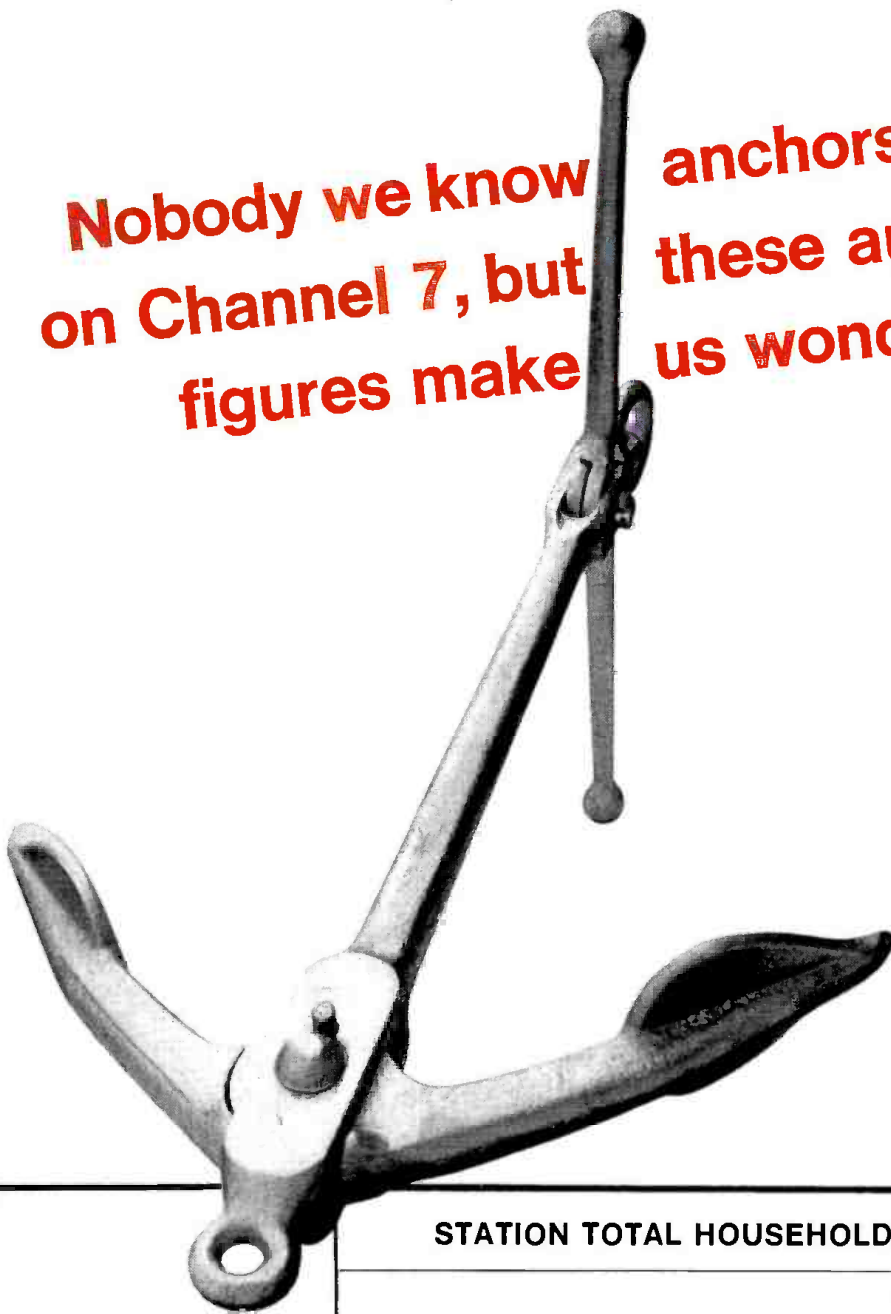
Campbell Soup Co., Camden, N. J., for Swanson Frozen Foods, through Leo Burnett, Chicago, is using one-minute spots in the western states, Hawaii and Alaska to introduce "In the Mood" food, its newest frozen food

line.

State of Indiana, through Bozell & Jacobs Inc., Indianapolis, will promote tourism in one-minute spots Aug. 17-Sept. 8 on ABC Radio's "The World of Sports."

Standard Brands Inc., through Ted Bates & Co., both New York, has bought an eight-week sponsorship in NBC Radio's *Monitor*. Sinclair Oil, through Cunningham & Walsh, both New York, has purchased 13-week sponsorship in NBC Radio's *News of the Hour*.

Nobody we know
on Channel 7, but
figures make
anchors their dial
these audience
us wonder.



STATION TOTAL HOUSEHOLDS • DAYTON AREA

Station	Station Circulation*	Sunday thru Saturday†	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	450,000	535,000
Station B	33 counties	384,000	432,000
WHIO-TV Advantage	+9 counties	+66,000	+103,000



Represented by Petry

†Source: NSI = TV Weekly Cumulative Audiences—February-March 1968
*Source: ARB Circulation Study 1965

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



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

Bell blasts government control

AAF president assails FTC's proposal to ban broadcast cigarette advertising, calls for new government spokesman for advertising

It was Howard H. Bell front and center at the American Advertising Federation's first national convention, held in Portland, Ore., last week. The former director of the code authority of the National Association of Broadcasters generated most of the sparse volume of hard news to come out of the five days of meetings (July 7-11). In his capacity as the paid president of the AAF, a position he has held only for six months, Mr. Bell first boldly called for the establishment of an assistant secretary for advertising and marketing in the Department of Commerce, and then lashed out at the Federal Trade Commission's proposed ban on radio and television advertising of cigarettes. Throughout his long week in the sunny Northwest, the reserved and steady industry spokesman reiterated two major points: The public and government must be informed and educated to know that advertising isn't always the "bad guy," and the dilemma of cigarette advertising would be better and more equitably handled by self-regulation.

Mr. Bell's ringing rebuttal to the FTC's recommended ban on radio and TV advertising of cigarettes and its proposed warning statement to be used in all advertising (BROADCASTING, July 8), was delivered at a news conference before both consumer and trade media. Armed with a prepared statement of policy, Mr. Bell strongly urged the Congress to reject the FTC's recommendations. He pinpointed six key reasons for challenging the regulatory body's proposals.

The ban would be "contrary to the whole concept of our free-enterprise society," he said, and it "would constitute an arbitrary and capricious exercise of government power." It also would raise "substantial legal questions," and besides would "deal with effect" instead of cause and wind up not solving anything. Further, the FTC recommendations ignore "the role and progress of self-regulation by the industry." Finally, beyond the question of the radio-TV ban, "the inclusion of a health-warning statement in advertising would be unwarranted and ineffective" because such requirements could lead to the eventual destruction of all adver-

tising and still would not prevent those that want to smoke from smoking. Mr. Bell made it clear that heaping the blame on advertising is putting "the cart before the horse," instead of attempting to solve the fundamental health questions involved in cigarette smoking.

Ambiguities ■ This statement of policy drew an immediate reaction from Oregon Governor Tom McCall, who addressed an overflow crowd at the opening luncheon. A Republican who used to be a political analyst on radio and television, Mr. McCall first reassured that



Mr. Bell

it would be an "unbearable strain on the brain to visualize America without advertising" and then waved an ambiguous stick. He cautioned that a "crisis of conscience is looming up on the horizon" and that "this issue of cigarettes is not going to stop smoking for quite a while."

Representative Bob Wilson (R-Calif.), another speaker on the convention program, told BROADCASTING that where there's smoke there's bound to be fire and cigarette advertising is not likely to get away unsinged. But Mr. Wilson, who has a background in advertising and public relations, placed himself unequivocally in opposition to any ban on cigarette advertising and said he doesn't think such a proposal "will get anywhere" in Congress.

The cigarette-advertising issue all but

overshadowed everything else that was said or occurred at the convention, including Howard Bell's proposal for a new high federal post for advertising. In his first major speech as president of what probably amounts to the world's largest advertising-industry body, Mr. Bell told the more than 600 delegates attending the convention that the time has come to upgrade the image of advertising and marketing within jaundiced government circles.

"If consumers can have direct lines into the highest councils of government, it is high time that advertising enjoyed the same privilege," he said, pointing out that there now exists an office of marketing in the Commerce Department. But, he indicated, this office is no as effective as it could be if it had at its head "an assistant secretary who would have direct access to the highest officers in government."

New Spokesman ■ The AAF executive suggested that a "persuasively articulate" assistant secretary capable of interpreting and coordinating advertising and marketing developments would be one way "to improve the climate of understanding and trust between government and our industry." A side effect of having an ad rep in such a key government post "would be to permit industry to devote more of its time to shoring up its own weaknesses, rather than spending so much of its time justifying its existence."

Mr. Bell made a special point of emphasizing that AAF suffers from no persecution complex, does not believe that the government is "diabolically repressive," and wants to avoid being known "as perennial objectors to each and every government action." Still, he's convinced that "these are difficult days for advertising" and that "the consumer-protection movement is here to stay."

Giving clear indication that AAF may be headed for a role similar to that of his alma mater, the NAB, Mr. Bell said "advertising and marketing must meet this challenge not merely by establishing a strong voice, but by strong action—including a vigorous information program to keep government and the public informed . . . and when abuses occur we must deal with them

ourselves or we will be defenseless against intrusion by government." He called this apparent new role of the federation "creative statemanship."

The other news-maker at last week's advertising convention in the Portland Hilton was Kenneth Laird, chairman of the board of Tatham-Laird & Kudner Inc., Chicago, and outgoing chairman of AAF. In his report to delegates, Mr. Laird called for renewed efforts to clean up deceptive advertising and selling practices in advertising which combine to "damage the credibility of all advertising and the reputation of all businessmen." He promised that AAF would move "positively against these business cockroaches."

To this end, Mr. Laird disclosed that AAF's legal staff in Washington has prepared a first draft of a simple, civil law that would prohibit false advertising. The proposed law, to be administered by the attorney generals of the some 30 states that do not now have a broad general law against dishonest advertising, would provide for a maximum fine of \$10,000 per violation. It would

direction of their communications. They were charged with selling American business ineffectually to the public during one speech and complimented in another speech for bringing the craft of persuasion to a fine art. They were called upon to meet the challenges of crime, leisure time, equal opportunity, racial unrest, population explosion, political upheaval and generally influencing the climate of the times. These premises and demands had one common denominator: that profit-making by American business is no longer enough.

Typical and the tipoff of what this business convention was going to be about came in the keynote address of Senator Mark Hatfield (R-Ore.).

Appearing before what was essentially a hometown crowd, Senator Hatfield talked about ghettos and government not about media and marketing. His message was to be one heard throughout the convention—government is limited in what it can do and needs help from advertising to overcome social injustices.

Howard J. Samuels, undersecretary

paring their ads and commercials. "We are living in an age of tension . . . in a nation at war," she reminded her audience as she accepted the AAF award at a luncheon in her honor, "and perhaps it is because of this framework . . . that some of today's advertising seems particularly irritating to a great many people."

H. F. Dunning, president, Scott Paper Co., and chairman, Grocery Manufacturers of America, stressed the change that has come upon the advertising business in recent years. No longer is it enough to persuade people to buy a product or service with the reward for this being merely success in the marketplace. Instead, he asked that media representatives "be more than a publisher or a creative person, an account manager or a marketing executive." It's not too late, he stressed, "to determine how you can relate yourself to one of the greatest challenges this nation has ever faced, and start tomorrow to make your personal contribution."

In an enthusiastically received speech, Tom Dillon, president of BBDO, New



Senator Hatfield



Mr. Dillon



Rep. Wilson



Mr. Laird

not be applicable to media outlets that broadcast or publish the false advertising without knowledge of its improper design.

Nuts and Bolts ■ There was little nitty-gritty about this convention. The various advertising clubs, which are members, swapped ideas of how best to run local organizations at a couple of sessions, but for the most part individual speakers and forums covered issues that far transcended the mundane questions of many such conclaves. Instead, in keeping with the convention's lofty theme of "America's Advertising Frontiers," there were constant reminders of advertising's current and future responsibilities to society. AAF delegates, some of advertising's leading citizens, were told at various times that they're overcommunicating, not communicating enough, must change the

of commerce, was more specific about why and how advertising should and could help government. He asked advertising to communicate the need for keeping the tax surcharge in effect after its scheduled expiration as a way of meeting the nation's challenges. Cautioning also that the institutions of government must be updated to keep pace with rapid changes in society, he pointed out that "certainly an industry that can get the country drinking Fresca in six months can help us sell the American public on new approaches needed for our nation's progress."

Up to Date ■ Dr. Dorothy Gregg, assistant director, education services for U. S. Steel Corp., who was announced as AAF's "Advertising Woman of the Year" at the convention, urged the delegates attending to be more sensitive to the "framework of the times" when pre-

paring their ads and commercials. "We are living in an age of tension . . . in a nation at war," she reminded her audience as she accepted the AAF award at a luncheon in her honor, "and perhaps it is because of this framework . . . that some of today's advertising seems particularly irritating to a great many people."

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Overflowing crowd causes AAF to blush

It was a classic example of an embarrassment of riches. Ballroom A of the Portland Hilton in Oregon seats 450 people. But some 600 hungry members of the American Advertising Federation and their guests showed up for lunch last Monday (July 8). It was the first formal luncheon of AAF's first national convention. Obviously, it was a historic moment—a time to remember.

What will never be forgotten by those who attended was Paul H. Willis, the graying vice president of Carnation Co., possibly the most important West Coast-based advertiser, fiddling with the folded legs of what

was to become his impromptu table.

Peter W. Allport, president of the Association of National Advertisers, stood unnoticed for a half hour among perspiring waiters and shirt-sleeved maitre 'd's, finally leaving without having been served chair or food. And the hastily set-up line of high-priced advertising talent passing chairs from closet to ballroom floor, fire-bucket style.

Finally, with dusty chairs and tables assembled in all aisles and in adjoining galleries, lunches and speeches were served to most who cared to stay. It turned out to be AAF's only major embarrassment of the five-day affair.

leave their ticky-tacky houses and to where they bring their faceless run-down selves at night," he continued. "What you have gone and done is build a society by and large so affluent that it provides a cushion for those who drop out of it to drop out on."

Passing the Prescription ■ Dr. Lendon Smith, a practicing pediatrician and syndicated TV personality (*Ask the Doctor*), suggested that the future task for advertising is somehow to get inside the home of consumers—even if it has to be in a sneaky way—and stimulate people into being more intelligent so that they may be "able to cope with the complexities of tomorrow's life." If advertising fails this test, according to the speaker, consumers will be unable to hold jobs that pay enough so that they can buy the products advertised.

George Kozmetsky, dean of the University of Texas School of Business Administration, told the convention that the initiative for advertising's future lies in acceptance and understanding of systems planning and marketing research concepts. The systems concept, he explained, "recognizes that many factors interact in a complicated way in order to achieve an objective." According to Mr. Kozmetsky, the marketing-research concept "rests firmly upon the notion that the key to competitive success is the design, production and marketing of a product whose origin springs from the needs of the consumer, rather than the manufacturer's preconceived notion of what may be good for the consumer."

In all, more than 630 of the nation's top advertising executives attended the convention in Portland last week. They were told at a general membership meeting that the AAF is in "reasonably good financial condition." The membership present, on behalf of an aggregate of some 40,000 who belong to the federa-

tion, voted on and approved a number of by-law changes and additions. Among them was the addition, starting next year, of a senior vice chairman who would be groomed to automatically take over as chairman.

Charles W. Collier, retired president and executive director of AAF, who was instrumental in effecting the formation of one national organization through the merger of the former Advertising Federation of America and Advertising Association of the West, was presented with a check for more than \$8,000 by members who contributed.

Bell's week in Portland

AAF president uses TV, news conferences to hit at FTC, FCC strictures

What last week's first national American Advertising Federation convention lacked in excitement (see page 28), peripheral events tried to supply. There were three news conferences and one local television program, all concerned with the Portland Hilton meetings. It was at a formal, full-blown news conference for all media that AAF President Howard H. Bell—surely a busy man last week—emphatically declared that Congress must reject the Federal Trade Commission's proposed ban on broadcast advertising of cigarettes. At that same news conference, Mr. Bell spoke out against the FCC's fairness doctrine that requires broadcasters to give free time to groups that want to

criticize cigarette smoking. He said application of the fairness doctrine in this area is wrong and is an encroachment of freedom of the press, with serious First Amendment questions involved. "It could so saddle media," he said, "that it wouldn't be able to advertise at all."

At a news conference a few days later, this one informal and essentially for the trade press, Mr. Bell revealed that the advertising community's reaction to the surprising AAF stand in favor of gun-control legislation (BROADCASTING, July 8) has been emotional and mixed. He said the federation, because it wants to become the "voice of advertising," had need to take a position on the controversial issue quickly. He pointed out that since the mail order purchase of guns figures largely in the problem of violence in this country, a substantial question of advertising was involved.

Second Attack ■ During a television program interview on KGW-TV Portland ("Advertising Woman of the Year" Dorothy Gregg also appeared), Mr. Bell again attacked the FTC's recommended ban against broadcast advertising of cigarettes. He said it was "highly discriminatory against a legal product in interstate commerce" and decidedly arbitrary.

A representative of government at the convention, Undersecretary of Commerce Howard J. Samuels, held his own news conference but seemed to have come more to praise Mr. Bell than plaster him. He agreed with Mr. Bell's proposal for the appointment of a high-ranking advertising and marketing spokesman within the Commerce Department. He particularly agreed that there's an understanding and communications gap in this country. The Commerce Department, he said, "has a much greater responsibility than it has so far executed in representing American business."

Metro stores find medium for message

An "Armageddon for newspapers" may be approaching as television cuts deeply into the once-private preserve of department-store advertising, *Television* magazine reports in its July issue.

"It is clear that 1968 . . . is fast becoming the breakthrough year for department stores on television," the magazine says, adding that newspaper publishers, who have had a virtual monopoly of as much as \$500 million in annual billings, are "understandably alarmed."

According to Broadcast Advertising

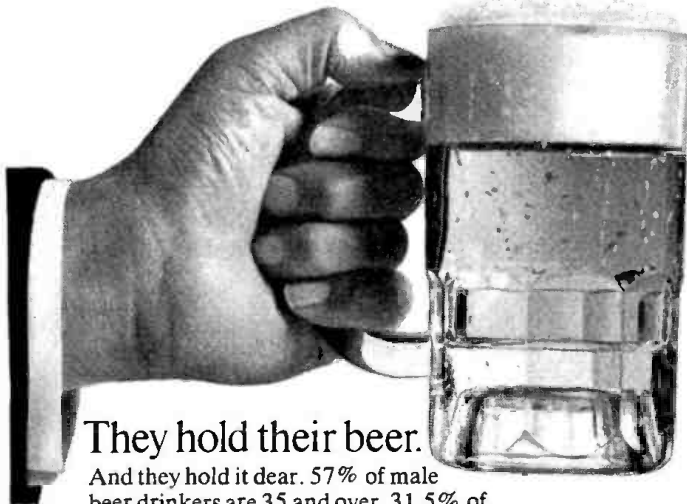
IS THERE A LIFE AFTER YOUTH?

Little-known facts about a very big market.

Contrary to the opinions of many marketing people, life does not end at age 35. In fact, it's just beginning. People 35 and over

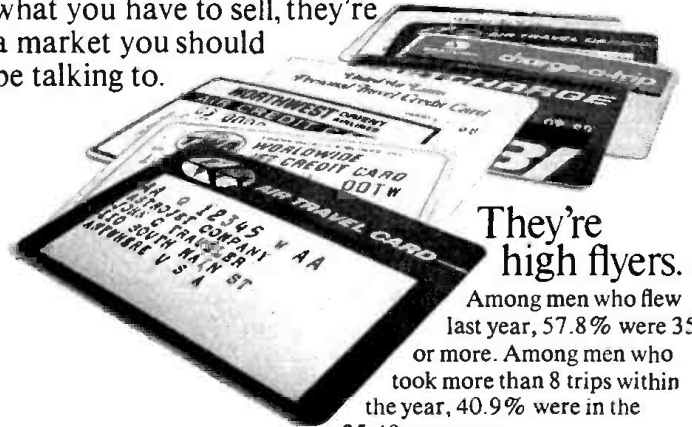
are today's "Crucial Customers." Never before have they been so youthful. Or so active.

They own more homes, have more children, buy more products, do more traveling, spend more money than people under 35 do. No matter what you have to sell, they're a market you should be talking to.



They hold their beer.

And they hold it dear. 57% of male beer drinkers are 35 and over. 31.5% of them, the biggest beer-drinking group, are age 35-49.



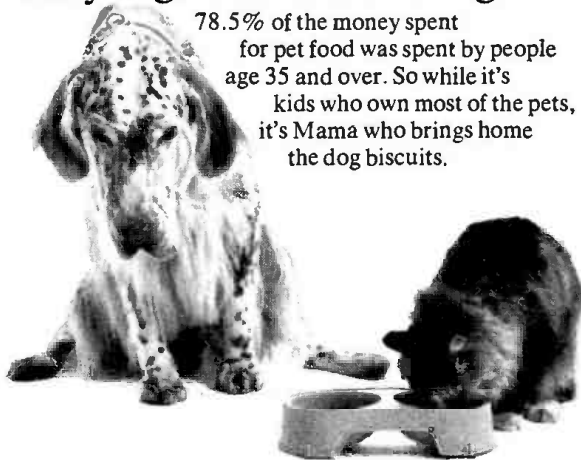
They're high flyers.

Among men who flew last year, 57.8% were 35 or more. Among men who took more than 8 trips within the year, 40.9% were in the 35-49 age group.

How's that for a go-go generation!

They reign over cats and dogs.

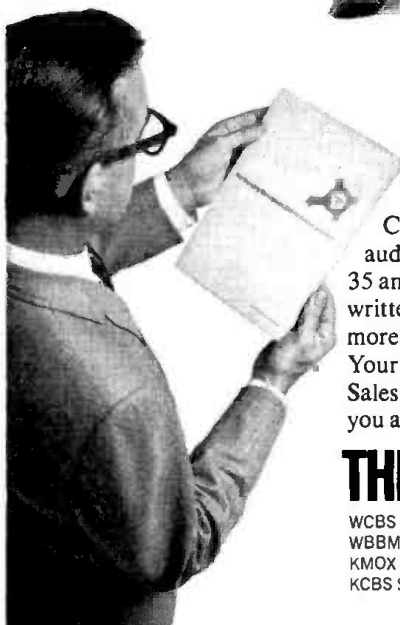
78.5% of the money spent for pet food was spent by people age 35 and over. So while it's kids who own most of the pets, it's Mama who brings home the dog biscuits.



Boy,

do they have headaches.

66.5% of the women who buy headache remedies are 35 or more. (Heaviest users: Age 35-49.) So if you're selling quick relief, sell it to the people who need it most.



The commercial.

By a curious coincidence, the CBS Owned radio stations' growing audience includes a goodly share of 35 and over consumers. In fact, we've written a book on the subject, with even more data on these Crucial Customers. Your station salesman or CBS Radio Spot Sales representative will be happy to give you a copy. Even if you are under 35.

THE CBS OWNED RADIO STATIONS

WCBS New York, KNX Los Angeles
WBBM Chicago, WCAU Philadelphia
KMOX St. Louis, WEEL Boston
KCBS San Francisco



054UPR

EDITORS:

THE TALKS IN RUNNYMEDE, ENGLAND, BETWEEN THE KING AND BARONS
ARE OVER. A STATEMENT IS EXPECTED SHORTLY.

UPR/CHICAGO
FK151PCS

055UPR

(USO'S)

(UNDATED) -- MORE REPORTS TODAY OF UNIDENTIFIED SAILING OBJECTS SPOTTED
BY TRIBES ALONG THE EASTERN COAST. CHIEFS IN THE PALACE HAVE ORDERED
AN INVESTIGATION...BUT MOST FEEL IT'S JUST ANOTHER CASE OF MASS HYSTERIA.

FK153PCS

056UPR

BULLETIN

(RUNNYMEDE, ENGLAND) -- THE KING AND BARONS HAVE SIGNED A NEW AGREEMENT.
ITS TERMS ARE SPELLED OUT IN A PAPER ENTITLED THE "MAGNA CARTA."

MORE FK155PCS

057UPR

BULLETIN AUDIO ADVISORY

AUDIO NOW FEEDING CUTS FROM RUNNYMEDE. PLS MONITOR.

FK156PCS

058UPR

MORE AGREEMENT BULLETIN X X X "MAGNA CARTA."

WORD OF THE NEW CONTRACT CAME AFTER FOUR DAYS OF TALKS IN A
FIELD ALONGSIDE THE RIVER THAMES (TEHMZ). KING JOHN SAID THE AGREEMENT MET
MOST OF THE DEMANDS OF THE NOBLES -- INCLUDING THE CHIEF ONE -- THAT HE CUT
BACK ON THE NUMBER OF EXPEDITIONS SCHEDULED EACH YEAR AGAINST THE FRENCH.

FK159PCS

059UPR

URGENT AUDIO ADVISORY

AUDIO WILL REFEED FOLLOWING CUTS AT 3:15P EST WHICH WERE FED ON A BULLETIN
BASIS AT 2:56P EST.

53. :41 V-RUNNYMEDE (DON MACKAY) THE SPIRIT OF RUNNYMEDE.
54. :25 A-RUNNYMEDE (KING JOHN) FORMAL ANNOUNCEMENT OF AGREEMENT
(X X X BUNCH OF WORRIERS.)
55. :27 A-RUNNYMEDE (ROBERT FITZWALTER, LORD OF DUNMOW, SPOKESMAN FOR
BARONS) TELLS OF TOUGH NEGOTIATIONS (X X X FULL AGREEMENT.)
56. :45 A-RUNNYMEDE (SINGING) "GOD SAVE THE KING" (X X X APPLAUSE FADED)
57. :40 V/A RUNNYMEDE (RODERICK BEATON W/SOUNDS OF CLANKING ARMOR)
DESCRIBES DISARMING OF RIVAL FORCES OF BARONS AND KING JOHN.

HLS204PCS

060UPR

MORE AGREEMENT BULLETIN X X X AGAINST THE FRENCH.

THE CHIEF NEGOTIATOR FOR THE BARONS...ROBERT FITZWALTER...SAYS
HE THINKS THE MAGNA CARTA IS A GOOD CONTRACT...ONE THE PEOPLE CAN LIVE WITH.
FITZWALTER SAYS THE CONTRACT MAKES ALL MEN...AND THESE
ARE HIS WORDS..."FREE MEN."

THE MAGNA CARTA SETS LIMITS ON HOW MEN MAY BE DISPOSSESSED...
OUTLAWED...EXILED...OR THROWN IN PRISON. THE NEW CONTRACT IS
35-HUNDRED WORDS LONG AND IS WRITTEN IN LATIN.

HLS210PCS

061UPR

MORE AUDIO ADVISORY (FOR 3:15P EST FEED)

58. :38 A-RUNNYMEDE (KING JOHN) READING IN LATIN A KEY SECTION
OF MAGNA CARTA (X X X AMOR VINCIT OMNIA)

HLS212PCS

062UPR

MORE AGREEMENT BULLETIN X X X WRITTEN IN LATIN

AT KING JOHN'S SIDE AS HE MADE THE HISTORIC ANNOUNCEMENT WERE ARCHBISHOP
STEPHEN LANGTON OF CANTERBURY...THE ARCHBISHOP OF DUBLIN...THE BISHOPS OF
LONDON, WINCHESTER, LINCOLN, BATH, WORCESTER, COVENTRY AND ROCHESTER...
AND THE EARLS OF PEMBROKE, SALISBURY, DE WARRENNE AND ARUNDEL.

HLS214PCS

Are you
exercising
your rights...

... to the kind of writing that
turns news events into
eventful reading? Stories like
this one are proof that UPI
is not only Magna but also
Summa Cum Laude in
Reporting!

Assert your rights to the
reporting service that 6,500
subscribers the world over
rely on. Exchange oaths of
fealty with UPI at your desk
at your convenience. To
open negotiations, call or
write Wayne Sargent,
Vice President for Sales.

UPI is at the scene

United Press International
220 East 42nd Street, New York, N.Y. 100
212-MU 2-0400

BAR network TV-billing report for week ended June 30

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 30, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 30	Total dollars week ended June 30	1968 total minutes	1968 total dollars
	Week ended June 30	Cume Jan. 1-June 30	Week ended June 30	Cume Jan. 1-June 30	Week ended June 30	Cume Jan. 1-June 30				
Monday-Friday Sign-on-10 a.m.	\$ 145.8	\$ 76.0	\$ 1,946.8	\$ 336.0	8,611.1	77	412.0	1,808	10,703.7
Monday-Friday 10 a.m.-6 p.m.	1,131.4	31,205.1	2,664.2	76,427.7	1,976.8	57,069.5	974	5,772.4	23,814	164,702.3
Saturday-Sunday Sign-on-6 p.m.	519.1	26,448.4	420.7	23,079.0	448.7	11,822.4	211	1,388.5	6,135	61,349.8
Monday-Saturday 6 p.m.-7:30 p.m.	271.5	7,934.7	384.7	14,936.6	387.8	15,657.9	93	1,044.0	2,284	38,529.2
Sunday 6 p.m.-7:30 p.m.	36.0	2,870.0	117.6	5,424.8	105.0	5,147.0	20	258.6	540	13,441.8
Monday-Sunday 7:30 p.m.-11 p.m.	3,637.4	125,373.0	4,863.0	158,872.7	4,695.2	154,426.8	436	13,195.6	11,159	438,672.5
Monday-Sunday 11 p.m.-Sign-off	274.6	8,783.8	27.0	1,180.7	385.5	11,271.4	77	687.1	1,910	21,235.9
Total	\$5,870.0	\$202,760.8	\$8,553.2	\$281,868.3	\$8,335.0	\$264,006.1	1,888	\$22,758.2	47,650	\$748,635.2

Reports, the article says, television's share of department-store advertising in the nation's top 75 markets has been skyrocketing. Average weekly billings for April of this year jumped 114% over April, 1967. Sears, Roebuck & Co., an industry pace-setter, upped its television budget in one major market by more than 300% from 1965 to 1967. "There have been isolated cases over the years of immensely successful department store TV advertising," *Tele-*

vision says, "but television's over-all share of those large budgets was barely measurable. Today . . . it could be anywhere from 10% to 30% of the total advertising allotment."

The article notes that the department store business is "local in the most literal sense," and that even large chains stress local autonomy in operations. The decline of city newspapers and the growth of monopoly and near-monopoly rate structures have combined with the

mushrooming of the suburban press to make blanket coverage of a metropolitan area increasingly difficult. Department stores, meanwhile, have opened more suburban outlets and become less center-city oriented. Local TV's looking for new advertisers and local department stores looking for more advertising exposure made a natural combination.

A new "television generation" of department-store advertisers with a new advertising philosophy has geared itself toward a "total institutional approach"—pushing store image—that is more effective on TV, especially with young people, than the traditional newspaper "price-and-item" format. "A good springboard" has been the growth of daytime housewife-slanted variety and talk shows that *Television* says are like "a women's section in a newspaper converted to television."

Network TV's top spenders show cutback

Although network television advertising billings for the first six months of 1968 rose 4% to \$748.6 million, according to Broadcast Advertisers Reports (BROADCASTING, July 8), a breakdown shows many top advertisers cut back their expenditures compared with the first six months of 1967. The total was spent by 367 advertisers for 1,810 separate brands or services.

The top three companies, Procter & Gamble, Bristol-Myers and General Foods, each decreased spending

by \$3 million to \$4 million. Nine of the top 20 contributed less to network television in 1968 than in 1967.

Individual expenditures by the top 50 brands also increased, from \$135 million to \$159.9 million. American Home's Anacin led the list with \$7.4 million. Ten of the top 20 brands decreased spending, however, and five of those 10 were cigarettes.

The top 10 network television advertisers (net time and talent), first half of 1968 compared with 1967:

Parent company	1968	1967
1. Procter & Gamble	\$51,954,400	\$55,157,700
2. Bristol-Myers	25,362,000	29,518,800
3. General Foods	22,899,800	26,612,100
4. American Home Products	22,791,100	22,699,000
5. R. J. Reynolds Tobacco	22,724,000	19,973,200
6. General Motors	20,704,000	15,561,100
7. Colgate-Palmolive	20,588,900	14,979,900
8. Sterling Drug	18,680,600	16,374,000
9. Lever Brothers	14,663,200	15,044,800
10. Gillette	14,292,900	14,214,900

Tax seen affecting advertising modestly

The national economy in the second half of this year will show "more modest gains" than it did in the first half, because of the recently enacted tax increase, but neither a recession nor "even quite as severe a slowdown as occurred in early 1967" is expected. "And with the normal lag in the variation in advertising expenditures behind the general economy, the advertising industry will probably not be more than modestly affected before 1969."

These conclusions come from a first-quarter report by CBS/Broadcast

Group's office of economic analysis, made public July 5.

The report saw a clear upturn in network and spot TV in the first quarter but said preliminary data indicates national radio expenditures were "off somewhat."

The report said network TV revenue estimates compiled by Broadcast Advertisers Reports show, when adjusted for seasonal variations in business, that in the first quarter this year network-TV sales were moving at an annual rate of \$1.528 billion, 2% above the all-time high rate reached in first quarter of 1967 before last year's sluggishness set in.

CBS-TV's 1968 first-quarter revenues were said to be at a seasonally adjusted annual rate of \$587 million as against a \$586 million rate in the same quarter of 1967; NBC-TV's at a rate of \$531 million as compared with a \$497 million rate one year ago, and ABC-TV's at a rate of \$410 million as against 1967 first quarter's \$421 million rate.

ARB reorganizes rating operations

The American Research Bureau, Beltsville, Md., has consolidated its operational functions to improve the quality and speed of its audience-measurement services and to expedite the installation of a new data - processing system at the company's Beltsville home office.



Mr. Crichton

Charles F. Crichton, assistant to the president of ARB, becomes vice president and general manager of operation. Under the new operations structure Mr. Crichton will have the following divisions reporting directly to him: operations under Rupert R. Ridgeway, plans and research under Herbert S. Kaufman, administration under Maurice J. McCarthy, budgets and finance under William W. Rankin and special projects under Oscar Lurie.

RAB wants the runners

The Radio Advertising Bureau has published an "Election Handbook on Radio Advertising" as part of its campaign to influence politicians to use radio. The booklet includes audience profiles, a description of radio's dimensions and characteristics, creative techniques and case histories of successful radio campaigns.



NEWSMAN on the "GO"!

Since being named Colorvision Ten's News Director last year, Ken Taylor has become South Florida's most respected television newsman. Believing that most news stories are where you find them, Ken keeps his energetic assistants (and himself) on call around the clock to film the news wherever it is, and provide the area's outstanding, most picture-full coverage.



WLBW-TV



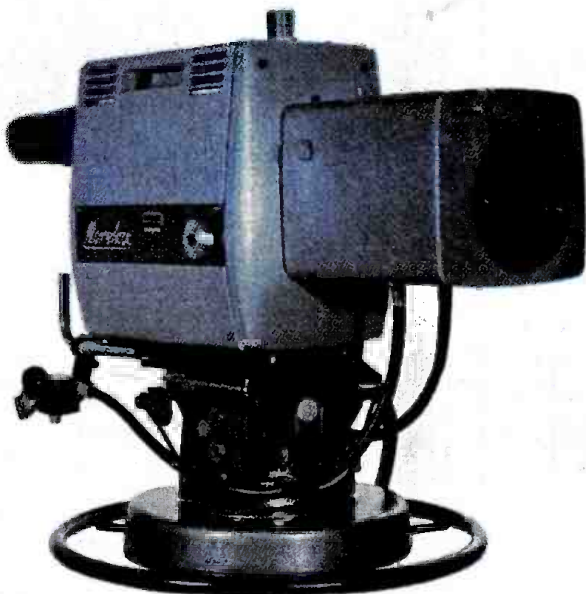
MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO

Meet The Family... America's First Family of Plumbicon* Color Cameras.

*Registered trademark for television camera tubes.

The PC-70 Studio-Field Color Camera. Now used by all three networks on prime-time shows. Plus a growing list of groups, independents, and videotape producers. Why? Because it offers pictures of truest fidelity. Unquestionably, the finest Plumbicon camera in the world. Because it offers lowest maintenance, simplest set-up, widest selection of lens types around today.




The PCP-70 "Little Shaver" Portable.

It can do anything the PC-70 can do... but it gets around a lot more. It's the *broadcast quality* portable. For news, special events, sports. You'll see them all over the place this year, wherever the networks go, and at pace-setting independents. They're lightweight, easy to set up, can get the closest, most intricate shots in beautiful, faithful Norelco color.



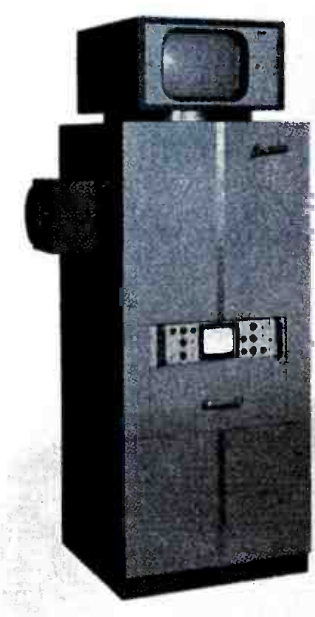
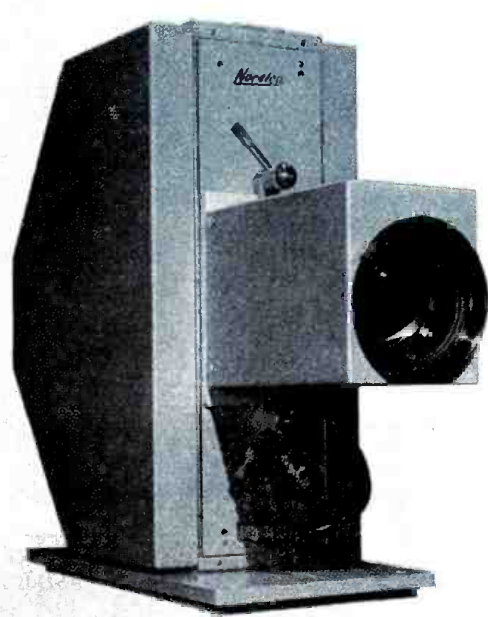
Last year, more Norelco Plumbicon cameras were sold than any other kind. If you haven't met America's first family of Plumbicon Color Cameras, now's the time to get acquainted. We have modified and improved it further. For example, the new-generation PC-70 has the revolutionary extended red sensitivity Plumbicon tube (as do other members of the family), separate-mesh Plumbicons for finer overall resolution and improved highlight handling capability, external filter wheel control and new, no-guesswork set-up accessories. It's remarkable. The entire family is

endowed with those important traits that mean so much: All offer extraordinary resolution and color fidelity. They offer camera control unit compatibility from camera to camera. They have interchangeable CCU modules. Stability. Low maintenance. Simplicity and ease of set-up. Economy. Backed up by total Philips Broadcast service. You must meet the family. Call or write, today.

	PHILIPS BROADCAST EQUIPMENT CORP.
299 Route 17, Paramus, N. J. 07652 • 201/262-7300	

The PCB-701 Remote Pan and Tilt. The swinging Robot. *Works all by itself.* It pans, tilts, focuses by remote control. Ideal for small studios or networks. You can mount it in a studio, a stadium, an operating room... a *mountaintop*. It offers economy, low maintenance and the superb color reproduction that has made Norelco the number one name in color cameras.

The PCF-701 Film Camera. The only three-Plumbicon color film camera in the world! This telecine camera is the heart of a complete film system, and its beam split optical assembly is specifically tailored to the colorimetry requirements of color motion picture film. Now you can show movies and filmed commercials with the breathtaking fidelity that distinguishes Norelco three-Plumbicon color.



ABC's counterattack stymied

Court refuses to restrain Hughes Tool's offer, but orders hearing on issues; CIT Financial ends merger talks until threat has passed

ABC officials were set back last week in two attempts to head off billionaire Howard Hughes's \$148.5-million bid for control of the company.

Whether the setbacks would be permanent remained to be seen.

ABC management was on the verge of a preliminary merger agreement with CIT Financial Corp. when CIT officials decided—after the ABC board approved the merger plan—that it would not be feasible to sign the agreement while the Hughes Tool threat was pending. An ABC attorney indicated later that the merger plan will proceed if Mr. Hughes is stopped (for profile of CIT, see page 41).

A federal judge in New York refused to grant ABC's bid for a temporary restraining order against the Hughes Tool move, a tender offer for two-million shares, or almost 43% of ABC common stock (BROADCASTING, July 8). But he ordered a show-cause hearing to start Friday (July 12) with Hughes Tool interests called to show why they should not be permanently enjoined under a complaint that alleged, among other things, antitrust violations. There was speculation the hearing would continue into, if not through, the weekend. By its own terms, the tender offer expires today (July 15), unless extended one week by the Hughes Tool interests.

FCC Appeal ■ Another ABC move against the take-over attempt, an appeal for FCC intercession, remained on dead center late last week.

James McKenna, Washington counsel for ABC, on Monday (July 8) had asked the commission to issue a declaratory ruling that acquisition of two-million shares of ABC stock without prior commission approval constitutes a prima facie violation of the Communications Act, even if Hughes Tool did not vote the stock. As an alternative he asked that the commission direct Hughes Tool to place any stock it acquires through the tender offer in a trust, with the trustee instructed to vote the shares in accordance with the recommendations of the ABC management proxy committee.

He pointed out that Hughes Tool's acquisition of 43% of ABC stock would

prevent ABC from undertaking a number of actions—including merger—for which a two-thirds vote of its stockholders is required.

The commission informed ABC and Hughes Tool on Thursday that it would take no action on Mr. McKenna's request until this week—when the results of the tender offer will be known, assuming the offer is not extended.

Gregson Bautzer, counsel for Hughes Tool, offered another proposed solution to the problem presented by Mr. McKenna. In a letter to the commission on Wednesday he said Hughes Tool, if its offer is successful, would be willing to cooperate with ABC and the commission in establishing a procedure under which Hughes Tool shares would be

voted "pursuant to special commission consent, in such a way as to eliminate any possible corporate impasse." He said any such vote would be in accordance with the commission's directive to Hughes Tool two weeks ago not to "seek to influence the policies or operation of ABC."

Mr. Bautzer said that the only action ABC management might be contemplating that would be subject to the two-thirds voting requirement is a merger in conflict with the tender offer. He said such a merger would require prior commission consent and that Hughes Tool doesn't believe it would be required by the commission to vote in favor of it. He said Hughes Tool would expect, "at the very least," to have the opportunity of considering such a merger when it comes before the commission.

Courtroom Appearance? ■ Much of last week's courtroom drama in New York centered on efforts by ABC attorneys to require the personal attendance of Mr. Hughes, a reclusive figure who reportedly gave up control of Trans World Airlines rather than appear in court. But Judge Dudley B. Bonsal of the U. S. Southern District Court in New York, who was presiding, parried the ABC demands noncommittally in sessions held Wednesday and Thursday (July 10 and 11).

The ABC efforts to compel—or entice—Mr. Hughes to appear were expected to be resumed when the hearing opened Friday.

In a court session Thursday, after Judge Bonsal had denied a temporary restraining order the day before, attorneys accepted the show-cause papers on behalf of two of the four defendants named by ABC: the Hughes Tool Co., which made the tender offer, and Loeb, Rhoades & Co., dealer-manager for the tender offer. But no one would accept on behalf of the other two defendants: Mr. Hughes personally, and the Hughes Aircraft Co.

ABC then, following legal practice in such cases, mailed the papers to those defendants. Authorities said the papers do not have the force of subpoenas but that whether Mr. Hughes

The man in the mustache

It couldn't be and it wasn't Howard Hughes in the courtroom but for a moment lawyers representing ABC, news reporters and a U. S. marshal who was on the job thought the publicity-shy billionaire was looking in on proceedings. In argument at the time (July 10) was the possibility of federal district judge Dudley B. Bonsal requesting Mr. Hughes to appear at a hearing then being scheduled on a temporary injunction against Hughes Tool Co. (see above). The man, seated at the back of the courtroom and wearing a well-trimmed mustache and strongly resembling existing pictures of Mr. Hughes, left the courtroom when several observers identified him as the real Mr. Hughes. In a brief session in the corridor outside the courtroom the would-be star of a courtroom drama identified himself to the satisfaction of all concerned as William Donovan, a New York insurance salesman, accepted apologies, and, not being required to explain his presence, didn't, and left in the manner first noticed, quietly.

When you want to see what you saw in your mind-use film.

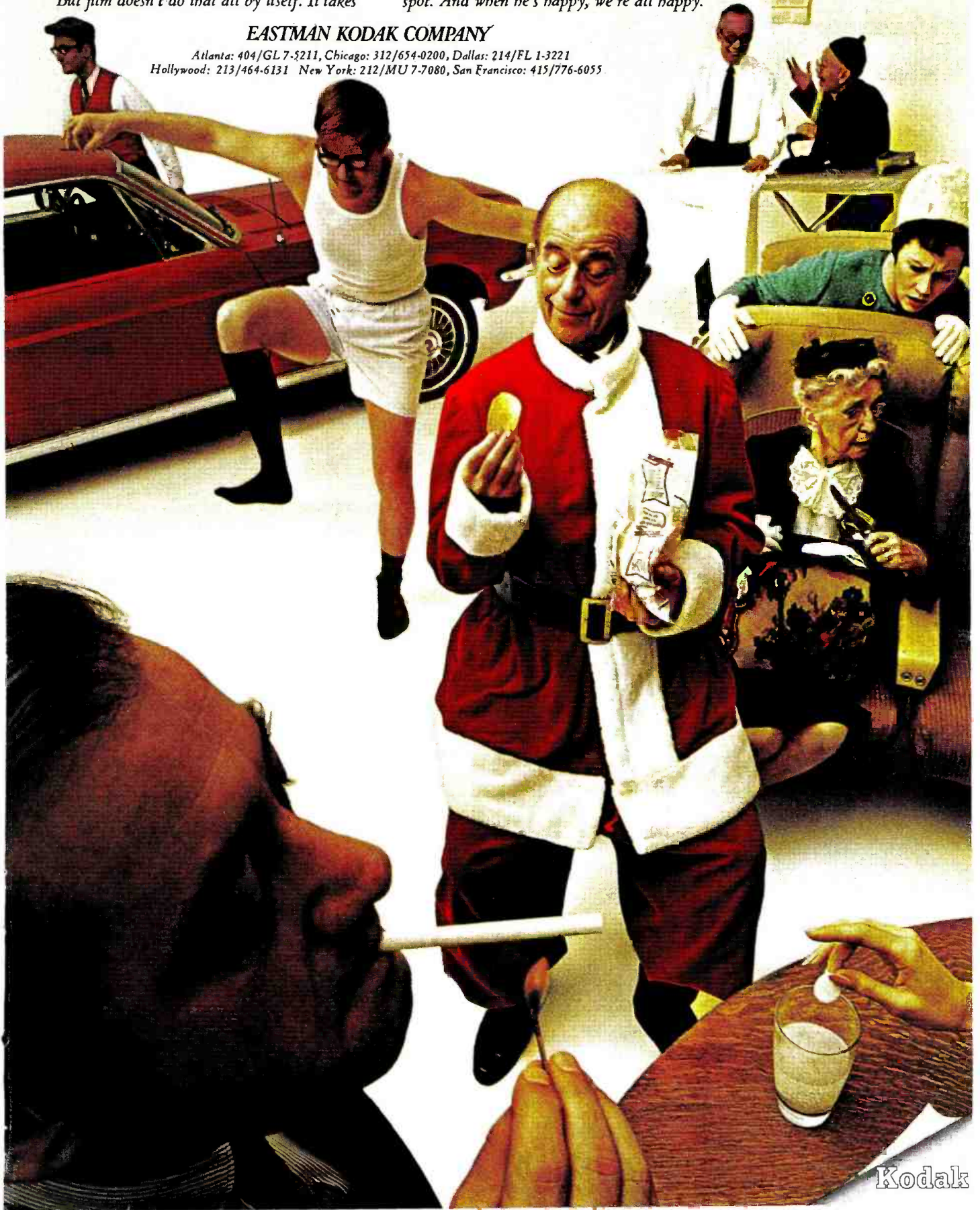
Why film? Because color film is the stuff such dreams are finally made of. It's the logical medium for the bright excitement, the spark that first came to your mind. Color film does the tricks you want. It conveys, teases, pounds. Film delivers.

But film doesn't do that all by itself. It takes

professionals behind the scenes and the cameras to make color film do what you want it to do. And you know, even though they have been working with film all their lives, they still haven't found its limits. The best salesman color film ever had is an advertiser with a successful spot. And when he's happy, we're all happy.

EASTMAN KODAK COMPANY

Atlanta: 404/GL 7-5211, Chicago: 312/654-0200, Dallas: 214/FL 1-3221
Hollywood: 213/464-6131 New York: 212/MU 7-7080, San Francisco: 415/776-6055



Kodak

How to work your way up from the top.

He might be on the Dean's List at the University but the girl from State thinks some of his theories are pretty silly. And says so.

It happens at the College Leadership Institutes sponsored by the Humble Education Foundation. Only top students are invited, academic and campus leaders.

It's a rough, instructive weekend session, with the young thinkers divided into teams and tackling the kind of problems they'll face in business or the professions. Each team periodically submits its "solutions" to the judgment of the entire group. That's when the sparks —

and, more importantly, the ideas — fly.

It's a unique opportunity for young collegians to get some advance training in the art of leadership before they interview for that first job. We're glad to provide that opportunity.

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

Humble is doing something more.

HUMBLE Oil & Refining Company
America's Leading Energy Company

CIT has extensive holdings in a wide variety of fields

CIT Financial Corp., formerly Commercial Investment Trust, New York, which has been in merger negotiations with ABC, has been around a few years: 60, to be exact. It's engaged in a wide variety of industrial and consumer financing, leasing, banking, insurance, manufacturing and merchandising activities. When it began in 1908, total assets were \$178,000, net income was \$10,000, and its 10 shareholders received total dividends of \$5,000. At the close of 1967, total assets were \$3.4 billion, net income had soared to \$60.2 million, dividends of \$34.3 million were paid to over 50,000 shareholders.

Personal loan offices expanded significantly in 1967 with acquisition of Laurentide Finance and its offices in California, Nevada and Oregon. All told, CIT operated 871 personal loan offices.

CIT's consumer financing also extends into education with its 30-year-old "tuition plan" that permits parents to finance educational costs on a monthly basis. Over 500,000 students have attended schools and colleges through the "tuition plan."

Industrial financing in the U. S. is conducted primarily through CIT Corp. and in Canada through Canadian Acceptance Corp. Leasing arrangements in 1967 include diesel locomotives, railway gondolas, hopper cars, jet aircraft, electronic data

processing systems, marine cargo containers and fleets of automobiles and trucks.

CIT also builds dormitories and other campus structures and leases them through CIT Educational Buildings Inc. It provides voluntary hospitals with nursing homes and extended-care units. CIT also sells ore, leases factory-constructed transportable buildings for classroom, library, and branch banks.

Additional Interests ■ CIT's activities in factoring and commercial and wholesale financing are extensive. The company has two factoring subsidiaries, Meinhard-Commercial Corp. and William Iseling & Co. They primarily serve textile mills, cloth converters, apparel, shoe and furniture manufacturers and distributors. Factors purchase outright the receivables owed to their clients, and assume credit and collection responsibility. Both of these companies, along with CIT Corp., engage in commercial financing, or the providing of funds to clients, whose accounts receivable and inventories serve as collateral for interest-bearing loans. New-business volume from factoring and commercial financing operations in 1967 totaled more than \$2 billion for the third consecutive year.

CIT is in the banking business as well. The National Bank of North America emerged in May 1967

through consolidation of Meadow Brook National Bank, part of the CIT organization. For 1967 earnings applicable to CIT's 95.3% investment in the merged bank were \$8.5 million. This compares with \$6.4 million in 1966 on CIT's 93.5% investment solely in Meadow Brook. The bank's branch network totals 90 offices in New York City and on Long Island, with headquarters on Wall Street.

Net income derived from CIT's insurance companies totaled \$15.1 million in 1967, compared to \$14.8 million for 1966.

In CIT's manufacturing and merchandising operations, net sales were \$265 million in 1967, compared with \$237 million in 1966. Despite this increase, net income was \$7.5 million in 1967 compared with \$10.7 million for 1966. The companies are: All-Steel Furniture Products Division, Aurora, Ill., and Hazleton, Pa., manufacturer of a variety of all-steel furniture products; Gibson Greeting Card in the U. S., Canada and England; Holt Renfrew, retailer of apparel for men, women and children, headquarters in Montreal and branches in Winnipeg, Man., and Quebec City; Picker Corp., manufacturer and supplier of clinical ultrasonic devices, nuclear instrumentation and research analytical apparatus for areas outside the X-ray field.

and officers of Hughes Aircraft would be required to attend would be up to the presiding judge. Attorneys opposing ABC claimed Mr. Hughes need not attend because he is not an officer of Hughes Tool, though he is listed as president of Hughes Aircraft.

The courtroom drama—which flurried briefly when a case of mistaken identity led participants and observers to think that Mr. Hughes was among the on-lookers (see page 38)—was preceded by a board-room drama in which, it was disclosed, CIT and ABC authorities came close to agreement on a preliminary merger but decided at the last moment to hold off.

The talks were said to have started in March and resumed in earnest on the weekend following the Hughes Tool tender offer. Last Monday morning (July 8), the companies notified the New York Stock Exchange, in line with customary procedure, that they might have a statement later in the day. The exchange promptly suspended trading in the two stocks pending the statement. When it came a few hours later the

statement was a one-paragraph announcement that merger talks had been suspended.

The merger plan under discussion reportedly would make ABC the surviving company, which presumably would minimize if not avert the need for FCC approval.

Stock Rises ■ ABC stock meanwhile edged up again, from 68 $\frac{1}{4}$ at the end of trading last week to a closing last Thursday at 72 $\frac{3}{4}$, or 1 $\frac{1}{2}$ below the Hughes Tool tender offer of 74 $\frac{1}{4}$ a share.

In denying ABC a temporary restraining order after three hours of argument by attorneys, Judge Bonsal said he had tried to "balance the hardships" as they would affect all involved and that they tipped the scale against ABC's position.

He said ABC stockholders "may wish to sell" and that a restraining order would take that opportunity away from them. He also said a restraining order would effectively destroy the tender offer, with consequent injury to Hughes Tool. Argument before the court had elicited an estimate from attorneys that

Hughes Tool had already spent \$100,000 on the offering.

Judge Bonsal took note of ABC's assertion that the tender order had "destroyed the CIT merger" but said he did not know for a fact that this was so.

He rejected several other ABC arguments, among them the claim that by causing an FCC hearing and subsequent court appeals the tender offer could conceivably tie up ABC corporate activity for "four, five or six years" and even affect its conduct of annual stockholders meetings. The next annual meeting, he noted, is a year away (May 1969).

Judge Bonsal made clear his ruling was not on the merits of the case and that he would hear argument on a permanent injunction starting Friday.

He said he could not rule on anti-trust violations alleged in ABC's complaint, nor on charges that are pertinent to the FCC and Securities and Exchange Commission regulations, "without hearing all of the facts."

Willing List ■ A list of officers of

Hughes Tool and Loeb, Rhoades who might testify Friday was being developed by attorneys. ABC said that ABC President Leonard H. Goldenson, Executive Vice President Simon B. Siegel and Vice President and General Counsel Everett H. Erlick would be available to testify if called upon.

Mr. Hughes, reputed to be one of the two wealthiest men in the U. S., holds all 75,000 shares of Hughes Tool, which makes and sells oil-well tools, helicopters and armaments. The company has subsidiaries in Australia and Mexico and has recently acquired extensive holdings in Las Vegas.

Hughes Aircraft Co. is controlled by Mr. Hughes through the Howard Hughes Medical Institute and is active in defense, communications and space exploration. It is also active in CATV through associations with Teleprompter Corp.

ABC attorneys said that in addition to Mr. Hughes they would seek to examine Mr. Bautzer, the Hollywood attorney who represents Mr. Hughes and who met a week earlier with Mr. Goldenson in efforts to persuade ABC's president that Mr. Hughes's and ABC's interests were compatible. Mr. Bautzer also was one of the attorneys who met with FCC that week.

The indication that ABC Inc. would proceed with merger talks with CIT Financial should the court enjoin Hughes Tool's tender offer was presented near the outset of ABC's argument by David Hartfield Jr. of White & Case, a New York law firm retained by ABC.

Argument on behalf of Loeb, Rhoades & Co. was made by Leon Silverman of Strasser, Spiegelberg, Fried and Frank, also a New York law firm, and by Chester Davis, Hughes Tool's counsel, on behalf of that firm.

Indications ■ During a brief reappearance before Judge Bonsal Thursday (July 11), Mr. Hartfield referred to "some indication" that the Hughes Tool tender offer "will not be successful." Asked later by BROADCASTING to amplify this remark, Mr. Hartfield withheld comment.

During Wednesday's argument on a preliminary injunction, Mr. Hartfield noted that the tender offer coincided with ABC's offering of a \$50-million convertible-debenture issue, during which time it cannot under SEC regulations actively promote its stock.

He said that "we [the network] want our \$50 million [in ABC's debenture offering] and we want to tell our stockholders about Mr. Hughes," but, he said, ABC was inhibited from telling them "not to sell" during the debenture offering. That expires today.

Mr. Hartfield said that ABC had already "suffered and will suffer irrepara-

ble harm" by Hughes Tool's tender offer, which ABC characterized as illegal. He told the court that ABC "already got hit on the head by not being able to make a deal" with CIT Financial, that ABC was "already hampered and restricted" in conducting its corporate affairs and that "Hughes [Tool] should have gone first to the FCC" before making its tender offer to ABC stockholders.

Mr. Hartfield, citing interests in CATV and in what he termed the "esoteric satellite system business" through Hughes Aircraft, asserted at one point that "\$150 million in a conventional TV system [ABC] might suggest to Hughes to get out of the satellite business and not push it so hard."

Mr. Davis, Hughes Tool's counsel,

ABC stock still going up

In the midst of the legal maneuvering surrounding the attempt of Hughes Tool Co. to gain control of ABC (see page 38), common shares of ABC continued to rise last week on the New York Stock Exchange.

ABC stock closed Thursday (July 11) at 72¾, up 4½ from the last day of trading the previous week (July 3). Rights to purchase ABC's \$50 million convertible debenture issue, which had been selling at 13/32 before the Hughes bid and rose to 1¼ a few days later, slipped back to 5/16 as of last Thursday.

CIT Financial Corp. figured last week in the ABC financial picture when it was revealed the companies had held merger talks. CIT common, which had closed on NYSE the preceding week at a 1968 high of 50, was not traded Monday but closed Tuesday at 44¾ and on Thursday at 44½. There was no trading on Wednesday.

questioned ABC's approach to Mr. Hughes's diverse interests, asking how, if ABC's contention were valid, the FCC would be "hurt" should the tender offer be successful. Similarly he asked the court just how would ABC be "helped" should Hughes Tool proceed with acquisition such as that of the D. H. Overmyer UHF group and actually establish a "fourth and competing" television network as implied by ABC in its complaint.

Mr. Davis contended there was "no better time to make a tender offer than during a period of the debenture rights offering" when stockholders have information on ABC spelled out for them in the registration statement.

Rebuttal ■ Mr. Silverman asked the

court what "more could Hughes have conceivably done" in having already indicated in correspondence and meetings with the FCC that it was aware that it must "come before the FCC on any sale" and that its action is "subject to the jurisdiction of the FCC." He said Hughes Tool had agreed, pending FCC approval, not to vote its stock or to exercise its control should the tender offer be successful and that it has affirmatively expressed recognition of the FCC's authority to order divestiture of acquired ABC stock should that be "directed" by the commission.

Mr. Hartfield mentioned several times that ABC desired to question Mr. Hughes and contended it had the right to "examine" him by obtaining testimony directly in court or by deposition. At one point, Judge Bonsal said in an aside. "I have heard that he is a hard man to examine."

In its complaint, ABC urged the court not only to restrain the four defendants from acquiring ABC stock, but also to make them divest any they have acquired.

ABC charged that the tender offer should be enjoined and listed eight specific causes for such an action. Among them were:

■ If successful, the tender offer would put effective control of ABC's broadcast properties into Hughes Tool's hands without prior approval of the FCC. Thus, a successful tender offer would jeopardize the network's right to operate its "valuable and highly profitable" TV and radio stations.

■ Hughes Tool's ownership of KLAS-TV Las Vegas together with the five ABC-owned television outlets would be in violation of FCC rules prohibiting any party from having a greater than 1% interest in more than five VHF stations.

■ ABC told the court that Frank W. Gay, a director of Hughes Tool, owns "directly or indirectly" approximately 15% of the stock of Orange Radio Inc., which has applied to the FCC to operate an AM station in Fullerton, Calif., serving the Los Angeles area. This, ABC said, conflicts with the FCC rule that limits ownership to seven AM outlets.

■ Moreover, ABC contended, an Orange Radio property serving the same broadcast area as ABC-owned KABC Los Angeles, would be in violation of the commission regulation prohibiting control of two AM's in the same area.

■ If Hughes gains effective control of ABC, Orange Radio's interests in the proposed Fullerton AM station would jeopardize ABC's right to acquire KXYZ-AM-FM Houston, "a valuable adjunct to the present properties and licenses of plaintiff." The FCC has already approved ABC's acquisition of KXYZ-AM-FM.

■ ABC contended further that an

approximate 17% interest held by Hughes Aircraft Co. in Teleprompter Corp., New York, which is principally engaged in developing CATV systems and "related projects," gives Hughes a "significant position" in CATV. CATV, ABC told the court, is "rapidly and increasingly becoming competitive" with traditional networking and if Hughes Tool gained control of ABC, the result would have the effect of "substantially lessening competition" in networking.

▪ ABC also told the court that in making the tender offer while ABC was in registration with the SEC on a \$50 million debenture issue (BROADCASTING, June 17), the defendants engaged "in a device, scheme and artifice to defraud" in violation of federal securities laws.

▪ Finally, the ABC complaint invoked the antitrust provisions of the Sherman and Clayton Acts. ABC told the court that "in light of Hughes interests in communications satellites, CATV on both the East and West Coasts, radio and television stations, and distribution of electronic equipment useful to the communications industry, the defendant's attempt to acquire effective control of ABC" violated antitrust legislation.

Damages ▪ On the restraint-of-trade charge, the complaint asked the court to determine how much damages ABC may have suffered and to enter judgment against the defendants for triple that amount.

ABC President Goldenson meanwhile urged stockholders "not to be pressured" into accepting the Hughes Tool proposal.

In an open letter to ABC stockholders published Thursday in four newspapers, Mr. Goldenson said that "aside from the inadequacy of the Hughes offer," shareholders must also "carefully consider the risks involved in tendering stock to Hughes."

ABC, he said, has instituted suit on the grounds, among other things, that such a purchase would violate FCC and antitrust rules. "Anyone tendering stock to Hughes would assume all of the resulting risks and uncertainties," he warned.

ABC's management, he wrote, disapproved of the "surprise cash tender offer as a means of attempting to seize control of a large publicly held company, particularly one such as ABC engaged in serving the public through nationwide television broadcasting."

Mr. Goldenson reiterated his opinion that the Hughes Tool offer is "substantially below the per-share asset value of ABC stock," and that it overlooked the growth prospects of the company. He said ABC management believes a merger with a company such as CIT "would be of far greater near and long-term benefit to you than the taxable cash offer of Hughes."

"If you reject the Hughes offer, as I sincerely hope you will," he wrote, "your company will be in a better position to consider the possibility of a combination offer either with CIT or with other companies which have expressed interest."

Mr. Goldenson said newspaper advertisements placed by Hughes concerning the tender offer "failed to make any mention of the fact that the Hughes offer is subject to withdrawal by Hughes 'at any time as to any shares hereunder and not theretofore purchased, if [ABC] has agreed to make, or is negotiating a material acquisition or disposition of assets. . . .'"

NAB-state meeting set

In what will probably be its first formal meeting in its new headquarters the National Association of Broadcasters has set April 21-23, 1969 as the dates for the 14th annual meeting of presidents and executive secretaries of state broadcast associations. The yearly gathering in the past has been held in February, but the new NAB building at 1771 N Street N.W., Washington is not scheduled for completion until Feb. 1, and the NAB 1969 convention, which is also to be held in Washington, is scheduled for late March.

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Cleavage widens at the FCC

Johnson-Cox dissent in WLBT renewal
at last rouses majority to counterattack;
Bartley calls minority vituperative, self-serving

Members of the FCC majority in the controversial WLBT(TV) Jackson, Miss., case last week took aim at the minority's 70-page dissent and concluded: "The dissent does not withstand reasoned analysis. To deny renewal of this license on the basis of the dissent, stripped of its inaccuracies, errors and misinterpretations, would indeed have been a gross miscarriage of justice and an abuse of

established on the record and the reasoning process by which we drew our conclusions." They also said that the more they study the record the more convinced they are of the soundness of their original decision. "WLBT has not shown by this extensive record to have violated the commission's and the public's trust," they said.

Three Signers ■ The statement was

boils down to the fact that the petitioners had made allegations against the station which, after evidentiary hearing, were found to be unsubstantiated by a hearing examiner, the commission's Broadcast Bureau attorneys who participated, and the commission majority.

It is not customary for commission majorities to respond to dissents in the manner followed in the WLBT case. But



Chairman Hyde



Mr. Wadsworth



Mr. Lee

agency discretion."

This was the strongest language used in a generally low-key, point-by-point response to the strongly worded statement of Commissioners Kenneth A. Cox and Nicholas Johnson objecting to the commission vote last month to grant a full three-year license renewal for WLBT (BROADCASTING, July 1).

The station has been accused by the United Church of Christ and several complainants of discriminating against Negroes in its programming and of violating the commission's fairness doctrine in connection with racial issues. The dissenters in effect accused the majority of manipulating the hearing process to favor the "racist" station and of ignoring the record to protect WLBT's license.

"The dissenters," said the majority, "have misunderstood both the facts es-

signed by Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth. Former Commissioner Lee Loevinger, who had also participated in the majority decision, stepped down from the commission two days after the WLBT decision was announced on June 28.

Commissioner Robert T. Bartley, who concurred in the majority opinion, last week issued a separate statement that was brief but biting: "The dissenting opinion, stripped of its vituperations and self-serving characterizations, adds up to one thing: The dissenters try to build a case on bare and unsupported allegations by the intervenors and, then, appear to question the motives of the commission majority because they did not succumb to the same error."

Commissioner Bartley said the case

there were two reasons for the one issued last week. One was public relations. The commission majority, rushing to get its original opinion released before the departure of Commissioner Loevinger, had had no opportunity to respond to any of the charges in the dissent. The dissent, colorfully phrased, received considerable attention in the press, and the majority was anxious to hit back.

Court Again ■ The other reason was legal. The majority's response will form part of the commission's case in defending its decision in court. The church, which has been protesting the station's license renewal since 1964, has said it would pursue its appeal in the renewal matter in the U.S. Court of Appeals in Washington (BROADCASTING, July 8). It was the church, through its appeal,

that forced the commission to hold a hearing on the application for WLBT's license renewal. The commission had originally granted WLBT a one-year license renewal without a hearing.

Throughout their response last week the majority asserted that the dissenters had misunderstood or misstated the record. The statement is studded with such remarks as: "The accuracy of the dissent is questionable. . ." "The dissent has conveniently overlooked. . ." "The purported incidents of misrepresentation . . . are also unsupportable and unreasonable."

At one point the majority said the dissenters had confused "allegations" with "facts." The majority noted that the dissenters refer originally and correctly to "allegations" that the court in 1965 had recognized as sufficiently serious to require a hearing on the station's license-renewal application. "But by

charges casts upon the respondent the burden of proving their falsity. We do not believe that such is the time-honored common-law precept, the Anglo-American legal standard, and we decline to adopt it as our own."

Another key argument in the dissent was that the majority had given undue weight to the station's post-1964 performance—that is, in the period following the church's petition to deny WLBT's license-renewal application, when the station would be expected to upgrade its performance.

The majority said that their colleagues noted that the court, in remanding the case for a hearing, "declined to pass upon the relevance of post-1964 performance," and said they agree. But they said they disagreed with the contention that they had "transgressed a standard which was never established." The dissenters had said the court left no

tradicted." But, the majority said, "The cited material does not support the dissenters' version of the incident . . . there is no basis whatsoever for the statement of the dissenting commissioners about participants in the program blaming the Little Rock violence on Negroes."

Misrepresentation Issue ■ The majority discussed and rejected as unfounded a series of incidents the dissenters had offered as proof that, contrary to the holding in the decision to renew the station's license, WLBT had misrepresented either to the commission or the public its programming on the issue of racial discrimination.

One incident involved the effort of the Rev. L. T. Smith, one of the church's co-petitioners, to purchase time on the station for a political broadcast in 1962. The dissenters noted that the station had told the commission on Feb. 1, 1962, that it had not refused



Mr. Bartley



Mr. Johnson



Mr. Cox

page 3 [of the dissent] the allegations become 'the facts requiring the original one-year renewal'," the majority noted, pointing out that the 1965 order was not based on evidentiary facts.

Burden of Proof ■ A principal argument of the dissenters was that the majority had imposed an unfair burden of proof on the church and its co-petitioners. They said the intervenors should have been required only to go forward with the evidence.

But, the majority said, those having that burden do not discharge it simply by making charges. "We do not think that the examiner imposed an impossible or unreasonable burden upon petitioners by requiring them to prove specific instances of misconduct.

"There are legal systems in other nations where the mere making of

doubt that the importance of post-application performance was to be secondary to that of past performance.

One example of what the majority said was the "questionable" accuracy of the dissent involved a program aired by WLBT on the Little Rock school integration crisis in 1957. The minority had castigated the majority for holding that the petitioners had not substantiated their charge that the program—which featured the Mississippi governor and members of the state's congressional delegation—had supported the segregationist viewpoint.

The dissenters asserted that church witnesses had testified that the participants in the program "uniformly backed segregation and blamed the outbreak of violence on the Little Rock Negroes . . . [and that] this testimony was not con-

to sell Mr. Smith time but that in an April 20 letter to the commission it referred to "our decision not to sell time. . ."

The majority said the letters appear to constitute a misrepresentation to the commission "if one assumes that the same 'decision' is referred to." But, they added, the dissent "has conveniently overlooked" materials in the record which detail the correspondence on the subject and "clearly demonstrate that while WLBT originally stated . . . that it had offered time to the Rev. Mr. Smith, it subsequently withdrew that offer and promptly notified the commission of this fact by letter dated April 12, 1962. The April 12, 1962, letter reversing its previous decision to sell time is the 'decision not to sell time' . . . there were no contradictory state-

ments to the commission."

The majority also held that the dissenters' assertions of "bad-faith" reporting by the station on highly controversial issues are "unsupportable and unreasonable." The majority conceded that there may have been examples of factual errors in reporting but said these cannot be regarded as bad-faith misrepresentations to the public on the racial issue.

Police Brutality? ■ The dissent had cited the testimony of one witness who said that he had seen police beat a participant in a civil-rights demonstration at city hall. The witness said that WLBT reported that the demonstrator "stumbled and fell from the porch, injuring himself."

"Granting the accuracy of the witness's testimony," the majority said, "we consider this incident as evidence that the news coverage may not have been completely accurate at all times, and that some inaccuracy certainly is understandable during this unsettled period in Mississippi."

The dissent also cites a WLBT report that "Mrs. King [the wife of a white clergyman who was chaplain and faculty member at nearby Tougaloo College and who was active in civil-rights activities] had been arrested for public cursing and disorderly conduct when, in fact, Mrs. King had not been arrested and was not

even at the scene of the demonstration."

But, the majority said: "Mrs. King, contrary to what the dissent states, was at the scene of the demonstration, where another white woman was arrested. Thus, a misidentification of a party arrested, explainable in light of the confusion of the day, becomes for the dissenters a bad-faith misrepresentation on the racial issue."

Hearing ordered for new McLendon buy

The McLendon Corp.'s effort to acquire KXXI Oregon City, Ore., has been placed under the cloud of the FCC's growing concern over trafficking in the sale or purchase of broadcast properties.

The group owner was informed last week that its application to purchase the stations from Republic Broadcasting Inc. cannot be approved without a hearing on whether McLendon has engaged in trafficking (CLOSED CIRCUIT, July 8).

The letter, which was not made public, reportedly did not specify any station sales in which McLendon was involved which might constitute trafficking. However, the Texas-based com-

pany has been active in the station-sale market, and recently sold KILT and KZAP(FM) both Houston to LIN Broadcasting Co. (BROADCASTING, April 1). It is also seeking commission approval to acquire WCAM Camden, N. J., from the city of Camden. The sale price is \$1,350,000.

The commission adopted the letter on a 5-to-1 vote, with Commissioner Robert E. Lee the only dissenter.

The commission's growing interest in the station-trading practices of its licensees was indicated three weeks ago, when the commission asked the U. S. Court of Appeals to remand a case involving the grant of a construction permit for KAPP(TV) Yakima, Wash., to a firm in which multiple-owner Morgan Murphy holds a 30% interest.

Court Pressure ■ The commission, in a reversal of an earlier position, said it felt it should consider allegations that the veteran broadcaster had engaged in trafficking (BROADCASTING, July 1). This change of mind, in turn, was influenced by two decisions of the U. S. Court of Appeals in Washington which indicated that court's concern with the issue.

For Republic Broadcasting, which would realize \$1.3 million on the sale to McLendon, the present snag in the sales effort has a familiar, and ominous, ring. Last year, the commission had approved the sale of KXXI (then KYMN) to a group headed by multiple-owner J. Elroy McCaw (BROADCASTING, June 12, 1967).

However, KXL-AM-FM Portland, Ore., which had urged the commission not to grant the application without a hearing on a number of issues, including one as to whether Mr. McCaw had engaged in trafficking, appealed to the U. S. Court of Appeals.

The court stayed the commission's grant and, before the case was argued, the applicants on Sept. 18, 1967, asked that the assignment application be dismissed. That ill-fated sale was for \$980,000, plus assumption of \$830,000 in debts.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 71).*

■ WRTH Wood River, Ill. (St. Louis): Sold by Robert W. (Woody) Sudbrink and wife to Avco Broadcasting Corp. for about \$3 million (see page 52).

■ KXLR North Little Rock, Ark.: Sold by Frank J. Lynch and associates to Peter Starr and William F. Buckley for \$450,000. Mr. Buckley is editor of *National Review* and host of nationally syndicated TV show, *Firing Line*. Buyers own KOZN and KOWH-FM, both

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▪ **KEXO Grand Junction, Colo.:** Sold by H. Abbott Tessman and associates to Charles D. Powers and group for \$267,500. Mr. Powers has been associated with radio stations in California, Pennsylvania, Nevada and Michigan for the past 20 years. KEXO is a full-time station on 1230 kc with 1 kw day and 250 w night.

▪ **KTRY Bastrop, La.:** Sold by Mercer L., Neva S. and Margaret G. King to George Shurden Sr., Jesse A. James Jr., J. D. Kulbreth and Thomas B. Trotter Jr. for \$80,000. Mr. Shurden has an interest in WCLD Cleveland, Miss. KTRY is a daytimer on 730 kc with 250 watts. Broker: Chapman Associates.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week.*

▪ **WKBZ Muskegon, Mich.:** Sold by Robert K. Richards and Frederick L. Allman to Frazier Reams Jr. for \$541,506 (see page 53).

▪ **KRDS Tolleson, Ariz.:** Sold by E. O. Smith to Southwestern Broadcasters Inc. for \$350,000 (see page 53).

▪ **KKAM Pueblo, Colo.:** Sold by Wilard W. Garvey to Southwestern Broadcasters Inc. for \$240,000 (see page 53).

▪ **WKYR Cumberland, Md.:** Sold by Robert K. Richards and Frederick L. Allman to Frazier Reams Jr. for \$218,500 (see page 53).

New TV stations

KSEL-TV (ch. 28) Lubbock, Tex. has set a target date for October to begin telecasting. Station will operate with 550 kw visual and 110 kw aural from an antenna 730 feet above average terrain. Permittee is William McAlister, owner of KSEL-AM-FM Lubbock.

WXIX-TV (ch. 19) Newport, Ky. (Cincinnati) has set an Aug. 1 target date to begin telecasting with 436 kw visual and 87.1 kw aural from an antenna 990 ft. above average terrain. Permittee is U. S. Communications Corp.

KLRA returns to CBS Radio

KLRA Little Rock, Ark., will rejoin CBS Radio July 29. The station first became a CBS affiliate in 1928, a year after its founding, and stayed with the network for 25 years. KLRA operates at 1010 kc with 10 kw day and 5 kw night.

Sky's the limit for Jacksonville franchise

APPLICANTS WANT LAME-DUCK COMMISSIONERS TO ACT

No matter what crucial national issues remain to be resolved for the CATV industry, there's still plenty of action in the local arena as CATV entrepreneurs continue to slug it out over a coveted franchise.

Duval county, Fla. is but one scene of such activity where multiple-CATV-owners—Teleprompter Corp. and Continental CATV of Florida Inc., a subsidiary of Vikoa—are competing against three local groups—and all parties appear to be offering "sky-high" terms for a franchise that is itself in dispute.

The contest is over an exclusive 20-year franchise (10-year initial term with 10-year renewal option) to operate in unincorporated county areas. But the awarding of the franchise is entangled in a confused web of local politics.

Under a 1965 state law the Duval county commissioners have the authority to grant a franchise up to 30 years with 1% of the designated CATV system's gross revenues allocated for the county. The board has opted to award an exclusive 20-year franchise. But the board is due to be dissolved by Oct. 1

under a consolidation charter that would place any franchise awarded for the unincorporated area in control of a merged city (Jacksonville) and county government.

The board appears determined to award a franchise before that date. Predictably its actions have drawn fire from members of the proposed new government, a local taxpayers group and one of the franchise applicants, the Florida Publishing Co., publisher of two Jacksonville newspapers, the *Times-Union* and *Journal*.

WJXT's Opposition ▪ They also have received some support from WJXT(TV) Jacksonville. The station has filed suit to enjoin the county board from awarding the franchise. It's challenging the validity of the 1965 law as well as arguing that the proposed franchise would reduce its advertising revenues and fragment its audience.

Despite these maneuvers the other franchise applicants, in an appearance before the board last week, urged it to act on their bids "as soon as possible." And the tenor of their proposals indi-

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cates they are willing to pay a stiff price for the franchise.

Teleprompter offered a sliding fee schedule of 8.3% of its first \$2-million income. It proposed 6% of the first \$200,000 to 20% of all income over \$2 million, with a minimum guarantee of \$25,000 the first year to \$75,000 by the 13th and successive years. Teleprompter also offered a \$25,000 performance bond, \$25,000 advance against the first-year guarantee and \$4.95 each for installation and monthly charges.

Continental proposed 8.5% of gross revenues for the first five years with a minimum annual guarantee of \$15,000 the first three years, \$25,000 the next three, and \$40,000 each succeeding year. Continental proposed a \$40,000 performance bond, and a \$9.95 installation and \$4.85 monthly charge.

Empire Cablevision Inc. of Jacksonville offered 4.5% of gross revenues on the first 5,000 subscribers to 7% revenues from all subscribers over 20,000 with a minimum annual guarantee of \$7,500. Empire proposed a \$9.95 installation and \$4.95 to \$5.95 monthly charge.

Sam Newey & Associates Inc. of Jacksonville requested a 30-year franchise with a renewal option. It has guaranteed a minimum payment of \$1.1 million during the term of the franchise. Newey offered 10% of gross revenues or a \$20,000 minimum annually the first five years to a \$50,000 annual minimum through the 26th to 30th years. Newey also proposed a performance bond of \$25,000 to \$1 million, and said it would charge \$4.50 monthly.

Florida Publishing offered an initial \$50,000 guarantee as well as 8% of monthly charges with a minimum annual guarantee of \$5,000. To that figure it would add 10% of income from installations plus 6% of all other income. Florida also offered a \$100,000 performance bond.

Witnesses named for Overmyer hearing

Nine FCC staff members, in addition to the commissioners themselves, have been called to testify in this week's House Investigations Subcommittee hearing on D. H. Overmyer's transfer of five UHF construction permits to the U. S. Communications Corp., which the commission approved last year.

The subcommittee has also called Mr. Overmyer and "present and former employees of his various corporations," as well as Dr. Frank H. Reichel Jr., chairman of AVC Corp., parent corporation of U. S. Communications, to testify.

The principals to the Overmyer trans-

fer deal will be first to testify at the hearing beginning Tuesday (July 16). Slated to be heard Wednesday will be the FCC and staff. The commission has already made one Hill appearance in the matter—at a surprise hearing called by the subcommittee on the last day of last year's congressional session (BROADCASTING, Dec. 18, 1967). Since then the subcommittee staff has continued to probe details of the transfers, seeking evidence on issues raised at the earlier hearing: trafficking in permits and concentration of electronic media ownership in major markets.

The subcommittee has summoned those commission staff members who had anything to do with the original grant of the Overmyer CP's and their transfer to AVC Corp. They are: Robert Rawson, chief of the FCC's renewal and transfer division; Robert Alford, chief of the transfer branch; Martin Levy, chief of the broadcast facilities division; James O. Juntilla, deputy chief of the Broadcast Bureau; Samuel L. Saady, chief of the television applications branch, with Roy Stewart and Gordon Oppenheimer, attorneys, and Lloyd Smith, engineer, in the TV applications branch, and James Sheridan, now special consultant to the commission, but chief of the Broadcast Bureau at the time the CP's were issued.

Huntley case moves Hart to recommend disclosure

A proposal that broadcast newsmen be required to file annual disclosures of financial interest has been made to the FCC by Senator Philip A. Hart (D-Mich.) as a response to a controversy aired last month in the House over a conflict of interest charged to NBC commentator Chet Huntley.

The commission is withholding its reply to Senator Hart pending its investigation of the House complaint, lodged by Representative Neal Smith (D-Iowa), that Mr. Huntley editorialized against the Wholesome Meat Inspection Act of 1967 while holding an interest and serving as an officer of a feed-lot company.

The FCC investigation is awaiting a response from NBC, which was asked for comment on the charges raised by Congressman Smith. Last week NBC said it had no comment on Senator Hart's suggestion and would give no indication when it expected to reply to the FCC on the Smith inquiry.

Representative Smith has scored Mr. Huntley for several broadcast editorials against the clean-meat law, and charged inaccuracies of fact to the NBC commentator (BROADCASTING, June 17). NBC subsequently gave Congressman

Smith broadcast time to reply to the Huntley editorials.

Bad Example ■ Senator Hart said in a letter to FCC Chairman Rosel H. Hyde that although Congress had not set a very strong example for financial disclosure of its members, he still felt it was a good idea and thought that perhaps, in the light of the Huntley dispute, such a rule would be good for "media commentators."

"In molding public opinion," he said, "it must be conceded that the media has an ever greater influence than Congress. And certainly no one disputes its ability to influence events and force decisions," he added.

KXLW to aid Negro business

Station's plan calls for about \$250,000 in advertising assistance

A plan to provide newly established black-owned businesses in the ghetto with free advertising help and on-air promotion was announced in St. Louis last week by Richard J. Miller, principal owner of KXLW Clayton, Mo. and KADI (FM) St. Louis. About \$250,000 worth of services are being given.

The concept also is under consideration by Negro-programed stations in more than 30 other markets and could represent a ghetto investment of some \$10 million by broadcasters, according to Mr. Miller. He expects to meet with group owners soon in New York, Atlanta and Los Angeles and said the interest developed immediately when his stations' new policy become known.

Mr. Miller explained his plan has been under development for several months and had no connection with recent unsuccessful demands by local black militants for large blocks of program time weekly to preach black nationalism (BROADCASTING, July 8, 1).

The KXLW plan, he said, is called "Partners in Progress" and the free advertising assistance is given to new black-owned ghetto businesses through the help of a Negro businessman's committee that is representative of the black community. Although flexible, the plan in general gives each new business about 10 weeks of free advertising consisting of about 30 spots per week, plus professional marketing and merchandising assistance.

"This is not charity," Mr. Miller explained, "because we tell these people we expect them in the future to become

some of our biggest and most successful paying sponsor accounts." About a dozen new ghetto businesses already are enrolled, he said, including a dry cleaner, an exterminator, barber shop, cosmetics firm, restaurant, printing firm, auto body shop and a clothing store. Each free spot is tagged: "This is a Partners in Progress enterprise."

Call for Entrepreneurs ■ Mr. Miller began airing broadcast editorials about the plan July 3. He introduced them by saying they were the most important announcements he had yet made in his 10 years of station ownership. The editorials continued:

"For too long now the community outlook of white-controlled media has been limited to the four walls of management's office. . . . Events of the hour both nationally and locally have revealed to this radio station the true story of what is really happening to black people in the ghetto and I am announcing sweeping changes in our policies, a new direction in our objectives, and a shift in the very character of KXLW and KADI so we can take a more active and meaningful role in the black man's struggle for self-sufficiency

and self-determination.

"We are very critical of sporadic efforts by business associations and study groups who hold continual conferences on the problems of the Negro ghetto . . . KXLW and KADI have decided that talk is not enough. Now is the time for direct action . . . the black people of the ghetto are frozen out of the economic and business life of their own community . . . to change this and give hope in the ghetto we say that what is needed now is more Negro entrepreneurs. . . .

"Negro-owned businesses and black capitalism will provide real job opportunities in the very central ghetto areas where help is needed most. However, because of the financial burdens of starting a new enterprise owners of such businesses often are unable to provide further capital funds to generate necessary promotional efforts to compete. . . .

"It is here that KXLW and KADI will focus our attention to help the newly emerging Negro businessmen realize and achieve their potential both for their benefit and for the benefit of their black employees for whom they are creating jobs."

Daytime TV fills a need for stimulation

To the American housewife, television is "my companion" or "my medium." Contrary to popular stereotypes, however, the relationship between women and daytime TV is not that of two mindless vegetables, but one in which her need for information and involvement is met by the best of daytime programing and advertising.

That's the message of a July article in *Television* magazine in which Gene Accas, vice president for network relations at Leo Burnett Co., New York, discusses his firm's "conversational investigations" into women's attitudes toward daytime TV fare.

"The most revealing discovery of our investigation . . . is the need women have for television," Mr. Accas reports. It's best described, he says, as a need for "stimulation." In his words, the best daytime programs "seem to provide the contact with the world that women miss . . . they [women] are delighted to learn."

Mr. Accas noted the housewives' vocal and explicit comments on the medium. The most frequently praised programs, he says, were the talk shows, such as *Mike Douglas*, *Girl Talk* and *Dick Cavett*. When asked what they'd most like added to the schedule, he reports, the wom-

en requested more recent feature films, short dramas and "service" programs on such practical topics as sewing and cooking. No less vocal in their complaints, housewives deplored the "noncredibility," "impersonality," and "carbon-copyism" of too many commercials; the sameness of programs and of scheduling; and the "crudeness, rudeness and vulgarity" of much programing and advertising, according to Mr. Accas.

While emphasizing the tentative nature of these findings, Mr. Accas also suggests some possible implications for marketers, agencies and broadcasters. Those in advertising, he says, should aim for uncluttered, audio-oriented communication with the viewer, not necessarily "sales-point recall." Broadcasters should heed the call for new and different programs, cater to the housewife's genuine desire to learn, and consider the possibility of vertical scheduling (by day rather than time period) because, he says, such scheduling would better accommodate both the woman's desire for choice and her varied household routine.

For all concerned, Mr. Accas says, "a mini-summary of these views is capsulized in the well-known IBM plaque: Think.

"We should."

McCall's seeks use of satellite channel

Publishing house would produce, relay TV shows; use facility for computerized data, printing

McCall Corp. applied to the FCC last week for exclusive use of a color TV channel in a domestic satellite pilot program that the commission hasn't yet approved.

McCall officials said they would use the channel for relaying TV programs that they plan to produce, for computerized data transmission and for computerized printing applications.

Announcing the move at a news conference in New York, McCall President Henry E. Bowes said the company was asking for one of the channels in the pilot program proposed by the Communications Satellite Corp. but wanted one on whatever test plan is ultimately approved by the FCC, whether that is Comsat's plan or not.

At the FCC, where no decision on the Comsat proposal is expected until after the President's Task Force on Telecommunications makes its report late this summer or fall, officials appeared surprised by the McCall application, in view of the complex questions still unresolved.

These include, aside from the basic decision on the Comsat plan specifically, the question of whether—assuming some type of domestic-satellite test is approved—prospective users like McCall and the networks would deal with the satellite operator directly or, as is generally the case in the Comsat international satellite system, be required to deal through common carriers.

Some commission sources characterized the McCall application as "early" and "premature."

Stein's Project ■ Mr. Bowes, however, didn't appear to have any such reservations. He told the news conference McCall would use the time between now and Comsat's 1969 date for launch of the domestic satellite in getting ready. He said Robert Stein, former editor of the company's *Redbook* and *McCall's* magazines and now executive assistant to the president, had been put in charge of the TV project.

He noted that McCall's pattern division produced 10 half-hour home-sewing programs carried on 100 educational TV stations and said it is currently embarking on another 10. He said McCall plans to produce 52 shows next year and twice that number in 1970, when it



Mr. Bowes

hopes to begin using the satellite. The "data bank" of the McCall magazines—*Saturday Review* in addition to *Redbook* and *McCall's*—offers voluminous resources for programs of specialized interest to viewers, according to Mr. Bowes.

He estimated that transmission cost would ultimately be reduced from what he said was now \$10,500 a channel hour to about \$1,000 a channel hour on the satellite, and that when this occurred it would be "economically viable" to present specialized programs aimed at "a couple of million people" rather than the bigger audiences of "six or eight million" or more viewers needed in the current TV economy.

He ventured that McCall could produce such programs, which he said would be much less elaborate as well as much more specialized than current TV fare, for about \$5,000 a half-hour.

Unanswered Question ■ Whether salesmen would sell advertising in McCall magazines and on McCall TV programs at the same time—or, indeed, whether the programs would carry advertising at all to be sold to stations—were questions that he said remain to be answered.

He anticipated that the programs initially would be picked up by educational stations, CATV systems and "a

few" independent commercial stations.

Officials said a new McCall division had been created to develop program formats. They said it will explore the various kinds of editorial material in the company's three magazines that lend themselves to audio-visual adaptation for TV and also investigate the creation of original programming for both home and classroom audiences. They referred to the programming generically as "a new kind of information and service programming for television."

Mr. Bowes said he wouldn't call the proposed programming "better" than current network fare, but that it would be "different." One example he cited as a possibility was a daily series showing new mothers what developments they might expect in their babies from day to day.

Mr. Bowes, whose career has been mostly in electronics—over six years with International Telephone and Telegraph and before that 25 years with Philco—anticipated eventual emergence of direct satellite-to-home transmissions, not soon, but conceivably in 15 years. Electronic delivery of printed material to homes could come, he estimated, within 20 to 25 years.

Programming, Not Operating ■ He emphasized that McCall's interest in TV is in "the creation and distribution of information and knowledge," not in building or operating facilities.

Aside from its magazine publishing, Mr. Bowes said, McCall is the second largest commercial printer in the U. S. and its McCall Information Services Co. (MISCO) is one of the biggest data-processing firms in the country, and the company wants to develop satellite applications for these, too.

Officials anticipate that MISCO, for instance, could use the satellite to feed a nationwide network of computerized communications centers, interconnected with one another and offering a wide range of services, such as customized data banks for schools and industry and even "electronic libraries" for homemakers seeking product and service information. A national network of this sort offering these and other services was described as a "long-range objective" that MISCO would be able "to move toward" once the satellite lowered communications costs.

In printing, officials said, McCall has developed systems in which a manuscript or magazine copy is put on magnetic tape that is fed into computers capable of selecting type font, proper hyphenation, justification and page make-up and then producing, through a cathode ray output device, fully made-up book pages at a rate of one every 10 seconds. Transmitting the tape's electrical impulses by satellite instead of land-lines, they said, would accelerate trends toward printing in remote

locations and make regionalized distributions of magazines more feasible.

In addition to filing its application with FCC, McCall submitted a copy to the President's Task Force on Telecommunications. McCall said it is also asking that the eastern and western ground stations anticipated by the Comsat plan be supplemented by one at Dayton, Ohio, for the McCall printing plant and computer center there.

FCC's half a loaf better than none

Last month the FCC went hat in hand to the Senate Appropriations Subcommittee seeking restoration of \$500,000 from funds cut by the House. Last week it learned it got exactly half for its efforts.

The Senate Appropriations Committee, embodying the recommendations of the subcommittee on independent offices headed by Senator Warren G. Magnuson (D-Wash.), voted an even \$20 million for the agency. That amount is \$250,000 more than the House voted. At last month's hearing, FCC Chairman Rosel H. Hyde said the commission needed \$500,000 more than the House had allowed, just to stay in the same place—allowing for mandatory pay increases and house-keeping matters (BROADCASTING June 17).

The Senate committee's \$20 million must still be approved by the full Senate and the difference between the House and Senate figures must then be reconciled in a conference between the two houses.

The \$20 million recommended by the Senate panel is \$1,271,000 below the FCC's budget estimate of needs. The \$20 million, if appropriated, is however, \$830,000 more than the agency's 1968 appropriation.

FTC's Budget Increase ■ In other actions, the Senate panel recommended \$16 million for the Federal Trade Commission, an amount equal to that voted by the House. The FTC was reduced \$127,000 from its budget request, but the amount recommended is \$830,000 more than it got in 1968.

The Office of Telecommunications Management was voted \$1,675,000, equal to the House appropriation. The funds will provide for \$500,000 in contract work in telecommunications research. The amount is a reduction from the budget request (\$1,986,000, with \$800,000 for contract) and from last year's appropriation (\$1,945,000, with \$600,000 for contract).

The National Aeronautics and Space Administration's budget request was cut

\$362 million by the Senate panel, equaling the figure voted by the House. NASA's total recommended appropriation exceeds \$4 billion.

The Senate committee voted \$63,640,000 for Civil Defense appropriations in the Defense Department programs. The figure represents a \$5,600,000 restoration of funds cut by the House. No money was recommended for Civil Defense programs under the Department of Health, Education and Welfare due to an unobligated balance still available from last year's funds.

Banks' control troubles House

Staff study finds some exercise economic power in 17 radio, TV stations

The House Domestic Finance Subcommittee staff, conducting an intensive study of investments owned or controlled by 49 large commercial banks, along with interlocking directorships, has concluded that such banks are "becoming the single most important force in the national economy."

And an area that "should be of special concern," the staff report released last week says, "is the news and information media business."

The staff found substantial stock holdings or control and director interlocks involving 18 companies publishing 31 newspapers and 17 magazines,

as well as operating 17 radio and television stations.

Corporate Control ■ Some of the common stock held and voted by the banks are in percentages that "clearly constitute enough to control the corporation," the staff study notes, specifically citing holdings of the Mercantile-Safe Deposit & Trust Co., Baltimore, in the A. S. Abell Co., publisher of the Baltimore *Sunpapers* and owner of WMAR-TV Baltimore and WBOC-AM-FM-TV Salisbury, Md. (Last month the A. S. Abell Co. received FCC approval for its purchase of WCBM-FM Baltimore from Metromedia Inc.)

The bank, it's said, holds 61.3% of A. S. Abell common stock, has sole voting rights for 27% of the stock and exercises partial voting rights over another 23.4%. In addition, the study notes, the bank has three interlocking directorships with the company.

Other broadcast owners cited by the subcommittee staff as linked with any of the 29 banks studied are:

■ Time Inc., with a director interlock with the First National Bank of Chicago and another with the Chemical Bank New York Trust; with the Morgan Guaranty Trust Co., New York, holding 8.1% of the outstanding common. The bank's holding involves 4.1% of the sole voting rights. In addition, the bank has partial voting rights on 0.7% of the outstanding stock. Time Inc. stations are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; WFBM-AM-FM-TV Indianapolis; KOGO-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif. The company also owns CATV systems.

■ The Tribune Co., publisher of the *Chicago Tribune*, has 8% of its outstanding common stock held by the

Those FBI men from INS are out of business

FBI men won't again try to pass themselves off as newsmen, as they did during a recent antiwar demonstration, network news organizations were assured last week.

Attorney General Ramsey Clark, replying to a letter from CBS News Washington chief Bill Small, written on behalf of all three networks, said FBI agents would no longer pose as newsmen while performing investigative duties.

Mr. Small had protested that FBI agents posed as broadcast newsmen during a June 17 antiwar and draft-card-burning demonstration in Washington. Legitimate newsmen covering the story noticed that several members of the press were completely unknown to them. When asked to

identify themselves, these tape recorder-equipped "newsmen" walked away or said they were associated with the now-defunct International News Service.

Newsmen also noted that the unfamiliar persons asked demonstrators unusual questions, and that on occasion, muscled in on interviews conducted by real newsmen.

Other reporters later identified the unknown men as FBI agents.

Mr. Clark replied last week that he too felt FBI agents should not pose as newsmen, and said "instructions have been issued . . . to all FBI personnel that under no circumstances are they ever to pose as members of the news media in connection with any future investigations."

Continental Illinois National Bank, Chicago, with the bank exercising 1.2% of sole voting rights and having partial voting rights on 6.8% of outstanding stock. The Tribune Co., the study notes, owns WGN-AM-TV Chicago and KDAL-AM-TV Duluth, Minn. Not noted in the study is WGN Continental Broadcasting Co.'s ownership of KWGN-TV Denver and WFMT(FM) Chicago. WGN Continental is owned by the Tribune Co. The company also has interlocking ownership with the News Syndicate Co. (*New York Daily News*), which owns WPIX Inc. (licensee of WPIX-FM-TV New York and WICC Bridgeport, Conn.). WGN Continental also owns CATV systems in Michigan and California.

▪ The Evening News Association, Detroit, publisher of the *Detroit News*, has 16.1% of its stock held by Detroit Bank & Trust, with the bank exercising sole voting rights on 5.8% of the company's stock. The company is licensee of WWJ-AM-FM-TV Detroit.

Appeals court slaps applications procedure

The FCC's practice of returning as unacceptable applications for broadcast facilities that are not perfectly complete in all details received another blow last week.

A federal appeals court in Washington told the commission it should have accepted an application from WATH Athens, Ohio (on 970 kc), seeking an increase in power from 1 kw to 5 kw. WATH's application was filed on May 11, 1967, the cutoff date for consideration of competing applications with that of Valley Broadcasting Inc. for a new station at Nelsonville, Ohio, on 940 kc with 250 w.

The WATH application was refused by the FCC because, the commission noted, A. H. Kovlan, a 70% owner of WATH, is also a 32.5% owner of WPMO Middleport-Pomeroy, Ohio. If WATH's power increase was authorized, the commission said, this would increase the overlap with WPMO, thus violating the duopoly rules that forbid common ownership or control of more than one station in the same area.

Not Spelled Out ▪ The court said that the commission's action was high-handed because there is nothing specific in the commission's regulation that says an application involving such duopoly will not be accepted. In fact, the court noted, Mr. Kovlan has indicated that he intends to divest himself of his interest in WPMO.

The decision, written by Circuit Judge Harold Leventhal, for himself and Judges Spottswood Robinson III and Walter M. Bastian, also warned: "When the sanction is as drastic as dis-

missal without any consideration whatever on the merits, elementary fairness compels clarity in the notice of the material required as a condition for consideration." The case was remanded to the commission with instructions to accept the applicant's filing as of the date it was tendered, to set aside the grant to WNAL and to consolidate the two applications for hearing.

This is the second cutoff-date application refusal by the FCC that has been overturned by the court. Two weeks ago, the court told the commission it could not, out of hand, refuse to accept an application in conflict with one already on file because of an engineering error (BROADCASTING, July 8).

Avco pays \$3 million for Illinois AM

Avco Broadcasting Corp. took a step into a neighboring state last week and bought a full-time radio station in a suburb of St. Louis for almost \$3 million. The station is WRTH Wood River, Ill.

The move marks Avco's first radio expansion into the Midwest since the establishment of pioneer WLW Cincinnati in 1922 by Avco's predecessor, Crosley Broadcasting Corp. In recent years, however, Avco has acquired WOAI-AM-TV San Antonio, Tex.; WWDC-AM-FM Washington, and KYA and KOIT(FM) San Francisco. Avco's other stations, in addition to WLW, are WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, all Ohio, and WLWI(TV) Indianapolis.

WRTH, founded only seven years ago, is on 590 kc and operates with 500 w daytime and 1 kw nighttime. It is owned by Robert W. (Woody) Sudbrink and wife. The Sudbrinks also own WRMS Beardstown, Ill., and KYND Burlington, Iowa, and at one time owned WIOK Normal, Ill. WRTH operates as a middle-of-the-road, good-music station.

Broker was LaRue Media Brokers Inc.

Ky. CATV ordered to protect UHF's

The FCC has ordered a Kentucky CATV operator to stop refusing program exclusivity to two UHF's in Lexington, Ky.

Tele-Ception of Winchester Inc. which operates a CATV system in Winchester, Ky., has been duplicating programs of WLEX-TV and WKYT-TV, both Lexington, by importing the distant

signals of three Cincinnati and two Louisville, Ky., stations. The commission said that the Winchester system operates within the normally protected grade A contours of both UHF stations which are seeking program exclusivity.

Winchester said the commission's conclusions were based on insufficient proof. The CATV said there was inadequate evidence to establish that it had actually received requests from the UHF's for nonduplication protection and program schedules listing programs to be protected and programs to be deleted. Winchester also claimed that the weekly program schedules submitted to them by the UHF's were inadequate.

The commission rejected the objections stating: "From the course of events and from the record, it is apparent that the failure of the CATV operator to afford the requested program exclusivity protection was not the result of lack of adequate information but of the CATV operator's unwillingness to do so."

Pay-TV resolution is still stalled

Strong opposition to renewal of a resolution asking for further delay in the FCC's pay-TV proceedings was registered last week in the House Commerce Committee. The resolution was discussed in closed session Wednesday (July 10) but was not brought to a vote.

It was understood that the committee chairman, Harley O. Staggers (D-W. Va.), intends to bring the resolution to a vote but the matter was not brought up at an executive session on Thursday. The committee was to meet again Friday morning (July 12), when a vote could be taken on the resolution, to be offered by Representative James Harvey (R-Mich.). Mr. Harvey authored a similar resolution last year that was adopted by the panel (BROADCASTING, July 1).

Opposition to the Harvey move, which is to be another sense-of-the-committee resolution, this time urging the FCC not to act on any subscription-television proposal at least until the end of the first session of the 91st Congress, was said to be so pronounced that had the matter been brought to a vote on Wednesday it could have been defeated.

Among those reported in outspoken opposition to the move were Representatives John Moss (D-Calif.), Brock Adams (D-Wash.), Richard L. Ottinger (D-N. Y.) and Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee. Mr. Macdonald was said to have been exceptionally forceful in arguing against the Harvey

resolution.

Macdonald's Stand ■ Earlier, he had said he would oppose the move, not on the merits or demerits of pay TV, but on grounds that Congress had asked for time to enact appropriate legislation on subscription TV last year but this year had not even held hearings. The pay-TV problem, he added, had been dragging on for more than a decade, and both sides were entitled to a decision, one way or the other.

Mr. Harvey has said he regards the institution of any large-scale pay-TV system as a radical departure in U. S. communications of the sort on which Congress should speak. In the closed session he argued that other pressures had precluded an investigation of pay TV this year, as had been hoped. Opponents reportedly charged that next year would prove to be no different from this one.

NER receives \$20,000 grant from foundation

National Educational Radio has received the help it needs most—money—in the form of a \$20,000 grant from the National Home Library Foundation. The grant will enable NER to realize its primary 1968 objective: new equipment for the network reproduction center in Urbana, Ill. (BROADCASTING, Jan. 29).

One master unit, six slaves and a quality control unit will be included in the projected purchase, adding to the technical quality of a network service which provides 3,000 hours of taped programs monthly to 160 affiliated edu-

cational radio stations.

NHLF presented the grant to the National Association of Educational Broadcasters, which allocated it to the NER division. In announcing the grant, William G. Harley, NAEB president, noted that NHLF has provided previous support to educational radio through program grants.

Double station sale gets FCC approval

In an uncommon occurrence last week, the FCC approved the sale of two pairs of stations to two pairs of buyers:

Frazier Reams Jr., principal owner of WCWA-AM-FM Toledo, Ohio, bought WKBZ Muskegon, Mich., and WKYR Cumberland, Md., from Robert K. Richards and Frederick L. Allman for \$541,506 and \$10,000 respectively. WKBZ is a daytimer on 850 kc with 1 kw. WKYR is full time on 1270 kc with 5 kw days, 1 kw nights.

Southwestern Broadcasters Inc. has bought KRDS Tolleson, Ariz. (Phoenix), from E. O. Smith, and KKAM Pueblo, Colo., from Willard W. Garvey for \$350,000 and \$218,600 respectively. Mr. Garvey owns KKTU(TV) and KKFM(FM) Colorado Springs and owns 4.85% of group publisher-broadcaster, Stauffer Publications Inc. Southwestern Broadcasters is headed by James Gordon Douglas III and Harry T. Starkland, and already owns KGFL Roswell, N. M. and KPRT(FM) San Diego, Calif. KRDS operates full time on 1190 kc with 250 w. KKAM is a full-time station on 1350 kc with 5 kw days and 1 kw nights.

EQUIPMENT & ENGINEERING

AMST seeks FCC monitoring nod

Suggests joint committee monitor land-mobile radio in NY, Chicago and LA

The Association of Maximum Service Telecasters has proposed the creation of a government-industry advisory committee to monitor traffic in the land-mobile radio frequencies as a means of obtaining precise information on the use being made of those frequencies.

The proposal is seen as a further reflection of broadcaster concern that television frequencies may be reallocated to land-mobile radio before the needs

of those services are fully documented. The FCC is preparing a notice of proposed rulemaking looking to some manner of land-mobile radio use of UHF frequencies (BROADCASTING, April 1).

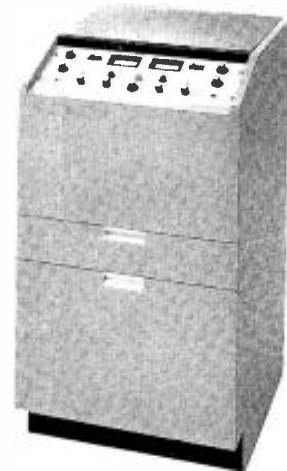
Lester W. Lindow, AMST executive director, made the proposal in a letter to FCC Chairman Rosel H. Hyde last week, and urged the commission to implement the plan. However, he said the proposed program—an outline of which accompanied the letter—need not cost the financially hard-pressed commission anything more than the assignment of commission personnel to aid in planning, managing and supervising the traffic-monitoring activities.

Under the plan, an advisory committee comprising representatives of the television and land-mobile industries, along with FCC personnel, would conduct the monitoring study. And costs would be borne by the nongovernment parties participating, along with others "who might be persuaded to make

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financial contributions," according to the proposal.

Go It Alone, If Necessary ■ There was no indication last week whether land-mobile radio representatives would be interested in participating. But the proposal states the television industry "is prepared to proceed with the FCC even if the land-mobile industry elects not to participate."

If the AMST plan were adopted, commission consideration of reallocation of television frequencies could be put off for a least a year. The proposal would produce results between nine and 12 months after the creation of the advisory committee. And the AMST proposal says the results—to be of most value—should be available about the same time that the final report of the commission's research policies studies program is completed. That program, undertaken by Stanford Research Institute of Menlo Park, Calif., under contract, is to be completed within a year.

Mr. Lindow, in his letter to Chairman Hyde, did not refer explicitly to concern over the possible reallocation of television frequencies. But he said that "before conclusions are reached concerning future steps to be taken in commission regulation of the land-mobile radio services, the commission should have a clear picture of the existing use of land-mobile channels."

Sounder Base ■ When data from the proposed traffic-monitoring project is added to that to be obtained from research and policies studies program, he added, "the commission will have a far sounder factual base from which to draw conclusions, determine future policy and fulfill its responsibilities" in land-mobile radio regulation.

The AMST plan provides for traffic monitoring in New York, Chicago and Los Angeles, where land-mobile congestion is said to be most severe. The frequencies monitored would be in the industrial and land transportation services, with particular emphasis on the special industrial, manufacturers, and business radio services, which, the proposal notes, have many more users than certain of the other subservices. All of the frequencies involved are shared.

The monitoring would be designed to obtain information on the identity of licensees actually using mobile radio frequencies and the volume of their use, the nature of the licensee's business or other activity in connection with which mobile radio is used, the volume of use by each category of type of business and other activity, and on the actual messages transmitted over licensed facilities.

The AMST proposal follows commission rejection of a suggestion that such a traffic monitoring study be in-

cluded in the research and policies study program. That program will include a study of interservice sharing of land-mobile radio channels and of frequency assignment principles.

Mr. Lindow wrote Chairman Hyde that the proposed study would not only relate to an evaluation of licensee eligibility, which the commission said was outside the scope of the work to be done under contract, but also to more extensive interservice sharing, which is within the scope of the research project.

Other Benefits ■ He also said a traffic monitoring study would provide the information to enable the commission to:

- Establish and categorize the degree of use of land-mobile channels in the top three metropolitan areas by individual licensees and by types of activities.

- Determine actual volume of traffic and amount of channel-loading stated as a total for various land-mobile services, as a relative volume of use by individual licensees engaged in similar activities and as a relative volume of use by categories of licensee activity.

- Establish channel-loading criteria which would be based on actual channel use rather than on a "paper record" based on commission files. Mr. Lindow said limited monitoring in the past has shown a discrepancy between channel loading as reflected in commission records and the actual number of licensees who are using channels.

The proposal contained no estimates of how much the study would cost but it said the cost of analyzing the data would vary depending on whether an independent contractor performed the analysis or whether it was performed by representatives of the participants in the program. The plan "assumes" that broadcasters and land-mobile radio operators would provide personnel to make equipment installations and perform "caretaker" functions for the equipment.

FCC releases funds to satellite carriers

A request by four overseas TV service carriers for withdrawal of the deferred-credit requirement has been granted by the FCC.

AT&T, RCA Communications Inc., ITT World Communications Inc. and Western Union International had asked for withdrawal of the requirement which placed their revenues from overseas television service via satellite in a deferred-credit account for the time prior to Jan. 1, 1969.

Carriers stated that the deferred-credit stipulation restricted normal accounting and due to its presence, they

"have been unable to reflect in their accounts any operating revenues derived from overseas television service."

In granting the request, the commission said that the deferred-credit stipulation was established at a time when little operating experience with overseas television service existed. The FCC further stated that, at conception, the regulation "allowed for the possibility that actual experience might show that charges were unreasonably high."

ATR's microwave empire further diminished

Less than a third of the original 150-odd construction permit applications for microwave radio stations in a once ambitious 1,610-mile point-to-point microwave system remain on file at the FCC.

At the request of American Television Relay, the commission has dismissed seven more applications for those CP's, bringing the total to 91 that have been dismissed since last December. According to commission records ATR has 47 of those applications remaining on file.

ATR, 100% owned by CATV entrepreneur Bruce Merrill, said last December that "changes have occurred which make it undesirable for the applicant to prosecute these applications further." One of those changes cited was the withdrawal of customer requests for service (BROADCASTING, Dec. 4, 1967). And that was the basis for the latest dismissal request.

Early Request ■ But the character of the latest CP withdrawals appear to be different than that evident last December. When ATR requested at that time dismissal of 84 applications, it caused links to be removed in a 1,610-mile long chain of proposed service extending from Oregon to Texas, and Illinois and Indiana to Kentucky and Alabama. The seven CP applications now dismissed appear to constitute one whole segment of the chain at its southernmost point. They were for CATV stations in Texas, on a line from San Antonio to McAllen.

Almost since its inception ATR's proposed system has been surrounded in controversy. ATR proposed to carry signals of four Los Angeles independents to CATV's requesting that service along the following routes: California to Oregon and California to Texas. It also proposed to carry Chicago and St. Louis independents to CATV's along the Illinois and Indiana route.

The proposal met with stiff broadcast opposition into whose service areas the signals would pass. The broadcasters alleged, in part, that the

proposals represented "a ready-made pay-TV network" (BROADCASTING, Oct. 3, 1966 et seq.).

Drop in Stature ■ But the commission disagreed with that contention last January, saying that since ATR had dismissed major portions of its proposed routes, the action "rendered moot" claims the proposals would form the "nucleus of a vast network crisscrossing the nation." The remaining applications, it said, appear to be those involving construction of new facilities "of more modest proportions."

However, the commission said it would consider in connection with specific applications financial issues raised by the broadcasters. They had alleged virtually from the beginning when the applications were first made known that ATR was not financially qualified to construct and operate the facilities proposed.

In May Mr. Merrill, president and principal stockholder of Ameco Inc., CATV-equipment manufacturing firm, reported for the nine-month period ending March 31 a net loss for the company of about \$460,000. For a similar period in 1967 Ameco reported net losses of \$1.03 million (BROADCASTING, May 27).

NABER counters AMST on allocations proposal

The National Association of Business and Educational Radio has reasserted its position in seeking FCC permission to coordinate newly acquired frequencies for business-radio service.

The latest remarks from NABER were in reply to opposition submitted by the Association of Maximum Service Telecasters, which felt that business-radio frequencies should be coordinated by the commission rather than by NABER (BROADCASTING, June 24).

NABER stated in its reply that AMST's contention indicates its lack of understanding of the nature of NABER, its proposal, and business-radio-service licensees. NABER said that it is a non-profit, membership organization representing a cross section of business-radio users throughout the country. It said that each of its chapters have a frequency advisory committee to assist local applicants in frequency selection. NABER said that it is established to benefit all business radio service licensees.

NABER referred to statements of the Advisory Committee for the Land Mobile Radio Services which supported the establishment of frequency advisory committees. Its report said that "the commission cannot administer an involved allocation program under present staff and budget limitations. It is

natural that the users themselves be called upon to help administer the channel assignments." NABER said that it is prepared to form such a committee to handle the new frequency space and that "a frequency advisory committee formed by NABER would be in an excellent position to marshal the knowledge and resources of its members to assure optimum frequency allocation."

Technical topics . . .

Sequential switcher ■ Orth-O-Vision Inc., New York, has developed a solid-state, four-position sequential video

switcher for cable, educational and closed-circuit systems. Price is \$395.

Teflon products ■ Belden Corp., Chicago, has introduced 50 new teflon-insulated wire and cable products in its new high-temperature program. Included are type E, EE, and ET, RG/U transmission cables, type E shielded, teflon-jacketed cables.

Duct probe ■ Delcon Division of Hewlett-Packard Co., Mountain View, Calif., has begun production of a new accessory for ultrasonically pinpointing leaks in pressurized underground ducted communications cables.

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Programing form draws more fire

Debate is over proposed public notice on community-need question; Budget Bureau still must give notice its okay

The FCC's program-reporting form which in its drafting and adoption had provided the commission and broadcasters with a subject of controversy for years, is the center of a new, though still mini, controversy.

At issue is a public notice the commission proposes to issue on the ascertainment-of-community-needs question in both the radio and television forms. This is Part IV of the license-renewal, assignment and transfer, and new-station application forms.

The commission regards the proposed notice as merely codifying and clarifying practices it already requires (CLOSED CIRCUIT, July 1). Broadcast industry spokesmen, however, view it as adding a new and onerous burden on license applicants.

Waiting to hear all arguments before clearing the proposed notice for release is the Bureau of the Budget, which is required by law to pass on all government questionnaires issued to 10 or more individuals.

The present radio and television forms were adopted, respectively, in 1965 and 1966, after the commission had worked since 1959 to rewrite a document that had been in use for radio since 1946. Over the years, various proposed forms were issued, then discarded and reused, as broadcasters complained they would constitute undue burdens on them or amount to an effort to control programing.

Lack of Communication ■ The proposed notice grows out of what some commissioners feel is widespread failure on the part of broadcasters to provide the information requested by Part I of the present forms. This asks applicants to report on the steps the broadcaster has taken to determine community needs and interests, to describe the needs and interests that the applicant intends to serve, and to list the "typical" programs that he proposes to carry to meet those needs and interests.

Commission staff members are said to spend considerable time writing to applicants whose responses to this section are considered inadequate. The proposed notice says these "deficient showings delay definitive action on applications and impose a costly workload burden on the commission."

The proposed notice, which was pushed principally by Commissioner

Robert T. Bartley, who has long been concerned with the manner in which broadcasters report on ascertaining needs, would detail the kind of information being sought.

It states that broadcasters are to report on what should be a broad range of contacts with community leaders—and that this information is to include identification, by name, position and organization, of each person consulted.

Another Requirement ■ It also states that broadcasters are to list suggestions received—those rejected as well as those adopted—and to evaluate "the relative importance of all suggestions and the consideration given them in formulating the station's over-all program structure"; the evaluation showing would include reasons why particular suggestions were not adopted.

These provisions are providing the major source of concern on the part of members of the Industry Advisory Committee which advises the Budget Bureau on questionnaires affecting broadcasters and whose advice has been solicited on the proposed notice. The subcommittee is headed by Joseph Baudino, of Westinghouse Broadcasting Co.

"Broadcasters would have to walk down the street with a notebook to make sure they can record the names of all those who make suggestions," said one subcommittee member. He said the request that broadcasters list all suggestions received, including those rejected, amounts to interference in their "program judgments."

The 12 subcommittee members will file their individual views with the Budget Bureau this week. And the expectation among those contacted was that most if not all members would register opposition to the proposed notice.

Dropped Once ■ Subcommittee members appeared particularly irritated by the fact that a request for names of persons contacted had been dropped from an early version of the form after sharp broadcaster protests to the Bureau of the Budget. The form now refers to identification only of "groups, interests and organizations."

Commission sources, however, insist the proposal involves nothing new. They concede that reference to individuals' names was dropped from an early ver-

sion of the form. But they deny the commission's intent was to "exclude names." The proposed notice cited a 1967 court case as proof that the commission has previously held that persons and organizations consulted in the survey must be identified.

And commission sources refer to the commission's report and order adopting the television form on Oct. 7, 1966, for proof that the commission had always expected applicants to list all suggestions received. The notice which said that users of the virtually identical radio application form, adopted a year earlier, were not supplying "full answers" to the ascertainment-of-needs question, cautioned TV applicants to include "any suggestions" that may have been made as to how the station might meet community needs, and to evaluate "the relative importance of all such suggestions. . . ."

Commissioner Robert E. Lee presented the Bureau of the Budget with a written dissent to the proposed notice. He objected to the proposed requirement that applicants provide the commission with the names of persons contacted. He said that he could see no need for such a list other than a means by which the commission could check the truthfulness of applicants.

Commissioner Lee also objected to a requirement in the proposed notice that applicants cite the programing they propose to carry to meet specific needs. He said that broadcasters have a variety of ways of becoming expert in the needs of their communities, and that while he reserves the right to question them on how they became experts, he would accept their programing proposals "without question" and would not require a listing of every program.

Avco plans 5 specials for its stations

Avco Broadcasting Corp.'s documentary production unit is preparing five programs to be aired on the group's stations before the end of this year.

Appalachian Heritage, a one-hour color film, will examine social and economic conditions in that region and the plight of the hundreds of thousands of hill people who have fled to the northern industrial cities. *Two Wheels to Eternity*, a half-hour color safety film, will examine the motorcycle boom and the corresponding rise in deaths and injuries.

Sound of Soul will use the words of Negro poets and writers to present a one-hour outline history of American



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Regardless of weather KIRO reports latest on bumper derby

How can a station provide fast-breaking rush-hour traffic reports without taking to the air? Or when even-the-birds-are-walking weather would ground your whirlybirds just when motorists most need aid and comfort? KIRO Seattle has found that a studio high enough off the ground can make possible a car-watching operation fed by drivers themselves caught in the thick of it.

The station's altitude—on the 580-foot level of Seattle's Space Needle—parlayed with the enthusiasm of the area's citizens band operators has made possible the creation of a traffic-watch network of CB-equipped motorists en route to and from work. The station believes its CB/AM radio link-up was the first in the nation and is still perhaps the only one operating in traffic-reporting service.

The height of KIRO's Amphenol CB base station provides sometimes "unbelievable" range, Jim French, the station's morning man, reports. And within a 20-mile radius coverage is dependable for day-in, day-out operations.

Citizens band provides "the most certain method for covering the free-way traffic scene on a full-time basis," says Mr. French, adding that the system, in operation more than two years, has proven practical and dependable—at "insignificant" cost.

The method also allows CB-equipped listeners—about 100 in all—to "get into the act." Citizens band users were polled at the start of the service on a preferred frequency;



KIRO's morning man, Jim French, reports an accident called in by a CB-equipped motorist as a com-

mercial plays. The Amphenol 650 CB transceiver is beneath the clock.

since then chattering on the CB channel chosen has dropped to a minimum, it's reported. And the nonsense habit has spread—due to the station's example—to other CB channels in the area, users indicate.

Mr. French and the station's program director, Ron MacDonald, who has the afternoon rush-hour show, man the CB transceiver themselves, as well as running the board for their own programs. At times, they report

—as when accidents on slick mornings prompt several CB reporters to hit their mikes simultaneously—things can get a bit thick.

But they've managed to get untangled fast enough on many occasions to call for police or ambulance service, and once were instrumental in following the course of a hit-run sideswiper (who had caromed off a CB reporter's car) until his apprehension by police.

Negro music. *Homeless Child*, a holiday-oriented film to be released just before Christmas, will tell of the thousands of abandoned, neglected and unwanted children who have no home. A half-hour film about the Apollo space project to be shown just prior to the first manned Apollo flight in October is also in the works.

The programs will be carried on Avco stations WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio, WLWI(TV) Indianapolis, and WOAI-TV San Antonio, Tex.

HHH to Wasilewski: thanks for the info

A final epistle has been written in that brief correspondence between Vincent T. Wasilewski, National Association of Broadcasters president, and Vice President Hubert H. Humphrey

over TV-radio coverage of urban disturbances.

In a "Dear Vince" letter Mr. Humphrey thanked the NAB chief "for your long letter outlining constructive efforts of the industry."

Mr. Wasilewski had written the Vice President a five-page letter in which he defended broadcasters' performance as a "responsible and courageous job." He was "particularly disturbed" by a *Look* magazine article in which Mr. Humphrey was quoted as saying that "TV in particular has spread the message of rioting and looting" (BROADCASTING, July 1, et seq.). That article prompted the letter.

In a three-paragraph reply Mr. Humphrey said: "Needless to say, my comments in *Look* were not meant to indict or cast doubt on any network or station. They were, however, intended to draw attention to a problem which I know concerns you as much as it

does me. Thank you so much for taking the time to bring this information to my attention."

Ghetto to be heard through TV ombudsman

WSAZ-TV Huntington-Charleston, W. Va., will present a *Television Ombudsman* program weekly starting the latter part of August.

Jack Lee, vice president and general manager, said the purpose of the program is to "allow the people in the poverty areas to make specific complaints about specific conditions via the ombudsman program."

Mr. Lee indicated that the WSAZ-TV ombudsman would go out into the ghetto areas to talk with individuals with complaints and meet with local leaders.

Nixon amenable to a debate

Candidate says he is willing provided 315 problem can be solved

Presidential hopeful Richard Nixon indirectly added support last week to attempts to suspend Section 315 of the Communications Act permitting face-to-face television debates between presidential nominees without causing splinter-party complications. At a Cleveland news conference he said he would be willing to debate Vice President Humphrey after the conventions "in the event the 315 problem can be worked out."

Lack of a firm position on 315 suspension on the part of Republican candidates Nixon and New York Governor Nelson Rockefeller has been cited by minority members of the House Commerce Committee as grounds for withholding support for the suspension legislation. A suspension bill was before the House committee late last week, where it was referred after Senate passage (BROADCASTING, June 3).

The House panel informally discussed the suspension during a closed session Wednesday (July 10) but comment for or against the measure was scarce, it was reported. A vote on the suspension bill, if not taken last Friday (July 12), could possibly come this week or next. Committee Chairman Harley O. Staggers (D-W.Va.) has told members that there would be an opportunity to vote on the suspension in committee before adjournment.

Uphill Vote ■ The suspension, if cleared by committee, will probably be considered by the House in the closing days of the session, when it would be brought up under suspension of the rules, thus requiring a two-thirds vote.

Meanwhile, challenges continued to fly for pre-convention debates, but both front-runners have declined. Vice President Humphrey has replied to debate suggestions from the camp of Senator Eugene J. McCarthy (D-Minn.) that he is saving his ammunition for Mr. Nixon. Mr. Nixon, in turn, says Vice President Humphrey would be the "major beneficiary" of a Nixon-Rockefeller debate.

Governor Rockefeller, however, has made it clear that he regards television—with or without debates—as the one essential ingredient for his campaign.

Rally 'Round the Tube ■ Television

is the village green in 1968, he said in St. Louis last week as he talked his way along the presidential nominating trail. The governor was interviewed on KMOX-TV there.

Asked about the charge he was attempting to buy his way into the White House through big campaign spending, Governor Rockefeller disclaimed the idea and replied it was a part of democracy and necessary in today's political realities. Governor Rockefeller explained:

"In the old days you could go into the village green and you could get a crowd around the bandstand and you could talk. Today, you [KMOX-TV] are the village green. Television is the place where you go to tell it to the people.

"Therefore the only way I have of reaching 200 million people in a short time is through newspapers, radio and television. I'm deeply grateful for the opportunity."

CBS Radio to survey Republican prospects

CBS Radio will broadcast a three-part news special on the men and issues that will shape the Republican national convention.

The first report, *Campaign '68: The Road to Miami Beach*, will review the campaigns of the leading Republican presidential contenders, Richard M. Nixon and Governor Nelson A. Rockefeller, Friday, Aug. 2 (7:35-8 p.m. EDT). *Campaign '68: Where the Republicans Stand* will be the second pre-convention special. It will focus on the views of the two candidates as expressed this year. Broadcast is set for Saturday, Aug. 3 (8:35-9 p.m. EDT). The third special will concentrate on the candidates' prospects of winning the nomination and the strategies employed to bring them victory. Called *Campaign '68: On the Eve of Decision*, air time is Sunday, Aug. 4 (8:35-9 p.m. EDT).

600 stations to carry fight

Over 600 radio stations have signed for Woroner Productions Inc., computerized *All Time Middleweight Tournament and Championship Fight* to begin Sept. 30. The program was announced last February (BROADCASTING, Feb. 19) after the successful completion of the *All Time Heavyweight Tournament*, the Miami firm's first such venture. Ford Motor Co., Dearborn, Mich., through J. Walter Thompson, Detroit, will sponsor the package for an estimated \$500,000.

Chicago phones buzz with rumor

Optimism, gloom alternates on strike settlement to unsnarl convention

Tongue-in-cheek predictions of "an old-fashioned convention"—without radio and television coverage, or, perhaps, even telephone service for delegates—were as good as any other kind in Chicago last week. The word was out late Thursday (July 11) that the phone strike had threatened all communications at the Democratic convention set for Aug. 26 had been settled. The next day reports of settlement were denied.

The continuing dispute between the International Brotherhood of Electrical Workers and the Illinois Bell Telephone Co. revived the hopes of many newsmen who saw the possibility that the convention would be shifted to Miami Beach, where communications gear used for the Republican convention starting Aug. 5 could have been left in place for the Democrats.

No announcement had been made, however, by Friday noon, and it was noted that bargainers had not met all week and that no such meeting had been scheduled.

Whether the delay will result in curtailed communications service in Chicago could not immediately be determined. Earlier, it was said that unless a crash effort was begun early last week a less-than-optimum installation would necessarily result. But during the strike substantial prewiring of equipment had been performed off the convention site by telephone company supervisory personnel, it was reported.

One month was considered the final limit on providing convention coverage facilities at the Chicago International Amphitheatre, the experts observed. Normal installations usually have required 10 weeks.

Meanwhile, a nationwide strike against the long lines department of AT&T was authorized in New York last Wednesday (July 10) by the Communications Workers of America.

Union officials, however, did not expect any serious threat against services to the broadcast networks or the national political conventions since the negotiation issues were considered relatively minor and did not involve wages. The strike vote, they explained, was routine.

Stevens urges study of film, TV uses

It's time for the print-oriented educational community to take a more active interest in the visual media, according to George Stevens Jr., Amer-Film Institute director.



Mr. Stevens

Speaking to that organization's first leadership seminar on "Teaching the Film," at Santa Barbara, Calif., Mr. Stevens pledged the AFI to a campaign to "increase the level and elevate the quality of film study in American education." He proposed four specific steps to implement that goal: (1) development of curricula for film and television study; (2) action to introduce quality film and television study into schools; (3) the training of master teachers to lead the movement, and (4) sponsorship of a national organization of film teachers to guide the movement.

"Education cannot continue to overlook an activity which pre-empts more of our children's time than all the other arts combined, and for that matter, than education itself," Mr. Stevens said. "An American 18-year-old has devoted more time to watching television and seeing movies than he has spent in school."

The emphasis on technology, he said, should never outweigh our concern for the quality of life. "This nation has spent nearly one-billion dollars developing new math," he noted. "This will affect the quantitative and industrial aspects of our life. At the same time we can ill afford not to mobilize some productive support to improve the qualitative aspect of our lives. Film study is such a concern," he said.

AFI, a nonprofit, nongovernment corporation established to advance the film art in America, will hold its film conference for four weeks, during which time teachers will meet and work with film professionals. The conference is sponsored by the U. S. Office of Education.

News ticket in Miami

News credentials for the Republican platform hearings scheduled for Miami Beach on July 29 through Aug. 1 will be handled by the House and Senate gallery superintendents. Broadcast correspondents desiring credentials can obtain them through the gallery superin-

tendents at Miami Beach. The credentials desk will be at the Fontainebleau hotel. House radio-TV gallery superintendent is Robert M. Menaugh; Senate gallery superintendent is Robert C. Hough.

Fair-trial rules go international

A move has begun to impose worldwide strictures on news reporting of criminal trials, similar to those adopted by the American Bar Association for the U. S. early this year.

The International Bar Association meeting in Dublin, Ireland, last week decided to consult with world news organizations on adopting an international code of conduct for newsmen and news media to insure fair trials and to protect the rights of privacy.

Directed to discuss the possibility of a world code was Sean MacBride, general secretary of the IBA committee of jurists. He will get in touch with such organizations as the International Press Institute, British National Union of Journalists, East European International Association of Democratic Journalists and similar groups.

Dr. Jean-Flavin LaLive of Switzerland proposed the action at the opening session of the IBA on July 8. Associate Justice Paul Reardon of the Massachusetts Supreme Court, who headed the ABA's committee on the same subject, strongly supported the suggestion.

A warning of laws on TV violence and sex

Senator Gaylord Nelson (D-Wis.) warned broadcasters last week that the public will demand legislation if the industry doesn't voluntarily act to reduce violence and sex in TV programming.

He told members of the Wisconsin Association of Broadcasters that he did not favor giving a government agency power to regulate the content of broadcasts but added that when public opinion is galvanized it will ultimately prevail.

He told the Wisconsin broadcasters at their annual convention, held in Oshkosh, Wis., that such regulation would be difficult to legislate at either the national or local level and that content controls would be "bad for the industry and a dangerous threat to the whole concept of freedom in this country." He added that regardless of the difficulties, "something must be done."

Student revolt topic of WBC-BBC special

Westinghouse Broadcasting Co. will present a 90-minute special, *Students in Revolt*, that features an hour discussion with students from various countries produced by the BBC and a half-hour produced by WBC.

The BBC portion, being syndicated in the U. S. by Peter M. Robeck Co., includes Daniel "Danny the Red" Cohn-Bendit, French student revolt leader; Lewis Cole of Columbia University, and other students from Japan, Great Britain, West Germany, West Berlin, Czechoslovakia, Yugoslavia, Spain, Italy and France. It has been sold in 20 markets, including the WBC purchase.

Rod MacLeish, WBC commentator; Irving Howe, editor of *Dissent* magazine, and Jack Neufield, political writer for *The Village Voice*, will participate in the WBC-produced half-hour analysis.

The program will be shown on WBC stations (WJZ-TV Baltimore, KPFX-TV San Francisco, KDKA-TV Pittsburgh, KYW-TV Philadelphia and WBZ-TV Boston) July 24-29 in prime time.

Friday night games studies by NBC, House

NBC and the House Judiciary Committee have been pondering the charge made by Representative J. J. (Jake) Pickle (D-Tex.) that planned telecast of two pro football games, scheduled on Fridays, violate the spirit of the 1966 merger legislation.

The Texas congressman said the law providing for local blackouts of pro ball telecasts to protect high-school or college games slotted on Fridays has unintended loopholes that will permit the American Football League game scheduled Sept. 6 (Kansas City at Houston) to conflict with high-school games in 30 states. Another AFL game on Oct. 11 (Buffalo at Miami) will conflict with high-school games in all 50 states, he added.

Program notes . . .

First program ■ MPO Sports, newly formed division of MPO Videotronics Inc., New York, reported plans last week for its first programming project—a half-hour weekly TV show highlighting the New York Jets football games. Host will be Kyle Rote, sportscaster and former football star. Initial sale has been made to WNBC-TV New York,



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News to twang ■ WIL St. Louis has switched to country-and-western format. It had been all news since September 1967.

Affiliate increase ■ *Night Call*, a one-hour telephone call-in program which premiered June 3 (BROADCASTING, June 3), with 21 stations, now has 50 affiliated stations in 20 states and the District of Columbia. The show is produced by the Television, Radio and Film Commission (TRAFCO) of the United Methodist Church.

Top billing for Cambridge ■ CBS-TV has signed Godfrey Cambridge to a long-term, exclusive contract. The contract calls for Mr. Cambridge, a Negro comedian, actor and writer, to star in a one-hour comedy-variety series or a half-hour situation-comedy program, planned for January 1969 or for the fall schedule of the 1969-70 season.

BMI suit ■ Broadcast Music Inc. and several of its affiliated music publishers have started a suit against WCMS Norfolk, Va., alleging that the station broadcast a copyrighted musical composition without authorization. The suit, which was filed in the U. S. District

Court of Virginia, seeks statutory damages, attorneys' fees and court costs.

More spares ■ *Pro Bowlers Tour* has been renewed for two years by ABC-TV, with an option for an additional three years. The Professional Bowlers Association events will begin their eighth season on ABC Jan. 11, 1969, and will run through April 5.

New format ■ Triangle's WFIL-FM Philadelphia was scheduled to change format, beginning July 10, from playing of classical and light classical music to middle-of-road. Four breaks are slated for each hour, providing 27-minute block of uninterrupted music within each 60 minutes.

'Playboy' production begins

Screen Gems Inc., New York, and Playboy Enterprises, Chicago, are co-producing *Playboy After Dark*, a one-hour weekly variety interview syndicated series with Hugh M. Hefner, editor and publisher of *Playboy* magazine, as host. Production is scheduled to begin in Hollywood on July 23, and the series will be available for programming. Screen Gems will distribute the series.

INTERNATIONAL

Coverage set for U.S. conventions

The British Broadcasting Corp. will provide worldwide coverage of the Democratic and Republican national conventions in August by means of a special pool arrangement in which 32 nations, including Communist countries, will participate.

The BBC will edit and assemble a half-hour package film as the basic raw material for the participating networks. The networks will add commentary in local languages and also use package material from American television coverage.

In Canada both the Canadian Broadcasting Corp. and the CTV network will provide TV coverage of the conventions.

CBC reporter Norman DePoe and Washington correspondent Knowlton Nash will put U.S. political developments in perspective for Canadian viewers and the CBC's live coverage of convention activities will originate with NBC.

The CTV network will pick up CBS coverage with commentary by CTV newsmen. CTV will also air a special Sunday telecast, July 28 (8:30-10 p.m. EDT) on *The Next President?* In the

special, British interviewer David Frost will conduct conversations with Vice President Hubert Humphrey, Senator Eugene McCarthy, Richard Nixon, Ronald Reagan, Nelson Rockefeller, Harold Stassen and George Wallace.

EMI plans bid for rest of ABPC equity

Britain's EMI, which bought up a 25% stake in Associated British Picture Corp. (BROADCASTING, Feb. 26), is making preparations to bid for the remaining 75% of the equity.

The bid has remained in suspension because the Independent Television Authority feared that if EMI won control of ABPC it would be in a position to dominate British TV entertainment from the artist to the camera. The authority therefore stipulated that it reserved the right to alter the contract of new programmer Thames TV, 51% controlled by ABPC subsidiary, ABC Television. In deference to ITA concern, EMI has now agreed to sell off part of the agency side of its Grade Organization, and to divest itself completely of its agencies later on.

By the time EMI has completed this

process, Thames TV, which begins broadcasting at the beginning of August, will have produced signs of its profit potential. Thames is expected to provide something like 40% of its parent company's profits.

Providing it receives the expected ITA approval sometime next year, EMI should not meet with too much opposition from the ABPC board, since it is now the largest single shareholder.

Fee hike slated for viewers in Holland

The Dutch minister of culture, recreation and social work has introduced a bill into the second chamber of parliament raising the TV-set license fee in the Netherlands. The purpose of the proposed measure is said to be to help meet increasing costs and the annual extension of transmitting time for Nederlandse Televisie Stichting.

Since 1960 TV-set owners have paid a license fee of \$10. An estimated 300,000 of these TV-set owners have been thought to have been evading the radio license fee. The new bill automatically forces them to help pay radio costs.

Under the bill, TV-set owners, regardless of whether they own a radio receiver or not, would pay a little over \$20 in a combined radio-TV license fee. The combined radio-TV license fee of \$20 is called contribution A. Under the new bill owners of radio sets only would be liable to pay \$6.65, called contribution B.

The new tariffs are based on a financial prognosis covering 1967 through 1971. The new charges take into account a constant extension of TV transmitting time in the coming years:

	Transmitting time per week		
	Total hours	Color hours	Ad minutes
1967	58	6	95
1968	62	8	105
1969	65	12	129
1970	68	16	153
1971	71	20	177

Argentina cracks down on TV news freedom

The Argentine government last week warned radio and television to conform to government rules "dictated to safeguard order, morality, tranquility and good manners." The warning came during a news conference from the Argentine interior minister, Guillermo Borda, and was apparently prompted by the resignation of Alberto Constantini, director of channel 13. He said he quit because of "the frank advance of state control on the private activity of television."

Mr. Constantini claimed the govern-

Early warning system to apply to ad rates

Television advertising rates in Britain have been added to the government's list of items requiring "early warning" of price increases. Until now the list has been confined almost exclusively to consumer goods.

The government's move follows intense pressure by the Society of British Advertisers and the Institute of Practitioners in Advertising, which represents all the major agencies. Future price uplifts by the programming companies will now be scrutinized and may in some cases be referred to

the Prices and Incomes Board.

Agencies have been hotly critical of the recent inflationary trend in TV advertising rates. One programmer's over-all rates have gone up by 15% and as much as 200% for prime time.

Although discussions have been taking place on the advertisers' suggestions that TV advertising rates should be geared to audience measurements rather than to arbitrary calculations, there is no sign yet that the programmers are amenable.

ment had pressured channel 13 into firing a news commentator, Francisco Manrique, because he "disturbed government functionaries." Mr. Constantini also said the government had pressured radio and TV media to play down their reports of recent student violence in the country.

At last week's press conference, the interior minister said that, while there was "absolute" freedom of the press in Argentina, radio and TV still must "police" their programming.

USSR orbits new satellite

The Soviet Union, which for the last several years has had a domestic communications satellite system providing television and telephone circuits between its European territory and its far eastern areas, launched a new satellite in the Molniya-1 series, it was announced last week by Tass, the USSR's official news agency.

The new satellite carries TV and telephone equipment for communications between Moscow and the remote areas of Siberia, the far north and central Asia, the agency said. All equipment is functioning normally. Tass said.

Abroad in brief . . .

Reorganization ■ The Canadian Broadcasting Corp. has regrouped all of its foreign operations into a single External Services Division. The major unit in the new division will be the CBC's international service, with headquarters in Montreal. The first director-general of the External Services Division will be H. G. Walker.

Parliamentary privilege ■ Members of the Indian parliament will soon receive free television sets for their homes. Already MP's get free telephones, subsidized flats furnished free of cost, plus free travel to New Delhi and their

constituencies. TV sets in India cost about \$400 each.

Toronto switch ■ American Standard Products (Canada) Ltd., Toronto, has moved its account to the Toronto office of Foote, Cone & Belding. The previous agency was Goodis, Goldberg, Soren Ltd.

Sold in Canada ■ Warner Bros.-Seven Arts reports that *7 Surprises*, a motion picture produced in association with the National Film Board of Canada, has been sold to the CBC television network for showing on Aug. 7.

Canada forms ministry to regulate carriers

Prime Minister Pierre Trudeau has announced that a new department, the Ministry of Communications, is to be set up and included in the new Canadian cabinet. The new ministry will be responsible for such fields as telecommunications and satellite communications.

Eric Kierans, who was named postmaster-general in the new Liberal cabinet, will become minister of communications. Mr. Kierans was former president of the Quebec Liberal federation, and former president of the Montreal and Canadian stock exchange.

Other cabinet changes announced by Mr. Trudeau include a new secretary of state. Gerard Pelletier, former Montreal newspaper editor, was confirmed as secretary of state, a spot he held on an acting basis.

Don Jamieson, Liberal MP and president of CJON-AM-TV St. John's, Nfld. (also a former president of the Canadian Association of Broadcasters), becomes minister of defense production. This department is to be converted and as a result Mr. Jamieson will become minister of supply and services.

CBS opens campaign for its new programs

CBS-TV's promotion campaign for the 1968-69 season was scheduled to begin Sunday (July 14), with television as the primary medium.

To advertise the introduction of the new season that starts Sept. 23, CBS has prepared 40 different spots. 24- and 60-seconds in length, to be shown during nighttime hours, as well as a 30-minute preview of all seven new programs and 20- and 60-second films for each nighttime program.

Co-op radio advertising will be used for the first time, featuring 30- and 60-second spots for all new shows. Newspapers will run advertisements during the first two weeks of the new season. Every nighttime program will be highlighted in ads in 12 dailies and seven weekend supplements in New York, Chicago, Los Angeles, Philadelphia, and St. Louis, while affiliates will be supplied with co-operative advertising for their local newspapers.

The network will advertise with CBS-owned stations in their cities in *TV Guide* editions and with other stations in other major markets. Posters and transit advertising will also be used.

Special promotions for movies and specials will appear on television and in newspapers. The movie campaign continues through Dec. 13.

NBC announced its promotion plans at meetings of affiliates' promotion managers in June (*BROADCASTING*, June 24). ABC has not yet disclosed its plans.

Abstract reminder of new ABC News format

ABC-TV has and is promoting its new news format via a new animation process. The network is using a series of 10-second on-air promos to symbolize the excitement and variety of the news format. About five seconds of the spots are given over to rapidly developing images that suggest the effect of a continuous camera pullback. Starting from what seems to be an abstract shape completely dominating the screen, these images become photographs of a policeman, a model, a political convention, an auto racer, and a civil rights demonstration. There's a lap dissolve at the end into titles reading "Watch for ABC News."

The spots were created by Tom Rounds and Peter Gardiner of Hollywood's Charlatan Productions for Harry Marks, creative director of ABC-TV

network promotion. Charlatan Productions, which developed the animation process, also created promos for ABC-TV's *Stars of Tomorrow* special and the main titles and credits for the same network's *Happening '68* series.

From Florence with love

Robert W. Sarnoff, RCA president and chief executive officer, was honored by the city of Florence, Italy, for NBC-TV news coverage said to be instrumental in raising millions of dollars to restore art treasures damaged in the disastrous flood of 1966. RCA is the parent company of NBC.

Mr. Sarnoff was given a parchment scroll and became the first American to be presented with that city's Gold Medal of Hospitality. A two-part NBC-TV documentary, *Michelangelo: The Last Giant*, first shown on NBC-TV in 1965, also was cited.

7 ABA awards won by broadcasters

Two television networks, a TV production company and two radio stations have received silver gavel awards from the American Bar Association for "contributing to public understanding of the American system of law and justice." Two Chicago broadcasters also won certificates of merit in the 11th annual Gavel Awards competition.

The winners were: NBC-TV for *Justice for All*; ABC-TV for *A Case of Libel*; 20th Century-Fox Television for the "Commitment" segment of its *Judd for the Defense* series on ABC; WMAL Washington for *Perspective—D. C. Crime Reports*, and WEEI Boston for *Benzaquin's Notepad*.

The certificate of merit winners were WGN-AM-TV Chicago for *The New Law's*, and WBBM-TV Chicago for "Free Press vs. Fair Trial" segment on *Eye of Chicago*.

Radio-promotion contest enters second year

The Broadcasters Promotion Association and the Radio Advertising Bureau said last week they will co-sponsor a radio-promotion-awards competition again this year. The first such event was held a year ago. It is open to stations,

station representatives, networks and station groups.

The competition covers the 1967 calendar year. Deadline for submission of entries is Sept. 9, with each entry required to be accompanied by a concise statement of the purpose of the promotion and a \$10 fee. Awards will be made in three categories: visual, aural and print. Entries will also be considered by size of market (metro-area homes), although awards will not necessarily be given in each of the groupings of under 90,000, between 90,000 and 200,000 and over 200,000 homes.

Arnold Katinski of WNEW New York is chairman of the awards committee. Other members are Andy Erish of WABC New York and Steve Bell of WINS New York. Entries should be sent to Box 1165, Grand Central Station, New York, N. Y. 10017.

Station becomes Pollyanna for a day

If you are weary of news about war, riots, violence and corruption, you should have been in Hereford, Tex., July 3, when KPAN held its first "Good News Day." Bad news was banned and only good news could be read on any newscast.

The station revamped its schedule and ran only bright, happy music, and editorials and features highlighting humor, human interest, pride of country and the achievements of mankind. Hourly newscasts included remote reports noting that there had been "no riots on our streets in the last hour," and "no fires, no violence, and no deaths." The local hospital report listed no admissions, but only dismissals.

"Good News Day" was a response to criticism of news media for playing up violence, crime, civil disorders and other bad news.

Local-regional agencies win fair share of ADDY's

Local and regional advertising agencies more than held their own in the national ADDY awards competition held last week at the American Advertising Federation convention in Portland, Ore. Of seven first prizes given in radio-TV divisions, local and regional agencies won four. They also won an aggregate of 12 second-place awards and citations of excellence in these divisions, compared to seven such awards given to national agencies. In all, awards were given in 19 media classi-

Owning a Schafer Broadcast Automation System gives him time for the wild life!



African Safari in Kenya ...

Sahara Safari in Vegas.

Since installing his reliable Schafer Broadcast Automation System, this station owner has time for that much needed vacation.

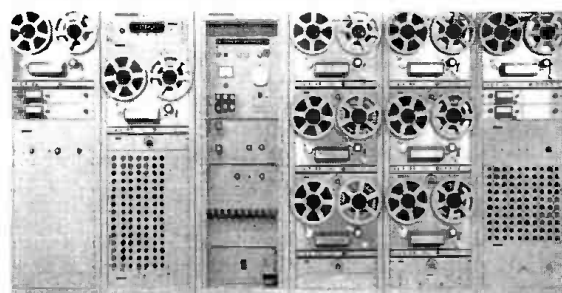
Even sickness or personnel changes won't interrupt his smooth running daily programming one bit.

And his system is ready for computer control ... which means an investment in Schafer today is also an investment in the radio station of tomorrow.

That's the magic of Schafer-land.

Meanwhile Back at the Station

The Live Sound of Schafer Goes On ... And on ... And on.



schafer

World's Leader in Broadcast Automation Systems
Schafer Electronics 9119 De Soto Avenue,
Chatsworth, California 91311 (213) 882-2000

fications (the announced "best of show for creative art category" was bypassed).

The national ADDY awards are presented to advertisers and agencies whose ads are selected for their superior communicative qualities in local, regional and ultimately national judging by advertising professionals. The competition, believed to be the biggest in the advertising industry, encompasses some 12,000 advertisements in newspapers, magazines, radio, television, direct mail, company public relations, outdoor, transportation, specialties and sales promotion. Among the competition's 20 judges were Aldo H. Constant, KRON-TV; Neil Darrough, KCBS; Richard Harris, KPX(TV), all San Francisco; Jim Ingraham, Radio Advertising Bureau, and Jack O'Mara, Television Bureau of Advertising, both Los Angeles.

National ADDY awards winners in radio and TV.

Radio, 30 seconds or less—first place: Noble-Dury & Associates, Nashville, for Kentucky Fried Chicken Corp. Second place (tie): Davis Advertising Agency, Grand Rapids, Mich., for Modern Sports; Burton-Campbell Inc., Atlanta, for Theater Atlanta.

Radio, more than 30 seconds—First place: BBDO, Los Angeles, for Western Airlines. Second place: Fred Arthur Productions, Denver, for Shakey's Pizza. Citation of excellence: Lang, Fisher & Stashower, Cleveland, for Richman

Brothers Co.

Radio, commercials campaign—First place: Cunningham & Walsh, San Francisco, for Qantas Airways Ltd. Second place: Botsford, Constantine & McCarty, San Francisco, for Japan Air Lines. Citation of excellence (tie): Honig-Cooper & Harrington, San Francisco, for Levi Strauss & Co.; Campbell-Mithun, Minneapolis, for Pillsbury Co.

TV commercial, 30 seconds or less, black and white—First place: no winner. Second place: no winner. Citation of excellence: Cargill, Wilson & Acree, Richmond, Va., for Cheasapeake and Potomac Telephone Co. of Virginia.

TV, 30 seconds or less, color—First place: Erwin Wasey, Los Angeles, for Carnation Co. Second place (tie): Lang, Fisher & Stashower Cleveland, for Cleveland Trust Co.; Leo Burnett Co., Chicago, for Jos. Schlitz Brewing Co. Citation of excellence (tie): S. L. Brown & Associates, Houston, for Harris Rambler dealers; BBDO, San Francisco, for Pacific Telephone Co.

TV, over 30 seconds, black and white—First place: Jim Murray Motion Pictures, Dallas, for Dallas County Community Action Committee. Second place: Plunkett's, Fargo, N. D., for Plunkett's. Citation of excellence: N. W. Ayer & Son, Philadelphia, for First Pennsylvania Banking and Trust Co.

TV, over 30 seconds, color—First place: Botsford, Constantine & McCarty, Seattle, for Olympia Brewing Co. Second place: McCann-Erickson, San Francisco, for Chevron Chemical Co. Citation of excellence (tie): Cunningham & Walsh, San Francisco, for Qantas Airways, Foote, Cone & Belding, Los Angeles, for Sunkist Growers.

TV commercial campaign—First place: Bloom Advertising Agency, Dallas, for Zale Corp. Second place: Bonsib Advertising, Fort Wayne, Ind., for Peter Eckrich & Sons. Citation of excellence: Griswold-Eshleman Co., Cleveland, for B. F. Goodrich.

Drumbeats . . .

Udderly remarkable ■ WAYS Charlotte, N. C., presented a pure-bred Jersey heifer to the winner of its second annual "Milk Maggie" contest. Throughout June listeners called in to guess how many squirts it would take to make Maggie moo; names of winners were then put into a barrel, and the name of 11-year-old Kathy Stroud was drawn.

TOP coats ■ WZZM-TV Grand Rapids, Mich., has purchased 50 navy blue nylon jackets for member of TOP (Teens on Patrol), a group of that city's teenagers hired to patrol parks and recreation centers. The youths, ages 15 to 19, assist adult play leaders at city recreation sites, organize games and maintain order.

Donuts and wings ■ In a contest for timebuyers, Greater New York Radio is offering the winner coffee and doughnuts for a year and a flight over the New York market, and for everybody entering—a bag of doughnuts. Winner will be drawn from correct entries to questions describing the market served by four sponsoring suburban New York stations: WCTC New Brunswick, N. J.; WFAS White Plains, WGSN Huntington and WGBB Freeport, all New York. Edward Petry & Co. is the representative.

FINANCIAL REPORTS

Storescope registers for 100,000 shares

Storescope TV Inc., New York, producer of commercials and television shows for department and chain stores, has filed a statement with the Securities and Exchange Commission seeking registration of 100,000 shares of stock which is expected to yield a net aggregate of \$625,000.

The company will use the proceeds to cancel \$107,000 in loans and indebtedness and the remainder will be used as working capital for general business purposes. As of April 30, the company was operating at a loss of \$73,694.50.

Storescope, organized in December 1967, has completed several television commercials and the videotaping of its first television series, *Boutique*, currently being telecast over KNXT(TV) Los Angeles. The show, geared to the female audience, is sponsored by The May Co., owner of department stores throughout Southern California. Besides The May Co., Storescope has sold color commercials to Sears, Roebuck and Co., Chicago, R. H. Macy and Co., New York, and Dayton's, Minneapolis.

According to the registration statement, Storescope also is planning to establish a library of color television commercials. The commercials, designed for recurring events, such as Mothers Day, will be sold to department and chain stores throughout the country.

Storescope is headed by John H. Noble Jr., who has held executive advertising and public relations positions with various department stores for the past 15 years. Upon selling the 100,000 shares, officers and directors as a group will own 69.1% of Storescope stock, of which Mr. Noble will retain 22.1%.

The offering, which is being made on an "all-or-nothing" basis, is being handled by Shaskan and Co., New York.

RCA sets record in sales, earnings

RCA sales and net earnings reached record levels for the first half of 1968. It was announced last week by Robert W. Sarnoff, president and chief executive officer of RCA.

Sales climbed to almost \$1.48 billion and net profit to \$63.5 million. Earnings in the second quarter rose by

13% over the comparable period of 1967.

Despite a heavy schedule of pre-emptions for nonsponsored coverage of major news developments in the second quarter, Mr. Sarnoff noted NBC achieved record second-quarter and first-half sales and profits. He said a majority of NBC-TV's program for next season already has been sold with the pace of sales "well ahead" of the previous season.

Sales on RCA color TV receivers at both the factory and distributor levels set records during the first half of the year, he reported.

For the six months ended June 30:

	1968	1967
Income per share	\$0.97	\$0.90
Gross sales	1,479,000,000	1,402,400,000
Net profit	63,500,000	58,700,000

Jefferson-Standard first quarter earnings good

Jefferson-Standard Broadcasting Co., a subsidiary of the Jefferson-Pilot Corp. (formerly Jefferson Standard Life Insurance Co.) and licensee of WBT-AM-FM and WBT(TV) Charlotte, N. C. earned a profit of over \$250,000 from Jan. 1 to March 31. This became known

last week when WRVA-TV Richmond, Va., filed an application with the FCC seeking approval of the station's sale to Jefferson-Standard for \$5 million. Negotiations were completed last May (BROADCASTING, May 20).

According to the application, Jefferson-Standard also earned over \$800,000 in profits during both 1966 and 1967, and \$258,210.33 from Jan. 1 to March 31.

WRVA-TV as of May 31 had \$1,294,560 in assets and \$115,295 in current liabilities. Total capital stock and surplus amounted to \$1,173,015. Replacement costs of all fixed assets were listed at \$1,959,689.

Jefferson Standard's assets and liabilities were listed at \$10,338,684.81 and \$2.3 million, respectively. Its capital stock and surplus were listed at \$1 million.

The application also indicated that the buyers have set aside \$1.5 million for station improvements.

Taft says tax caused earnings decrease

Taft Broadcasting Co., Cincinnati, announced a 2% increase in revenues and a 4% decrease in net earnings for the first quarter ended June 30 at its annual stockholders' meeting last week.

The drop in net earnings was attributed by the company to the 10% federal income tax surcharge. Without the tax surcharge earnings would have increased 6%, the company reported.

Stockholders re-elected existing directors who declared a dividend of 15 cents per share, payable Sept. 13 to stockholders of record Aug. 15.

For the first quarter ended June 30:

	1968	1967
Earned per share	\$0.50	\$0.52
Revenues	9,561,042	9,373,835
Net earnings	1,682,936	1,752,499

Tele-Tape splits stock, aims for exchange spot

Tele-Tape Productions Inc., Chicago, declared a two-for-one split of the firm's common stock last week payable to stockholders of record at the close of business Aug. 9. One goal is to expand the stock-holding base to enable early listing on a major exchange.

Tele-Tape went public in November 1966 and at that time the stock sold for \$12.50 per share. Currently the stock is selling at around \$30 per share. Tele-Tape has 915,454 shares outstanding with a total of five-million shares authorized.

Tele-Tape recently acquired Jam Handy Productions, Detroit, and Paradigm Films, New York, expanding Tele-Tape's operations into the educa-

tional-television and industrial-film fields as well as commercial-TV program packaging and production services. Tele-Tape presently is redesigning a New York theater for TV use at a cost of more than \$2 million. It is to be ready for use by late summer.

RKO cites 'softness' for earnings drop

RKO General Inc., group broadcaster and wholly owned subsidiary of General Tire and Rubber Co., reported an increase in revenues, but a sizeable drop in earnings for the first six months of 1968 ended May 31.

In a report to stockholders, RKO General attributed the decreased earnings to "a softness that existed throughout the television broadcasting industry early in the year" and to losses encountered by Frontier Airlines, a 54%-owned subsidiary, in its transitional change to jet equipment.

For six months ended May 31:

	1968	1967
Revenues	\$44,200,000	\$40,700,000
Earnings	972,000	4,768,000

Filmways' income up, but tax drops net

Filmways Inc., New York, reported the highest third quarter income in the company's history, although provision for the federal income tax surcharge reduced the net income from \$367,000, or 37 cents per share, to \$327,000, or 33 cents per share.

Filmways has five TV properties on the networks, syndicates two others (*Steve Allen Show* and *The Addams Family*), and is in motion pictures. It also has been diversifying in other related fields.

For nine months ended May 31:

	1968	1967
Income per share	\$1.03	\$1.28
Revenues	31,127,000	24,714,000
Net income	1,028,000	1,254,000

Baird suspended from trading by SEC

A New York stock broker whose personal family foundations engaged in loans and investments to companies, including motion-picture and television firms, was ordered suspended from trading as a broker by the Securities and Exchange Commission last week. He's David G. Baird, who resigned a year ago as president of Baird and Co.

As part of a consent settlement, announced by SEC last week, Mr. Baird, 72, agreed to withdraw from the brokerage firm and not to engage in the securities business in any capacity with



any broker-dealer.

The SEC investigation was triggered by a 1963 report of the foundations subcommittee of the House Small Business committee, headed by Representative Wright G. Patman (D-Tex.) (BROADCASTING, Oct. 28, 1963). This showed that Mr. Baird's foundations (David, Josephine and Winfield Baird Foundation, the Winfield Baird Foundation and the Lansing Foundation) with total assets then of \$28 million, had between 1951 and 1962 engaged in business dealings with the late Matthew Fox, then engaged in promoting subscription television in Los Angeles and San Francisco; C&C Super Corp., engaged in the early days of television in bartering of programs for credits in time that it sold to advertisers; Louis Chesler, Eliot Hyman and the late David B. Stillman, then executives in Seven Arts Productions Ltd. and Seven Arts Associated Corp.; Spyros Skouras, Walt Disney, Nicholas Reisini (Cinorama Inc.), Serge Semenenko (financier), Stanley Warner Corp., then owner of WAST(TV) Albany, N. Y.; Joseph Harris. New York insurance executive, who then owned 50% of KELP-AM-FM

El Paso, and 100% of Essex Universal Corp., film distributor.

Mr. Baird, according to FCC records at one time owned 49% of KFWB-FM Los Angeles; he sold that interest in 1952.

Company reports . . .

Gulf and Western Industries Inc., parent corporation of Paramount Pictures Corp., International Telemeter Corp. (multiple CATV owner) and Desilu Productions Inc., reported record sales and earnings for nine months ended April 30:

	1968	1967
Earned per share	\$2.44	\$2.10
Sales	996,000,000	851,500,000
Net earnings	52,354,000	44,694,000

AT&T reported increases in income and earnings for three months ended May 31, and a dividend payment of \$0.60 per share:

	1968	1967
Earned per share	\$1.00	\$0.92
Operating revenues	3,460,204	3,233,618
Net income	563,032	510,356

Scripps-Howard Broadcasting Co., Cincinnati, reported a slight increase in net income for the three-month period and a slight decrease for the six-month period ended June 15 as com-

pared with the same periods last year.

For three months:		
Income per share	\$0.48	\$0.44
Revenues	5,208,045	4,640,908
Net income	1,257,682	1,126,255
For six months:		
Income per share	\$0.85*	\$0.88
Revenues	9,713,952	9,024,329
Net income	2,208,217	2,238,691

*The 10% federal income tax surcharge and 1968 depreciation expense, an increase of \$167,343 over 1967, adversely affected earnings per share by approximately 12 cents.

Schertle galleries added to LIN holdings

LIN Broadcasting Corp., Nashville, a diversified company with multiple broadcast and CATV holdings, has acquired Schertle Galleries, Baltimore-based art marketer, for \$3.3 million in an exchange of stock.

Schertle has 51 outlets throughout the country. Frederic Gregg Jr., president and chairman of LIN, said that an additional 50 galleries would be opened by the end of this year. Mr. Gregg added the company would inaugurate an "aggressive franchising program which will ultimately include 500 to 750 art galleries throughout the U. S. and Canada."

FATES & FORTUNES

BROADCAST ADVERTISING

William E. Davis, creative director, Magna Ltd., Los Angeles agency, also named executive VP.

James E. Muse, manager. The Katz Agency, St. Louis, joins Media/Marketing Service Center Inc., Western Springs, Ill., as executive VP in charge of new St. Louis office due to open within month.

John F. Tukey, account supervisor; **Frederick L. Schlinger**, manager, copy and creative research; **Carlton Zucker** and **Don A. Reed**, client services, all Leo Burnett Co., Chicago, all named VP's.

David Low, account executive, WKBF-TV Cleveland, appointed sales manager.

Nathan Pinsof, media manager, J. Walter Thompson Co., Chicago, elected VP.

Sidney H. Gilmore, marketing and merchandising director, Fraust/Day Inc. Advertising. Los Angeles, appointed national sales manager, radio division, Golden West Broadcasters, that city.

Clare L. Simpson, group supervisor, TV-radio department, Young & Rubicam. New York, named VP.

Joseph G. Burbeck, associate media director, and **Joseph A. Ferenc**, director, print production/traffic, Compton

Advertising Inc., New York, named VP's.

William Middleton, writer-producer, D'Arcy Advertising Co., appointed general manager, audio-visual studio, St. Louis.

Henry P. McHale, marketing research analyst, Ford Motor Co., Dearborn, Mich., joins American Motors Corp., Detroit, as marketing research manager.

Richard J. Ende and **William Parrott**, both Benton & Bowles, New York, appointed creative supervisors.

Robert J. Kohlbrenner, associate manager, production department, N. W. Ayer & Son, Philadelphia, appointed production and traffic manager.

James B. Nickel, VP and creative group supervisor, Gardner Advertising, New York, joins McCann-Erickson, Los Angeles, as creative director.

Robin Adrian, account executive, CBS Television Stations National Sales, Los Angeles, appointed manager of Los Angeles office.

Fred Kaufman appointed general sales manager, KOMO Seattle.

Dale Drake, national sales manager, KXOL Fort Worth, appointed sales manager.

Anthony R. Thompson, account executive, KTVK(TV) Phoenix, joins WKBG-TV Cambridge-Boston as sales promo-

FCBA's new officers

Robert L. Heald, member of Washington law firm of Fletcher, Heald, Rowell, Kenehan and Hildreth, has been elected president of Federal Communications Bar Association. He succeeds **Ben C. Fisher**, who has become member of board.

Other FCBA officers elected at annual meeting: **Morton H. Wilner**, 1st VP; **Howard C. Anderson**, 2d VP, **Michael H. Bader**, secretary; **David**

R. Anderson, assistant secretary; **Alan Y. Naftalin**, treasurer. Newly chosen members of board are **Jack P. Blume** and **Herbert E. Forrest**, as well as Mr. Fisher. Other board members are **R. Russell Eagan**, **Stanley S. Harris**, **Harry J. Ockershausen**, and **Thomas H. Wall**. **J. Roger Wollenberg** remains as FCBA's delegate to American Bar Association.

NAB names PR committee

National Association of Broadcasters has named its public relations committee: **Frank Gaither**, Cox Broadcasting Corp., Atlanta, chairman; **James M. Caldwell**, WAVE Louisville, Ky.; **Don C. Dailey**, KGBX Springfield, Mo.; **Harold Essex**, WSJS-TV Winston-Salem, N. C.; **Simon Goldman**, WJTN Jamestown, N. Y.; **J. R. Livesay**, WLBH Mattoon, Ill.; **Arch L. Madsen**, Bonneville International Stations, Salt Lake City; **A. Louis Read**, WDSU-TV New Orleans, and **Al Ross**, KNAB Burlington, Colo.

tion director.

Del Gore, KNTV(TV) San Jose, Calif., appointed sales development manager.

James Skelly, with WJW Cleveland, appointed local sales manager, WCJW(FM), that city, both Storer Broadcasting Co. stations.

Russell DeMarois, account executive, WTAK Garden City, Mich., appointed local sales manager.

MEDIA

Robert C. (Jake) Embry, president, Baltimore Ice Sports Inc. (Baltimore Clippers) and Maryland FM pioneer, named general manager, WCBM-FM Baltimore (applied for WMAR-FM). Mr. Embry was former VP, WITH-AM-FM there.

R. Edward Ripley, program director, WDAE Tampa, Fla., also named VP.

George Hagar, assistant general manager, WQXI-TV Atlanta, appointed general manager.

Robert G. Pieger, with WJZZ(FM) Bridgeport, Conn., appointed general manager.

Howard C. Weiss, with WNOV Milwaukee, joins WMIL-AM-FM, that city, as general manager.

Don Boyles, with WYDE Birmingham, Ala., joins KOMA Tulsa, Okla. as general manager.

Joseph A. Reilly, commercial manager, WERA Plainfield, N. J., also appointed station manager.

William H. Tewell, commercial manager, WCOA Pensacola, Fla., appointed station manager.

Frank Reagan, commercial manager, WPUT Brewster, N. Y., appointed station manager.

Bob Lunningham, account executive, KRZY Albuquerque, appointed station

manager of KRSY Roswell, both New Mexico. Both are John M. Burroughs stations.

Bob Nelson, operations manager, WJIB(FM) Boston, joins WPIX-FM New York in same capacity.

James A. Geisheimer returns to Westinghouse Broadcasting Co., New York, as business manager.

William L. Alexander, manager, GT&E Communications Inc., Sun City, Calif., appointed manager, California operations.

Wesley P. Melling, with IBM, New York, joins CBS Television Stations Division, there, as director of management systems and procedures.

PROGRAMING



Mr. Resing

George Resing Jr., program director, WLWD(TV) Dayton, Ohio, (Avco Broadcasting Corp.), appointed to newly created position of manager, corporate TV programming for Avco, Cincinnati.

Hal Secor, creative director, Midwest sales, Wilding Inc., Chicago, named VP.

Lee Shoblom, station manager, KDKO Littleton, Colo., resigns to devote full-time to his production company, Shoblom Productions, Denver.

Jon Ross, executive producer, KTTV(TV) Los Angeles, appointed program director.

Vasil R. Furnad, with ABC News, Washington, joins WSWO-TV Springfield, Ohio, as production manager.

Bob Carlin, program director, WPTH(FM) Fort Wayne, Ind., resigns to become pastor of three United Methodist churches, Bryant, Ind.

Marvin Chauvin, television produc-

tion director, WOOD-TV Grand Rapids, Mich., appointed program director, WOOD-AM-FM-TV.

Mark Prichard, VP in charge of programming, WLAC-AM-FM Nashville, joins WJW Cleveland as program manager, succeeding **Charles Renwick**, who assumes position of general manager, WCJW(FM), that city.

James F. Major, production manager, WITI-TV Milwaukee, appointed program and operations manager, succeeding **Robert A. Oliver**, who died June 7 after long illness. **Kenneth Behan**, chief director, succeeds Mr. Major.

Martin Jacobs, with KDTH and KFMD(FM) Dubuque, Iowa, appointed director of operations and programming for KFMD.

Ted Moore, assistant program manager, WTMJ Milwaukee, appointed program manager.

John Yotts, air personality, WPUT Brewster, N. Y., appointed program manager.

Len Biegel, manager, live and video tape operations, Public Broadcast Laboratory, New York, appointed assistant program manager, WNEW-TV New York.

E. Norman Bailey, WMNB-AM-FM North Adams, Mass., joins WHRL(FM) Albany, N. Y. as program director, succeeding **Richard N. Hoague**.

Don Nutting, WERA Plainfield, N. J., appointed program director.


Stanley M. Donaldson producer-director KZAZ(TV) Nogales, Ariz., joins WJRT-TV Flint, Mich. in similar capacity.

NEWS

Paul Kuntz, WTIC Hartford, elected president, Connecticut AP Broadcasters Association; **Chris Kelly**, WICC Bridgeport, elected VP; **Pat Yal**, chief, AP

7-15-68

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AAF elects new officers and directors in Portland

Robert Light, president, Southern California Broadcasters Association, Hollywood, and **Jack P. Timmons**, general manager, KWKH Shreveport, La., elected vice chairmen of western and central regions, respectively, of American Advertising Federation at AAF's national convention in Portland, Ore. last week.

Howard H. Bell and **Samuel Thurm**, Lever Brothers, New York, continue as AAF president and vice chairman, eastern region, respectively.

Charles H. Whitebrook, senior VP, Bishopric/Green/Felden Inc., Miami, re-elected treasurer. **Frank Karsh**, president, Advertising Display Co., Denver, elected secretary.

Mrs. Annie-Clair Mote, Herbert S.

Benjamin Associates, Baton Rouge; **John Coyle**, Commercial Recording Corp., Dallas, and **Jean Middlebrook**, Chicago Bank & Trust, all elected new VP's of AAF.

Gail Smith, General Motors Corp., Detroit; **Dr. Dorothy Gregg**, U. S. Steel Co., New York; **Richard Doderich**, Bruce Brewer, Kansas City, Mo.; **Lydia Reeve**, Foote, Cone & Belding, Los Angeles; **John Lamb** of Minneapolis; **Douglas Smith**, Lennen & Newell, New York, and **Jean Replogle**, Davis/Replogle & Associates, Los Angeles, all elected new directors.

Heads of affiliated associations who become directors of AAF for first time: **James E. Calla**, Univer-

sity of Indiana, for American Academy of Advertising, East Lansing, Mich.; **G. P. Swanson**, Northwest Farm Paper Unit, Spokane, Wash., for Agricultural Publishers Association, Cleveland; **Howard Stumpf**, Point-of-Purchase Advertising Association, New York; **Mel Hattwick**, Continental Oil Co., for Advertising Research Foundation, New York; **Joseph W. Pearson**, Springfield Advertising, Springfield, Mass., for Outdoor Advertising Association of America, New York; **James F. Reilly**, U. S. Brewers Association, New York; **H. Ford Quiperine** for Brand Names Foundation, New York.

Other AAF directors are continuing in office.



Mr. Light



Mr. Timmons



Mr. Thurm



Mr. Coyle



Dr. Gregg



Mr. Smith

New Haven Bureau, re-elected secretary-treasurer.

Peter Heller, newsman, wowo Fort Wayne, Ind., joins ABC-TV, New York in same capacity.

William S. Brady, assistant news director, KDKA-TV Pittsburgh, joins KDKA there as news director.

Bob Feldman, with WFIL-TV Philadelphia, joins WNEP-TV Scranton-Wilkes-Barre as news director.

Joe Tierno, with WTLB Utica-Rome, N. Y., appointed chief news editor, succeeding **Phil Tucker**, who joins WMCA New York, as morning news editor (both stations belong to Straus Broadcasting group).

Peter Richard, newscaster, WERA Plainfield, N. J. appointed news director.

Jack Krueger, manager, news and public affairs, WTMJ-AM-FM-TV Milwaukee, appointed manager, public affairs. **Donald Loose**, program manager, appointed manager, news operations.

FANFARE

Murray D. Kirkwood, director, public relations and advertising, ITT World Communications Inc., New York, also elected VP.

Charles A. Moses, with Universal

Pictures, Paris, appointed executive in charge of domestic and foreign advertising and publicity department, New York.

EQUIPMENT & ENGINEERING



Mr. Towner

Orrin W. Towner, director of engineering, WHAS-AM-FM-TV Louisville, Ky., retires. Mr. Towner entered broadcast engineering in 1926. Prior to joining WHAS in 1938, he was broadcast equipment field

supervisor, Bell Telephone Laboratories, New York.

Edward Rehm, with WTVJ(TV) Miami, joins Film Recording Inc., that city, as chief engineer.

Donald V. Kleffman, manager, video product management, Ampex Corp., Redwood City, Calif., appointed marketing manager. **Richard Sirinsky**, video national accounts manager with firm, appointed national sales manager.

Clyde G. Haehnle, VP and technical assistant to president, Avco Broadcasting Corp., Cincinnati, also appointed chairman, technical committee, Association of Maximum Service Telecasters Inc., Washington, succeeding **Orrin W. Towner**, who retires.

Ron Adamson, chief of systems engineering, International Nuclear Corp., Nashville, joins Sarkes Tarzian Inc., Bloomington, Ind., as manager, sales systems engineering, broadcast equipment division.

Waverly C. Foster, with WAVY-TV Portsmouth - Norfolk - Newport News, Va., appointed supervisor, studio engineering. **Edgar H. LaRose**, with WAVY, appointed supervisor, transmitter engineering.

ALLIED FIELDS

Oliver McB. Green, manager, Washington operations, General American Transportation Corp., joins Datran Associates Inc., Chevy Chase, Md., as VP and member of board. Datran is newly formed company providing technical and market consultation services to communication and data processing industries.

Lawrence Valenstein, chairman, executive committee, Grey Advertising, New York, elected to Hofstra University board of trustees.

DEATHS

Frank Young, 56, account executive, McFadden, Strauss, Eddy & Irwin, New York, died July 4 in Greenwich (Conn.) hospital after long illness. Mr. Young

began news career in 1934 with UP, Washington, later specializing in entertainment news. He was formerly director of press for NBC and Screen Gems and public relations director for WNEW New York.

Richard C. Rosenthal, 44, executive VP, Harold E. Flint & Associates, advertising agency, Fargo, N.D., died July 2 following short illness. He is survived by his wife, Marguerite, and two children.



Mr. Dodge

Sherwood Dodge, 52, president of Advertising Research Foundation, died of heart attack July 5 in Doctors hospital, New York. Mr. Dodge, who had been ARF president since 1966, started his advertising career as copywriter-researcher at Lord & Thomas after graduation from the University of California in

1938. Following World War II service as director of research for Office of Price Administration, he joined Foote, Cone & Belding, successor agency of Lord & Thomas, as research director, and became national VP in charge of marketing. In 1957 he was elected executive VP of Fletcher D. Richard Inc. and later served three years as marketing VP of Colgate-Palmolive toilet articles division. He was past president and member of the Copy Research Council; member of American Association of Advertising Agencies' standing committee on media relations and member of market research council. He was co-author of *The Engineering of Consent*, published by University of Oklahoma Press in 1956. He is survived by his wife, Betty, and daughter, Daryl.

Dr. Donald Manly Williams, 56, professor of communications, American University, Washington, died July 8 of brain hemorrhage in Suburban hospital, Bethesda, Md. He is survived by

his wife, Josephine, two daughters and son.

Harold F. (Hal) Dyer, 49, program director, WFTN Franklin, N. H., died July 5 in Laconia, N. H. He had been in broadcasting for more than 26 years.

Robert S. Darby, 53, broadcast studio technician, Voice of America, Washington, died July 8 of heart attack at his home in Falls Church, Va. He is survived by his wife, Elizabeth, son and daughter.

Mrs. Frances Goke, 56, continuity director, WSWW-AM-FM Platteville, Wis., died June 24 of heart attack. She is survived by her husband, William, and daughter.

Mrs. L. L. Morris, 60, retired FCC secretary, died July 1 in Northern Virginia Doctors hospital following illness of several months. She lived in Alexandria and was with FCC for 25 years. Mrs. Morris is survived by her husband, L. L., and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 3 through July 10 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

APPLICATION

Reading, Pa.—Reading TV Broadcasters. Seeks UHF ch. 51 (692-698 mc); ERP 269 kw vis., 40.7 kw aur. Ant. height above average terrain 712.5 ft.; ant. height above ground 339 ft. P. O. address: c/o Robert N. Thomas, 119 North Fairfax Street, Alexandria, Va. 22314. Estimated construction cost \$427,500; first-year operating cost \$296,000; revenue \$60,000. Geographic coordinates 40° 15' 59" north lat.; 75° 58' 59" west long. Type trans. Ampex TA-15BT. Type ant. Jampro J22-3-0-B. Legal counsel Robert N. Thomas; consulting engineer David L. Steel Sr. Principals: Charles Bresler (41%), Stanley A. Marks (27%) et al. Mr. Bresler is partner in real estate development firm, 50% owner of nursing home in Reading, Pa. and 25% owner of nursing home in Greenbelt, Md. Mr. Marks is partner in two stock brokerage firms and 50% owner of real estate firm. Mr. Marks is also 35% owner of WGMZ-FM Flint, Mich., WPAC-AM-FM Patchogue and WHRF-AM-FM Riverhead, both New York. Ann. July 10.

FINAL ACTIONS

Hagerstown, Md. — Regional Broadcasting Co. Broadcast Bureau granted UHF ch. 25 (536-542 mc); ERP 324 kw vis., 32.4 kw aur. Ant. height above average terrain 231.13 ft. P. O. address: c/o Arthur A. Snowberger, Box 481, Hagerstown. Estimated construction cost \$121,987.50; first-year operating cost \$84,000; revenue \$100,000. Geographic coordinates 39° 38' 30" north lat.; 77° 43' 13.5" west long. Type trans. GE TT202A.

Type ant. GE TY-106-C. Legal counsel Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington; consulting engineer Arthur A. Snowberger, Hagerstown, Md. Principals: Warren Adler, president, Arthur A. Snowberger, vice president and John Bozza, secretary-treasurer. Applicant is licensee of WHAG-AM-FM Halfway, Md. Action July 2.

OTHER ACTIONS

■ Review board in Sacramento, Calif., TV broadcast proceeding, Docs. 17778-79, petition for grant of application and favorable resolution of limited financial issue, filed by Hercules Broadcasting Co. on May 13 and joint request for approval of agreement and dismissal of application filed on same date by Hercules Broadcasting Co. and Grayson Television Co. are granted; agreement submitted therewith approved to extent indicated; application of Grayson Television Co. dismissed with prejudice; application of Hercules Broadcasting Co. for CP for new television broadcast station to operate on ch. 15 in Sacramento granted and proceeding terminated. Action July 9.

■ Review board on July 2 in Largo, Fla., TV broadcast proceeding, Doc. 17051, scheduled oral argument before panel of review board for Aug. 1.

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17681-82, grant-

ed motion filed on July 5 by Medford Printing Co., extended to July 24 time within which to file reply to Liberty's opposition to motion to enlarge issues. Action July 9.

■ Review board, on July 5 in Medford, Ore., TV broadcast proceeding, Docs. 17681-82, granted petition for extension of time filed July 2, by Broadcast Bureau, extended to July 15 time within which to file responsive pleadings to request for clarification of issues and/or enlargement of issues filed by Southern Oregon Broadcasting Co.

RULEMAKING ACTION

■ FCC adopted amendment of the TV table of assignments to provide for additional UHF channel assignment at Fort Smith, Ark. George T. Herrreich tr/as KFPW Broadcasting Co. requested rulemaking (RM-1297). Action July 10.

Existing TV stations

FINAL ACTIONS

WKAB-TV Montgomery, Ala.—Broadcast Bureau granted CP to change ERP to 813 kw vis., 83.2 kw aur.; redesignate trans. and studio location as 3251 Harrison Road, change type trans., type ant., make changes in ant. structure, ant. system and increase ant. height to 830 ft.; condition. Action

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

July 2.

■ KLOC-TV Modesto, Calif.—Broadcast Bureau granted CP to change aur. ERP to 2 kw. Waiver of Sec. 73.682 was granted at same time. Rule specifies that ERP of aur. trans. shall not be more than 20% of peak radiated power of vis. trans. Action July 3.

■ KKTU(TV) Colorado Springs—Broadcast Bureau granted CP to change studio location to 3200 North Nevada Avenue. Action July 3.

■ WOVE-TV Albany, N. Y.—Broadcast Bureau granted mod. of CP to change ERP to 456 kw vis., 91.2 kw aur., trans. location to Beaver Dam Road, Helderberg Mountain, near New Scotland Town, N. Y.; studio location to be determined; change type trans., type ant., ant. structure, ant. system, increase ant. height to 1030 ft. and mod. of CP to extend completion date to Jan 8, 1969. Action July 8.

■ WDTV(TV) Weston, W. Va.—Broadcast Bureau granted mod. of license covering change in name to Broadcast Industries of West Virginia Inc. Action July 8.

OTHER ACTION

■ FCC has ordered stay of effectiveness of grant on May 24 by Broadcast Bureau of application by Birmingham Television Corp., Birmingham, Ala., pending action on petition for reconsideration by Johnston Broadcasting Co., licensee of WJLD Home-wood, Ala. Action July 5.

CALL LETTER ACTION

■ Philip Y. Hahn Jr., Rochester, N. Y. Granted WPYH(TV).

New AM stations

FINAL ACTIONS

■ St. Maries, Idaho—Clearwater Broadcasting Co. FCC granted 1600 kc, 1 kw D.P.O. address: Box 32, Orofino, Idaho. Estimated construction cost \$8,450; first-year operating cost \$21,600; revenue \$24,000. Principals: John H. Matlock and Eugene A. Hamblin (each 50%). Mr. Matlock has 50% interest in KLER Orofino, and 60% interest in KOZE-AM-FM Lewiston, Idaho. Mr. Hamblin has 40% interest in KOZE-AM-FM and 50% interest in KLER. Action July 3.

INITIAL DECISION

■ Application of Rice Capital Broadcasting Co. for CP to build new AM daytime station in Crowley, La., has been granted in initial decision by Hearing Examiner Charles J. Frederick (Doc. 16785). Ann. July 3.

OTHER ACTIONS

■ Review board in Prentiss, Miss., AM broadcast proceeding, Docs. 18208-09, granted request for extension of time filed July 5 by Miss Lou Broadcasting Corp., extended to July 25 time within which to file petition to enlarge issues. Action July 10.

■ Review board on July 9 in Wanchese, N. C., AM broadcast proceeding, Docs. 17886-88, action on petition to dismiss and for approval of agreement filed by Onslow County Broadcasters and Hendon M. Harris on May 20 held in abeyance; that further opportunity be afforded other persons to apply for facilities specified in application of Hendon M. Harris; that Hendon M. Harris will therefore comply with provisions of Sec. 1.325 of commission's rules.

■ Review board in Lebanon, Mo., FM and AM broadcast proceeding, Docs. 17899, 18043-44, granted to extent indicated, denied in all other respects motion to enlarge issues filed March 29 by Risner Broadcasting Inc. Action July 3.

■ Review board on July 10 in Hartsville, S. C., AM broadcast proceeding, Docs. 18198-99, granted petition to enlarge issues filed June 11 by Community Broadcasting Co. of Hartsville.

■ Review board in Edna, Tex., AM broadcast proceeding, Docs. 16572-73, granted request for extension of oral argument date filed July 8 by International Broadcasting Corp., and rescheduled oral argument for Sept. 5. Action July 9.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on July 3 in Lebanon, Tenn. (Vernon Broadcasting Co.) AM proceeding, continued evidentiary hearing scheduled for July 30 to Sept. 9 (Doc. 18178).

■ Chief Hearing Examiner James D. Cunningham on July 5 in Globe, Ariz. (Mace Broadcasting Co. and Herb Newcomb) AM proceeding, designated Hearing Examiner Herbert Sharfman to serve as presiding officer and scheduled prehearing conference for Aug. 16 and hearing for Oct. 15 (Docs. 18225-6).

■ Hearing Examiner Chester F. Naumowicz, Jr. on July 3 in Springfield, Mo., Gilmer, Tex., and Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co., and Giant Broadcasting Co.) AM proceeding, granted petition by Upshur Broadcasting Co. for leave to amend engineering aspects of proposal and returned application to processing line (Docs. 17921-3).

■ Office of Opinions and Review on July 5 in Wanchese, Midway Park and Maysville, all North Carolina (Outer Banks Radio Co., Onslow County Broadcasters and Rendon M. Harris) AM proceeding, granted request by the Broadcast Bureau and extended time to and including July 19 to file responsive pleadings to applications for review filed by Onslow Broadcasting Corp. and Seaboard Broadcasting Co. to Review board's order (Docs. 17886-8).

DESIGNATED FOR HEARING

■ FCC designated for hearing applications by Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co. to operate AM station in Louisa, Ky. Both applicants want to operate on 1270 kc with 1 kw power daytime. Action July 3.

Existing AM stations

FINAL ACTIONS

■ FCC denied petition by Clayton W. Mapoles, d/b as Milton Broadcasting Co., licensee of WEBY Milton, Fla., for reconsideration of commission's memorandum opinion and order released April 15 denying request for termination of WEBY license renewal hearing (Doc. 17613) and for assignment of station license. Action July 3.

■ Commission has waived Sec. 73.24(g) of rules and granted KOHO Honolulu, CP to increase power on 1170 kc, unlimited time, from 1 kw to 5 kw, with remote control permitted. Grant was made subject to certain conditions. Action July 3.

■ FCC granted request by Nationwide Communications Inc., licensee of WRFD and WNCI(FM) at Columbus-Worthington, for change of location of WNCI(FM) to Columbus, Ohio.

■ KFNF Shenandoah, Iowa—Broadcast Bureau granted mod. of license to change studio location to 301 Maple Street. Action July 3.

■ WMSK Morganfield, Ky.—Broadcast Bureau granted CP to increase ant. height to 200 ft. Action July 3.

■ WDXR Paducah, Ky.—Broadcast Bureau granted mod. of CP for changes in daytime MEQV conditions. Action July 3.

■ WFYC Alma, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 30.

■ Commission has granted application of Broadcast Service Inc. to increase directional nighttime power of its station WHNY McComb, Miss., from 500 w to 1 kw on 1250 kc. Action July 3.

■ KELI Tulsa, Okla. — Broadcast Bureau granted waiver of Sec. 73.30 of rules to extent of permitting relocation of main studio beyond corporate limits of Tulsa, at 21st Street and South Louisville (Tulsa State Fairgrounds). Action July 3.

FINES

■ FCC notified city of Camden, N. J., licensee of WCAM Camden, that it has incurred apparent liability of \$700 for rule violations. Action July 3.

■ FCC denied application for mitigation of \$2,000 forfeiture imposed on Rhode Island Broadcasting Co., licensee of WRIB East Providence, R. I.

RULEMAKING ACTIONS

■ FCC adopted notice of proposed rule-making to simplify, clarify and update rules for station identification of standard and FM stations by amending Sec. 73.117 and 73.287. Action July 3.

CALL LETTER ACTIONS

■ Wade B. Sullivan, Ozark, Ala. Requests WWBS.

■ WYSI, Koch Broadcasting Corp., Ypsilanti, Mich. Requests WKKM.

CALL LETTER ACTION

■ Ava Radio Association, Ava, Mo. Granted KSOA.

New FM stations

APPLICATIONS

Washington, Ga. — Better Broadcasting Inc. Seeks 100.1 mc, ch. 261, 2.4 kw. Ant. height above average terrain 324 ft. P. O. address: Berkshire Drive, Washington, Ga. 30673. Estimated construction cost \$10,498; first-year operating cost \$5,200; revenue \$15,000. Principals: B. L. Williamson, president. Applicant is licensee of WLOV Washington, Ga. Ann. July 3.

*St. Helen, Mich.—Kirtland Community College. Seeks 105.5 mc, ch. 288A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 814 Lake Street, Roscommon, Mich. 48653. Estimated construction cost \$38,443.37; first-year operating cost \$10,000; revenue none. Principals: Kirtland Community College has no shareholders. Lloyd H. Buskirk, president et al. Ann. July 3.

Rochester, N. Y.—Monroe County Broadcasting Co. Seeks 103.9 mc, ch. 280A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 330 South Avenue, Rochester 14620. Estimated construction cost \$62,536; first-year operating cost \$47,000; revenue \$50,000. Principals: Andrew A. Langston, president, Milton Moss, vice president, Gordon L. Kelso, vice president, Augustus Niles, treasurer, Fred A. German (each 12.5%) et al. Mr. Langston is insurance consultant. Mr. Moss is real estate salesman. Mr. Kelso is insurance broker, secretary of trucking (transportation) company and real estate salesman. Mr. Niles is real estate broker. Mr. German is proprietor of two farms and is sole owner of WWOK Charlotte, N. C. Ann. July 30.

Rutland, Vt.—Central Vermont Broadcasting Corp. Seeks 98.1 mc, ch. 251B, 50 kw. Ant. height above average terrain minus 293 ft. P. O. address West Proctor Road, Rutland 05701. Estimated construction cost \$49,177.35; first-year operating cost \$20,000; revenue \$25,000. Principals: John J., president (41.7%) and Louis M. Carusone, secretary (41.4%) et al. Messrs. Carusone are both attorneys and manufacturers of pre-cut homes. Applicant is also licensee of WHWB Rutland. Ann. July 3.

La Crosse, Wis.—Lee and Associates Inc. Seeks 95.9 mc, ch. 240, 1 kw. Ant. height above average terrain 474.5 ft. P. O. address: Box 1148, La Crosse 54601. Estimated construction cost \$23,199.50; first-year operating cost \$24,000; revenue \$25,000. Principals: Herbert H. Lee, president, treasurer and general manager (85.71%) and Elaine F. Lee, secretary (14.29%). Mr. and Mrs. Lee are owners of WKTY La Crosse, Wis. Ann. July 3.

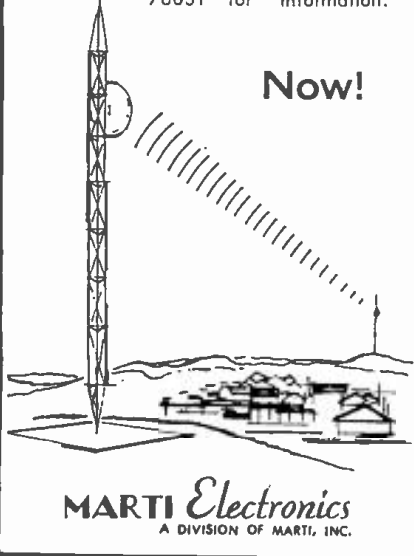
FINAL ACTION

McQueen and Co., Dyersburg, Tenn.—Broadcast Bureau granted authority for

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 9, 1968

	ON AIR Licensed	CP's	TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
Commercial AM	4,186 ¹	22	4,208 ¹	82	4,290 ¹
Commercial FM	1,812	45	1,857	235	2,092
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	33	150 ²	163	314 ²
Educational FM	336	11	347	31	378
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	27	82	29	111

STATION BOXSCORE

Compiled by FCC, July 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,185 ¹	1,812	614 ²	335	123
CP's on air (new stations)	18	38	42	13	33
Total on air	4,203 ¹	1,850	655 ²	348	156
CP's not on air (new stations)	86	244	180	30	32
Total authorized stations	4,289 ¹	2,094	835 ²	378	188
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	0	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.

SCA on sub-carrier frequency of 67 kc for new FM station. Action July 3.

INITIAL DECISIONS

■ Hearing Examiner Millard F. French proposed in initial decision grant of application for new FM station to operate on ch. 296 (107.1 mc) with ERP of 3 kw and ant. height of 300 ft. to Robert P. Singletary and Logan M. Lewis db/as Thomasville Broadcasting Co., Thomasville, Ga. (Doc. 17854). In same action, mutually exclusive application of Triple C Broadcasting Corp. was denied (Doc. 17853). Ann. July 3.

■ Hearing Examiner Jay A. Kyle in initial decision granted application of Tri-Cities Broadcasting Corp. for CP (Doc. 17575) for new class A FM station to operate on ch. 285 (104.9 mc) at Gate City, Va. Ann. July 9.

OTHER ACTIONS

■ Review board in Pompano Beach, Fla., FM broadcast proceeding, Docs. 18020-21, 18187, granted motion for extension of time filed July 8 by Deerfield Radio Inc., extended to Aug. 8 time within which to file responsive pleadings to petition to enlarge issues and petition for mod. or enlargement of issues filed by Almaron Inc. of Florida. Action July 10.

■ Review board on July 3 in Hardinsburg, Ky., FM broadcast proceeding, Docs. 17856-57, denied petition to enlarge issues filed May 7 and granted motion to accept reply filed May 24 by Breckinridge Broadcasting Co.

■ FCC notified Irvanna Broadcasting Co., licensee of WIRV Irvine, Ky., that application for new FM station cannot be granted without hearing. Action July 3.

■ FCC review board decision granting FM CP for Sildell, La., will be reviewed by commission. Following stay it ordered on grant June 26, commission has issued another order calling for oral argument on two applications for permit Sept. 30 before commission. Action July 3.

■ Review board in Bellefontaine, Ohio, FM broadcast proceeding, Docs. 17519-20, rescheduled oral argument before panel of Review board for July 30. Action July 9.

■ Review board in Albany, Ore., FM broadcast proceeding, Docs. 18210-12, granted petition for extension of time filed July 8 by WPOW Inc., extended to July 22 time within which to file motions to enlarge, change or delete issues. Action July 9.

DESIGNATED FOR HEARING

■ Commission has designated for con-

solidated hearing applications by KFPW Broadcasting Co. and George Domerese for new FM stations to operate in Fort Smith and Van Buren, both Arkansas, on ch. 265 (100.9 mc) with ERP of 3 kw, KFPW Broadcasting Co. with ant. height of 275 ft. and George Domerese with ant. height of 300 ft. Action July 3.

■ Commission has designated for consolidated hearing applications by Avco Broadcasting Corp. and Bexar Broadcasting Co. for new FM stations to operate on ch. 298 (107.5 mc) with application of Turner Broadcasting to change facilities of KBUC-FM from ch. 292 (106.3 mc), ERP 3 kw, ant. height 300 ft., to ch. 298 (107.5 mc), ERP 100 kw, ant. height 287 ft., and change station location from Terrell Hills to San Antonio. Avco requested ERP of 100 kw, and ant. height of 1,258 ft., and Bexar ERP of 42.35 kw, and ant. height of 450 ft. Action July 3.

Existing FM stations

FINAL ACTIONS

KEQR(FM) Chico, Calif.—Broadcast Bureau granted mod. of CP to change type trans., make change in ant. system, change ant. height to 300 ft., remote control permitted; condition. Action July 3.

WELL-FM Freeport, Ill.—Broadcast Bureau granted mod. of CP to add vertical polarization, change type ant., ERP 19.5 kw, ant. height 150 ft., remote control permitted; condition and CP to replace expired permit. Action July 3.

■ Commission has granted application of Iowa State University to increase ERP of station *WOI-FM Ames, Iowa, ch. 211 (90.1 mc), from 16 kw to 100 kw and decrease ant. height from 480 ft. to 440 ft. Action July 3.

WHSL-FM Wilmington, N. C.—Broadcast Bureau granted CP to replace expired permit. Action July 3.

WCLV(FM) Cleveland—Broadcast Bureau granted CP to change ant., trans. and studio location to 50 Public Square, Terminal Tower Building; remote control permitted; install new type trans. and new type ant.; change ERP to 27 kw; ant. height 640 feet, condition. Action July 2.

KXLS(FM) Oklahoma City — Broadcast Bureau granted mod. of CP to change name to Capitol Broadcasting Corp., and mod. of license covering change in name to Capitol Broadcasting Corp. Action July 3.

WORA-FM Mayaguez, P. R.—Broadcast

Bureau granted license covering installation of former main trans. at main trans. location, remote control permitted for auxiliary purposes only. Action July 3.

*WHKW(FM) Chilton, Wis.—Broadcast Bureau granted mod. of SCA to change sub-carrier frequency from 22 to 41 kc. Action July 3.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KSUN-FM Bisbee, Ariz., to Nov. 30; KXRQ(FM) Sacramento, Calif., to Jan. 15, 1969 and KRCB-FM Council Bluffs, Iowa to Jan. 7, 1969. Action July 3.

OTHER ACTIONS

■ Commission has granted waiver of Sec. 73.213 which prohibits acceptance of applications that create short spacings and mileage separation requirements of Sec. 73.207(a) of rules, and accepted for filing application by Peninsula Broadcasting Corp. for construction permit. Application requests change of trans. site of stations KPGM(FM) Los Altos, Calif. and reduction of ant. height to minus 137 ft. KPGM(FM) is now operating on ch. 249 (97.7 mc) with ERP of 3 kw and ant. height of 160 ft. Action July 3.

■ FCC ordered Allan R. Jones and Kenneth F. Warren, d/b as Blue Ridge Broadcasters, licensee of KDFR(FM) Tulare, Calif., to show cause why license should not be revoked. Action July 3.

FINES

■ Broadcast Bureau by letter of July 8 notified WCPS-FM Tarboro, N. C., that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment measurements. Action July 8.

■ Broadcast Bureau by letter of July 8 notified WITN-FM Washington, N. C., that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action July 8.

CALL LETTER ACTIONS

■ WTHB-FM, North Augusta Broadcasting Co., Augusta, Ga. Granted WZZW(FM).

■ Mr. D's Radio Inc., Wichita, Kan. Granted KEYN-FM.

■ Delmarva Broadcasting Corp., Salisbury, Md. Granted WICO-FM.

■ WJON Broadcasting Co., St. Cloud, Minn. Granted WJON-FM.

■ WENE Inc., Endicott, N. Y. Granted WENE-FM.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and their co-permitting auxiliaries: KMMJ Grand Island, Neb.; KREY-TV Montrose, Colo.; KREZ-TV Durango, Colo.; WVGW Tifton, Ga.; WFGM(FM) and WKYN both San Juan, P. R.; WORA-FM Mayaguez, P. R. and KXEW Tucson, Ariz. Action July 3.

Translators

MODIFICATION OF CP's, ALL STATIONS

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KEOS Flagstaff, Ariz., to Oct. 1; KIXF Fortuna, Calif., to Dec. 1; KLIV San Jose, Calif., to Nov. 1; WSRF Fort Lauderdale, Fla., to Dec. 31; KBOI Boise, Idaho to Oct. 8; WMEX Boston to Sept. 15 and KCBF Lubbock, Tex. to Jan. 13, 1969. Action July 2.

ACTIONS

■ Grand Canyon Recreation Association, Grand Canyon, Ariz.—Broadcast Bureau granted CPs for following VHF TV translator stations to serve Grand Canyon operating on ch. 9, by rebroadcasting KOOL-TV, ch. 10, Phoenix; operating on ch. 11, by rebroadcasting KTAR-TV, ch. 12, Phoenix; operating on ch. 13 by rebroadcasting KTVK(TV), ch. 3, Phoenix. Action July 8.

Whiteriver Civic Club, Whiteriver, Ariz.—Broadcast Bureau granted CP for new VHF TV translator station to serve Whiteriver, operating on ch. 6, by rebroadcasting programs of KVOA-TV, ch. 4, Tucson. Action July 1.

K06CV June Lake and Fern Creek, both California—Broadcast Bureau granted mod. of license for VHF TV translator station to change primary TV station to KQED-TV ch. 9, San Francisco. Action July 2.

K08FZ Maxwell, Calif.—Broadcast Bureau granted mod. of CP for VHF TV translator station to change trans. location to 10.2 miles east of Twin Peaks. Action July 2.

K7ICA Stockton, Calif.—Broadcast Bureau granted mod. of CP for UHF TV translator station to extend completion date to Jan. 2, 1969. Action July 2.

WXOS(FM) Plantation Key, Fla.—Broadcast Bureau granted mod. of CP to change

(Continued on page 81)

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- No charge for blind box number.
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RADIO

Help Wanted Management

Mass.—become one of the top creative salesmen in the radio industry with an "idea" company that has changed management less than 3 mos. ago and increased sales volume over 200% since that time. Excellent salary, prove yourself in AM and take over as sales manager in FM with raise in pay. Top level company with training program. This is a rare opportunity and one that could completely change your life. Send resume and full info. Box G-121, BROADCASTING.

Unusual opportunity—learn managership—sales experience necessary. Group owner, N.Y. single. Box G-180, BROADCASTING.

Young, aggressive, educated, community-minded, selling manager. Single, Syracuse vicinity. Box G-220, BROADCASTING.

Sales manager wanted to take over as managing editor of weekly newspaper. Will teach good salesman newspaper business. \$600 to \$800 per month possible. It's up to the man. Needed immediately. Call collect at 404-358-2334, after 5 p.m. 404-358-2298. Ask for Don Morton, Publisher.

General manager for top 10 market suburban station midwest. Young ownership. Rich market! Need general manager to assume responsibility. Must be experienced in every phase of radio station management, heavy on sales. Salary wide open, opportunity for share of ownership when results merit. Write fully in first letter to: Radio, c/o Ira Davidson, 107 N. Wacker Drive, Chicago, Illinois 60606. No phone calls.

Help Wanted

Sales

Pregnant station needs account executive with good delivery for fat commissions. Must be honest, aggressive, and have proven track record. Louisville market. Send full resume and picture to Box G-212, BROADCASTING.

If you like money . . . and security, you'll like our medium market North Carolina station. The salesman picked will be trained to earn over \$15,000 next year and a real go-getter could become manager. Box G-217, BROADCASTING.

Capitalize on your sales experience—become manager. New acquisition, single, 200 miles N.Y.C. Box G-221, BROADCASTING.

Grand Rapids newest AM station, WAFT, is looking for two aggressive young experienced radio salesmen who want to make money. Guarantee and commission, plus benefits. Send resume to Gar Meadowcroft, 355 Covell Road, N.W., Grand Rapids, Michigan 49504.

Join the professionals. WNJR expanding sales force. Get training. Work hard. Make money. Be happy. Join group operation. Maybe get promoted. Write selling letter, resume to: H. Haslett, Sales Manager, WNJR, Post Office Box 1258, Newark, New Jersey.

Chicago area sell radio by telephone; age or experience no factor; will teach hard worker, free to travel midwest! No car necessary; expenses paid; home weekends; salesman and management positions open. Call ROBERTS—312-743-5056; write 2705 West Howard Street, Chicago, Illinois 60645.

Announcers

Number one 5kw station in northeastern North Dakota looking for a 1st Phone announcer. All details and requirements in 1st letter. If you're our man, you can look forward to a happy and profitable relationship with a growing company. Box F-193, BROADCASTING.

Wanted first phone bright morning man, who can provide a cheerful, tight production, MOR setting for total information by farm director, sports director and newsmen. This is a regional station in small market with professional hard-working staff. Send tape, photo, and complete resume to Box G-4, BROADCASTING.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. No tape please. Box G-11, BROADCASTING.

Announcer needed August 18, 1968; must have 3rd license, 1 year experience, and transportation. Send tape, references and starting salary. Station is middle of the road and segmented C&W. If you are not looking for permanency, don't reply. Box G-112, BROADCASTING.

SORRY FOR THE INTRUSION

. . . but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please 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.

All-night dj with first phone. Top 40. East. Send tape, resume and references as soon as possible. Box G-129, BROADCASTING.

Negro R&B personality wanted for Baltimore's swinging soul station. Full time immediate opening must have third class endorsed license. Send tape and resume to Box G-152, BROADCASTING.

Experienced announcer needed for major adult album station in Phoenix. Good company benefits. Excellent employment record and references are essential. Send tape, snapshot and resume with first letter to Box G-160, BROADCASTING.

Changing format from MOR to contemporary. Need young-thinking operations director and dj's. Send tape, picture and complete details with references, first letter. Top pay for top man. Box G-171, BROADCASTING.

Announcer, professional sound, tight board. Settled, looking for permanent job with a future. Excellent working conditions. Top salary. Southwest. Send tape, resume. Box G-176, BROADCASTING.

Announcers—(Cont'd)

Small market west Texas MOR station needs announcer with first or third phone. Box G-179, BROADCASTING.

Announcer experienced in commercial writing and production; sales opportunity possible if adaptable. Box G-194, BROADCASTING.

Baltimore-metro station has immediate opening for first phone nighttime dj. Send tape, resume. Box G-215, BROADCASTING.

Selling is like driving a car . . . it's easy if you know how. Let us train you in sales at our medium market North Carolina Station. Box G-218, BROADCASTING.

Wanted immediately by top rated 10,000 watt KAWA, Waco, Texas; evening drive man. Heavy on production, strong on news. First phone preferred. Contact Program Director, Johnny Dallas, area code 817-SW 9-2488 or area code 817-PL 4-1488. Send tape, resume, and recent photo.

Announcers with first phone needed at once. MOR. Local news/sports. Send tape, resume, photo. Ron Knight, KEXS, Excelsior Springs, Mo. 64024.

Immediate opening for announcer and play-by-play combination. Baseball, basketball and football high school schedule involved. Additional capabilities will be taken into consideration on salary talks. Send full particulars, including tape, snapshot and salary expected. Mason Dixon, KFTM, Fort Morgan, Colorado.

Greater Denver — KLAQ offers immediate position to combo-dj production man able to fit country's most progressive c/w format. Good past experience and references required. 1st phone helpful; not necessary. Send complete resume, salary requirements and air check of board work, production and news to Bob Payne 7075 W. Hampden, Denver 80227.

Station will do 70 college and high school football and basketball games. Need sportscaster of ability; sales ability important. Send tape, resume and picture to KOLT, Scottsbluff, Nebraska.

5000 watt—full time—top 40 station—require first class license—central California—address tapes and resumes to KYOS Radio, P.O. Box 717, Merced, California 95340.

Have opening Sept. 1 for MOR announcer, who has mature music judgement, and good voice. Some sports. Year round vacation land . . . hunting, fishing. Next to Mexico. Pay scale above average for area. Send tapes and resume to Joe Young, KVOZ, Laredo, Texas.

Immediate opening for evening MOR personality. Must be experienced and able to produce a tight and bright sound. First opening in two years. Professional staff. Florida resort area. Send resume to WCOA Radio, (NBC), P. O. Box 1669, Pensacola, Fla.

Negro announcer—minimum 2 years experience, capable of fast paced r&b and gospel. In return salary commensurate with experience, health and life insurance program, paid vacation, company paid retirement program, pleasant working conditions and surroundings. Send immediately: Resume, photo, tape to Bob Todd, Operations Director, Radio Station WGEE, Indianapolis, Indiana 46203. No phone calls. Personal interview mandatory.

20,000 college students will listen to you. Number-one station needs night-show dj. Tape—resume to Mal Harrison, WGGG, P. O. Drawer G, Gainesville, Florida . . . home of University of Florida.

Help Wanted—Announcers—(Cont'd)

50,000 watt, clear channel WHAM has an opening for strong mid-day personality. And we mean personality! Excellent opportunity for right man to join the staff of one of America's fine radio stations. Send audition tape, complete resume and photo to Bill Givens, WHAM, Rochester, New York 14604. Phone: 716-454-4884.

Experienced combo—bright news/sports MOR, standard. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Announcer/salesman. Minimum one year commercial of AFRS-type experience. Need excellent, accent-free reader who likes radio and enjoys working in small market. Salary reasonable, commensurate with ability. Write Arch Harrison, WJMA, Orange, Virginia 22960.

Experienced announcer for prestige station. Resort town. WLDR, Traverse City, Michigan 49684.

Mature, dependable, experienced staff announcer . . . MOR . . . no floaters. Send tape, resume, to WMBS Radio, Box 668, Unilontown, Pennsylvania 15401.

Adult approach, good music station needs mature announcer with minimum two years commercial experience. First class ticket would help, but we can get along without it. WPVL, Painesville, Ohio, 216-352-3155. No collect calls, please.

Wanted morning man and play-by-play high school football, basketball, baseball and Mississippi State University baseball. Joe Phillips, WSSO, Starkville, Miss., 601-323-1230.

Need first ticket dj. Experience preferred chance to learn and move into management. Send tape and resume to WTHD, Milford, Del. 19963.

Immediate opening for 1st phone all night dj at leading central New York top 40 operation. Rush tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York.

Western station needs announcer with third class phone endorsed license. News, sports, good music non-personality straight operation. No collect calls. 602-537-2345.

Wanted announcer with first phone ticket emphasis on announcing—no maintenance, C&W station in Virginia. Good opportunity and good pay. Immediate opening. Call 703-629-2509 day, 703-647-8493 nights.

Immediate opening . . . all night personality . . . MOR-top 40. Must have 1st phone. Number 1 station in medium mid-west market. Salary open, fringe benefits. Call Manager 217-446-1313.

New 5 KW AM wants 1st phone personalities immediately. Work with professionals. No maintenance. Send tape and resume to Box 15, Lebanon, Pa. 17042.

New York State metro area station needs professional afternoon drive time air personality. Contemporary. Permanent position—no floaters. 518-899-2409 after 6 p.m.

Bright, alert, morning jock for modern country format in the Shenandoah Valley. Call Frank Laseter, 703-434-1777.

Technical

Chief engineer. Baltimore-Washington area. Good directional experience necessary. Up to \$225 weekly to start. Box F-173, BROADCASTING.

Chief engineer needed at once for Ohio daytimer. Must know installation and construction of AM and FM equipment. Good salary plus travel allowance. Box F-245, BROADCASTING.

Radio engineer with excellent technical qualifications for Texas resort city. Box G-12, BROADCASTING.

Qualified engineer trainee with first phone for south Texas station. Box G-46, BROADCASTING.

Chief engineer needed. Man who believes in maintenance to prevent trouble, but who can handle any that does come along. 1 kw non-directional. Station is sound, stable, low pressure with most equipment fairly new. An adult operation run by pros, not kids. No announcing, no board work. Send complete resume to Box G-135, BROADCASTING.

Immediate opening for board operator steady and permanent—Chicago station 3rd license required. Box G-199, BROADCASTING.

Technical—(Cont'd)

Qualified chief engineer needed by Pennsylvania fulltime non-directional AM-only station. Must excel in maintenance and construction for complete "take over." Well equipped station: Good working conditions. Details in confidence first letter. Box G-216, BROADCASTING.

Chief Engineer. Immediate opening for a Chief Engineer at KYA Radio, San Francisco. We are seeking a seasoned person who is thoroughly familiar with modern radio engineering practices and has some successful supervisory experience. Top starting pay and fringe benefits. Send a detailed resume of your training, experience, and current earnings to Mr. Howard Kester, Vice President, General Manager, AVCO/Broadcasting of California, KYA/KOIT-FM, No. 1 Nob Hill Circle, San Francisco, California, 94108. An equal opportunity employer. (M/F).

Chief engineer, good maintenance. Opening at 1 of 3 station group. Send resume to WEOB, Owego, N. Y.

Engineer — WGH, Newport News-Norfolk, Virginia. #1 radio operation has an opening for one fulltime and one parttime engineer. Must have FCC first class license. Contact Chief Engineer, WGH, Phone 703-826-1310.

Wanted—chief engineer. No board work. Excellent opportunity, group operation. \$150 a week. Call collect 803-822-3576, WGUS-AM & FM, Augusta, Ga.

Chief engineer for 5 kw full-time station. Must "take over" complete engineering responsibility including FCC proofs, studio & transmitter maintenance, remote control and night directional operation. Day off air shift required. Contact General Manager, WJPS Radio, Evansville, Indiana. Position now open.

Urgently needed, first phone engineer for summer 5 kw transmitter shift. Could work into full-time. WPHM, 313-985-5171, George Carroll.

1st ticket, chief engineer wanted immediately for small market daytime. Chadron, Nebraska. Limited air work. Permanent. Call Jack Miller, 308-432-5545.

NEWS

Wanted—an alert, energetic newsman who is interested in a mind-stretching job. Our man will do remotes, direct interviews, and moderate panel programs in one of the mid-west's most aggressive news operations. Reply with tape, resume and all particulars. Box G-15, BROADCASTING.

Upstate New York affil has news opening in premier operation, 5 years minimum experience. Journalism major preferred. Gather, write, read good copy, send tape, resume, references, work samples and photo. Box G-103, BROADCASTING.

Pennsylvania station . . . looking for a morning personality with news and production abilities. Must be experienced and community minded. Send resume and tape to Box G-173, BROADCASTING.

At least 5 years experience—radio news, reporting, writing, good air man. Journalism degree preferred for news-information station in Washington, D.C. Send resume, writing samples, air-check tape to Box G-182, BROADCASTING.

Negro newsman for tight format, top-rated ethnic station. Must be aggressive and experienced in news writing, delivery. Union scale. Pacific coast. Immediate. Box G-236, BROADCASTING.

Immediate opening for alert young radio newsman for morning beat on midwest radio-TV news bureau in growing market. Pleasant news active community. Some news gathering and reporting experience preferable. Send resume, picture and tape to Walt Wilson, WIMA, Lima, Ohio or telephone ac 419-223-2060.

Advancement guaranteed . . . our last three news directors went to 50,000 watt stations, while others have found comfortable jobs within our six station family. Not a large department, but one that offers tremendous flexibility and growth, if you're chosen to carry on the tradition. Send photo and resume to Manager, WITL, Lansing, Michigan.

Michigan regional has fine opportunity for good newsman ready to advance from small to medium market. WPAG, Ann Arbor.

Programing,—Production, Others

Announcer — production specialist. First phone means more money, but not necessary for job. Northern Ohio adult station. Send tape, resume with references in first letter. Box G-52, BROADCASTING.

Production director—announcer. Creative production ability and good air sound are necessary to fill opening at leading adult station in important Florida market. CBS affiliate. Send resume and tape to Carl Hallberg, Manager, WDBO, Orlando, Florida.

Situations Wanted

Management

Station manager—northeast preferred, broad experience sales, production, promotion, administration. Proven sales management record. Box F-305, BROADCASTING.

Available August first professional sales manager. Can build and train staff. 18 years all phases. Can get the job done. Box G-187, BROADCASTING.

Available for interview anytime from August 1 to August 13, a young married manager-sales manager of a Mass. medium market station. Will be in the Ohio, Kentucky, Tenn. and Florida areas. Currently in the \$15,000 range. Reply to Box G-200, BROADCASTING.

General manager—thoroughly experienced manager. Successful background. Currently major market. Box G-201, BROADCASTING.

Big-league assistant promotion manager seeking challenge; responsibility. Skilled, experienced, versatile youngster. Box G-205, BROADCASTING.

Manager of profitable station—experienced in training sales staff. Looking for sales or station management. Available immediately. Box G-209, BROADCASTING.

Manager, 31, family, vet., 14 years radio, management, sales, programing. Exc. ref. Within 250 miles of Memphis, Tenn. 918-287-3204.

Sales

Recent NYC broadcast school grad, 3rd endorsed. 31 yrs old. Desire opportunity to learn sales, hard worker. Box G-184, BROADCASTING.

Announcers

DJ, newscaster, salesman, announcer. Experienced, third endorsed, versatile, creative, aggressive. Tight board, authoritative newscaster. Box F-271, BROADCASTING.

Good voice plus something to say. Non-screaming. Hot 100 or Progressive rock, experience, 3rd endorsed. Want to hear more? Box F-316, BROADCASTING.

Experienced sports director, play by play, dj, 3rd endorsed, married, draft exempt. Box G-69, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box G-83, BROADCASTING.

Experienced rock jock, third, production, tight board, gazing southwesterly, for afternoon drive time. Box G-96, BROADCASTING.

Versatile dj-announcer-newscaster. Available immediately. Tight board, 3rd phone, married. Northeast. Box G-109, BROADCASTING.

Young man with upbeat MOR style and professional qualifications would like to make a career in broadcasting. Good tight board, authoritative news sound and sales experience. Married, draft exempt. Willing to relocate. Box G-119, BROADCASTING.

Talented, ambitious, determined TV-radio dj, announcer, newscaster, solid theatrical experience. 3rd phone. Box G-161, BROADCASTING.

A.B.J. in August. Want to work and learn all phases of broadcasting. Inexperienced, but capable. 3rd, draft exempt, from southeast. Box G-162, BROADCASTING.

Two years experience, some college, third, good voice. Box G-167, BROADCASTING.

Versatile, portable 3rd, ready for medium market, any format. Disturbingly creative, Box G-168, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Announcer with first phone, experienced, wants position in broadcasting. Northeastern states. Box G-169, BROADCASTING.

Communicator, knowledgeable, wants California telephone talk-show program. Box G-174, BROADCASTING.

Announcer/newsman—far west or west coast. Full time or week-ends. Medium or major markets. J. Daniles, code (213) 244-4491 (phone AM only). Box G-185, BROADCASTING.

Modern C&W, 1st phone, plus sales. Young, experienced in large markets. Box G-188, BROADCASTING.

Want good announcing job or medium or small program directorship. 10 years experience in most phases of radio. Family, 1st. phone, 31. Prefer midwest. Box G-190, BROADCASTING.

Put some insight in your major market "now sound." Contemporary mouth with mind fresh from Vietnam/Army. 5 yr. top 40 exp., college degree, 25, married, 3rd; not afraid to work. Available late July. Box G-191, BROADCASTING.

Experienced, responsible, listenable MOR personality. 1st phone, good record, family. \$165 minimum. Box G-198, BROADCASTING.

Smooth sound dj, authoritative news. 3rd endorsed. Seeks small station with big opportunities. Dependable. Will relocate. Box G-203, BROADCASTING.

Rock, blues and top forty contemporary disc jockey authoritative newscaster. Draft free. Box G-207, BROADCASTING.

Chicago: Part-time. Veteran announcer wants relief spot or one or two shifts weekly. AFTRA. Experienced all phases including news and sports. Box G-213, BROADCASTING.

Experienced and aggressive announcer, age 24, draft exempt, 3rd ticket, would like to work in college town. Prefer northern Illinois, Ohio, Indiana. Box G-222, BROADCASTING.

Contemporary dj, major market experience. swinging sound, military exempt, desires permanent position in central or southern Florida. Box G-223, BROADCASTING.

Jazz is not dead, I can prove it. Experienced, married, draft deferred. Immediately. Box G-224, BROADCASTING.

A former #1 TV and radio personality returning to broadcasting after a year in industrial management. Seeks a position with growth potential—dj, newscaster—or management. Would consider small market with investment opportunity. Box G-225, BROADCASTING.

Modern country dj-programmer with major market background. Fresh fun sound, proven rating maker, young, draft exempt, seeks Florida medium to major market. Send air check with reply. Box G-226, BROADCASTING.

Experienced dj/announcer, all phases, mature voice, selling sound, married, draft deferred, New York, New England market. Box G-228, BROADCASTING.

Soul dj, incessant soul. 3rd phone, good voice. Seeks break. Box G-229, BROADCASTING.

New York metropolitan area announcer interested in a major market. Can write and broadcast news. Bob Curley, 233 Thomas St., Woodbridge, New Jersey. 201-Mercury 4-5024.

First phone jock . . . singer, r&b, top 40. Broadcast graduate, experience in news, production, top 40, r&b, MOR, some TV. Willing to learn sales and service, also interested in engineering. Young, draft free. Relocate anywhere for right job. This is it for ambitious, fast paced, hard worker—Greg, 710 Walnut, Likhah, California. (707) 462-7654.

First phone. Night dj. or TV station. No tapes, inexperienced, Box 44, Chisholm, Minn.

Technical

Experienced engineer seeking chief or assistant chief position. 25 years, all phases AM-FM. Maintenance, construction, directional, remote control, automatic programming, 50 kw. Family man, no drifter. 10,000 plus, Box G-156, BROADCASTING.

Chief wanted? In TV, desire return to radio. WNY or? Salary? Replies acknowledged. Box G-170, BROADCASTING.

Major market chief with 20 years directional experience, RF and audio construction, maintenance engineering management. Can handle all FCC work. Desires chief's position with quality mid western station or group. Box G-172, BROADCASTING.

Chief eng.—15 yrs. plus exp. All phases. Mgt. oriented, Sal. open. Box G-195, BROADCASTING or call 703-768-3253—not collect

Wish transmitter position, 2 yrs dir. expt., available immediately. License. Box G-204, BROADCASTING.

Engineer first phone 14 years experience TV AM-FM studio or transmitter, operation or maintenance. Charles Simpson, 73 Knollwood Circle, Waterbury, Conn. 203-757-0619.

NEWS

Experienced radio-TV weathercaster. Professional meteorologist with the AMS Seal of Approval desires to make move to larger market. Box G-163, BROADCASTING.

Seeking permanent position. Ten years experience in all facets of broadcast news, including television weather. Family. Military complete. Three years of college. Box G-219, BROADCASTING.

News director . . . former foreign correspondent, thoroughly versed in local, political and mobile news. Currently in the top 10 metro market planning program change. Available soon. Mike Drexler, 314-361-0077.

Experienced, first phone, radio and TV newsman. Six years experience. Medium, metro market only. Top 40 or MOR. Call—218—PA 4-9067.

Programing,—Production, Others

Six year pro. Creative, hard working, married. Want to settle in medium, large market east of Mississippi. Contemporary. Box G-100, BROADCASTING.

Full-time Ohio TV/R sports director now available. Former award-winner, top play-by-play. Outstanding references, 15 year background. Young-married-stable. Audition materials and interview on request. Mid-west or anywhere. Box G-146, BROADCASTING.

Major market production manager wants air shift and production on lively personality rocker, east, north central area. Bright tight jock, A-1 news, light maintenance (no ticket) and continuity writer too. Single, draft free, young and will work hard for young-minded station. Box G-159, BROADCASTING.

Creative, young bi-lingual PD/Production man seeks employment commensurate with 11 years experience. Box G-192, BROADCASTING.

Copywriter-idea man. Excellent professional background. Station or agency. East coast. Complete details first letter, please. Box G-206, BROADCASTING.

Program and operations manager in LA market will relocate on coast or northwest, 15 years broadcasting plus degree. Excellent airman, production and copy, administrator, and music programmer. 213-249-8139 or 4314 Oceanview Blvd., Montrose, Calif. 91020.

Boss of 4 years welcomes your contact! I have served as advertising manager of one of nation's largest automobile dealerships. Am seeking full-time broadcasting challenge. This move is for the rest of my life. Career: College. 40's, regional, 50 kw and net announcing. World War II. 50's, newscaster-salesman. Hosted 50,000 calls on "The People Speak." Sloan award, Manager; part-owner. Favorable community involvement. Believability. Ready to be idea man for you, strengthen your public relations, with interviewing and upgrading of features for your policies and needs. Lloyd Anderson (505) 268-1662 after 5:30 p.m.

TELEVISION—Help Wanted

Sales

Lin Broadcasting's WAVY-TV has immediate opening for account executive due to promotion within company. Radio or TV sales background desired but not required. Prior sales experience essential. All replies held confidential. Send photo and resume to P.O. Box 1600, Norfolk, Virginia 23501.

Announcers

Announcer: Personable, dependable, mature voice for south Texas station. Box G-14, BROADCASTING.

Staff announcer for midwestern NBC-TV affiliate. Medium market. Send tapes, resume etc. to Box G-155, BROADCASTING.

Staff expansion creates room for television staff announcer. Excellent opportunity to switch from radio, with top flight training for TV. Good advancement potential. Send audition materials, including photograph, to Box G-166, BROADCASTING.

KOMU-TV, Columbia, Mo. has opening for morning booth announcer. Will consider radio man with TV potential. Would prefer midwest applicants so personal interview can be arranged. Please contact Program Director with full details.

Technical

Wisconsin Radio-television operation has opening for engineer with FCC first. No experience required—good salary and fringe benefits. Send telephone number and recent photo. Box F-319, BROADCASTING.

Maintenance chief for Texas station. Must have superior technical qualifications. Box G-13, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box G-33, BROADCASTING.

Well-qualified engineer trainee with first phone for Texas VHF. Box G-47, BROADCASTING.

Wanted—assistant chief engineer for established midwest VHF full color station. Must be knowledgeable in all operational phases. Box G-138, BROADCASTING.

Major group seeks corporate chief engineer with strong technical operation experience, broad depth administrative background and capability. Knowledge of license renewal and FCC filings a must. Box G-232, BROADCASTING.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. 607-772-1122.

Opportunity for technician with supervisory ability to become assistant chief at expanding station, now all color and soon to construct complete new plant. Experience should include specialization in VTR and/or UHF transmitter. Good salary, benefits, potential advancement in group operation. Contact Bob Klein, Chief Engineer, WKYT-TV, Lexington, Ky. 606-254-2727.

Midwest UHF station needs engineer for combination studio transmitter operation. Phone M. J. Lamb. 419-225-3010.

Florida, beaches, fishing and money for two engineers. Color experience necessary. Positions are permanent. Call Chief Engineer—305-965-5500.

NEWS

Assistant sports director for major midwest independent. Interested in top caliber play-by-play, sports news and commercial man. Send resume and VTR tape to Program Director, Box G-158, BROADCASTING.

TV newsman to do major newscasts on #1 station in 3-station market. Appearance, delivery, and writing more important than photographic skills, although will be expected to develop latter. Will consider good man wanting to switch from radio. Audition materials, including photograph, to Box G-164, BROADCASTING.

TELEVISION—Help Wanted

News—(cont'd)

Highly regarded Ohio station seeks newsman who is both an experienced reporter, and capable of delivering a professional on-the-air newscast. Send resume, taped sample of newscast, writing samples and picture. Box G-177, BROADCASTING.

Male personality/newsman. Looking for experienced broadcaster who can produce and host news/entertainment program at new television station in Palm Springs. Send resume, photo and salary requirement to: Program Director, KPLM-TV, 190 West Amado Road, Palm Springs, California 92262.

Need TV newsman. Must gather, write and present news. TV experience helpful but man with good radio news background considered. Send tape resume and salary required to Al Uzzell, Operations Manager, KTHI-TV, Box 1878, Fargo, North Dakota 58102.

Graduate assistantship opportunity . . . work in commercial television newsroom half-time and pursue a MS in journalism. Must have B.A. For details write News Director, WOJ-TV, Iowa State University, Ames, Iowa 50010.

Programing,—Production, Others

Creative services director—group owned, VHF in large midwestern city is seeking a director of a unit within the station organization which will be responsible for the production of original commercial tapes and film. He should be a strong writer and have a working knowledge of graphics, art and photography. He will have these areas reporting to him and work in close cooperation with the production department in a creative role. Please send resume to Box G-101, BROADCASTING.

We're moving our sports director up. He'll train you to run our television sports department if you really like sports and sports people. Good chance to switch from radio since experience less important than ability and potential. Rush photo, tape, and resume to Box G-165, BROADCASTING.

Major east coast station looking for take-chase cameraman-editor to produce 'gutsy' documentaries. Must be creative and energetic. Must excel as cameraman and editor capable of meeting pressing deadlines. Opening in September. Box G-181, BROADCASTING.

TELEVISION—Situations Wanted

Management

Assistant manager: Right-hand TV administrator for aggressive top man. Married, experienced, adaptable. Box G-183, BROADCASTING.

General sales manager, long tenure present position. Qualified for top spot. Box G-189, BROADCASTING.

Local retail sales heavyweight. Mature professional broadcaster with no place to grow in present top 50 market seeks change with opportunity. Box G-193, BROADCASTING.

General manager—general sales manager—available as a result of change in top management of group operation. History of outstanding success in sales and management in small, medium and large markets. Well-versed in creative programing and promotion—strong competitor—tough-minded—profit-oriented—unlimited energy. Best references. For complete resume write: Box G-231, BROADCASTING.

Technical

Chief engineer desires affiliation with station interested in good engineering practices and quality operation. Box G-77, BROADCASTING.

Chief engineer or assistants position. 15 years television experience, college—electrical engineering. Box G-130, BROADCASTING.

TV engineer available to design, make FCC application, organize and operate your color station. Years experience in all technical phases of installation and operation. Box G-186, BROADCASTING.

Technical—(Cont'd)

Chief eng.—15 yrs. plus exp. All phases. Mgt. oriented. Sal open. Box G-196, BROADCASTING, or call 703-768-3253—not collect.

Chief engineer position desired, several years experience, will consider assistant chief. Box G-214, BROADCASTING.

NEWS

Former Washington correspondent for major network available as news director and/or air man. 39. 14 years newspaper, TV-radio experience. Covered Vietnam, White House, Congress, variety major national news breaks. Anchored TV news shows in two major markets. Knows news, film and TV-radio production. Good writer, interviewer. Knowledgeable about government and politics. Loves to compete. Solid, authoritative air presence. Best references. Box G-108, BROADCASTING.

Looking for a newsfilm photographer? Does a little experience, a master's degree in TV-radio (Syracuse University) and a passion for newsfilm mean something to you? Write Box G-117, BROADCASTING.

Programing,—Production, Others

Full-time Ohio TV/R sports director now available. Former award-winner, top play-by-play. Outstanding references, 15 year background. Young-married-stable. Audition materials and interview on request. Midwest or anywhere. Box G-147, BROADCASTING.

TV artist—seven months experience seeks creative opportunity. Production-photo background. Box G-197, BROADCASTING.

Young draft free former professional athlete with major market radio experience desires TV sports directoshp or news in central or southern Florida. VTR available. Box G-227, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used UHF-TV and FM equipment needed immediately. For UHF—60 twenty foot sections six and one eighth inch rigid transmission line universal 75 ohm plus single expansion hangers and mounting hardware. For FM—one hundred single expansion hangers for three and one eighth inch rigid transmission line, mounting hardware, 5 kw transmitter, 8 bay horizontal antenna, 100.7 mcs. modulation and frequency monitor, 400 ft. or over tower, also need used microwave 2000 mcs. If you have all or any part call John R. Kreiger, 512-GR 8-8521, KVET, 113 West 8th Street, Austin, Texas 78701.

Wanted: 5000 watt AM transmitter. Must be in fair to good condition. Can need some work. Call area code 218-732-3306 collect.

Field intensity meter, Nems-Clarke model 120 or equivalent. Send details, last calibration date to Sam Schmid, WSHO, 637 Common St., New Orleans, La.

Non-profit college in Hong Kong, establishing a Department of Mass Communication to open in September for training Asian students. We need equipment which may be surplus to your need. We must furnish one radio-studio and one 2-camera chain TV studio. Can you help? Tax-deductible receipts provided for U.S. Internal Revenue. Write to Mr. Timothy Yu, P. O. Box 6138, Kowloon, Hong Kong.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spirofine, 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.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter, 2 Cartrite II solid state record-playback units, + 6 playbacks. Excellent condition. Dick Hardin, WBUD, Trenton.

RCA TK-26 3V color chain complete. Everything to make color except S. G. Standard. \$8,000.00 FOB. Contact KULR-TV, P. O. Box 2512, Billings, Montana.

FOR SALE

Equipment—(Cont'd)

Dresser 300 foot self supporter tower, dismantled on ground ready for shipment. Base leg spacing 15 feet previously held 12 bay FM antenna, two microwave dishes and TV antennas. Priced right for quick sale. Call Art Silver, or Herb Hobler at 609-896-0975 or write WTOA, Box 9750, Trenton, N. J. for details.

Gates producer like new \$350. 1000 watt modulation transformer—brand new \$200. 500 watt power transformer used \$100. 500 watt modulation reactor \$100. 100 watt all transistorized G.E. base station on 26.23 megacycles also mobile unit at 100 watt output both units for \$1,000. Original cost \$2,000. For more information contact Howard Gilreath, Box 632, Vidalia, Ga. 912-537-7161.

#1—Gates BFE-10 exciter mono only can not be multiplexed. \$400.00. #2—Gates SA 39 B limiter like new. \$275.00. #3—CBS Labs Audimax RE II automatic gain controller like new. \$400.00. Contact Harry E. Hager, Chief Engineer, WJET, Box 399, Hagerstown, Md. 21740. Phone 301-739-2323.

Magnetic tape time delay, model 301-A. Little used; in excellent condition. Temple Sinai, 3100 Military Road, N.W., Washington, D.C. 20015—EM 3-6394.

New equipment: Spotmaster, Scully, Crown, Audimax, Volumax, QRK, Russco, Gray, Rek-C-Kut, Finance, trade, Audiovox, Box 7067-55, Miami, Florida 33155.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Anyone knowing the whereabouts of Donald F. Lewis or Don Tucker please contact Jim Kimbrell at 601-442-1941.

Like fishing? World's best! Duebills offered. Bimini! Free literature. American Advertising Company, 270 North-Crest Road, Chattanooga, Tennessee.

"What do you want to know" answers questions your listeners send in. Five complete taped programs each week. Add your own local commercials. Just \$2 per program. Audition tape on request. Elee Productions, 8317 Park Lane, #247, Dallas, Texas 75231.

\$50.00 reward for information to the present whereabouts of an announcer by the name of Keith E. Lamonia, also may be known as Bobby Noonan or Bobby Keith. Replies will be held confidential. Box G-175, BROADCASTING.

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.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved, Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute 3603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

INSTRUCTIONS—(Cont'd)

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programming, production, news-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Sept. 25, Jan. 8, April 2. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin July 29, Sept. 3, Oct. 7. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisenng". They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$18 per week. Call Old Joe at 373-1441. Classes begin July 29, Sept. 3, Oct. 7—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

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 July 29, Sept. 3, Oct. 7. Call The Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

No: Tuition, rent. Memorize Command's: "1968 Tests-Answers" for FCC first class license. Proven. \$5.00. Command Productions, Box 1591, Portland, Oregon.

See our display ad under Instruction on page 80. Don Martin School of Radio & TV 1653 No. Cherokee, Hollywood, California 90028. HO-2-3281.

Help Wanted

Announcers

PROS ONLY

Top jock/personalities. We offer what you are worth—up to 15,000, for openers. Top Radio Market—join the pros. Send tape and resume to:

Box G-111, Broadcasting

MODERN COUNTRY JOCKS

Join a winner! South Florida's only fulltime, modern country music sound. Pros only need apply. Send tape and resume to:

WGMA Hollywood, Florida 33022
(No collect calls)

Help Wanted

Announcers—(Cont'd)

If You Are—

an experienced announcer, no floater wanted, have a 1st class ticket—we have an ideal position available. If you are capable of doing a talk program, know how to handle the public—you can earn an excellent salary. Full-time, 5,000 watt, CBS Radio affiliate.

We need 2 good men—one with a 1st class ticket and the other with or without 1st ticket.

Telephone immediately: J. C. Jeffrey, daytime, 317-453-1212 or night 453-5903. Call person to person—no collect calls please.

This is not just another job!

Technical

ENGINEERS

Major Washington Consulting Engineer Firm has positions available for two engineers interested in AM-FM-TV allocations and all other engineering factors related to broadcasting and allied fields. Compensation proportional to ability and experience. Many fringe benefits. All replies confidential.

Box G-36, Broadcasting

Prog.—Production, Others—(Cont'd)

CUSTOMER SERVICE DEPARTMENT BROADCASTING EQUIPMENT MANUFACTURER

Young man familiar with broadcasting industry needed to fill position of Returns and Adjustments Coordinator in Customer Service Department of expanding midwest broadcasting equipment manufacturer.

Must have knowledge of broadcasting industry and be technically familiar with wide variety of associated equipment.

Should also be familiar with electronic test equipment and test procedures.

Must have ability to write and converse tactfully, and have good telephone manners in handling written and phone contacts with customers.

If interested in investigating this excellent opportunity for young person with interest and background in the industry, call collect or send resume to:

Mrs. Ruth Snowhill
123 Hampshire
Quincy, Illinois 62301
Phone (217) 222-8202

SPORTS DIRECTOR

Heavy sports schedule September through March. Compensation depends on ability to also serve as Program Director, announcer, or sales. Send non-returnable applications to

Roger H. Coleman
WGIL AM-FM
Galesburg, Illinois 61401

BROADCAST WRITER

IMMEDIATE ASSIGNMENT AND EXCITING CAREER OPPORTUNITY WITH TOP STARTING SALARY FOR PROVEN MAN OR WOMAN

You will work in Manhattan with one of the world's leading publishers writing broadcast programs for major Chicago syndicator.

You should be young—mature, creative, drama-conscious with strong news/documentary type background.

Send letter/resume, work samples, salary requirements, and earliest availability to

Nightingale-Conant Corporation
333 N. Michigan, Chicago, Illinois
60601

Are You Ready

to move up to Program Supervision and carry an air shift, too? Contemporary station in northeast offers excellent opportunity for experienced knowledgeable man. Send full information to:

Box G-235, Broadcasting.

Programing.—Production, Others

AUDIO PRODUCTS MANAGER

Ci.som audio equipment manufacturer has immediate opening for Audio Products Manager with thorough technical knowledge of complex audio systems and is familiar with transistorized equipment. Responsibility includes sales administration, customer communication, bids and proposals, and product management.

Located in progressive medium-size midwest city. Salary commensurate with experience and complete company benefits.

Call or send resume to Robert T. Fluent, Employment Manager, 217/222-8202.

GATES RADIO COMPANY
A DIVISION OF HARRIS-INTERTYPE CORPORATION
QUINCY, ILLINOIS 62301
AN EQUAL OPPORTUNITY EMPLOYER (M & F).

TV—Help Wanted—Management

Immediate Opening

**TV Business
Manager/Controller**

Major New England market

Must be capable of evaluating present system and recommending changes for automated system to include budgets, disbursements, payroll, general ledger, traffic, billing, production, program and film costs. Send resume to include minimum salary requirements and earliest date available to

Box G-210, Broadcasting.

Announcers

TALK PERSONALITY

Responsible, knowledgeable host for television show. Medium-sized Ohio market. Brains more important than voice. Send resume to.

Box G-211, Broadcasting.

NEWS

TV ANCHOR MAN

Major market group owner looking for anchor man. Send picture and resume to

Box G-59, Broadcasting.

Programing,—Production, Others

**TV STATION
OPERATION EXPERIENCE
FOR
MARKET RESEARCH
ADMINISTRATION
AT
RCA**

This challenging position for RCA's Commercial Electronic Systems Division demands a varied background in TV station operations. Candidate should have an appreciation of the needs of broadcasters for all types of TV station equipment.

Responsibilities include conducting marketing studies, determining broadcaster requirements, assisting in product planning and preparing market forecasts.

Individual will work closely with the industry to maintain a comprehensive knowledge of market and competitive conditions.

Please send resume including salary requirements to Mr. F. T. Flanagan, RCA Commercial Electronic Systems Division, Building 15-3, Camden, New Jersey 08102. We are an equal opportunity employer.

RCA

Prog.—Production, Others—(Cont'd)

ART DIRECTOR

We are looking for a graphic artist with high style and administrative ability to head art department in major eastern market television station. Send complete resume of professional experience immediately. Salary negotiable.

Box G-208, Broadcasting.
An Equal Opportunity Employer.

PROGRAM DIRECTOR

Due to a recent promotion, we have an immediate opening for a program director at WLWD in Dayton Ohio. Candidates should have substantial administrative and programming experience including management of local live programming employees selection and supervision, labor contract administration and budget administration. A top compensation package will be offered to the person selected for this job. Send a complete confidential resume of your experience education and current income to:

Mr. Donald L. Dahlman, Vice-President-General Manager, WLWD, 4595 Avco Dr., Dayton, Ohio 45401.
An Equal Opportunity Employer (M/F)

TV WEATHERMAN

Wanted by major market group owner a top flight weatherman. Meteorologist preferred but not necessary. Send picture and resume to

Box G-60, Broadcasting.

**WANTED
Television
Traffic Manager**

Experienced, well qualified individual wanted to assume complete control of TV traffic operation for large, major market station in Great Lakes area. Send detailed resume.

Box G-107, Broadcasting.

TELEVISION—Situations Wanted

Announcers

**COP-OUT WANTS
COMMITMENT**

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(Continued from page 74)

trans. and studio location to 4.8 miles southwest of Taviner; change type trans. and type ant. Action July 3.

Universal Missionary Church, Detroit—Broadcast Bureau granted authority to deliver by leased wireline, religious programs to CKLW Windsor, Ont. Action July 3.

Loyola University, Gulfport, Miss.—Broadcast Bureau granted CP for new UHF TV translator station to serve Gulfport, operating on ch. 70 by rebroadcasting programs of WWL-TV, ch. 4, New Orleans. Action July 1.

Valley T.V. Club Inc., Tampico, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Tampico and rural area, operating on ch. 4, by rebroadcasting programs of KFBB-TV, ch. 5, Great Falls. Action July 1.

K07HT Bandon, Ore.—Broadcast Bureau granted mod. of CP to extend completion date for VHF TV translator station to Jan. 8, 1969. Action July 8.

Radio Medford Inc., Klamath Falls, Ore.—Broadcast Bureau granted CP for new VHF

TV translator station to serve Klamath Falls, Altamont, Pelican City, operating on ch. 12 by rebroadcasting programs of KMED-TV, ch. 10, Medford. Action July 1.

WHBI(FM) Newark, N. J.—Broadcast Bureau granted mod. of SCA to delete sub-carrier frequency of 41 kc (retain 67 kc) and make changes in programming. Action July 3.

Electronics, Missiles and Communication Inc., White Haven, Pa.—Broadcast Bureau granted CP's for following new UHF TV translator stations to serve White Haven, operating on ch. 72, by rebroadcasting WNEP-TV, ch. 16, Wilkes-Barre; operating on ch. 77 by rebroadcasting WDAU-TV, ch. 22, Scranton; operating on ch. 80 by rebroadcasting WBRE-TV, ch. 28, Wilkes-Barre; operating on ch. 82, by rebroadcasting WVIA-TV, ch. 44, Wilkes-Barre. Action July 8.

K06EQ Midland, Tex.—Broadcast Bureau granted mod. of CP to extend completion date for VHF TV translator station to Jan. 1, 1969. Action July 1.

K78CM Wheeler County, Tex.—Broadcast Bureau granted license covering changes in UHF TV translator station. Action July 3.

KSL Inc., Brigham City, Utah—Broadcast Bureau granted CP for new VHF TV translator station to serve Brigham City, operating on ch. 13 by rebroadcasting programs of KSL-TV, ch. 5, Salt Lake City. Action July 1.

Quincy Valley TV Inc., Quincy, Wash.—Broadcast Bureau granted CP for new UHF TV translator station to serve Quincy, operating on ch. 70 by rebroadcasting programs of KSPS-TV, ch. 7, Spokane. Action July 1.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following UHF TV translator stations: K81BI Alamosa, Leadville, and Salida, all Colorado to Jan. 1, 1969 and K74DI Hillside and rural area,

Colo. to Jan. 1, 1969. Action July 1.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translator stations: K83AU Spencer, Iowa; K71AS Newport and Otter Rock, both Oregon; K73AE Redmond, Ore.; K79AJ Redmond and Prineville, both Oregon; K80AT Wheeler county, Tex. Action July 2.

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: K12GF North Tongass community, Alaska and K09ID, Soda Springs, Bancroft, and Grace, all Idaho. Action July 2.

■ Broadcast Bureau granted licenses covering following new UHF TV translator stations: K82BJ Tohatchi, N. M. and K81AW Redmond, Prineville and Madras, all Oregon. Action July 2.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translator stations: W04AH Middlesboro, Ky. to specify name as Multimedia Inc.; K08FD Missoula, Mont. and K08DI Huntsville, Liberty and Eden, all Utah. Action July 2.

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Wisc. small	daytime	210M	cash	Ala. small	AM&FM	106M	terms
S.D. small	daytime	90M	29%	Ore. medium	daytime	125M	29%
Gulf metro	daytime	175M	terms	S.E. metro	daytime	100M	29%
M.W. major	daytime	168M	nego	South major	daytime	165M	29%



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CATV

APPLICATIONS

Auburn Cablevision Inc.—Requests distant signals from WHEC-TV, WOKR(TV), and WROC-TV, all Rochester, N. Y.; WOR-TV, WPIX(TV), and WNEW-TV, all New York to Sennett, Fleming, and Owasco, New York (Syracuse, N. Y.-ARB 34). Ann. July 10.

Mexico Cable TV Inc., d/b as NOR-PAR Cablevision—Requests distant signals from CFCF-TV Montreal to Norway and South Paris, both Maine (Portland-Poland Spring, Maine-ARB 83). Ann. July 8.

Booth American Co.—Requests distant signals from WOAY-TV Oakhill, W. Va.; and WRFT-TV Roanoke, Va. to Christiansburg, and Blacksburg, both Virginia (Roanoke-Lynchburg, Va.-ARB 67). Ann. July 8.

FINAL ACTIONS

Cedartown, Ga., Rounsaville of Cedartown Inc.—FCC dismissed petition for partial waiver of Sec. 74.1103 of rules. Action June 28.

Hobbs, N. M., Gregg Cablevision Inc.—FCC dismissed petition for stay and petition for reconsideration. Action June 28.

OTHER ACTION

■ Request by Berea Cablevision Co., Berea, and Gregg Cablevision Inc., Danville and Lancaster, respectively. CATV operators in the Lexington, Ky., market, for modification of interim authority of Nov. 29, 1966, to carry distant Cincinnati signals has been referred by commission to review board for determination. Action July 10.

Ownership changes

APPLICATIONS

WTUF Mobile, Ala.—Seeks assignment of license from Radio Mobile Inc. to Bellaire Inc. for \$185,000. Principals of Radio Mobile Inc.: William Katrisha, president et al. Principals of Bellaire Inc.: John L. Vath Jr., president (20%), Mrs. Aimee B. Vath (51%) et al. Mr. Vath Jr. has been employed by WSMB New Orleans. Mrs. Vath is housewife. Ann. July 10.

KFAV(FM) Fayetteville, Ark.—Seeks assignment of license from H. Weidon Stamps to Stamps Radio Broadcasting Co. No monetary consideration involved. Assignment for purpose of incorporation. Ann. July 9.

KTOB Petaluma, Calif.—Seeks assignment of license from Sonoma County Broadcasting Co. to Joseph H. and Agnes I. McGillvra for \$142,000. Buyers: Joseph H. and Agnes I. McGillvra (each 50%). Mr. and Mrs. McGillvra owned KCKC San Bernardino, Calif. from 1962 to 1966. Ann. July 5.

KBLF Red Bluff, Calif.—Seeks transfer of control from Walter B. Lake, Willard Baumgarten and Charles B. O'Neill (collectively 51.8% before, none after) to Robert F. Dennis (38% before, 89% after). Principal: Robert F. Dennis, president et al. Mr. Dennis and family own advertising agency. Consideration: \$49,500. Ann. July 10.

KDFM(FM) Walnut Creek, Calif.—Seeks assignment of license from Stereophonic Broadcasters Inc. to Hendrickson and Knapp Broadcasting Co. for \$140,000. Principals of Stereophonic Broadcasters Inc.: Alfred M. Pettler, president (51%) and Harold Hirschmann, vice president (49%). Principals of Hendrickson and Knapp Broadcasting Co.: Robert S. Hendrickson and J. Gordon Knapp (each 50%). Mr. Hendrickson is a vice president of McCann-Erickson Inc. (advertising agency). Mr. Knapp is chairman of beverage manufacturing company. Ann. July 10.

KEXO Grand Junction, Colo.—Seeks assignment of license from KEXO Inc. to Century Broadcasting Co. for \$267,500. Principals of KEXO Inc.: H. Abbott Tesson, president, et al. Principals of Century Broadcasting Co.: Charles D. Powers, president (50%) et al. Mr. Powers has been as-

sociated with the broadcasting industry for approximately 20 years on managerial level with stations throughout California, Pennsylvania, Nevada and Michigan. Ann. July 5.

WKUZ Wabash, Ind.—Seeks assignment of license from Upper Wabash Broadcasting Corp. to Ind-10 Broadcasting Inc. for \$25,000. Principals of Upper Wabash Broadcasting Corp.: Paul G. Adams, treasurer (79.16%) et al. Principals of Ind-10 Broadcasting Inc.: James H. Williams, president (14.5%), H. James Barnett, vice president (10%), Edward Roehling (13.5%), Miles R. Jackson (10%), Chester C. Hamilton Jr., secretary-treasurer (8%) et al. Mr. Barnett is cashier in bank. Mr. Williams is president and 25% owner of manufacturing company and president and 17% owner of bank. Mr. Toehling is executive vice president and 13% owner of WIUC-FM Winchester, Ind. Mr. Jackson is sole owner of sporting goods store. Mr. Hamilton Jr. is public accountant and is secretary-director of WSVL-AM-FM Shelbyville, Ind. Ann. July 3.

KRIB Mason City, Iowa—Seeks assignment of license from Linton D. Hargreaves (25% before, none after) to D. Bryce Ekberg (50% before, 75% after). Consideration \$6,000. Ann. July 10.

WHL5-AM-FM Port Huron, Mich.—Seeks assignment of license from Stevens-Wismer Broadcasting Co. to Stevens-Wismer Broadcasting Co. Inc. Messrs. Stevens and Wismer each hold 50% interest in assignor and each is a 50% stockholder in assignee. No consideration. Assignment for purpose of incorporation. Applicant is also licensee of WAOP Ostego, Mich. and Mr. Wismer is 66% owner of WLEW-AM-FM Bad Axe, Mich. Ann. July 3.

WRKL New City, N. Y.—Seeks assignment of license from Albert Spiro, deceased to Betty Spiro, executrix of estate of Albert Spiro. Ann. July 9.

KBOM Bismark-Mandan, N. D.—Seeks assignment of license from Robert O. Clark (50% before, none after) to Richard K. Power (50% before, 53% after) and Robert Schuller (none before, 45% after). Consideration \$1.00. Ann. July 9.

KQFM(FM) Portland, Ore.—Seeks assignment of license from Point-o-Salecast Inc. to Action Broadcasting Co. for \$40,000. Principals of Point-o-Salecast Inc.: Juan Young, president, et al. Principals of Action Broadcasting Co.: John E. Grant and George O. DeWitz (each 50%). Applicant is licensee of KRDR Gresham, Ore. Ann. July 3.

WHPB Belton, S. C.—Seeks transfer of control from C. O. Brazzell, H. O. McDonald, Clyde Luaghter and Jack Moore (collectively 100% before, none after) to Andco Broad. Co. (none before, 100% after). Mr. Brazzell is 3% owner of WELP Easley, S. C. and 50% of WMMH Marshall, N. C., Mr. McDonald is 25% owner of WELP. Principals of Andco Broadcasting Co.: William L. Thompson, president. Norman W. Wham, vice president, William S. Brisse, secretary-treasurer and Cary C. Doyle (each 25%). Mr. Thompson is attorney. Mr. Wham is principal stockholder in road construction company. Mr. Brisse is associated with investment firm. Mr. Doyle is partner in law firm and is 35% owner of dry cleaning business. Ann. July 3.

WRVA-TV Richmond, Va.—Seeks transfer of control from Larus and Brother Co. (99.85% before, none after) to Jefferson Standard Broadcasting Co. (none before, 99.85% after). Principals of Larus Brothers Co.: W. Brooks George, president, William R. Preston, vice president. Applicant is permittee of WTRT-TV Columbus, Ga. Principals of Jefferson Standard Broadcasting Co.: Company has over 50 stockholders and is licensee of WBT-AM-FM-TV Charlotte, N. C. Consideration: \$5,000,000. Ann. July 3.

WHAR Clarksburg, W. Va.—Seeks transfer of control from Charles A. Gaylord (73.27% before, none after) to James T. Fawcett (none before, 73.2% after). Mr. Fawcett owned 11.53% of WPDX Clarksburg, W. Va. from 1961 to 1963 and is vice president and general manager of WHAR. Consideration: James Gordon Douglas III. Applicant is \$60,000. Ann. July 3.

WELF Tomahawk, Wis.—Seeks assignment of CP from Bruce John Micek (50% before, same after) and Louise Micek (48% before, 2% after) to Robert A. Jones (none before, 48% after). Transfer is requested to fulfill partnership agreement. No monetary consideration reported, except Mr. Jones's compensation will be monthly salary and profit sharing in company. Ann. July 9.

ACTIONS

KRDS Tolleson, Ariz.—Broadcast Bureau granted assignment of license from E. O. Smith to Southwestern Broadcasters Inc. for \$250,000 plus \$100,000 for consultant service of Mr. Smith for 10 years. Principals: E. O. Smith, owner. Principals of Southwestern Broadcasters Inc.: Buyers are headed by

licensee of KFGL Rosewell, N. M. and KRPI(FM) San Diego. Action July 5.

KXEW Tucson, Ariz.—Broadcast Bureau granted assignment of license from Paul A. Robinson, trustee to Radio Fiesta Inc. for \$140,000. Principals of KXEW: J. Carlos McCormick, president (59%) et al. Principals of Radio Fiesta Inc.: Mathew M. Becker, president (10%), Maurice Paley, vice president (13.3%) et al. Mr. Becker has no other business interests indicated. Mr. Paley is general partner in utilities company. Action July 3.

KCOY-TV Santa Maria, Calif.—Broadcast Bureau granted assignment of license from Helen L. Pedotti, Mili Acquistapace, Burns Rick and Marion A. Smith to Dale G. Moore (50%), Helen L. Pedotti, vice president (33.68%), Mili Acquistapace, vice president (10%), Burns Rick (3.425%) and Marion A. Smith (2.815%). Assignment involves 50% interest sold to Mr. Moore. Mr. Moore is 92.5% owner of KCAP Helena, 99.32% owner of KGOV Missoula, 79.36% owner of KMSO-TV Missoula, all Montana. Mr. Moore is also 98% owner of broadcasting consulting firm. Helen Pedotti is owner of ranch. Mili Acquistapace has extensive interests in farms and bowling alleys. Mr. Rick also has numerous interests in bowling alleys. Action July 9.

KKAM Pueblo, Colo.—Broadcast Bureau granted 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 KKTW-TV and KKFM(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 Tolleson, Ariz. (Applicant is licensee of KGBL Rosewell, N. M. Action July 5.)

WKBF Muskegon, Mich.—Broadcast Bureau granted transfer of control from Robert K. Richards and Frederick L. Allman (together 100% before, none after) to Reams Communications Corp. Principals of Reams Communications Corp.: Frazier Reams Jr. (100%). Mr. Reams has interest in WCWA-AM-FM Toledo, Ohio. Consideration: \$541,506.01.

WNIL-AM-FM Niles, Mich.—Broadcast Bureau granted transfer of control from Plym Co. to William S. White, trustee of Sarah Plym Campbell and Andrew Joseph Plym, Murray C. Campbell, Lawrence J. Plym, and J. Eric Plym (none before, 100% as group after). Principals: J. Eric Plym (65.7%), William S. White as trustee of Andrew Joseph Plym and as trustee of Sarah Plym Campbell (each 14.9%), Murray C. Campbell (3%) and Lawrence J. Plym (1.5%). In essence, transfer involves sale of all shares of Star Publishing Co., whereby members of Plym family will exercise control of Niles Broadcasting Co., licensee of WNIL-AM-FM. J. Eric Plym is business manager of Star Publishing Co., William S. White is partner in law firm. Lawrence J. Plym is shareholder in manufacturing company and is majority shareholder in Star Publishing Co. and yacht club. Consideration: \$234,500. Action July 8.

KCLE Cleburn, Tex.—Broadcast Bureau granted assignment of license from Jim Gordon Inc. to KCLE Inc. for \$152,235. Principals of Jim Gordon Inc.: Jim Gordon, president (100%). Mr. Gordon is owner of KCLE-FM Cleburn, Tex. Principal of KCLE Inc.: Earle Fletcher, president (100%). Mr. Fletcher is owner of KBAN Bowie, Tex., vice president and 25% owner of background music firm and vice president and 20% owner of car leasing firm. Action July 7.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 10. 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.

■ Berkeley, Calif.—Bay Cablevision Inc. (multiple CATV owner), a subsidiary of Gulf & Western Industries Inc., has been granted an exclusive 25-year franchise. City will receive 8% of annual gross revenues, with minimum guarantee of \$15,000 the first year to \$40,000 the third year and thereafter. Monthly fees will be \$3.95.

■ Burney, Calif.—Golden Electronics has applied for a franchise.

■ Daly City, Calif.—The franchise held by California Cable Communications Corp. has been revoked.

■ Leesburg, Fla.—Burnup & Sims Inc., West Palm Beach, Fla. (multiple CATV owner), has been granted a franchise. Installation and monthly fees will be \$10 and \$5, respectively, for the 12-channel system. International Telemeter Corp., Los Angeles (multiple CATV owner), and Empire Cablevision Inc. were the other applicants.

■ Decatur, Ill.—The Illinois State Supreme Court has upheld the franchise grant to General Electric Cablevision Corp., Schenectady, N. Y. (multiple CATV owner). The grant had been challenged by Illinois Broadcasting Corp., a previous applicant. Fourteen other companies also were previous applicants.

■ Mishawaka, Ind.—Mishawaka CATV Inc. has been granted a franchise. Valley Cablevision Inc. also holds a franchise for the city. Previous applicants were multiple-CATV owners GT&E Communications Inc., Vandergrift, Pa. and Community Teleception Inc., Indianapolis.

■ Portland, Ind.—Soundvision Inc., Dixon, Ill., has been granted a franchise. Other applicants were Community Teleception Inc., Bloomington, Ind. (multiple CATV owner); United Transmission Inc. (multiple CATV owner), Shawnee Mission, Kans., and Citcom Inc., Decatur, Ind.

■ McPherson, Kan.—McPherson CATV Inc. (multiple CATV owner) has been

granted a 20-year franchise. Installation and monthly fees will be \$9.50 and \$5.95, respectively. City will receive 3% of annual gross revenues.

■ Woburn, Mass.—Colonial Cablevision Corp., National Cablevision and Cablevision Corp. of America have each applied for a franchise.

■ Ann Arbor, Mich.—Cablevision Co., Ann Arbor, a subsidiary of Cosmos Broadcasting Co., Columbia S. C., and Michigan Communications Group Inc. have each applied for a franchise.

■ Canby, Minn.—K & M Electronics Co. has been granted a franchise.

■ Columbia, Mo.—Columbia Master Video Inc. has applied for a franchise. Other applicants are GT&E Communications Inc., Vandergrift, Pa. (multiple CATV owner), Commonwealth Theaters Inc., and International Telemeter Corp., Los Angeles (multiple CATV owner).

■ Fredonia, N. Y.—Fredonia Cable Television Inc. has applied for a franchise.

■ White Plains, N. Y.—Teleprompter, New York (multiple CATV owner), has applied for a nonexclusive 5-year franchise. Installation and monthly fees would be \$19.95 and \$5, respectively. City would receive 5% of gross revenues or \$10,000 annually, whichever is greater.

■ Canton, N. C.—The Canton-Bethel Chamber of Commerce has applied for a 20-year nonexclusive franchise. Revenue to the city for the first five years would be 3½% of the gross or \$1,000, whichever is greater; 4½% or \$2,000 for the second five years, and 5¼% or \$3,000 for the last 10 years of the franchise period. The franchise of Canton TV Cable, previous franchise holder, was revoked. American CATV, Kingsport, Tenn., and Video Cable Co., Waynesville, N. C., were previous applicants.

■ Charleroi, Pa.—Tex-Video Inc., McKeesport, Pa. (multiple CATV owner), has been granted a 20-year franchise. Monthly fee will be \$4 with free installation. Southwest Pennsylvania Cable TV Co., California, Pa., was the other applicant.

■ Pittsburgh — Western Penn Cablevision Inc., Pittsburgh (multiple CATV owner), has been acquired by Cornelia Corp., a diversified holding company with CATV interests, for 11,000 shares of Cornelia common stock.

■ Puyallup, Wash.—Cable Television of Puget Sound (multiple CATV owner) has been granted a franchise.

SCHLATTER and Friendly? It's not exactly the world's most celebrated team. Smith and Dale; Homer and Jethroe; Tippecanoe and Tyler too, even Rowan and Martin, they're not.

George Schlatter, as compulsively irreverent as a boy on the last day of school, looks like Orson Welles before "Citizen Kane" went to his head and girth. Ed Friendly, who wore the cloak and demeanor of the advertising agency-network TV institution for 15 years, is Gauguin in Tahiti or Sherwood Anderson escaped from a small-town, middle-class existence after more than half his life was spent.

Like all men in any society bordering on middle age, Schlatter and Friendly, it appears, have been steadily striving for some kind of vague sense of self-fulfillment without ever really knowing what the hell it is. Then they decided to team together—Schlatter drawing on Friendly's stability, Friendly ripping away at the shackles of the social structure, which is really Schlatter's bit.

TV for Two ■ Suddenly out of this union came *Rowan and Martin's Laugh-In* and with it acceptance of the wildest kind. It's the stuff groovy hallucinatory trips are made of. I mean, man, you're 12-feet tall and there ain't nothing you can't do.

Want to see creative freedom in action, gainfully employed Waldens playing by their pond? Visit Schlatter-Friendly Productions (in lieu of top billing, Friendly has the title of president), actually a couple of miles south of beautiful downtown Burbank. Come as you are if the way you are is you and not somebody in the livery of convention. Ed Friendly, needing no instruction in kicking over the traces, is with it, a now guy wearing a turtleneck. George Schlatter, in deference to a visitor from the world of commerce, has been persuaded to wear a jacket but it's plainly an effort.

Don't leave any lines dangling. They're likely to come back with a put-on attached. Play it cool and chuckle at everything. In a place where little is sacred, every conversation has you as the potential straight man.

Schlatter and Friendly mostly talk about their writers. There are 10 of them going on 14 for next season and no cub troop ever had prouder den mothers. Listen to what those nutty guys did to the lady at this motel where they were working when she complained about the noise. And let us tell you about the time the journalist from the prestige consumer publication came to call and instead of putting on a shiny face, as instructed, they devastated everything in sight, especially Schlatter and Friendly.

You see, it's explained, they, too,

A little flip, a little blip, and a big hit

have been set free—free from writing for the traditional and tired variety shows and its sketches. Now there are no more rules and regulations for them, just sensitive boys off on a spree and encouraged to reflect the things that are going on in the world.

"They're experienced to know how to do it and young enough not to be bored," says Ed Friendly. Do what? Do funny things—sight gags, one-liners, songs, cheers, news streamers, poems. Somehow it communicates with a broad cross-section of the country.

The television series has conspired to make Schlatter-Friendly Productions (Romart Inc., Rowan and Martin's company gets token credit as co-producer) the hottest independent house

in television. On order, besides 26 new *Laugh-Ins* for NBC-TV in the fall, are a series of specials for Monsanto Co.; a Diana Ross and the Supremes special for *Time* and NBC-TV late in 1968; *The Best on Record* (Grammy Awards) next spring; a firm commitment from a major advertiser for 16 half hours of a comedy series called *Kockamamie* to start maybe next January; and *Soul*, an hour special for late this year with an all-Negro cast, Negro writers and Negro technical staff, which may be the forerunner for a series.

George Schlatter came to this time of wine and roses after a reported diverse background as boxer, wrestler, football player and opera singer. Then, while managing the now-defunct *Ciro's* nightclub on the Sunset Strip, he came to the attention of NBC programing executive Hal Kemp, who died earlier this month. Mr. Kemp brought George Schlatter into NBC-TV's programing department where he produced many specials before going into independent production.

As an independent, Mr. Schlatter worked many times with Ed Friendly, who toiled for BBDO, ABC-TV and CBS-TV before moving to NBC-TV in 1959. As of 1962, Mr. Friendly was responsible for all entertainment specials at the network, did maybe 50 or 60 specials a year, worked with every independent producer in the business.

On Same Frequency ■ Why, then, George Schlatter of all free-wheeling people as a partner? For one, Ed Friendly felt every Schlatter production was magnificently done. Then, too, there were vibrations between the two.

On April 10, 1967, they formed an equal partnership and after a month of thinking came up with a two-year plan that included TV specials, series, features and a record company.

For the first six months, specials carried the new company. There were *The Tennessee Ernie Ford Show*, *Radio City Music Hall at Christmas Time*, *The Fabulous Funnies*, *The Legend of Robin Hood*, *The Best on Record*, and Wayne Newton's *One More Time* program. Then on Sept. 9, 1967, *Rowan and Martin's Laugh-In* was introduced as an hour special on NBC-TV with the audience and critical reaction so spontaneously favorable that the one-shot soon became a regular weekly hour.

Won't this cascade of achievement spoil Schlatter-Friendly? The trouble with revolutions is that they just lead to new and bigger establishments. "Do I look up tight?" asks a smiling Ed Friendly, his in-coming basket devoid of network memorandum. "It can't happen here," says George Schlatter, fingering his less-than-luxuriant chin whiskers.

WEEK'S PROFILE



Mr. Friendly

Mr. Schlatter

Edwin Friendly Jr.—president and partner, George Schlatter-Ed Friendly Productions, Burbank, Calif.; b. April 8, 1922, New York City; daytime program director and then producer of "The Jimmy Dean Show" on CBS-TV, 1956-59; general sales executive for NBC-TV, New York, 1959-60; director of special program sales, NBC-TV, 1960-61; VP, program administration, NBC-TV, 1961-62; VP in charge of all entertainment specials, NBC-TV, 1962-67; co-founded Schlatter-Friendly Productions, 1967; m. Natalie Brooks of Manhasset, Long Island, N. Y., Jan. 31, 1952; children—Brooke, 10, Edwin III, 8.

George Schlatter—partner, George Schlatter-Ed Friendly Productions, Burbank, Calif.; b. Dec. 31, 1929, Birmingham, Ala.; general programing executive booking talent for NBC-TV, Hollywood, 1956-59; NBC-TV staff producer of special programs, 1959-1960; freelance producer of all Dinah Shore shows, also producer of specials starring Andy Williams, Victor Borge, Janet Blair, Robert Goulet and Carol Lawrence, and Judy Garland, 1961-67; co-founder of Schlatter-Friendly Productions, 1967; m. actress Jolene Brand of Los Angeles, June 21, 1956; children—Marla, 6.

They can't have it all

MORE and more it becomes apparent that the ambitious venturers in cable television think of some day owning systems containing 20 channels or more of distributive capacity—and controlling all the intelligence that passes through those many paths of access to American homes. It is a beguiling dream, and some cable enterprisers have begun to talk of it in public.

At the convention of the National Cable Television Association, which was extensively reported in this publication a week ago, there was open talk of exploiting all the cable channels that will be left over after broadcast relays are accommodated. Meter reading, merchandising, police and fire alarms, the display of motion pictures—these were among the services that were mentioned as revenue potentials for the cables of the future. And all this was said from a position of assumed proprietorship—as though tomorrow's cable operator would combine the functions (and the ownerships) of the Bell System, the television networks, the independent television stations, the motion-picture theaters and who knows what other enterprises.

It won't wash.

If indeed the cable system of the future is to contain a multichannel capacity far in excess of that needed to relay broadcast signals that subscribers cannot easily take off the air, it will be an entirely different system from the kind for which regulatory principles are now being decided. Before those regulatory principles are firmly set, the regulators ought to look at what they are likely to be regulating.

As a starter, the regulators might find it helpful to think of cable television as a common carrier, a distribution system available to those who have something to distribute. In such a concept it would be logical to decide that no one could monopolize both the carrier and its contents. And that sort of decision, it seems to us, may be the necessary first step toward a rational structure of regulation for the kind of cables that cable operators are now conceiving and indeed installing.

Landslide vote

THE critics of advertising last week were given a reminder—if a 474-page document filled with tightly reasoned analysis and more than 100 tables and exhibits can be called a mere reminder—that their criticisms are a far, shrill cry from the way the public feels about advertising.

The reminder is a book, "Advertising in America: The Consumer View," published by Harvard Business School's division of research. It is a reminder because its basic findings were made public four years ago (BROADCASTING, April 27, 1964). It is based on research underwritten by the American Association of Advertising Agencies, but its credentials for independence and impartiality are impeccable. And in case the critics claim that attitudes have changed since 1964, it reports that a follow-up study in 1967 found "no basic shifts" had occurred.

The nub of the findings is that while consumers have clear feelings about what they like or dislike in advertising, their opinions are "preponderantly favorable," and few people think immediate changes are needed.

The book also notes, as did the findings published four years ago, that eight out of 10 advertisements that the consumer considers noteworthy in terms of being enjoyable, informative, annoying or offensive come from—you guessed it—the broadcast media. Radio and TV commercials are hard to miss. For any advertiser who didn't get the message,

let us quote the authors, Professors Raymond A. Bauer and Stephen A. Greyser: "It is precisely this intrusiveness that is one of the attractions of radio and TV for the advertiser."

As one might expect, and as the report four years ago also brought out, intrusiveness of this magnitude if not necessarily all good. It is, in fact, mainly responsible for the tendency for TV and radio commercials to be considered "annoying" more often than print ads. Intrusiveness is, therefore, both an advantage and a problem, and the obvious challenge is to maximize the advantage by minimizing the problem.

Advertising in all media is considered "enjoyable" and "informative" far more often than "annoying" and "offensive," but every effort should be made—by all involved—to improve the ratio on the favorable side. "The Consumer View" effectively answers the popular criticisms of advertising, but the people in the business would be mindless to disregard the insights it offers for further improvement.

Going too far

NO enlightened broadcaster can quarrel with the established national policy that prohibits racial discrimination in employment practices. But all broadcasters have reason to object to the FCC's new interpretation of how that national policy is to be enforced.

As reported in this publication's July 8 issue, the FCC has adopted a policy under which complaints of discrimination at broadcast stations will be investigated. If the complaint is considered serious enough, a hearing will be held. If the hearing is called in a license-revocation proceeding, the burden of proof will be on the FCC. Fair enough. If it is called at license-renewal time, the burden will fall on the applicant. In the latter case, the licensee is in the position of having been found guilty unless he can prove his innocence. Not so fair.

Further, the commission has proposed to adopt a rule requiring every applicant for a station grant, transfer or renewal, to prove as part of his submission, that he has not engaged in discriminatory practices. This could only lead to a system of entrapment, which is as unattractive in its way as racial discrimination is in its.

The policy that has already been adopted is harsh enough. The rule that has been proposed would discriminate against the broadcasters.



Drawn for BROADCASTING by Sid Hix
 "Say, all those Excedrin commercials are giving our sales manager an Excedrin headache!"



Good Morning, Texas!

From the mountains, to the prairie, to the ocean white with foam, Robert W. Walsh, WBAP-TV Farm Director, roams continually. Bob packs his gleanings in a tight half-hour program, sprinkled generously with general news, weather, and sports, and wakes Texas viewers each morning at 6:30.

Represented Nationally by Peters, Griffin, Woodward, Inc.



New Gates TV Audio Console



**can be expanded
as your station grows.**

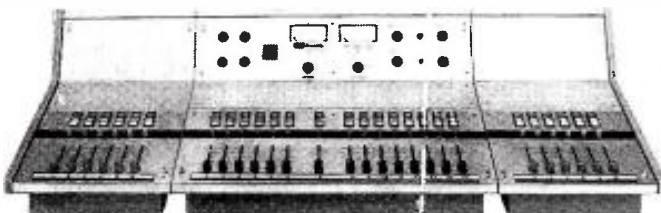
Gates new dual-channel TV-15 audio control console is a big-facility board in a space-saving size. Compact, yet capable of providing complete audio control with proven solid-state reliability for your entire television operation.

The TV-15 features 15 mixing channels – six studio microphone channels, an announce booth channel, and eight medium-level channels. Each channel has a four-station interlocked push-button selector to expand the total number of inputs to 60. All channels are provided with a jumper card or preamp board for hi or low level inputs.

Easy-to-operate vertical attenuators provide precise audio control – and a cue position on each feeds the inbuilt cue amplifier. Audio follow video may be added by plugging in the remote controlled relays.

As your station grows, the TV-15 can be expanded to 21 mixing channels, or 27, or more.

Write for complete information.



*Gates TV-15 with two TVS-6's added
for a total of 27 mixing channels and 108 inputs.*

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation

