

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CARL B. YLVISAKER  
LIBRARY 9/15

Advertiser resistance slows down TV network's daytime boom. p33  
ABC Radio's bold programming services get mixed reception. p50  
United plans return as news service with Pauley on top. p64  
CATV copyright turmoil results in statements of positions. p68

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NEWSPAPER

25 Years of Advertising Contributed For The Public Good



## 5,473,581,000 TV IMPRESSIONS

On Behalf Of The U. S. O.

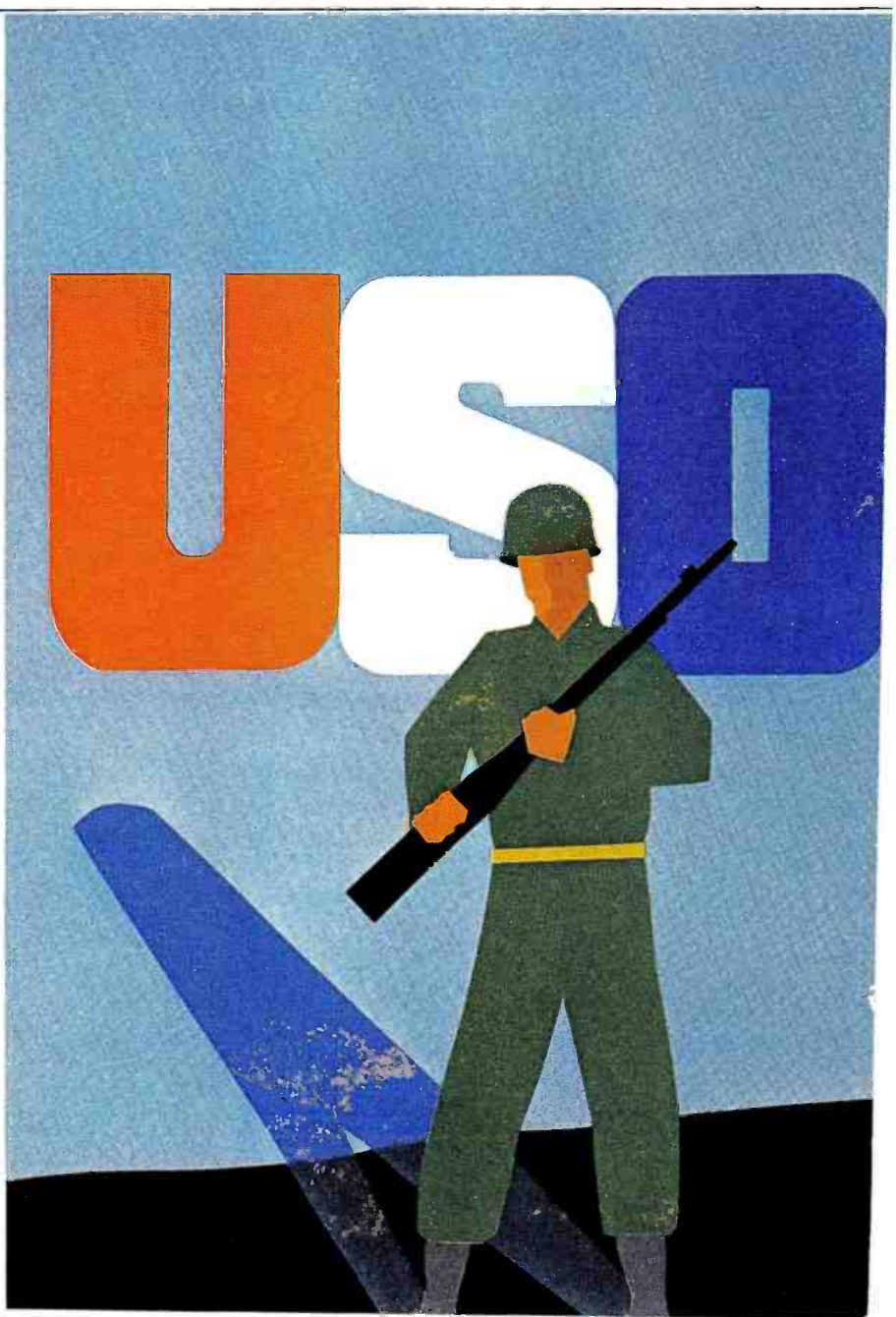
That's the extent to which the Petry represented TV stations impressed the public with the need to help this Advertising Council campaign last year. These stations believe in serving as well as selling.

THE ORIGINAL STATION REPRESENTATIVE



THE PETRY REPRESENTED TELEVISION STATIONS - RESPONSIBLE AND RESPONSIVE

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



Here's Another Reason Why WHO RADIO Should Be On Your Top 20 Market List:

# FOOD SALES!

## WHO RADIO DELIVERS THE 15th MARKET!

Rank our Iowa **WHO PRIME MARKET AREA** food sales right between Houston and Minneapolis.\* We're not just Metro Des Moines. Let's compare facts:

	<b>WHO PRIME MARKET AREA</b> (79 Pulse Surveyed Iowa Counties)**	Metro Des Moines
Retail food sales	\$619,014,000*	\$110,482,000*
Retail food outlets	2338	203
Population	1,911,000*	280,400*

\*1967 "Survey of Buying Power"

\*\*Sept.-Oct., 1966, 93-County Area Pulse



**WHO** RADIO



DES MOINES, IOWA

1-A CLEAR CHANNEL • 50,000 WATTS

NB



**On the Go!**

**KTRK-TV**



**HOUSTON**

# Serving the Greater Providence Area



# WTEV

Providence, R.I.  
New Bedford-Fall River, Mass.  
Vance L. Eckersley, Sta. Mgr.



*Serving the Greater Providence Area*

## WTEV greater coverage assures far greater sales power

The NEW WTEV antenna reaching 1049 feet above sea level which achieves 100 Kw ERP has greatly increased the WTEV coverage area and audience reach. The entirely new antenna system plus transmitter, as well as aggressive, skillful programming and a never-ending desire to serve viewers in the Greater Providence Area, assures advertisers a much larger, sales-responsive audience.

Represented by



STEINMAN TELEVISION STATIONS • Clair McCollough, Pres. • WTEV Providence, R.I./New Bedford-Fall River, Mass.  
WGAL-TV Lancaster - Harrisburg - York - Lebanon, Pa. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

## Saturation

Add 1.1 million to U. S. TV-homes figures, now that September's here. A. C. Nielsen Co.'s new estimates, based on updated U. S. Census Bureau information, put television penetration at 56 million households in continental U. S. as of Sept. 1. That's 95% of all households and compares with 54.9 million or 94% as of same date last year. New estimates will be announced shortly, probably this week.

## Home theater

That CBS-invented film-cartridge playback machine for home television receivers may not enter market without competition. It's learned that for some time Eastman Kodak Co. has been working on system to use home video receivers for homemade movie display—presumably with collateral capacity to play professional films. Eastman sources say they're far from perfection of marketable device. But then CBS says it won't start selling its system until 1969 (BROADCASTING, Aug. 28).

## Claims on channels

Report of FCC-created Land Mobile Advisory Committee, due this fall, will contain additional, though not explicit, argument in favor of transferring space from television to land-mobile service. Committee, which for two-and-a-half years has studied problem of how to squeeze additional use of spectrum space assigned to land mobile, has concluded that changes in policy and technology can to some extent relieve spectrum-shortage problem that has long plagued land-mobile users. But, as many observers had long predicted, committee will also conclude that additional spectrum space is needed. It won't say from where; that would be beyond scope of its mission. But clear implication will be that TV broadcasting is most likely source.

## WAVY deal

Only hitch holding up LIN Broadcasting's \$8-million purchase of WAVY-AM-TV Norfolk-News-Portsmouth, Va.—spin-off of WAVY because LIN already holds maximum of AM stations—is on point of being resolved. Negotiations are close to

# CLOSED CIRCUIT®

fruition to sell WAVY to Daniel P. Weinig, former general manager of WPAT-AM-FM Paterson, N. J., owned by Capital Cities Broadcasting. Price under consideration is between \$500,000 and \$750,000.

*Mr. Weinig has been in broadcasting since 1943, with Katz Agency, Storer Broadcasting, WINS New York. He joined Capital Cities in 1959 as general manager of WPRO Providence, moved to WPAT in 1961.*

## Rejection slip

Question of not what to say but how to say it is holding up FCC order rejecting petitions for reconsideration of controversial ruling that fairness doctrine applies to cigarette advertising. Commission's general counsel's office has submitted 40-odd page document for commission consideration, but Commissioner Lee Loevinger, at meeting last week, was sharply critical of legal arguments it contained to bolster commission's position. As result, order is being rewritten; likelihood is that it will be in shape for release this week.

## All the eggs

Hottest national TV advertisers in 1966, based on proportion of ad budget allocated to television, were S. C. Johnson & Son, \$22.95 million (97.6%); Stanley-Warner, \$16.1 million (96.7%); Mars Inc., \$11.5 million (96.2%); Sunbeam Corp., \$12.05 million (95.5%), and Alberto-Culver, \$21.07 million (95.3%). These figures will be highlight of 10th issue of "TV Basics," scheduled to be issued this week by Television Bureau of Advertising.

## The seers

Look for David H. Morris, KNUZ Houston, to be named chairman of National Association of Broadcasters' new Future of Radio Committee. Appointment of John F. Dille Jr., Communicana Group, Elkhart, Ind., to head Future of Television Committee, has already been announced (BROADCASTING, Aug. 21). Two committees, as names imply, are charged with doing long-range thinking for radio and TV.

## Rest period

Tightness of advertisers dollars, overall loss of revenues and disappointment in station clearances have forced Madison Square Garden-RKO General sports presentations to temporary suspension of sports TV syndication. Hathaway Watson, president, RKO General Broadcasting (which now controls MSG-RKO operation), says although negotiations are underway for future events, likelihood of presentation this fall is uncertain. This he blames especially on advertisers' tight-dollar commitments in major network TV sports. He says company has appraised situation and become "more selective" in choosing sports events.

*Recent Carlos Ortiz-Ismael Laguna lightweight fight (Aug. 16) was turned down as "red figure" event, according to Mr. Watson. MSG ran TV syndication of that bout through Sports Network Inc. and has now sold its next fight—middleweight championship of Nino Benvenuti versus challenger Emile Griffith—exclusively to ABC-TV (see story, page 9). MSG-RKO, which syndicated first Benvenuti-Griffith clash last April, carried its last sports event July 19: heavyweight fight between Joe Frazier and George Chuvalo.*

## Dusted off

MCA TV is formulating plans to re-issue to television reduced library of its pre-1948 Paramount features, which rolled up huge grosses five and six years ago. Strategy is to place into syndication about 150 of top titles with outstanding name value, including 40 films in color. Company is spurred by ratings achieved by stations which are still running pre-1948 Paramount features. MCA TV would mount extensive promotion-advertising campaign for package.

## Early warning

Meeting of "national conference for new politics" in Chicago over Labor Day weekend served to warn broadcasters that election year 1968 may well be biggest equal-time headache to date. Potential splinter parties like all-Negro "Black Caucus" rump group at Chicago convention could eventually claim candidate status for their leaders and demand exposure.

# the perfect match

Cupid uses a computer.

And the result is a sparkling half-hour of television entertainment every weekday.

The participants are three young ladies and three young men, previously matched by a computer, and brought together for the first time on the show.

Each one who correctly guesses whom the computer has chosen as his (or her) "perfect match" wins a host of prizes. And a chance for romance!

**Already sold in New York (WABC-TV) and Los Angeles (KTLA).**

When screened before a test

audience of adult women, they indicated a strong preference for THE PERFECT MATCH over many current popular network daytime programs.

Your Screen Gems representative has the full story on THE PERFECT MATCH.

Available in color videotape exclusively from **SCREEN GEMS.**



# WEEK IN BRIEF

Daytime television, that network stepchild, is in throes of atypical sales year, say net executives. Though sales are up, pace lags far behind 1966 levels. CBS only big gainer as advertisers resist higher prices. See . . .

## DAYTIME BOOM SLOWS . . . 33

Katz Radio expands its spot auto promotions to include more than 100 outlets, many non-Katz-represented stations. 'MotoRally '68' promotional support should top \$1 million mark, build showroom traffic. See . . .

## SET FOR MOTORALLY . . . 36

Herbert Bowden, Britain's commonwealth affairs secretary, resigns to accept Independent Television Authority chairman post. London papers deplore politicians heading Britain's broadcast entities. See . . .

## BOWDEN NAMED . . . 46

ABC's multinet radio service brings less than enthusiastic response from some affiliates who balk at 'accept it or get out' attitude, see service as benefitting competition. Most reps think it will hurt spot. See . . .

## MIXED RECEPTION . . . 50

Two TV stations go on block for \$20 million. Investment bankers Harrison-Fox, Wells and Rogers merge, buy WAIL-TV Atlanta for \$13 million. Sonderling group buys WLKY-TV Louisville for \$6.8 million. See . . .

## \$20 MILLION SALES . . . 54

Michigan theater owners charge 12 radio-tv stations in Detroit, Grand Rapids waged unfair campaign in support of controversial daylight savings time issue, call for denial of their upcoming license renewals. See . . .

## DAYLIGHT ERUPTS . . . 61

Color TV X-ray scare subsides as Senate Commerce Committee ends hearings with little comment on GE's problems with TV tubes. Witnesses agree HEW Secretary should set radiation standards for such products. See . . .

## X-RAY PANIC DIES . . . 62

Fragile fourth TV network, United, plans revival this year with news-oriented base, 40 to 50 affiliate lineup. ABC Radio alumnus Pauley will hold UN presidency. Major investor pull-out may threaten project. See . . .

## UNITED COMEBACK . . . 64

NAB, AMST hold firm line on CATV copyright liability in letter to register Kaminstein. Broadcasters oppose moratorium on infringement suits against CATV's, compulsory licensee fee for blanket clearances. See . . .

## COPYRIGHT STAND . . . 68

Jerrold Corp., CATV manufacturer/multiple-CATV owner, set to merge into General Instrument Corp. Transaction involves \$125 to \$130 million. Jerrold's Beisswenger and Garrison will become GI directors. See . . .

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## Broadcasting

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# **WEEI is No. 1 in Boston**

## **No. 1 in Pulse**

Average Share, M-F, 6AM-12M \*

## **No. 1 in Hooper**

Average Share, M-F, 7AM-6PM \*\*

## **No. 1 in Mediastat**

Metro Share, Sun.-Sat., 6AM-12M \*\*\*

represented by



\* Source: Based on Pulse estimates (Metro Area, April/June, 1967) subject to qualifications which WEEI will supply on request.

\*\* Source: Based on Hooper estimates (July/August, 1967) subject to qualifications which WEEI will supply on request.

\*\*\* Source: Based on Mediastat estimates (Metro Area, April/May, 1967) subject to qualifications which WEEI will supply on request.

**A CBS  
OWNED  
STATION**

# **WEEI THE TALK OF BOSTON RADIO 590**



## New radio rep firm is formed by John Butler

John C. Butler, former VP for radio sales at Peters, Griffin, Woodward Inc., has formed own radio station rep firm—John C. Butler Inc. New company will have offices in five cities, Mr. Butler said. He did not identify them.

Mr. Butler was to have assumed managerial position at McGavren-Guild-PGW Radio Inc. on Sept. 1. McGavren-Guild-PGW was formed when PGW transferred its radio station list to McGavren-Guild in exchange for financial interest in Atlantic States Industries Inc., parent of McGavren-Guild and three broadcast properties (BROADCASTING, Aug. 21).

## KAAR(TV) sale approved for \$1.1 million to Bass

Approval of sale of KAAR(TV) (ch. 39) San Diego to Bass Brothers Enterprises Inc. for \$1.1 million was announced by FCC Friday (Sept. 1).

Independent UHF went on air Nov. 14, 1965. It has 11.7 kw visual power with tower 1,900 feet above average terrain, 156 feet above ground. Sellers are Lawrence Shushan, Paul Corriere, Town & Country Development Inc.

Bass Brothers is owned by Sid and Edward Bass, each 25%; Robert and Lee Bass trusts, each 25%. Perry R. Bass, father of Robert and Lee, who holds their trusts, is president of Bass

### Cooled air turns on TV

Summer reruns may have to go. That's opinion of Mel Goldberg, vice president, planning and research, John Blair & Co., in studying effect of air conditioning on summer viewing habits.

"We believe that summer television viewing remains high where the home has air conditioning," he says, and contends that broadcasters need to re-evaluate summer programming to "capture and even enlarge the summer TV audiences."

Blair is conducting survey among its stations to determine household air-conditioner penetration in various markets.

Brothers. He is also 51.58% owner of Bass Broadcasting, licensee of KFDA-TV Amarillo, Tex.; KFDW-TV Clovis, N. M., and KFDO-TV Sayre, Okla. Bass Brothers owns 25% of Bass Broadcasting.

## Benvenuti-Griffith fight goes to ABC-TV for taping

Madison Square Garden has sold exclusive TV rights of world middleweight championship fight between champion Nino Benvenuti and challenger Emil Griffith to ABC-TV, which plans to tape Sept. 28 event for ABC's *Wide World of Sports* series (Sept. 30, 5-6:30 p.m., EDT). ABC's Howard Cosell will handle commentary from New York's Shea Stadium site now under lease by MSG from city.

In other deals, MSG has completed negotiations on three-year contract with WOR-TV New York for total of 45 regular-season games played by New York Rangers of National Hockey League and New York Knickerbockers of National Basketball Association. In radio, MSG earlier this month closed similar three-year deal with WHN New York.

## Fair city

Milwaukee Mayor Henry W. Maier says he's investigating network TV coverage of his city's racial strife. He promises to complain to FCC if he finds country gained "negative image" of Milwaukee through unbalanced coverage.

Mayor cited preliminary report of Milwaukee Community Relations Commission that national TV ignored city's positive efforts on race relations. He said local television and radio, and wire services had been "fairly depicting situation."

## Waiting for NABET strike call is real cliff hanger

Negotiating team for National Association of Broadcast Employees and Technicians was still studying Friday afternoon (Sept. 1) 140-page proposal for new contract submitted to them late Thursday by ABC and NBC (see page 56).

Network offer was given to union in Miami Beach, where negotiations were being held, several hours before extended contract expired Thursday midnight. It was believed negotiations would be resumed over weekend but

union leaders warned they were armed with strike authorization and could call walkout at any time.

Union is seeking substantial increases in wages; 40-hour work week with paid lunch hour within that time period; improved working conditions and overhaul of grievance machinery.

## Shirley Temple movies raise spectre of 315

Television stations serving 11th congressional district in California have been put on notice that they will get demand for equal time if they show old Shirley Temple movies.

Warning was issued by Robert H. Barry, one of Shirley Temple Black's nine opponents in special election to fill House of Representatives seat left vacant by death of J. Arthur Younger.

Mr. Barry, who like 39-year-old former child star is Republican, is former House member from New York. He now lives in Woodside, in central California.

Mr. Barry's warning to area stations recalled fact that California stations faced similar danger of equal-time demands during campaigns of actors George Murphy, for senate in 1964, and Ronald Reagan, for governor last year.

Commission has never ruled on

## Hawaii alloted 18 UHF's

FCC has assigned for first time UHF channels to Hawaii—total of 18, eight of which will be reserved for educational use. Channel assignments were made to four largest cities on four islands and will provide state-wide UHF coverage. Though number of assignments exceeds minimum UHF goals for continental U. S., commission justified its action because of unique ethnic composition of Hawaii and because use does not deprive other places of needed facilities.

Assignments, with asterisks indicating ETV assignments, are as follows: Hilo, Hawaii—ch. 14, 20, 26, \*32 and \*38; Honolulu—ch. 14, 20, 26, 32, \*38 and \*44; Lihue, Kauai—ch. 15, \*21, and \*27, and Wailuku, Maui—ch. 15, 21, \*27 and \*33.

## WEEK'S HEADLINERS



Mr. Kreuzer

N. J., succeeding **Charles H. Colledge**, who retires after 34 years with RCA. Since 1958 Mr. Colledge had headed division in Camden. Mr. Kreuzer joined RCA as engineer in 1928. He was appointed manager of RCA theater equipment in 1943 and became manager of RCA industrial products department in 1946. Later he was general product manager of former engineering products division. In 1954 he was named to post of director of product planning on RCA corporate staff. Mr. Kreuzer joined Astro-Electronics division in 1958 as manager of marketing. Mr. Colledge joined RCA as NBC engineer in 1933. Following World War II he served at NBC's WRC and WRC-TV Washington. In 1952 he joined NBC in New York and later rose to director of operations and engineering for network's owned and operated television and radio stations. He became VP,

**Barton Kreuzer**, division VP and general manager, RCA Astro-Electronics division, Princeton, N. J., named division VP and general manager, RCA broadcast and communications products division, Camden,

facilities operations, in 1956 and two years later became chief executive of RCA broadcast and communications products division.

**Felix A. Kalinski**, CBS Inc. VP, planning, named VP and general executive in charge of planning for production and worldwide (including U. S.) distribution of players and cartridges in revolutionary new EVR television recording and playback system developed by CBS Labs (BROADCASTING, Aug. 28). Mr. Kalinski also represents CBS in CBS-ICI-CIBA partnership organized to develop and market EVR. Taking over Mr. Kalinski's responsibilities and title as VP, planning, is **Raymond J. Klemmer**, who joined CBS earlier this year as director of planning after service with McKinsey & Co., management consultants, and as director of planning for General Precision Laboratories.

**Alfred H. Kirchhofer**, president of WBEN Inc. (WBEN-AM-FM-TV) Buffalo, N. Y., since 1956, retires and is being replaced by **Mrs. Edward H. Bartlett**, president of parent *Buffalo Evening News* and VP of WBEN Inc. since 1957. Mr. Kirchhofer, who was named president following death of Mr. Bartlett, remains on board of parent corporation. **Leslie G. Arries Jr.**, who was named VP and general manager of WBEN-AM-

FM-TV (BROADCASTING, June 19), named to WBEN Inc. board. **C. Robert Thomson**, formerly general manager of stations, named VP of WBEN Inc. Mr. Kirchhofer joined *Evening News* in 1915 as reporter and was made managing editor in 1927. When WBEN went on air in 1930, he was made VP in charge of broadcast operation. In 1936, he was publicity director for Alf Landon, Republican presidential candidate.



Mr. Abrams

**George J. Abrams**, recently resigned senior VP, William Esty Co., New York. (BROADCASTING, Aug. 14) joins Reach, McClinton & Co. that city, as executive VP. Mr. Abrams has won awards for his work at Block Drug Co., Revlon Inc., Warner-Lambert and Del Laboratories. and is VP, board of directors, New York University's graduate school of business administration.

**Sheldon Cooper** elected VP of WGN Continental Broadcasting Co. and manager of programing for TV group stations. He also continues as program manager, WGN-TV Chicago.

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

whether candidate's appearance as actor in televised movie, new or old, constitutes "use" of station's facilities under terms of equal-time law. Some communications attorneys believe it does.

But observers are waiting to see commission apply that ruling to film in which Miss Temple appears as golden-curl 6-8-year-old.

#### Fitzmaurice dies

Services for Michael Fitzmaurice, 59, radio and television announcer, who died at Memorial hospital in New York Aug. 30 of lymphoma, form of cancer, are planned for this week. He is survived by his wife, Lucille, and two children.

Mr. Fitzmaurice's voice was heard in many well-known shows, including *March of Time*, *Kate Smith*, *Gang Busters*; he was voice of MGM newsreels for some years and also appeared on Broadway.

#### FCC tells FM'ers how to beat interference to TV

FCC, concerned about increasing number of reports about FM-caused interference to television reception, has advised FM permittees and prospective permittees on steps to take to eliminate that interference.

Commission, in public notice Friday (Sept. 1), said would-be FM licensees should study viewing habits within area of their proposed FM service and location of other FM and TV transmitters in vicinity, then:

1. Test equipment when other stations that may be involved in interference are in operation.

2. Make interference tests with two or more different types of receivers (including color), with receivers located both in transmitter building and at selected outside sites.

3. If interference is indicated, deter-

mine types of FM traps and filters which can solve problem.

4. Communicate with as many TV retailers, wholesalers and servicemen as possible and demonstrate steps necessary to alleviate interference.

5. When filing license application and request for program-test authority, inform commission of kind of interference which may result and steps taken to anticipate complaints.

#### Gannett recapitalization

Stockholders of Gannett Co., Rochester, N. Y., newspaper and broadcast group, approved recapitalization of company Friday (Sept. 1). Move is preliminary to registering with Securities and Exchange Commission in Washington for public offering sometime before end of year (BROADCASTING, Aug. 7). Recapitalization calls for issuance of 10 million shares of common stock in exchange for present holdings.

**WAYS reaches  
as many people each  
quarter-hour as all other  
Charlotte AM and FM  
stations combined!**

***(And has an unduplicated weekly  
cume of 470,000.)***

WAYS reaches as many adult men as the next four stations combined, and as many adult women as the next two stations combined. In drive-time, WAYS reaches more out-of-home audience than all other stations combined!\* For coverage in the Carolinas, WAYS is the only way to go!

**Contact your East-Man...  
or call WAYS Radio,  
704/392-6191 today!**

\*Audience data based on ARB estimates, April-May 1967, subject to qualifications which WAYS Radio will supply on request.

# TV Stations Are Getting Great Color On Outdoor Remotes With RCA TK-42 Cameras

KHQ-TV Tapes Spokane Fair With Single Camera and Mobile Recorder



Scene at KHQ-TV loading dock as TK-42 and TR-5 are loaded into panel truck that serves as mobile unit.



At the Fair Grounds power requirements were so small that KHQ could move about at will to cover the various attractions.

## KTAR-TV Acid-Tests Color on Rodeo Parade in Phoenix

Although the day was overcast and color ranged from one end of the spectrum to the other, it was a beautiful show on viewers screens.





Because the parade passed close by KTAR-TV studios, it was only necessary to use some 300 feet of cable, a raised 18-ft. platform, and a forklift to capture the entire rodeo.

## KHVH-TV Brings Colorful Hawaii to Mainland, U.S.A.



It was the biggest day in Hawaii's TV history when KHVH-TV, with TK-42 cameras, gave the mainland its first look at Hawaii in live color TV.



A KHVH-TV production crew on Waikiki beach presented a 90-second color remote via satellite during half-time of Michigan State-Notre Dame football game.

This is the kind of color versatility you get with RCA TK-42 live color cameras. They're just as great outdoors as they are in the studio. The big tube performance shines through wherever the requirements are exacting . . . For more information and latest brochure see your RCA representative or write: RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J. 08102.



**THE MOST TRUSTED NAME IN ELECTRONICS**

In Jacksonville's

# 3

station market, WJXT held a

# 54%

metro share of viewing homes,  
9 a.m. to midnight, Monday thru Friday.

## IT ALL ADDS UP

to more people watch

# WJXT

Jacksonville, Florida

Represented by TvAR CBS-TV 4

A POST-NEWSWEEK STATION

Source: ARB, Feb.-March 1967. Data derived from audience surveys are estimates subject to sampling and other errors. Refer to complete survey reports for details.

## DATEBOOK

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

■Indicates first or revised listing.

### SEPTEMBER

■Sept. 6-8—Color television seminar for TV broadcast engineers from the Scandinavian countries, sponsored by the Finnish Broadcasting Co. Helsinki, Finland.

Sept. 8—Deadline for response to petitions for reconsideration of FCC's presunrise rulemaking.

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

■Sept. 8-9—National awards committee, National Academy of Television Arts and Sciences, meets to review structure and voting procedures. New York.

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

Sept. 11—National Broadcasters Club member-guest golf tournament, reception and dinner. Washingtonian Golf & Country Club, Gaithersburg, Md.

Sept. 11-12—Conference on "The Use and Regulation of the Radio Spectrum," sponsored by the Brookings Institution and Resources for the Future Inc. Position papers being prepared by Drs. Sidney S. Alexander, Massachusetts Institute of Technology; Harvey Levin, Hofstra University; John McGowan, Yale University; William Meckling, University of Rochester, and Leland Johnson, Rand Corp. Airlie House, Warrenton, Va.

Sept. 11-13—Fall meeting, Pacific Northwest Community TV Association. Portland Hilton hotel, Portland, Ore.

■Sept. 12—Opening fall luncheon, Hollywood Radio and Television Society. FCC Commissioner Lee Loevinger is featured speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Sept. 12-16—Annual convention of the Radio-Television News Directors Association. Speakers include Robert Hansen, chief justice-elect of Wisconsin supreme court, and Av Weston, director of Public Broadcast Laboratory at Columbia University. Royal York hotel, Toronto.

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

Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Kahler hotel, Rochester.

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

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

Sept. 15—Deadline for reply comments on response to petition for reconsideration of FCC's presunrise rulemaking.

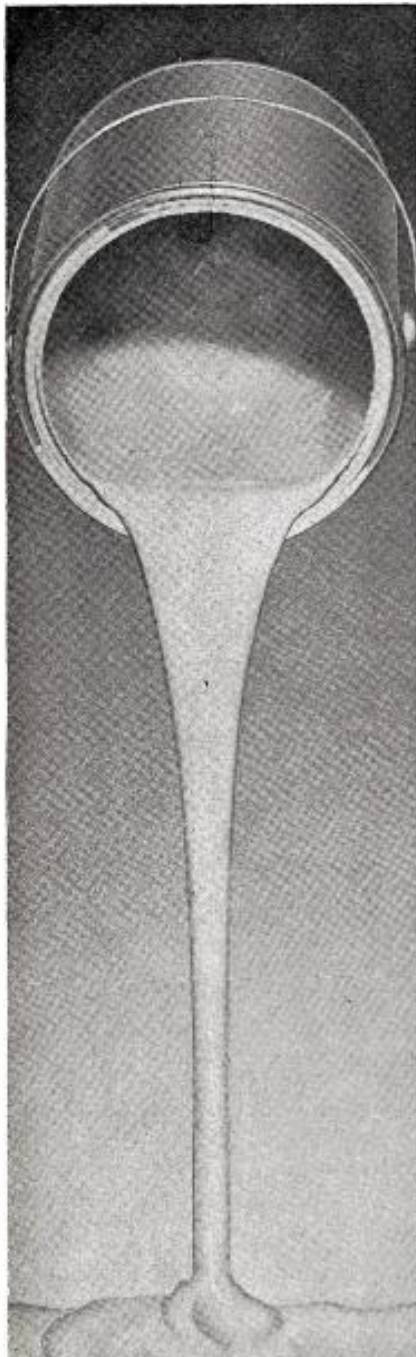
Sept. 15—Deadline for entries for the 1968 Ohio State Awards sponsored by the Institute for Education by Radio and Television of the Telecommunications Center, Ohio State University. Entries must have been broadcast during the period Jan. 1-Aug. 31, 1967. This 32nd American exhibition of educational radio and television programs is open to all radio and television broadcasters producing programs whose primary intent is to educate or inform rather than to entertain. For information and entry materials

# WLKW

## **Providence**

the Big Sound of Rhode Island  
50,000 watts, 990 on the dial  
is now represented nationally by





**WE POUR ON THE COLOR IN TULSA!**

Live color, network color, color film, color slides and color VTR... with still more to come. Keeps KVOO TV tops in Tulsa. Call your Petry man.

**KVOO 2 TV**  
TULSA, OKLAHOMA

Represented by **Edward Petry & Co., Inc.**  
The Original Station Representative

**NAB FALL CONFERENCES**

- Oct. 16-17—Marriott motor hotel, Atlanta.
- Oct. 19-20—Marriott motor hotel, Dallas.
- Oct. 23-24—Sheraton-Park, Washington.
- Oct. 30-31—Sheraton-Boston, Boston.
- Nov. 9-10—President hotel, Kansas City, Mo.
- Nov. 13-14—Brown Palace hotel, Denver.
- Nov. 16-17—Statler Hilton, Los Angeles.
- Nov. 20-21—Palmer House, Chicago.

write: Institute for Education by Radio-Television, 2470 North Star Road, Columbus, Ohio 43221. (614) 293-6641.

■Sept. 15—Opening luncheon of Pacific Pioneer Broadcasters with program headlined by Don Quinn and Pat Buttram. Sportsmen's Lodge, North Hollywood, Calif.

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

Sept. 15-16—Meeting of the Maine Association of Broadcasters. Speakers include William Carlisle, NAB vice president-TV. Sebasco Estates.

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

Sept. 17-20—Fall meeting, West Virginia/Mid-Atlantic CATV Association. Greenbrier hotel, White Sulphur Springs, W. Va.

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

■Sept. 18—Extended deadline for filing further comments on Communications Satellite Corp. proposal with FCC for a pilot demonstration program for domestic communication satellite system.

Sept. 18—Deadline for comments on FCC proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.

Sept. 18—Fall meetin, New York State Community Television Association. Otesaga hotel, Cooperstown.

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

■Sept. 20—Southern California council, American Association of Advertising Agencies dinner meeting. Presentation of in-depth study of Southern California market. Beverly Wilshire hotel, Beverly Hills, Calif.

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

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

■Sept. 22—FCC luncheon sponsored by the International Radio and Television Society. Speaker is Rosel Hyde, FCC chairman. Waldorf-Astoria hotel, New York.

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

Sept. 22-23—Southwest area conference of the American Women in Radio and Television. Tulsa, Okla.

Sept. 24-25—Meeting of the Texas Associa-

tion of Broadcasters. Commodore Perry hotel, Austin.

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

■Sept. 24-27—Seventh annual conference of the Institute of Broadcasting Financial Management. Speakers include Vice President Hubert H. Humphrey and Walter W. Heller, chairman of the President's Council of Economic Advisors from 1961 to 1964. Sheraton-Ritz hotel, Minneapolis.

■Sept. 25-27—International electronics conference and exposition sponsored by Canadian region, Institute of Electrical and Electronics Engineers. Automotive Bldg., Exhibition Park, Toronto.

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

■Sept. 27-28—Fall meeting of National Association of Broadcasters Radio Code Board. Waldorf Astoria hotel, New York.

■Sept. 27-29—Meeting of the Tennessee Association of Broadcasters. Speakers include FCC Commissioner Robert E. Lee; William Walker, NAB director of broadcast management, and Morgan Beatty, NBC, New York. Mountain View Lodge, Gatlinburg.

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

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

Sept. 28—Deadline for comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

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

**OCTOBER**

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

Oct. 2-6—A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of

■Indicates first or revised listing.

**FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU**

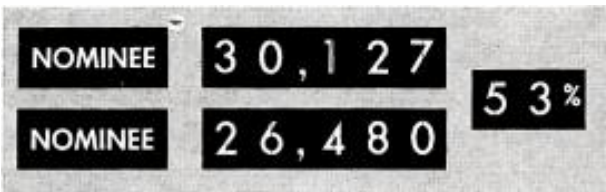
- Sept. 18-19—Hilton Inn, Dallas
- Sept. 21-22—Hilton Inn, Atlanta
- Sept. 27-28—White Plains hotel, White Plains, N.Y.
- Oct. 16-17—The Dearborn Inn, Detroit
- Oct. 19-20—O'Hare Inn, Chicago
- Oct. 23-24—Hyatt House, San Francisco



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

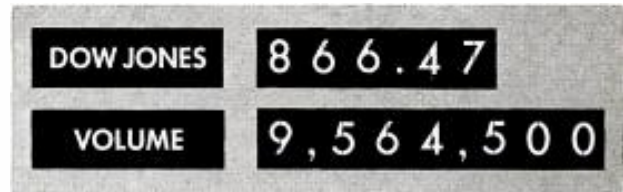


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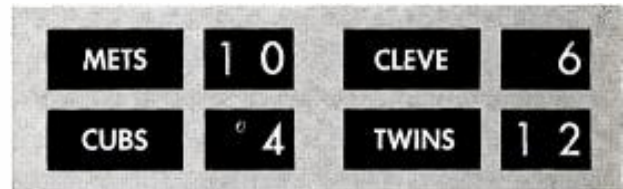
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Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.



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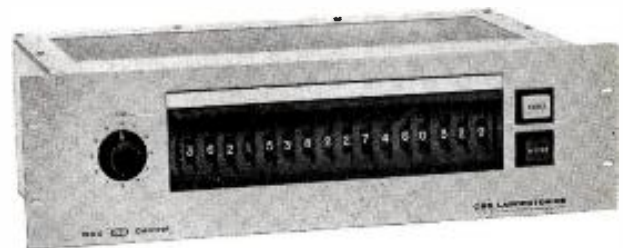


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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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### NCTA Regional Meetings

- Oct. 9-10—Warwick hotel, Philadelphia.  
Oct. 16-17—Regency hotel, Atlanta.  
Oct. 19-20—Netherland Hilton hotel, Cincinnati.  
Oct. 23-24—Raddison hotel, Minneapolis.  
Oct. 26-27—Prom Sheraton hotel, Kansas City.  
Nov. 9-10—Marriott motor hotel, Dallas.  
Nov. 13-14—Vacation Village, San Diego.  
Nov. 16-17—Portland Hilton hotel, Portland, Ore.

Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

■Oct. 3—Deadline for reply comments on FCC proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.

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

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

■Oct. 9—Deadline for comments on FCC's proposed rulemaking concerning the power to be permitted for presurine operation by class II stations on U.S. I-A clear channels.

■Oct. 10—Salute to communications industry sponsored by Los Angeles Chamber of Commerce. Keynote speech by Robert Sarnoff, president of RCA. Ambassador hotel, Los Angeles.

■Oct. 11—Annual meeting, Pennsylvania Community Antenna Television Association. Warwick hotel, Philadelphia.

■Oct. 11-13—Indiana Broadcasters Association convention. Vincent Wasilewski, National Association of Broadcasters, will be main speaker. Sheraton hotel, French Lick, Ind.

Oct. 12—Thirteenth Wisconsin FM station clinic sponsored by the University of Wisconsin. University of Wisconsin, Madison.

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

■Oct. 14-22—International Film, TV film and Documentary Market (MIFED). Milan, Italy.

Oct. 15—Thirteenth annual promotional seminar sponsored by Edward Petry & Co. Royal York hotel, Toronto.

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

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

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

Oct. 17-18—Conference on news coverage of race relations, being sponsored by Community Relations Services, Department of Justice, American Civil Liberties Union and American Jewish Committee. Columbia University school of journalism, New York.

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

■Indicates first or revised listing.

BROADCASTING, September 4, 1967

# Like To Check MEASUREMENTS?



The WHEELING-STEUBENVILLE WTRF-TV Market 'measures up' colorful, powerful and resultful for your spot schedules. The Nielsen Color TV Ownership estimate for Feb-Mar '67 credits WTRF-TV with 179,212 Color TV Homes. Check all of our market figures, they shape up and add up lucratively for alert advertisers. See your Blair Television man or contact Colorful Channel 7.

**WTRF-TV (NBC) Wheeling, West Virginia**



**Copyright and CATV regulation**

EDITOR: Milton J. Shapp knows better than what he writes in the Aug. 14 issue. . . .

1. Commissioner Kenneth Cox is too erudite, too informed and too penetrating in the pursuit of facts to be influenced rightly or wrongly by the observations of anyone, especially myself.

2. My ancient testimony did not then contend that UHF problems in Atlantic City in the 1950's were isolated and attributable primarily to cable systems that were then furnishing three to five channel capacity of "master antenna" reception.

3. Freedom from any standard, supervision and direction can well be an understandable, if not equitable, goal of cable in its accelerated expansion of unlimited importation, station duplication and program origination. Nationwide systems by wire of 20 channels, as predicted without reservation by Mr. Shapp will come more naturally, easily and rapidly, of course, if no rules of any kind exist.

My July 24 communication was in response to BROADCASTING's belief that copyright resolution would solve all issues between cable and broadcasting. My letter did not advocate regulation upon cable or any industry beyond that to which all communication services of public character have been accustomed and to which they adjust by experience, custom and practice in the public interest.—*Fred Weber, Rust Craft Broadcasting Co., New York.*

**Shortwave for western areas**

EDITOR: The proponents of higher power for clear-channel AM stations seem to have overlooked a much simpler and more effective means for reaching isolated western areas—shortwave.

Contrary to common belief, there is one portion of the shortwave spectrum that is not overflowing with closely spaced signals: the 4 mhz to 7 mhz range in the daytime. Except for time signals, this space is virtually vacant.

The bands of 4750-5060 khz and 5950-6200 khz, already used for broadcasting elsewhere in the world, should be opened to domestic shortwave broadcasting, but in the daytime only, when there would be no interference problem. At night the present AM clear channels would take over, and foreign long-range transmitters now using shortwave would have the bands to themselves.

This would be a tremendous boon to listeners in the western part of the country, much of which now receives

If you're a promotion man, you should be exploring the changing role of promotion in the exploding field of communications. You should meet with other promotion experts eager to share their know-how and professional savvy.


You should head on to Toronto this fall for the 1967 BPA Seminar . . .

**MAN: The Communicator.**

On to Toronto . . . where the promotion is!  
12th ANNUAL SEMINAR, ROYAL YORK HOTEL,  
TORONTO, CANADA,  
OCTOBER 16-18, 1967.

For the full story contact BPA.

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Get your registration in now . . . while you are thinking about it! Early registrations save you money!

CHECK ONE:  
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Are you bringing your wife? Yes..... No.....

Name.....

Station or Firm.....

Address.....

City..... State.....

Attached is my check for \$..... as my advance registration fee.  
*Mail this registration form with your check to BPA address above.*

# There's nothing more powerful than a local motive.

In Baltimore better than 1 out of every 4 local radio dollars are invested on WBAL

You're on the right track when you take the same route as local advertisers. It's the quickest route to results.

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That's why in a 12 station market better than 1 out of every 4 local radio dollars buy WBAL.\* We repeat—better than twenty-five per cent of their local radio dollars go on WBAL Radio because they want to dominate a booming market; they want the prestige that only WBAL can lend to their product.

And if you really want to be impressed, drop us a line and we'll send you a list of our local advertisers. Each name is a good reason you should be buying WBAL Radio.

So, now that you have your local motive, let WBAL start pulling for you. Call 301 467-3000 or contact your Daren F. McGavren representative for excellent availabilities.\*\*

**WBAL Radio...  
excitement in the air.**

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

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6 Special Material productions for news, weather, sports, customized programming ideas and sales promo ideas.

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Logo ideas for taxi backs, bus cards, billboards, coordinated with current station promotional material.

### custom merchandise

Captivating customized merchandise: balloons, pens, pencils, gifts, prizes, etc. Much available on straight trade basis.

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Call for your audition material today. All 35 cuts plus nine visual ideas in initial package. Wide World is supplemented regularly. Smaller versions available for smaller markets meaning you can add productions later on.

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little or no primary daytime radio service. There is already a potential market for this: A great many portable radios, in addition to AM and FM, have this low shortwave band. It is now going to waste. . . —Glenn Hauser, North American Shortwave Association, Albuquerque, N. M.

### Local news and clear channels

EDITOR: The facts are quite contrary to those stated by Mr. Ward L. Quaal in his letter [OPEN MIKE, Aug. 14] in support of the clear channels. . . Technical developments of recent years have made the clear channels an anachronism. It is ironic that while the large metropolitan stations are emphasizing their local coverage of news and special events, those of them belonging to the Clear Channel Broadcasting Service wish to subject people hundreds of miles away to these matters in which they have little interest or concern. Wouldn't it be much better to give these people their own local coverage and service?—Charles Rutkin, attorney, Beverly Hills, Calif.

### Comments on FM report

EDITOR: Your special report on FM was tremendous. One area overlooked was the service of compatible stereo and monophonic talk programs to stereo FM [BROADCASTING, July 31].

We are currently servicing 1,200 radio stations—331 are stereo FM—with a weekly public-service news series *Med '67* of the Bayer Co. We are also involved in the production of *Viewpoint*, a weekly 25-minute Episcopal news-interview program that is now being carried by 48 stereo-FM stations.—W. H. (Bill) Bertenshaw, producer, Radio & TV Roundup Productions, Maplewood, N. J.

EDITOR: Enclosed is our check to cover the cost of 100 copies of the special report on FM. . . —Lou M. Neale, president, WKTZ-AM-FM Atlantic Beach, Fla.

### FM becoming conformist

EDITOR: . . . I'm disappointed by the direction FM programming appears to be taking [BROADCASTING, July 31]. It recalls the time, not too long ago, when AM station managers were practically all middle-of-the-road music or rock 'n' roll formatted and diversification was

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

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BROADCASTING, September 4, 1967



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considered largely ethnic and marginal—outside the main stream of popular taste.

Today, there are about a dozen apparently successful radio formats in one major market (Los Angeles) and AM stations everywhere are thinking not so much "Who has the ratings we can try to steal by imitation?" as "Where is the unfilled need in our market?"

In heavily competitive areas like New York and Los Angeles, even TV stations are finding ways to diversify and specialize. . . . But FM, apparently ignoring the past lessons of other media, seems to be moving away from various unique programming approaches into a middle-of-the-road conformity. And I suppose trend-followers will just bide their time until a few imaginative and courageous trend-setters show them what else can be done. . . ."

In FM today there seems to be only one fashionable approach and, instead of looking for viable alternatives, everybody's jumping on the bandwagon. . . . But how loyal is a listener likely to be when he can find pretty much the same thing every second or third signal across the crowded dial?—Tom Bratter, 6404 Hollywood Boulevard, Los Angeles.

**Serving smaller markets**

EDITOR: The continual trend in [advertising agencies and station representatives] demands this letter. . . .

Over 3,000 radio stations serve small markets, giving some credence to the FCC's "serving-the-public-interest" requirement. I noticed in your recent issue mention of a station representative that turned its accounts over to another for a business interest because "radio accounts do not produce enough profit. . . ."

If some radio reps would use some of their arm-chair creativity to sell radio instead of pandering to the mouth-watering mass media maybe radio would be profitable.

I have also found that since TV began radio has adjusted, but most ad agencies haven't. Maybe some of these Madison Avenue wonders should take a look at the vast majority of radio stations that build a far more loyal audience than the ping-pong for the brain, TV.

I realize this is dropping pebbles in the ocean, but I am sure some of the 3,000 radio broadcasters feel the same way. They do their job, sell their local product and write off national business since the agencies have turned on TV and turned off radio. The majority of the industry still sells broadcasting, not mass media. We are turned on every morning by people, not Madison Avenue. . . .—John McAdam, owner-manager, KLBS-AM-FM Los Banos, Calif.

# FIRST AGAIN IN '67!



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**WSYR-TV is No. 1** in Homes  
**Delivered in the Syracuse Market:**

\*NSI • Feb. 16 to Mar. 15, 1967  
 Sign-On to Sign-Off.  
 Sunday thru Saturday.

**\*24% More Than Station No. 2**  
**\*73% More Than Station No. 3**

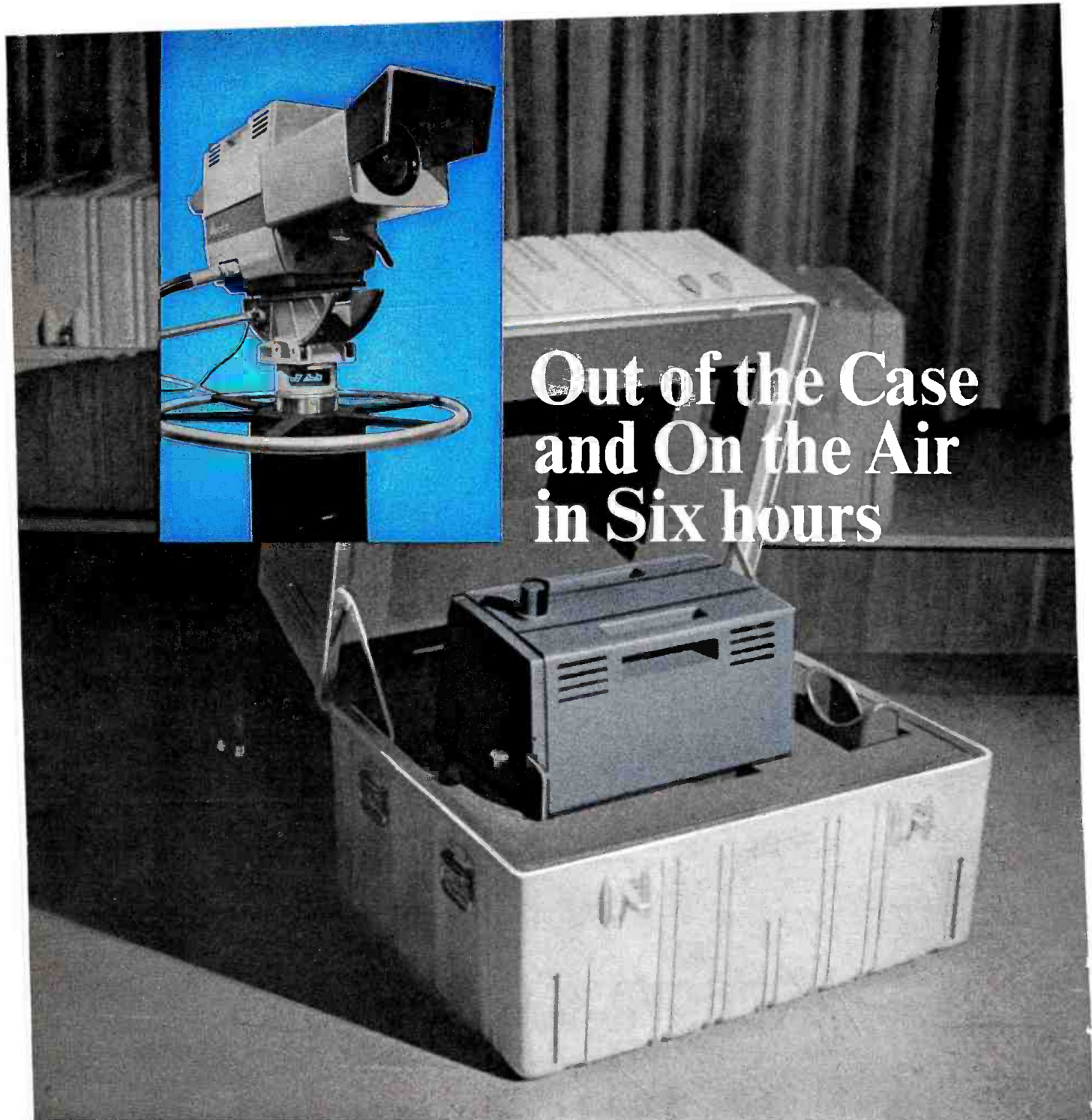
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Channel 3 • **NBC** Affiliate • 100 KW  
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 Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS



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

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

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

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

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

\*Registered trademark for television camera tubes.




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

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

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



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

299 Route 17, Paramus, New Jersey 07652

## Been kissed by any TV announcers lately?

Have you noticed what's been going on with TV commercials these days? How easy going, how soft spoken—how natural and intimate they've become?

Take the announcers, for example. Surely you've noticed how low key they are. The men behind the voices seem to crawl up in your lap, rub the back of your neck, run their hands through your hair. And some of the more exciting ones may even nibble at your ears.

Don't get me wrong. I'm not knocking it. I understand what's going on. I know the medium has come of age, that a whole new kind of animal is putting TV commercials together today. A TV animal. A pure-bred TV animal.

This cat probably doesn't remember the days when there was just radio. There's a good chance he was nursed by a TV set. At least burped by one. Television commercials today are not being written by retreads from radio departments. Not by print people who were sure TV commercials were easy to write—and were sure wrong. These are honest-to-goodness TV writers who grew up in television. They dig the medium. They know how to use graphics. They know how to tell stories with pictures. They know how to use words sparingly and explosively.

**Not Strung Out** ■ The same goes for the guys producing commercials today. These aren't hold-overs from the movie industry. They aren't men who just happened to have a camera and some film lying around and decided to make a quick buck filming TV commercials. These are guys who grew up and learned their trade in the TV age. They're not hung up on old Hollywood traditions. When they sit around and talk about the good old days, they go all the way back to 1957.

I know what these guys are up to. They're making this medium honest, natural, candid. They've got a whole fresh bag of tricks. Like the hand-held camera. It's great! It brings a candid quality to commercials that we never had before. It lets you get close to people. Get inside people. It allows you to let expressions work for you—a smile, a tear, a laugh, a frown.

And it's OK now if everything isn't within the aperture. It's OK for faces and packages and scenes to bleed off the television screen. I'm hip to contemporary casting. Today we are using real, honest, homely people like you and me. Single-source lighting! Couldn't

be happier about it. I'm glad it's permissible now to let a shadow fall across a face. Single-source lighting is a real boon to anybody who wants to breathe naturalness into his advertising. I appreciate what music is doing for commercials. The new rhythms, new changes, new sounds.

I understand what's happening. I am for it. I applaud it. It took some real nonconformists with vision, imagination and an overdose of courage to achieve this low-key breakthrough.

**Yea Sayers** ■ The only thing that bugs me is these nonconformists have picked up too many followers. Everywhere I turn now—any channel, any time: late-late show, early-early show—I find everybody's doing it. My cup runneth over with honesty. (It's enough to make a viewer suspicious.)

My lap is full of soft-spoken, whispering Willys. I am even tired of having my ears nibbled. Yes, the lights are low. The voices are soft. Shadows can be seen falling across faces and packages. The sound you hear is a natural sound. The stage is set for another breakthrough.

Some kid out there has this whole thing figured out. I can read his mind: Everybody's keeping their cool; I'll blow mine. Everybody's doing the shy bit; I'll come on strong. Everybody's playing games; I'm going to tell it like it is. This kid is going to turn his back on everybody and head thataway.

I can see the commercial now. It will open on a shot of the announcer—a flesh-and-blood announcer, on camera. And get this: He'll be holding the product in his right hand. This announcer will announce. This boy's no ear nibbler. Nothing self-conscious, coy

or precious about him. He'll articulate loud and clear. He'll spit out every syllable and every word. He'll be out to sell you. He'll exploit every product advantage there is, and leave you with the impression that no other product comes close. He'll probably use a slogan. (A slogan is a collection of words that describe a product or product advantage in a catchy and memorable way.)

**Hard Sell** ■ Now, fasten your seat belt. He'll probably repeat his slogan three times in the same commercial. And the closing scene will be really far out. It will be a closeup of the product in its package so people will be able to recognize it when they see it in the store. The lighting will be revolutionary. Electricians who haven't worked since the Astaire-and-Rogers days will be back in business. Anybody seeing a shadow had better call his friendly television repairman. And the closing line will be a real gas: "Get some today."

How will people react to this commercial? Very predictable. It will receive immediate acclaim. So different, so unique, it will be considered "in." Everyone will pounce on it. The technique will sweep the industry. Some smart aleck will tag the technique with a handle like "pitchman commercial" or "standup announcer."

Will this make me happy? No. I'm not making a pitch for or against stand-up announcers. I'm not putting down the modern, contemporary look of today's TV commercials. I'm not saying they're the end, either. All I'm trying to do is get the answer to one question: How come all the nonconformists keep nonconforming in the same way?



Jerome F. Birn wrote for radio and acted in daytime serials before joining McCann-Erickson, Chicago, in 1949. In the next five years he rose to creative head of the agency's radio-TV department. Switching to Tatham-Laird, Chicago, in 1954, as radio-TV commercial group supervisor, Mr. Birn was elected VP and creative director in 1963. Following the merger of Tatham-Laird and Kudner Advertising in 1965, he was named VP and director of creative services with offices in New York.

# This Fall, Join the

# BIG DETROIT BUY-IN



## GYPSY ROSE LEE

Provocative star and stimulating guests glamorize this all-new color feature.

**9:00 AM WEEKDAYS**



## PDQ WITH DENNIS JAMES

Fun game show with proven record now in Detroit for the first time. In color.

**9:30 AM WEEKDAYS**



## WOODY WOODBURY SHOW

Target: the NOW people. Woody's impish charm is guided by Ralph Edwards' master hand. 90 minutes of fun, games, guest stars, music, stunts. Color.

**4:00-5:30 PM WEEKDAYS**

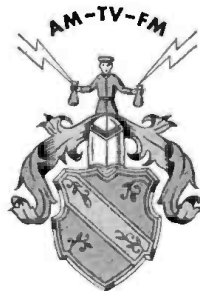
**AND THERE'S MORE,** much more on WWJ-TV's attractive fall-winter schedule. *George Pierrot, Juvenile Court, Traffic Court, Think Big, Beat the Champ* plus NBC's spectacular "Event Television" line-up. Call your PGW Colonel and join the **BIG DETROIT BUY-IN.**

# WWJ-TV

Owned and operated by The Detroit News • Affiliated with NBC  
National Representatives: Peters, Griffin, Woodward, Inc.

# ***Flying right.***

Oliver Wendell Holmes said, "A goose flies by a chart which the Royal Geographical Society could not mend." There's no doubting the value of instinct, but we think it is greatly improved by **EXPERIENCE**. It's one of the reasons why our 35 years of station work are important to you.



## *The Fetzer Stations*

**WKZO**  
Kalamazoo

**WKZO-TV**  
Kalamazoo

**KOLN-TV**  
Lincoln

**KGIN-TV**  
Grand Island

**WJEF**  
Grand Rapids

**WWTV**  
Cadillac

**WWUP-TV**  
Sault Ste. Marie

**WJFM**  
Grand Rapids

**WWTV-FM**  
Cadillac



# Daytime boom is slowing down

Although network sales are up nearly 10%,  
pace is about half that of a year ago; CBS is only  
big gainer with ABC up and NBC holding its own

It's a new game in daytime network television.

Sales are still going up, but it's a tougher sale. The gains thus far this year aren't keeping pace with last year's sweeping advances—but they're still on a par with 1966's rate of total-TV time-sales increases as reported by the FCC 10 days ago.

The slowdown appears to stem from larger advertisers' resistance to higher prices and their reluctance to commit themselves in the face of an uncertain general economy—a problem facing virtually all media.

Three-network total daytime sales for January through July 1967 are estimated by Leading National Advertisers at \$263,607,200, about \$22 million or 9.5% higher than for the same period of 1966. This gain is less than half the \$47 million, 22% (on a lower base) increase scored during the first seven months last year over the same period of 1965. However, the rate of growth is a fraction better than the 9.1% gain in total TV time sales reported by the FCC for 1966.

Network estimates of "sell-out levels" for the third and fourth quarters of this year range between 80% and 92%, but all three networks report budget reductions and partial and total hold-outs among established advertisers.

Taken together, all these factors appear to promise 1967 total daytime sales in excess of \$525 million, up more than \$45 million from last year. But last year's increase was more than \$80 million.

No network has been without difficulties this year. Projections have had to be adjusted, and 1967 is generally regarded as an "atypical year."

It is CBS, undisputed leader in daytime ratings, sales and profits for the past 10 years—and again in the January-July period of 1967—that has had to adjust its expectations most sharply.

**Expansion Slows** ■ Bob Stolfi, CBS director of daytime sales, says: "We

had very good first and second quarters. We had some of the most dramatic price increases in recent years this year—some shows as much as 40%, others not at all, or even reduced. Then in the third quarter we began to be suspicious, and fourth-quarter sales made it apparent we were coming on a period of slowed expansion.

"Advertisers will pay \$1.60 per thousand homes, even \$1.80, but they begin to put up a lot of resistance at \$2. We have availabilities we've never had before in the third quarter.

"Nobody expected *Password* and *To Tell the Truth* to fall off so fast. We're replacing *Password* with *Love is a Many Splendored Thing*, and it's almost entirely sold out. The bulk of our availabilities are in *To Tell the Truth*. We're asking \$11,150 a minute. I expect the show will be replaced in January."

CBS daytime sales in the January-July period are estimated by LNA at

\$123,025,000, up more than \$19 million or 19% over the same period last year. Mr. Stolfi estimates sell-out levels at 75%-80% in the third quarter, at 80% in the fourth, which may make it difficult to hold an average-minute-price line "two to two-and-a-half times higher than the competition."

Of the three networks, NBC is perhaps happiest with its over-all position. LNA estimates NBC's January-July daytime sales at \$73,401,000, up only a million dollars or 1% from last year. But Bob McFadyen, manager of NBC daytime sales, is satisfied with a 92% sell-out level for the fourth quarter. He said:

"Generally speaking, we've been able to stick to the rate card. The big guys have leverage, of course. They may get efficiencies of \$1.25 per thousand homes, in comparison with \$1.60 or \$1.75 for the little guy.

"Our clearances are up 10 to 20

## Growth of daytime network sales

Three-year daytime sales trends plus nighttime) by network, and are outlined in this table of total growth index of daytime sales in daytime sales network, daytime as which daytime sales equal 100, for percentage of total sales (daytime the years 1964 through 1966.

	ABC	CBS	NBC	3-network total
1964				
Daytime sales (In millions)	\$ 66.0	\$160.4	\$102.8	\$329.2
As % of total sales	22.7%	34.0%	27.0%	28.7%
Growth index	100	100	100	100
1965				
Daytime sales (In millions)	\$ 86.3	\$184.1	\$185.5	\$398.5
As % of total	25.4%	32.4%	30.0%	31.6%
Growth index	130	115	125	120.5
1966				
Daytime sales (In millions)	\$124.7	\$218.7	\$137.1	\$480.5
As % of total	32.0%	40.0%	29.0%	34.0%
Growth index	190	137	134.5	146

(Sales estimates by Leading National Advertisers).

## DAYTIME BOOM IS SLOWING DOWN *continued*

stations over last year, giving us 90%-97% coverage."

Mr. McFadyen says NBC has been stressing color and audience-quality in its presentations, but that on the basis of dramatic gains in the July II and August I Nielsen Television Indexes, "the research department is working on a mass-audience presentation."

He is concerned, however, about "some large hold-outs and slow buyers—reflecting the economy, I suppose. But then part of it comes from the large companies' brand-managers systems. These guys are pretty independent, and they want to make their purchases when it's right for the individual brand rather than in a group as it used to be done."

**ABC Now Big-Time** ■ ABC is perhaps most pleased with its recent ability to charge and get "the big boys' prices."

Warren Boorum, ABC director of daytime sales, tells the story: "We used to be the biggest dealers in the street. If an advertiser was big, that was a reason for a discount. If he was small, that was a reason. It was rate card du jour. But since the fourth quarter last year, we've been holding the line pretty much, except, of course, on time that was about to go down the drain. The only regular discount now is 5% for 52 weeks, 10% committed. And we're looking toward the day of a real three-network race."

ABC's January-July sales are estimated by LNA at \$67,180,600, up \$2,676,200 or 4.1% from the same period last year. Mr. Boorum anticipates 80% sell-out levels by the end of the third and fourth quarters.

ABC's main trouble this year, according to Mr. Boorum, occurred in the second quarter "when we had to give

up that Dick Clark 4:30-5 [time period returned to affiliates]. It was completely sold out at \$5,500 a minute. Instead, we became pioneers in the morning, which, of course is where our

### Treasure in the afternoon

*Treasure Isle*, an outdoor-location daytime game show will move into the *Donna Reed* 12:30 p.m. period on ABC-TV starting Dec. 18, fully sponsored by Colgate-Palmolive. The program was created by Colgate's agency, Norman, Craig & Kummel, and Ivan Tors Productions.

The Monday-Friday show will feature a boat race between contending couples through a tropical lagoon strewn with electronically controlled hazards. Along the way, the couples gather clues that lead them to a hunt for real treasure with Geiger counters on a "Treasure Island." The show will originate from the Colonnades Beach Hotel in Palm Beach Shores, Fla. Host is to be announced.

availabilities are still clustered.

"Our fourth quarter last year was 32% above the last quarter of 1965 (in dollar sales). Our first quarter this year was 24% above the corresponding period. But our second quarter was only 1% higher."

Mr. Boorum reports, however, that third-quarter dollar-sales are running 6% above the same period last year,

and he anticipates "a lot of last-minute buying at the end of both the third and fourth quarters that will change everybody's over-all picture."

**Only a Stepchild** ■ Mr. Boorum believes 1967 is an "atypical year" of transition for daytime television. "Certainly, anybody—I mean any advertiser who thinks the market is basically softening and tries to act on that idea—is going to be disappointed. It's just that daytime television is in the throes of becoming the two-dollar-CPM it really should be. The only reason it's been selling so low is that it's been the networks' stepchild."

Whatever the reason for daytime's long residence in the shadow of nighttime, clearly it has been moving out for some years. Its contribution to corporate revenue has been steadily increasing, absolutely and in comparison with that of nighttime sales. (See table of daytime sales as percentages of total sales).

Daytime viewing is also regularly increasing. Average homes per minute viewing increased 6% from the average of the 1963-64 and 1964-65 seasons (11,170,000) to the average for last season (11,860,000), according to the NTI's for October-April of each year. And daytime reach in November 1966 was 63.2% of women watching an average of six-and-a-half hours a week. Even of working women, 38% are reached each week, and they average a half-hour of viewing per day, according to Nielsen's "people using television special report."

If in fact daytime has been priced too low and is only now coming into its own, as Mr. Boorum suggests, it has been brought a good part of the way by increasing network competition.

Where once CBS controlled the 10 top-rated daytime programs, it now has six to NBC's three, ABC's one. Where CBS ruled the 1:30-4 p.m. period Monday-Friday with a 39.4 share in the third quarter of 1966, it had slid 6.2 share points to 33.2 in August. NBC had climbed to 31.9, ABC to 26.2 (NTI). Where once CBS's absolute dominance in reach and frequency allowed what Bob Stolfi has called "a different business," with prices two and a half times the competition's, "advertisers put up a lot of resistance" to cost efficiencies of \$2 per thousand homes in some of the higher-priced CBS shows.

Perhaps most basically, where simple reach and frequency once completely impressed buyers, today they are increasingly interested in the demographics of target audiences and cost efficiencies for prime prospects.

Bob McFadyen at NBC reports "difficulty with increasingly selective buying. This seems to be a business of extremes. Once demographics didn't mean

### Daytime increase mostly from CBS-TV

Total network daytime sales were 9.5% higher in the first seven months of 1967 than in the same period last year.

CBS-TV was the big winner with a 19% increase.

ABC-TV sales increased 4%; weekend sales were significantly higher, but weekday sales actually declined 5.8%.

NBC was nearly static (1% higher) due to a 16% fall in weekend sales. Estimates represent net time and talent charges as compiled by Leading National Advertisers.

Daytime—January through July (in thousands)

	1967	1966
<b>Monday-Friday</b>		
ABC	\$ 40,882.9	\$ 43,405.2
CBS	97,018.9	83,832.8
NBC	57,301.2	53,515.8
Total	195,203.0	180,753.8
<b>Weekend</b>		
ABC	26,297.7	21,099.2
CBS	26,007.3	20,009.2
NBC	16,099.9	19,231.8
Total	68,404.8	60,340.2
<b>Weekday and Weekend</b>		
ABC	67,180.6	64,504.4
CBS	123,125.6	103,842.0
NBC	73,401.0	72,747.6
Total	\$263,607.8	\$241,094.0

# WTVR Richmond

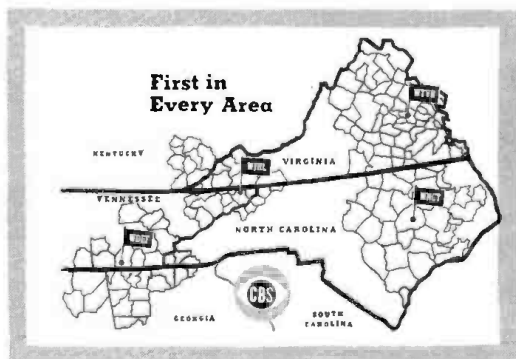
## Has the Big Reach News

Smart money is on CBS as the new fall season breaks and the race for ratings is on. A great prime time line-up deserves a great audience lead-in — and that's what WTVR TV-6, Richmond, proves year-after-year that it can provide (see box).

The average homes and total adults delivered by the Monday-Friday 7:00 PM local news on

WTVR TV-6 topped all but a couple of individual prime time shows on one competitive station, and all prime time shows on the other network outlet. (Mar. 1967 ARB, NSI)\*

Combine lead-in strength like that with a winner's circle of top CBS shows and have the most effective selling force in the rich Richmond market.



Park Broadcasting Stations were pioneers in each of their markets and are all affiliated with television's top network — CBS.

**WNCT-TV GREENVILLE, N. C.** Top news audiences — morning, noon, and night — keep this station "First from the Capital to the Coast" in North Carolina. Represented by Hollingbery.

**WDEF-TV CHATTANOOGA, TENN.** With its brand new tower and new picture power, this pioneer station now reaches more people with a better picture. Represented by Hollingbery.

**WJHL-TV JOHNSON CITY, TENN.** King sized Kingsport, burgeoning Bristol and jumping Johnson City make this tri-cities CBS outlet a must-buy. Represented by Hollingbery.

**WTVR-TV RICHMOND, VA.** This rich market reaches new viewing peaks year-after-year and The South's First Television Station is the consistent leader. Represented by Blair.

	Homes	Homes Share	Adults Total
*ARB Nov. 1966	74,100	55%	113,000
ARB Mar. 1967	79,300	55%	128,000
NSI Nov. 1966	66,000	49%	107,000
NSI Mar. 1967	79,000	53%	130,000

\*ARB and Nielsen audience figures cited are estimates only based on data supplied by indicated sources and subject to the strength and limitations thereof.



**Park** BROADCASTING, INC.

Modern Skyline of Richmond, Va.



so much."

Selective, cost-conscious buying opens up whole areas of network competition beyond the round numbers of households and "total women." The trends in these areas of competition can be deduced from comparative cost efficiencies and daytime sales over the last few years.

CBS's higher rates work out to an offer of women 18-49 at \$4.08. ABC's programing concentration on women 18-34 and lower prices work out to \$2.69 for women 18-49. NBC offers these prospects at \$2.90. (Cost efficiency averages were supplied by the respective networks.)

Over the three years 1964-66, ABC expanded its daytime sales 90% (on an expanded daytime program schedule). CBS growth was 38.5%. The NBC increase was 33%.

The disparity between these rates of growth has certainly not completely altered the basis of network competition. But it has brought ABC closer to

## The story on daytime exposures

Cost efficiencies in daytime television are more than the radical index of exposures a show or network can deliver for a given price. In another light, they represent a kind of stock-market quotation on a network's minutes. Here are estimated daytime cost efficiencies in per-thousand-homes average for 1964-66 and in homes, total women, and women 18-49 for 1967. The esti-

mates were supplied by the respective networks.

	ABC	CBS	NBC
1964 CPM homes	\$1.05	\$1.33	\$1.30
1965 CPM homes	1.06	1.43	1.40
1966 CPM homes	1.16	1.59	1.60
1967 CPM homes*	1.21	1.80	1.50
1967 CPM women*	1.81	2.00	1.58
1967 CPM women (18-49)*	2.69	4.08	2.90

\* Estimates for CBS and NBC are projections for fourth quarter 1967; ABC's are for third quarter.

NBC. Warren Boorum reminisced about ABC's good first quarter: "We were pretty close to beating them on total daytime sales a couple of months there."

And there's a lot of talk at NBC these days about "our surge in daytime" and "our challenge of CBS."

ABC's anticipation of a straight three-network daytime race may have to wait a few years. But the shift in the old "one" pause, "two," pause, "three" order has a lot to do with current daytime prices, revenues and ambitions.

## BROADCAST ADVERTISING

# 100 outlets set for MotoRally

Non-Katz stations included in expanded Katz Radio spot auto promotions

The merchandising and on-air promotion format devised last year by Katz Radio to help stimulate new spot business in the automotive field will be three times bigger this year and



Mr. Greenwald

include many non-Katz-represented stations as well, it was announced last week by James L. Greenwald, Katz Radio vice president.

More than 100 radio stations will participate this month in "MotoRally '68," he said, and the free promotional support for the new-car-debut advertising business should easily top the \$1-million mark. The format is particularly designed to help local auto dealers build showroom traffic, he explained.

Should the auto firms be hit by a labor strike Sept. 6, he added, the MotoRally promotion will be delayed until the strike is settled.

Katz created the MotoRally concept last year for 32 of its represented stations to demonstrate for Detroit auto makers the power of spot radio and the effectiveness of the market-by-market approach, Mr. Greenwald said. "The new program," he said, "has been expanded with the complete endorsement and cooperation of the four major auto companies and includes more than 50 non-Katz-represented stations."

Katz Radio has distributed a 27-page promotion kit to the participating stations this year. It offers ideas for announcements, programs, contests, special events and other promotions. Katz also has worked with the manufacturers to prepare special tapes by industry leaders for local use. Local flexibility in implementation is a key feature of the format.

E. A. W. (Ted) Smith, director of special sales projects for Katz Radio, has headed a special company team in Detroit during the past several months. The team has discussed MotoRally with

auto marketing and advertising executives and their advertising agency representatives and has made formal presentations to each auto firm.

H. C. Botsford, assistant advertising manager, General Motors Corp., said MotoRally '68 "will give extra thrust to the introduction of our 1968 models. We always appreciate extra effort which helps supplement our own programs to get the new models off to a flying start."

Richard E. Forbes, vice president and marketing director, Chrysler Corp., said "we believe that your promotion scheduled in behalf of the 1968 models will make the entire industry cognizant of radio and its leading stations."

Gould B. Flagg, vice president and



Mr. Smith

marketing director, Ford Motor Corp., felt "MotoRally is most appropriate because Americans are deeply involved with their automobiles and the new models are big news."

Fred W. Adams, director of automotive marketing, American Motors Corp., thought the plan "offers an excellent opportunity for the automotive industry to get its story to the local-dealer level where it is most effective."

Markets and stations participating this year include:

WPAT, WHN New York; KABC, KPOL, XTRA Los Angeles; WNUS, WLS Chicago; WPEN, WIBG Philadelphia; WJR, WWJ, WQTE, WCHB, WKNR, WJBK, CKLW, WCAR, WXYZ, Detroit; KABL, KGO San Francisco; WMEX Boston; WTAE, KQV Pittsburgh; WWDC, WMAL Washington; WERE, WJW Cleveland; WBAL, WCBM, WFBR Baltimore; KNUZ Houston; KRSI Minneapolis; WGR Buffalo, N. Y.; WKRC Cincinnati; WISN Milwaukee; KIXL, WFAA Dallas; KOGO San Diego; KOMO Seattle; WQXI Atlanta; WDAF Kansas City, Mo.; WRIZ, WGBS Miami; KLZ Denver; WWL New Orleans; WFBM Indianapolis; WSUN, WLCY Tampa-St. Petersburg, Fla.; KEX Portland, Ore.; WPSO Providence, R. I.; KPHO Phoenix; WTVN Columbus, Ohio; KONO San Antonio, Tex.; WAVE Louisville, Ky.; WHIO Dayton, Ohio; KCPX Salt Lake City; WREC Memphis; KFBK Sacramento, Calif.; WROW Albany-Schenectady, N. Y.; WBRC Birmingham, Ala.; WBAP Fort Worth; WOHO, WSPD Toledo, Ohio; WSLR, WAKR Akron, Ohio; WHEN Syracuse, N. Y.; WTIC Hartford, Conn.; WKY Oklahoma City; WKBN Youngstown, Ohio; WLAC Nashville; KAKC Tulsa, Okla.; WOOD Grand Rapids, Mich.; WAMS Wilmington, Del.; WFDL Flint, Mich.; WFTL Fort Lauderdale, Fla.; KMJ Fresno, Calif.; KFH Wichita, Kan.; WKRQ Mobile, Ala.; WIVK Knoxville, Tenn.; WHP Harrisburg, Pa.; WICC Bridgeport, Conn.; KELP El Paso; WMT Cedar Rapids, Iowa; KWMT Fort Dodge, Kan.; WIBX Utica, N. Y.; WAYS Charlotte, N. C.; WNHC New Haven, Conn.; KAYC Beaumont, Tex.; KCUB Tucson, Ariz.; WWVA Wheeling, W. Va.; WIRL Peoria, Ill.; WARM Wilkes Barre, Pa.; WAPO Chattanooga, Tenn.; KWKH Shreveport, La.; WILS Lansing, Mich.; KQEO Albuquerque, N. M.; KEYS Corpus Christi, Tex.; KHQ Spokane, Wash.; WCSC Charleston, S. C.; KAAV Little Rock, Ark.; WGAL Lancaster, Pa.; WEBC Duluth, Minn.; WESC Greenville, S. C.; WSBT South Bend, Ind.; KRNT Des Moines, Iowa; KTBC Austin, Tex.; WSAZ Huntington, W. Va.; KBBE Modesto, Calif.; KOH Reno; WNAX Yankton, S. D., and WPON Pontiac, Mich.

## EUE/Screen Gems to handle Tapix

EUE/Screen Gems will serve as exclusive sales representative for Tapix Inc., Hollywood, producer of taped television commercials, it was announced last week. EUE/Screen Gems produces TV filmed commercials and industrial motion pictures.

Arrangements also are being made for close cooperation on production, with an interchange of personnel, according to Harvey Raphael, vice president and general manager of EUE/Screen Gems. In addition, Tapix will have use of the production facilities at the 40-acre Columbia Ranch in Burbank, Calif., where EUE/Screen Gems maintains its West Coast offices and studios.

## Chrysler ups radio-TV budget

Heavy network and spot schedules set for both media

Chrysler Corp. previewed its new 1968 automobiles in Chicago last week and indicated that the broadcast media will continue to get the biggest bite of its advertising pie. Both the Dodge and Chrysler-Plymouth divisions have been increasing their TV-radio billings in recent years.

A. C. Thompson, Dodge car advertising manager, said his division is in-

creasing its schedules in all major media this model year with a central theme based on the new "Dodge Fever" girl, Joan Parker, who replaces Pam Austin.

Miss Austin was featured in the Dodge rebellion campaign during the last two years, a campaign that also was basically TV oriented and that was claimed to have scored the highest consumer recognition factor of any auto theme to date. The Dodge agency is BBDO.

The Dodge introduction period starting Sept. 14 will get heavy support from corporate umbrella buys of Bob Hope specials on NBC-TV and the World Series on NBC-TV and NBC Radio as well as extensive division vehicles such as CBS-TV movies and scatter plans. Dodge also is sponsoring Joe Garagiola sports on NBC Radio and buying into that network's weekend *Monitor*.

The Chrysler-Plymouth Division through Young & Rubicam is making heavy use of radio-TV for Chrysler, Imperial and Plymouth cars starting Sept. 11 and running through the end of the year. Pop singer Petula Clark will be the personality salesman for Plymouth and she will be guest on the Sept. 10 *Ed Sullivan Show* on CBS-TV, which Plymouth is cosponsoring.

Chrysler-Plymouth Division cars collectively will have about 250 minutes scattered on all three TV networks in the fall quarter while 370 minutes will be aired in that period on the four radio networks. The division also in the two week debut time drive will have over 1,100 minutes on radio stations in 10 major markets, a spot buy.

Division officials also pointed out that all of this broadcast activity represents factory money and does not include any of the 21 regional Chrysler-Plymouth dealer associations. They said many of these are just as broadcast-minded as their dealer group counterparts in the Dodge division.

## Agency appointments . . .

- Van Camp Sea Food division, Ralston Purina Co., Long Beach, Calif., has appointed Dancer-Fitzgerald-Sample, Los Angeles, to handle seafood products. D-F-S has been handling Van Camp's Chicken of the Sea and White Star tuna products. Included in the expanded assignment is the new Chicken of the Sea frozen shrimp line.

- General Telephone & Electronics Co., New York, has appointed Doyle Dane Bernbach, Los Angeles, to handle its California advertising, in a move consolidating the nationwide account with DDB, California, the largest of General Telephone's operating divisions. will be the only portion of the account not serviced out of DDB's New York office.



Dodge Fever Girl  
1968 Model Chassis

## BAR network-TV billing report for week ended Aug. 27

BAR network-TV dollar-revenue estimates—week ended Aug. 27, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Aug. 27	Cume Aug. 1-27	Cume Jan. 1-Aug. 27	Day parts	Networks	Week ended Aug. 27	Cume Aug. 1-27	Cume Jan. 1-Aug. 27
Monday-Friday Sign-on-10 a.m.	ABC-TV CBS-TV NBC-TV Total	— 100.0 177.6 277.6	— 342.7 589.1 931.8	— 3,824.9 9,055.1 12,880.0	Sunday 6 p.m.-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	52.3 108.8 14.6 175.7	174.7 435.0 68.4 678.1	3,773.3 6,960.6 4,334.9 15,068.8
Monday-Friday 10 a.m.-6 p.m.	ABC-TV CBS-TV NBC-TV Total	1,120.6 2,597.6 1,293.7 5,011.9	4,150.3 9,746.6 5,074.5 18,971.4	44,471.1 104,657.3 54,350.8 203,479.2	Monday-Sunday 7:30 p.m.-11 p.m.	ABC-TV CBS-TV NBC-TV Total	3,469.1 3,960.3 4,122.4 11,551.8	13,319.0* 15,408.6 15,220.3 43,917.9*	156,649.7* 179,804.5 178,541.8 514,996.0
Saturday-Sunday Sign-on-6 p.m.	ABC-TV CBS-TV NBC-TV Total	455.8 386.1 510.6 1,342.5	1,940.0 1,507.1 2,021.1 5,468.2	25,567.1 25,854.9 16,907.5 68,329.5	Monday-Sunday 11 p.m.-Sign off	ABC-TV CBS-TV NBC-TV Total	217.3 341.5 334.4 893.2	1,184.0 519.4 1,128.3 2,831.7	7,777.1 2,226.2 12,329.5 22,332.8
Monday-Saturday 6 p.m.-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	205.6 339.1 554.9 1,099.6	799.7 1,371.1 2,114.4 4,285.2	9,398.1 18,321.6 20,034.2 47,753.9	Network totals	ABC-TV CBS-TV NBC-TV	5,510.7 7,833.4 7,008.2	21,567.7* 29,330.5 26,216.1	247,636.4* 341,650.0 295,553.8
					Grand totals all networks		\$20,352.3	\$77,114.3*	\$884,840.2*

\*Adjusted from prior reports.

## WCTU shelves plan to invoke fairness

There'll be no concerted effort on the part of the national Women's Christian Temperance Union to ask for time to rebut beer and wine commercials on radio and television—at least not in the near future.

Efforts by WCTU leadership to mount a campaign that would have resulted in requesting broadcasters to provide time to reply to beer and wine commercials under provisions of an FCC ruling were quietly turned down by some 3,000 WCTU delegates during the organization's 93d annual meeting last week in Philadelphia.

Earlier this year, WCTU President Mrs. Fred J. Tooze said temperance leaders would ask the membership to approve a request to the FCC to extend its fairness doctrine to wine and beer advertising (BROADCASTING, June 26).

Appeal to the delegates was prompted by an FCC ruling that stations carrying cigarette commercials must also carry antismoking information (BROADCASTING, June 5 et seq.). In a message to WCTU members, Mrs. Tooze said that on television and radio "liquor [sic] too is being depicted as being socially acceptable, and a part of the rich, full life. Would it not be reasonable for viewers to request equal time to answer the claims of the liquor traffic?"

WCTU delegates apparently felt such

a request was unreasonable, at least as an organizational effort, and the motion was tabled in favor of, among other things, resolutions in support of anti-smoking forces; support of a proposal now in the Senate to prohibit alcoholic-beverage advertising on radio and TV from 3 p.m. to 10 p.m., and renewed efforts to boost the membership of the WCTU from the 250,000 names now on the organization's rolls.

### Also in advertising . . .

**Census map** ■ The Bureau of Census, Washington, has announced publication and availability of series GE-50, map number 17, showing the name and boundary of each of the 231 standard metropolitan statistical areas of the U. S. and Puerto Rico, as well as the area occupied by each central city with the names and boundaries of the component counties. Write: U. S. Department of Commerce, Bureau of the Census, Washington, 20233.

**Ad agency adds** ■ Henderson Advertising Agency, Inc., Greenville, S. C., plans to occupy new headquarters addition in the fall, doubling its space and facilities. Henderson has operating offices in Charlotte, N. C., and New Orleans, with broadcast service offices in New York and Hollywood.

**P. R. subsidiary** ■ Ivor Associates, L. A. Angeles and New York public relations firm, has formed a subsidiary advertising agency, J/R Advertising Co. The new agency will be based in Los Angeles.

## DDB unveils its own TV studio

With \$110 million (56%) of its 1967 media billings in television, Doyle Dane Bernbach Inc. last week opened its own television studio (BROADCASTING, March 13). The \$400,000 facility at the agency's mid-Manhattan offices is designed to allow creative personnel to experiment and pretest brainstorm before hiring outside production.

Equipment in what the agency calls its "television-audio complex" also can audition talent, and provide closed-circuit screenings of new commercials on sets throughout the agency. Heart of the complex is a small studio equipped with two viewfinder monochrome vidicon cameras, an Ampex broadcast Videotape recorder, Sony Videocorder and camera and an Auricon 16 mm magnetic sound-on-film camera. There also are a fully equipped audio recording booth, video track, tape and film editing facilities and a projection room serving a plush 36-seat screening room equipped with color and monochrome television monitors and a movie screen.

DDB unveiled the new tool for its creative arm last week with a trade screening of a short video tape produced by the staff in the new complex using all of its facilities, including performances by the office coffee-cart operator, shoe-shine boy and film clips from "King Kong."

# Now listen to this. Triangle Radio Stations have appointed Blair Radio!

“We are happy to have Blair Radio go back to work for us. Their in-depth selling approach, backed by one of the largest radio sales staffs in the representative field, constructively attacks the problems of radio selling today.”

Roger Clipp, Vice President & General Manager  
Triangle Radio and Television Division



## Commercial preview: tough tools that work

The strength and flexibility of the power and hand tools of the Stanley Works, New Britain, Conn., are dramatized in a group of commercials to be carried on various network shows in September. One commercial demonstrates that a Stanley steel hammer with a drop-forged head is "so strong it can lift a truck with a hippopotamus inside."

The narrator adds: "You don't plan to lift a hippopotamus? Well, think how many nails you can drive

... and pull out ... with a hammer so strong. Stanley makes tools like they used to anymore. Like powerful circular saws ... like power drills that bore holes in concrete ... like rugged steel chisels. ..."

BBDO, Boston, is the agency for the Stanley Works. The commercials were produced by PGL Productions Inc., New York. The TV campaign will be buttressed by a merchandising effort to wholesalers and retailers.

## Two Ohio stations deny union's fairness charge

Two of the four northeastern Ohio stations named in a recent fairness-dictate complaint registered by Local 880 of the Retail Clerks International Association have called for an end to such harassing tactics on the part of the union.

The two stations, WLEC Sandusky and WHHH Warren, were cited in the local's petition filed with the FCC in August (BROADCASTING, Aug. 14) along with WREO Ashtabula and WFMJ Youngstown. The local alleged that the stations had conspired with Hill's department store, an Ohio retail chain with which the labor union is currently embroiled in a collective-bargaining dispute, to refuse the local's paid commercials.

The purpose of its commercials, the

local maintained, was to inform the public of its dispute with Hill's; the store's present commercial advertising over the stations involved emphasizes bargains for its customers. A similar union complaint brought before the FCC in March 1966 was rejected; however the union said in its August petition that the commission's application of the fairness doctrine to cigarette advertising (BROADCASTING, June 5) is pertinent to its protest.

**Harassment** ■ The stations claimed that a prior investigation of the 1966 complaint by a regional director of the National Labor Relations Board failed to support the local's allegations, and that the local had held back this information from the FCC when it filed its August petition. In the words of WHHH: "The time has come to put an end to the union's harassing tactics and forum shopping particularly when the union withheld pertinent information

about this matter from the commission."

WLEC said it did not believe the labor dispute was a controversial issue of "sufficient public importance to require the presentation of contrasting views at the present time." The station went on to say: "The airing of the labor dispute at the demand of one party would tend to convert the broadcast medium into a platform for advocating private views on private issues at the expense of the public interest. The fact that [the] union offers to pay for advertising its position in no way obliges WLEC to air [the union's] private opinions." Since the department store had broadcast nothing of a controversial nature to which the union should be permitted to respond, the station reasoned that the fairness doctrine does not apply "where, admittedly, neither side of an issue has been broadcast."

## Business briefly . . .

**Bonanza Air Lines**, Phoenix, through MacManus, John & Adams, Los Angeles, has scheduled a multimedia saturation campaign for the first two weeks in September. It includes more than 1,200 spots per week on 14 radio stations.

**General Foods Corp.**, White Plains, N. Y., through Young & Rubicam, New York, has bought into NBC Radio's *Monitor*, *Emphasis*, and *News on the Hour*. **Colgate-Palmolive Co.**, through Ted Bates & Co., both New York, is also buying into these shows and also *News of the World*. **Chrysler Corp.'s Plymouth Division** has signed for participation in *Emphasis*, *Monitor* and *News of the World*. Agency is Young & Rubicam.

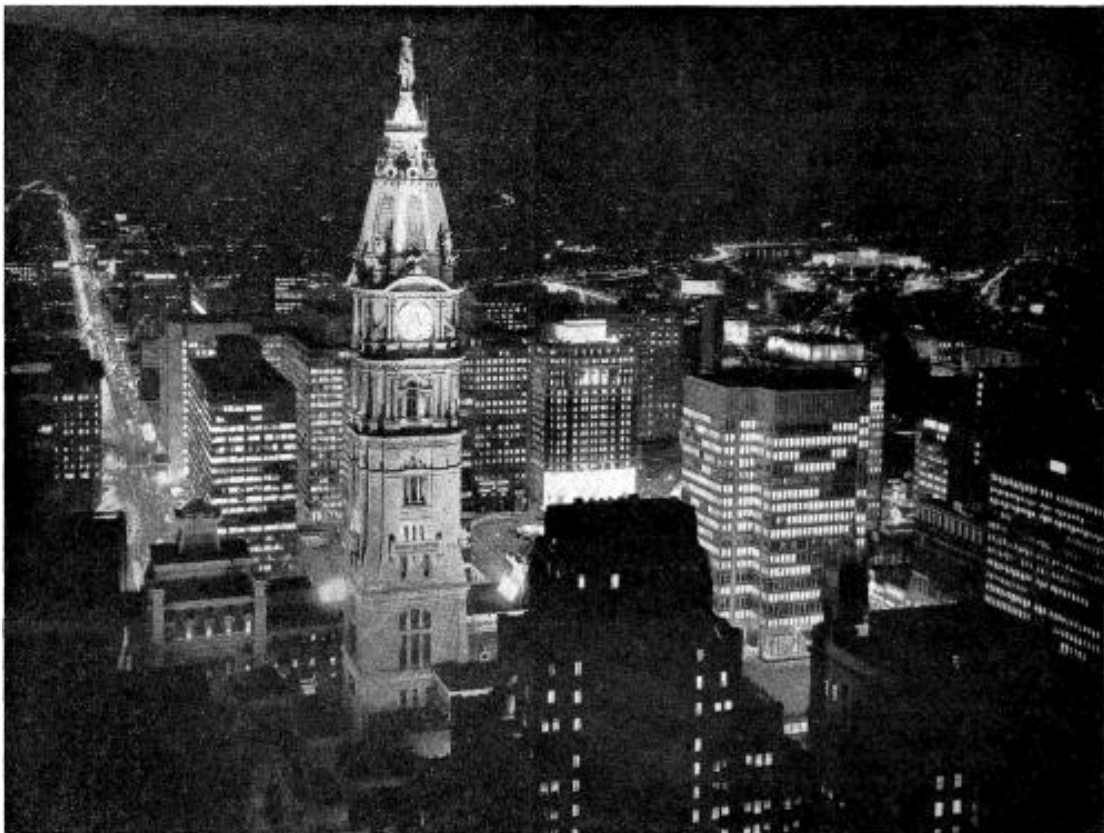
**Fed Mart**, San Diego, operator of 36 retail chain stores in Southern California, Arizona, New Mexico and Texas, through Carson/Roberts/Inc., Los Angeles, will add spot TV and regional magazines to its continuing use of radio and newspapers in the next six months. A total of 50 radio stations will be used, with schedules averaging from 30 to 40 spots a week. The 10-second TV spots will run in San Diego; Houston; Phoenix; and El Paso, Brownsville, Midland and Wichita Falls, all Texas.

**Lincoln-Mercury Division, Ford Motor Co.**, Dearborn, Mich., through Kenyon & Eckhardt, Detroit, and **Rockwell Manufacturing Co.**, through Marsteller Inc., both Pittsburgh, will share sponsorship in five-minute tape series, *Arnold Palmer Golf Tips*, being scheduled on NBC-TV after American Football League postgame shows.

**Chevrolet Division of General Motors Corp.**, through Campbell-Ewald, both Detroit, has bought two flights of spots



# Triangle station WFIL, Philadelphia has appointed Blair Radio.



The fastest mover in the nation's fourth market, WFIL is the station that's happening. Hip to what's bright and right for today's audience, the WFIL sound matches the modern look of its handsome, on-the-move home city.



## No smoke on ETV

Nine noncommercial television stations have been awarded U.S. Public Health Service subsidies to produce antismoking programs for the agency.

The antismoking project, administered by the ETS Program Service, will be financed with \$88,231 contributed by the government agency and \$43,215 by the nine stations and local health agencies. According to ETS, the program is "designed to utilize the creative resources of local ETV stations and health agencies to produce programs which will increase public understanding of the health problems caused by cigarette smoking."

The nine stations, selected from a field of 57 applicants that had submitted pilot program proposals, are: KHET(TV) Honolulu; KOAP-TV Portland, Ore.; KQED(TV) San Francisco; KUED(TV) Salt Lake City; KUHT(TV) Houston; KTWU(TV) Topeka, Kan.; WETA-TV Washington; WGBH-TV Boston, and WNED-TV Buffalo, N. Y.

on ABC Radio's 7:55 a.m. *News Around the World*, and *News at 55*. The flights go September to December 1967, and February to May, 1968.

Liggett & Myers, through Compton Advertising, both New York, plans to extend advertising of its new L&M Golden 100 cigarettes into 10 southeastern states in September to complete national distribution. Plans now call for heavy network and spot TV fall schedules on L&M regularly sponsored programs. On ABC-TV: *Sunday Night Movies*, *The FBI*, *Felony Squad*, *Wednesday Night Movies* and *That Girl*.

The Savings and Loan Foundation Inc., Washington, through McCann-Erickson, New York, has bought time on NBC-TV's *Today* and *Tonight* shows during September and October.

Procter & Gamble's new mint-flavored Crest toothpaste, which broke into test markets in 1966, last week went national with a major campaign heaviest in spot and network TV. Agency is Benton & Bowles, New York.

Campbell Soup Co., Camden, N. J., for its Franco-American macaroniOs, to start intensive TV schedule in November. Product will be on CBS-TV's *Lassie* and on network and spot TV daytime and children's programs. Leo Burnett Co., Chicago, is handling the

spot TV and Ogilvy & Mather, New York, the network TV campaign.

3M Co., St. Paul, through MacManus, John & Adams, New York, will sponsor ABC-TV's 27th annual Bing Crosby national pro-amateur golf tournament (Jan. 13-14, 1968)—marking its sixth year as sponsor of the tournament. 3M will also co-sponsor NBC-TV's live coverage of the Hawaiian Open scheduled Nov. 4-5.

Gale Products Division of Outboard Marine Corp., Galesburg, Ill., in its first NBC Radio network buy, has purchased sponsorships in *Monitor*. Order in behalf of power mowers was placed by MacManus, John & Adams, Chicago.

General Foods Corp., White Plains, N. Y., through Benton & Bowles, New York, has introduced Vitamin New Post Super Sugar Crisp nationally. Advertising support now being scheduled includes 30-second and 60-second spot and network television commercials.

## Hockaday seeks new image with new name

Hockaday Associates, New York, is changing its name to Hockaday, Dewolfe, Giordano Inc., effective tomorrow (Sept. 5).

The name change was undertaken, it was said, to reflect more accurately the growing contributions to the agency by James Dewolfe, president and chief executive officer, and Joe Giordano, executive vice president and creative director, and to facilitate the company's expansion into more diversified client activity. Mr. Dewolfe explained that the agency, founded in 1948 by Margaret Hockaday, who continues as board chairman, is considered a "fashion agency," though for some years it has been active in packaged goods, with Whitehall Laboratories as a client and others for which the agency has conducted test campaigns.

The agency, which bills about \$5 million annually, plans to step up its efforts to obtain a broad range of clients in the packaged-goods field.

## Spot, participations take over

Some 82% of prime-time network TV shows are now "spot carriers" or participation programs, as distinguished from full or partially sponsored programs, according to the 1967-68 edition of a copyrighted "TV Network Guide" being published by Avery-Knodel Inc., New York.

The guide, which offers details of the new season's network-TV schedules, is available from any Avery-Knodel radio-TV sales rep office.

## Advertisers to advise at six RAB conferences

Leading advertiser executives will participate for the first time in the program of the 1967 Radio Advertising Bureau management conferences, which open Sept. 18 at Dallas.

Miles David, RAB president, announced that six top advertiser officials have accepted invitations, with one to appear at each of the six meetings in a question-and-answer session.

The executives, all of whom are members of the radio committee of the Association of National Advertisers, are: Earl K. Borman, manager, product planning and development, Lehn & Fink Products Corp.; James P. Felton, vice president, Seaboard Management Co.; Peter D. Forsch, director of advertising and sales promotion, The Nestle Co.; Gail Smith, director of advertising and merchandising, General Motors Corp.; Robert Jornayvaz, director of advertising and sales promotion, Pearl Brewing Co., and Alfred G. Waack, vice president and director of advertising, Household Finance Corp. and chairman of the ANA radio committee.

"This is the latest extension of the valuable ANA-RAB meetings which started some 18 months ago and have already resulted in a workshop on radio, attended by many of the nation's leading advertisers," Mr. David said.

**Search for the New** — He also announced that a special "idea search" conducted among radio stations had produced "a number of stimulating new sales and management techniques" that will be covered during the two-day meetings.

The locations and dates of the 1967 conferences are: Hilton Inn, Dallas,

## New 'Trip' spots OK

A set of revised commercials for American International Pictures, "The Trip" has been approved by the National Association of Broadcasters Code Authority. The original spots for the film dealing with the use of LSD incurred the wrath of the code for showing two scenes with nudes and for using terminology that implied use of LSD brought only joy and delight (BROADCASTING, Aug. 21).

Last week, in a memo to its TV code subscribers, the code authority said the revised 10-, 20- and 60-second commercials correct all the prior objections.

# Triangle station WFBG, Altoona has appointed Blair Radio.



WFBG-land is rich in industry, rich in recreation, rich in education, rich in agriculture. And growing! WFBG is the only 5,000-watt station in this fast-growing Pennsylvania market, and the most effective way to reach it.



Sept. 18-19; Hilton Inn, Atlanta, Sept. 21-22; White Plains hotel, White Plains, N. Y. Sept. 27-28; Dearborn Inn, Detroit, Oct. 16-17; O'Hare Inn, Chicago, Oct. 19-20 and Hyatt House, San Francisco, Oct. 23-24.

RAB executives who will attend the conferences are Mr. David and Robert H. Alter, executive vice president; Carl Loucks, regional sales manager; Edward A. Whitney, director of the RAB small-markets division; Jonne Murphy, director of media services, and Joyce Reed, director of large-market sales service.

## Commercials in production . . .

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

D&R Productions Inc., 301 East 47th Street, New York 10017.

Procter & Gamble, Cincinnati (Tide); six 10's for TV, live on film, color. Agency Compton Advertising, New York. Dick Whitson, agency producer. Approximate cost: \$12,000.

Humble Oil, Houston (Esso Tiger); three 60's for TV, live and animation on film. Agency: McCann-Erickson, Houston. H. Mathews, agency producer. Approximate cost: \$39,000.

Filmways of California, 4001 Overland Avenue, Culver City, Calif.

RCA, New York (portable color TV); four 60's for TV, on film, color. Les Guthrie, production manager. Agency: J. Walter Thompson, New York. Finley Hunt, agency producer.

Eastern Air Lines, New York (air travel); one 60 for TV, on film, color. Les Guthrie, production manager. Agency: Young & Rubicam, New York. Neil Tardio, agency producer.

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

20th Century-Fox, Beverly Hills ("Valley of the Dolls" and "Star"); 11 varied lengths for TV, on film, color. Gene Lester, producer.

Pepper Sound Studios, 2076 Union Avenue, Memphis 38127.

Ashland Oil & Refining Co., Cincinnati (petroleum products); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Ralph H. Jones Co., Cincinnati. Ed Cander, account executive.

Memphis State Fair, Memphis; one 60 for radio, jingle. Bud Smalley, production manager. Agency: Early Maxwell Associates, Memphis. Raoul Turley, account executive.

Fowler's Department Stores, Binghamton, N. Y. (retail goods); one 60 for radio, jingle. Jane Rodak, production manager. Agency: Fowler, Dick and Walker, Binghamton.

Quartet Films Inc., 5631 Hollywood Boulevard, Hollywood 90028.

Valu-Mart/Villa-Mart, Seattle; four 20's, four 45's, two 60's for TV, live on film, color. Ford

Beebe, director. Agency: McCann-Erickson, Seattle. Hal Atkins, agency producer.

3M Co., St. Paul (visual aids); one 60 for TV, live on film, color. P. Sommer, production manager. Agency: MacManus, John & Adams, St. Paul. Vern Robertson, agency producer.

WGN Continental Productions, 2501 Bradley Place, Chicago 60618.

Bank of the Commonwealth, Detroit (services); two 60's for TV, on tape, color. Dale Juhlin, production manager. Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

Chicago "Tribune" (newspaper); one 20, one 60 for TV, on tape, color. Dale Juhlin, production manager. Agency: Foote, Cone & Belding, Chicago.

Illinois Power Co., Chicago (rates); one 60 for TV, on tape, color. Dale Juhlin, production manager. Agency: Harpham Co., Chicago.

Illinois Power Co., Decatur, Ill. (services); two 60's, one 20 for TV, on tape, color. Dale

Juhlin, producer. Agency: Harpham Co., Chicago.

Kimberly Clark, Neenah, Wis. (Kleenex); one 60 for TV, on tape. Dale Juhlin, producer. Agency: Foote, Cone & Belding, Chicago.

McDonald Corp., Chicago (drive-in chain); two 60's, one 20 for TV, on tape, color. Dale Juhlin, production manager. Agency: Caruso, Malis & Pollack Inc., Chicago.

Pontiac Motor Co., Pontiac, Mich. (cars); six 60's for TV, on tape, color. Dale Juhlin, producer. Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

ReaLemon Co., Chicago (lemon juice); one 60 for TV, on tape, color. Dale Juhlin, producer. Agency: Lilienfeld & Co., Chicago.

Sears, Roebuck & Co., Chicago (alarm clocks & rider jeans); two 60's for TV, on tape, color. Dale Juhlin, producer. Agency: Ogilvy & Mather, New York.

Simmons Co., New York (Beautyrest mattress); one 60 for TV, on tape. Dale Juhlin, producer. Agency: Young & Rubicam, New York.

Theo. Hamm Brewing Co., St. Paul (Hamm's beer); one 60 for TV, on tape, color. Dale Juhlin, production manager. Agency: Campbell-Mithun, Minneapolis.

WXYZ-TV Commercial Videotape Division, Southfield, Mich.

Bank of Commonwealth, Detroit (banking); three 60's for TV, on tape, color. Agency: MacManus, John & Adams, Bloomfield Hills, Mich. D. Waldron, account executive. Tom Blanchard, agency producer. Approximate cost: \$2,000.

Bond Bilt Construction, Detroit (home improvement); one 60 for TV, on tape, color. B. Bouterse, production manager. Agency: Solomon Sayles, Detroit. B. Solomon, account executive. Agency: producer: Mort Jaffe. Approximate cost: \$2,100.

Pontiac Motor Division, Pontiac, Mich. (cars); one 60 for TV, on tape, color. Dale Juhlin, production manager. Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

## Rep appointments . . .

▪ KTRK-TV Houston: Blair Television, New York.

▪ KITE-AM-FM San Antonio, Tex., KDEF Albuquerque, N. M., KRNO San Bernardino, Calif., and KOSA Odessa, Tex., all Doubleday stations: H-R Representatives Inc., New York.

▪ KIRO Seattle: Metro Radio Sales, New York.

▪ WAAY-TV Huntsville, Ala.: Adam Young-VTM Inc., New York.

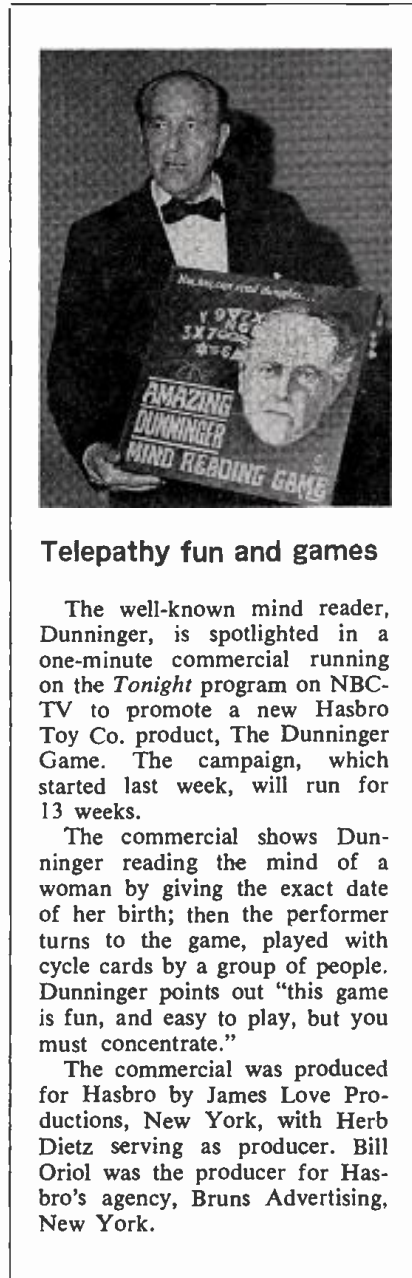
▪ WEMT(TV) Bangor, Me.: National Television Sales Inc., New York.

▪ XTRA Tijuana, Mexico-Los Angeles and WRR Dallas: Broadcast Communications Group Inc., New York.

▪ WLKW Providence, R. I.: Edward Petry Co., New York.

▪ KOSO-FM Patterson, Calif.: Don Pickens Co., San Francisco.

▪ KRSI-AM-FM St. Louis Park-Minneapolis, WEBC Duluth, Minn., and WNAX Yankton, S. D., all owned by Red Owl Stores Inc., Minneapolis: The Katz Agency, New York.



## Telepathy fun and games

The well-known mind reader, Dunninger, is spotlighted in a one-minute commercial running on the *Tonight* program on NBC-TV to promote a new Hasbro Toy Co. product, The Dunninger Game. The campaign, which started last week, will run for 13 weeks.

The commercial shows Dunninger reading the mind of a woman by giving the exact date of her birth; then the performer turns to the game, played with cycle cards by a group of people. Dunninger points out "this game is fun, and easy to play, but you must concentrate."

The commercial was produced for Hasbro by James Love Productions, New York, with Herb Dietz serving as producer. Bill Oriol was the producer for Hasbro's agency, Bruns Advertising, New York.

# Triangle station WNBF, Binghamton has appointed Blair Radio.



In Binghamton, where 75% of the market is outside the metropolitan area, the only way to get total coverage is to use WNBF. This influential 5,000-watt station blankets Binghamton and an outlying trading area 12 counties strong.



## Bowden named new head of Britain's ITA

### LABOR POLITICIAN GETS COMMERCIAL TV POST

Herbert Bowden resigned as Great Britain's secretary for commonwealth affairs last week to accept the \$14,000-a-year post as chairman of the Independent Television Authority. The move, effective Sept. 1, had been expected following the shift of Lord Hill of Luton from ITA to the BBC chairmanship (BROADCASTING, Aug. 7).

Mr. Bowden, 62, takes over his new position after one year in the \$23,800 cabinet post. His appointment by the postmaster general was announced at the same time that four other cabinet ministers resigned in a massive executive shakeup.

Mr. Bowden was chief whip for the Labor Party in the Commons from 1955 to 1964. At the time of the Labor Party's victory in 1964, he was regarded by many as the most powerful of Prime Minister Harold Wilson's advisers. In the first Wilson government he was leader of the Commons.

Although *The Times* of London editorially praised Mr. Bowden's capabilities and felt he should "be a match for the program contractors," it found the appointment "deplorable" since "it reinforces the precedent set" by Harold Macmillan when he chose Lord Hill.

"Putting a politician into the chair of a broadcasting authority," *The Times* said, "opens the BBC and ITA to political influence when their complete independence in that respect ought above all to be maintained."

London's *Daily Telegraph* used simi-

lar language in expressing its concern over a politically-motivated appointment: "Nothing could be worse than for the chairmanships of the ITA and BBC to be regarded as rewards for political careers."

In addition to a five-year tenure as ITA chairman, Mr. Bowden gains a life peerage. He will take over his new post at a critical phase in the negotiations concerning program contract changes made under Lord Hill (BROADCASTING, June 19).

The most important is whether to compel the London Weekend Television Co. to buy the \$5.6 million Wembley studios of Rediffusion, the present London weekday programmer, which is to merge with ABC Television before next July.

## SATPA forms to swap TV production skills

TV producers from Spain and six Latin American countries have organized a new international body to widen the exchange of programing and technical knowhow among their nations.

Called the Spanish American Television Producers' Association, the group—after nearly two years of planning—was formed last July at a three-day conference in Santiago de Compostela in northern Spain. It was there that 22

delegates from seven countries met to discuss improvements in communications existing in Spain and all of Latin America. Details were made public last week.

Principal SATPA members are Goar Mestre, president of Goar Mestre & Associates (investment-business management consultants) and of Proartel (Producciones Argentinas de Television, a Latin American TV production firm); Emilio Azcarraga, vice president of Telesistema Mexicano in Mexico; and 20 other delegates, representing Argentina, Mexico, Panama, Peru, Uruguay, Venezuela and Spain.

Together, the seven countries account for some 100 TV stations. Leaders expressed hope that once other Latin American countries join the group, representation will climb to 160 to 200 TV outlets.

**Second Session** ■ The July conference served as a springboard to future meetings where SATPA committees will gather on a regional basis to review the first meeting and present progress reports. A second SATPA annual meeting is tentatively scheduled to convene sometime next year in Buenos Aires.

Delegates at the first conference discussed a number of communication topics, including European vs. American TV, satellite broadcasts, dubbing techniques (both for local product and European-North American imports); social responsibility of educational and cultural TV program; violence and sex programing, and sports.

Of particular interest were the language problems among Spanish-speaking nations, especially with differing accents and idiomatic expressions. The delegates were quick to point out that Spanish isn't universally Spanish, any more than English is the same everywhere.

## International group studies U.S. system

Syracuse (N. Y.) University's seventh annual International Broadcast Seminar gets underway in Washington this week when 18 broadcasters from 17 countries start a three-and-a-half month study of U.S. broadcasting facilities. The program is financed by the U.S. State Department.

The broadcasters start their seminar in Washington, Tuesday (Sept. 5), where they will go through orientation and visit the closed-circuit instructional television project in Hagerstown, Md.

On Sept. 16 the broadcasters will begin a four-week academic program at Syracuse. From there they will go to

## TV's life style puts church in quandry

A proposal that the Canadian government study the effects of television on spiritual beliefs and moral values was defeated at the general synod of the Anglican Church meeting in Ottawa, but not before a professor charged television with contradicting the gospel.

Dr. R. F. Stackhouse, professor of religious philosophy and Christian ethics at the University of Toronto, said television's concentration on violence, lust and "hedonistic commercialization of life" is promoting a philosophy of life that contradicts the gospel's word about human existence.

Charging television with being a "cultural wasteland . . . most of the time," he maintained, "there is a need for us to think negatively about television because of the ironic fact that in Canada today television is the gospel's greatest opportunity and its greatest challenge."

When the synod approved asking the government to study the effects of mass communication on society, Dr. Stackhouse offered the amendment on the study of TV. The amendment was narrowly approved in the lower house of the clergy, but defeated by the bishops in the upper house.

# Triangle station KFRE, Fresno has appointed Blair Radio.



KFRE is the golden voice of the golden valley of the San Joaquin. Dominating the entire area, from Sacramento to Santa Barbara, from the Sierras to the Sea, this 50,000-watt, CBS Radio affiliate clearly has the Midas touch.



New York, Boston and Los Angeles to meet with networks, agencies, stations, newspapers and film studios. Each broadcaster will then spend one to three weeks at stations in various cities. George A. Mastroianni of Syracuse's TV and radio department is director of the seminar.

The foreign broadcasters are: Dingaan Mokaila of Botswana, Christos G. Karageorghis of Cyprus, Illyassou Zounon of Dahomey, Gonzalo Maldonado Quijano of Ecuador, A. L. Maini of India, Hiroaki Horiuchi of Japan, Choi Duk-Soo of Korea, Mahmoud Mohamed Nakuah of Libya, Maurice Henri Grimaud of Malagasy Republic.

Also: Indu C. Menon of Malaysia, Carlos Flores Alvarez of Mexico, Samuel Adedunye Adegbe and Saka Alabi Salami Fagbo of Nigeria, Jose Cardona Mas of Panama, Pedro Medina Alborno of Paraguay, Carl D. Fuchs of South Africa, Paul Yougbare of Upper Volta and Nelson Bocaranda Sardi of Venezuela.

## Color TV starts overseas climb

NBC's Goodman tells Berlin group that TV can be tool for peace

Color television is headed for worldwide expansion and, coupled with satellite communications, can be developed as a "powerful tool" for building international amity, Julian Goodman, president of NBC, told a meeting of the IV International Television Contest in Berlin last week.

Mr. Goodman, whose address was concurrent with the introduction of color TV in Germany, noted that color "opens up a whole new communications era." He pointed out color is "not something simply added on to the black-and-white medium," but is "a wholly new medium itself, with color an intrinsic element." He reported that color increases the viewer's desire to watch programs; strengthens his comprehension of the telecasts he watches, and deepens his emotional involvement.

"If our experience [in the U.S.] means anything at all," Mr. Goodman observed, "color television will have a dynamic impact on the economies of Europe starting in the 1970's. It should create a fast-growing new industry in itself, and should contribute to the prosperity of many other industries."

He predicted that the spread of color



Mr. Goodman

TV in Europe could result in an increasing market in the U.S. for European TV programs. In turn, he said, this should increase the opportunities for two-way traffic via satellite.

Mr. Goodman conceded that satellite technology could pose problems, but indicated that many of these could be solved by international cooperation among broadcasters. He said that resistance to satellite communications can be expected because of "clashing political ideologies or restrictions on the flow of information," but pointed out the trend in television is "toward broadening, rather than limiting, the usefulness of the medium."

## Color-TV equipment sales top \$6 million for EMI

Electric & Musical Industries Ltd., London, last week reported over \$6 million in orders for its new line of color-TV cameras and studio units. The company said sales are being completed in Great Britain and on the European continent.

EMI's solid-state color units include a four-Plumbicon camera (type 2001), slide scanner, vision mixing and switch-equipment, encoders, decoders and other auxiliary devices. Orders for the Plumbicon camera, introduced last February, have come from the BBC and several local British and European TV firms, EMI indicated.

Inauguration of color telecasts is now slated for the BBC-2 network in November. BBC-1 and Independent Television Network expect to start colorcasts within two years, while other European countries begin sometime in 1968. The British government, EMI noted, has estimated color-equipment

costs in Great Britain will reach \$130 million by the end of 1969.

EMI, a complex of almost 50 companies producing phonograph records, electronic equipment, radio and TV transmitting gear, magnetic tape, etc., has exclusive British rights to both the PAL color system to be used in the United Kingdom and to the preferred circuits allowing for TV-set reception of black-and-white and color programs. EMI also owns 99% of Capitol Records Inc. in the U. S.

## IBS awards 11 with its Executive Shield

Eleven members of the International Broadcasters Society received the Executive Shield in recognition of their services to the society and the broadcasting field last Friday (Sept. 1). The 1967 honors list, drawn from the 2,000 members in 103 nations, was announced at the society's dinner in Amsterdam, the Netherlands.

The IBS, with headquarters in Brussels, is a worldwide organization that encourages broadcasters to help in solving problems standing in the way of creating a prosperous world.

The 1967 honors list: Dr. Lillian Brown, curator, National Library of Television, American University, Washington; Dr. Eugene R. Bertermann, president, National Religious Broadcasters, St. Louis; Dr. Royal D. Colle, communications arts, Cornell University, Ithaca, N. Y.; Dr. Marvin H. Rimerman, radio-television department, Southern Illinois University, Carbondale, Ill.; William J. Ballard, director of television, Delta College, University Center, Mich.; Frederick H. Pember-ton, director of research and records, Canadian Association of Broadcasters, Ottawa; Martin Taylor, editor, *Radio y Television*, Houston; Boris Burkov, chairman of the board, and Oleg Feofanov, editor, both with Novosti Press Agency, Moscow; Wolter A. Keers, information officer, European Economic Communities, Brussels, and Prasong Hongsanand, managing director, Thai Television Co., Bangkok, Thailand.

## International film sales . . .

*Greatest Fights of the Century* (Fremantle International Inc.): BBC, Great Britain.

*Neva Eder Sings* (Fremantle International Inc.): ABC, Australia.

*My Favorite Martian* (Fremantle International Inc.): French Stations of Quebec, Canada; Kenya.

*Topper* (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.



# Triangle station WNHC, New Haven has appointed Blair Radio.



WNHC, New Haven's top-of-the-dial station, has a new look and a new sound. Winner of the 1967 Headliner News Award, WNHC is consistently first to know and to let its listeners know what's up, in, on.



# ABC plan gets mixed reception

Affiliates split on multinet network radio scheme, most reps think it will hurt spot, though FM reps greet it with open arms and ad agencies defer comment

ABC Radio's radical concept of multinet network service evoked mixed reactions from the broadcast community last week as affiliates and station representatives settled down to study available details of the plan which calls for four separate radio feeds tailored to differing station formats (BROADCASTING, Aug. 28).

Among those studying the new concept were 24 ABC Radio affiliated station managers and owners who gathered in New York early last week to hear details from the two men responsible for it: Ralph W. Beaudin, ABC Inc. corporate group vice president for radio, and Walter A. Schwartz, newly named president of the ABC Radio Network.

Both Mr. Beaudin and Mr. Schwartz explained that the concept envisions four services—the American contemporary, information, personality, and FM networks—that will be provided to present ABC affiliates and other radio outlets as well. One sales force would represent all four services, but each service would have its own

news operation. Target date for the operation is Jan. 1, 1968; affiliates may ultimately total between 800 and 1,000. Following the presentation by Mr. Beaudin and Mr. Schwartz, owners and managers, who represented both large and small markets from throughout the nation, discussed what for some seemed a great idea, and for others, a disturbing plan.

**Daring** ■ Generally, station men contacted after the briefing characterized the concept as daring and, as one station owner put it, “the first real attempt to get radio networking off the dead center on which it has rested for years.” And almost all agreed the plan promised a new infusion of national ad dollars, if not for their particular operation, at least for radio generally.

But while station managers generally agreed on the concept's provocativeness and its potential for increased advertising revenue, their evaluation of the plan appeared to differ sharply in some other respects.

One group of broadcasters present

at the meeting greeted the ABC plan warmly, citing the need for a network feed that would provide them with news and features specially tailored to their local format. “Some of the material now provided me by the network is stuff I can't integrate into my format,” said one station owner. “With the new plan, I'll be able to pick and choose the material fitting in best with what I program. Don McNeil's *Breakfast Club* just isn't compatible with my rock format.”

Another broadcaster said that while he reserved final judgment until more explicit details were available, he foresaw more national ad money coming his way since advertisers would now be able to select their audiences on more than a hit-or-miss basis when buying network.

One major-market affiliate said that although “the potential for spot is presently greater without a network,” affiliation offers more news coverage, a wide variety of features and “class-by-association with a nationally advertised and promoted broadcast entity.” The new plan may “bring in more national business, since advertisers will be able to pinpoint the market they're after, and will be able to advertise in nationally touted programs.”

Other affiliate managers appeared to be less sanguine about the new concept's value, at least to their own operation.

One manager, who acknowledged the plan may bring new money into radio, said he was disturbed that his long affiliation with ABC “will mean nothing” after Jan. 1: “While it's true that ABC will give us first choice of the services in our market, our competitors will have second or third choice and they will be ABC affiliates. All the years of cultivating and promoting our exclusive network affiliation in this market will be diluted and will go down the drain.”

**Unanswered Question** ■ Another manager (he called ABC's decision a “fait accompli: accept it or get out”) said the network raised more questions than it answered with adoption of the plan. He added: “I'm glad somebody is



Among affiliate representatives attending the ABC Radio meeting in New York were (l to r around conference table): Paul Ruhle, WSIX Nashville; Denson Walker, WFAA Dallas; Earl Mullin, ABC Radio vice president, station relations; Walter Schwartz, president, ABC Radio Network; Ralph W. Beaudin, ABC Inc. group vice president for radio; Al Flanagan, KBTR Denver; Mike Shapiro, WFAA Dallas; John Scheuer, Triangle Stations; John

McClay, Taft Broadcasting; John Vath, WSMB New Orleans; Ken Chapin, WFBC Syracuse; Lynn Meyer, KALL Salt Lake City and the Intermountain Network. Seated against the wall are (top to bottom): Bill Kelly, Storer Broadcasting; Grady Edney, Storer Broadcasting; Bernard Neary, WGBS Miami; Jack Timmons, KWKH Shreveport, La., and Harold L. Neal, president of the ABC owned radio stations.

finally giving radio networking some fresh thought, but does it have to benefit my competition?"

Yet another station executive wondered aloud if the unified sales force might naturally tend to sell one service more aggressively than another. "The sales angle sounds good if you say it fast," he said. "But there are three radio networks already out there that aren't doing so hot. ABC's plan means twice that number are going to be competing for the same ad dollar."

According to Mr. Beaudin, the latter observation is precisely one of the reasons he believes the ABC plan is viable. "Up until now national advertisers haven't been able to buy any broadcast medium that has a target audience," he said. "They've had to go for reach and frequency to try and cover the broadcasting audience. Our four networks will provide an efficient and practical solution to this important media selection problem." In short, multibrand advertisers will be able to "target" their audience.

Mr. Beaudin, who described the affiliates' meeting as "positive and constructive," confirmed that the biggest objection to the plan came from those affiliates concerned with "the other station in the market which suddenly becomes an ABC affiliate."

**Clearance Problems** ■ Mr. Beaudin says that many stations in the same markets subscribe to one or more of the same news wire services without any appreciable effect on their success. Moreover, he contends, many affiliates do not now use all material that is provided them by the network; the unused portion of the feed is often picked up by another station in the market. More than 20% of the ABC affiliates reportedly do not clear *Breakfast Club*.

Mr. Beaudin acknowledged the concept "broke new ground" and that while exact details are still being ironed out, "we're not tied to a preconceived notion—the structure of the services in a year may be substantially different from the way we envision it now." He indicated that if, for example, the unified sales force tended to concentrate its efforts on selling one service "we might go to separate sales forces for each service."

Mr. Beaudin told the affiliate gathering that detailed descriptions of the four networks would be mailed to ABC Radio's full roster of current affiliates this week. As soon as each network's format has been devised, tapes will be made available to affiliates, who will be asked to designate their choice of service by Oct. 1.

Subsequent meetings with the affiliates will be scheduled on the basis of their network selection so that, for example, an affiliate advisory board representing the American Information

## ABC Radio plan OK under FCC network rules

Twenty-six years ago the FCC adopted its chain-broadcasting rules which, in barring multinet network service, paved the way for the establishment of ABC as an independent network. Would ABC itself be violating those rules in providing the kind of multinet network radio service it has announced (BROADCASTING, Aug. 28)?

Company as well as commission attorneys say no.

The chain-broadcasting rules went into effect after the Supreme Court, in a landmark decision on May 10, 1943, upheld the commission's authority to issue such rules. Among other things, they prohibit stations from affiliating with network organizations maintaining more than one network.

This struck directly at RCA, which owned the NBC Red and Blue networks. Accordingly, the Blue net-

work was sold for \$8 million to Edward J. Noble and became ABC.

But ABC and commission attorneys, who say ABC would not be violating the rules that led to the network's establishment, point to the exceptions spelled out in the regulations: They don't apply if the networks are not operated "simultaneously."

And although ABC plans to provide four different network services, and hopes to have affiliates for each service, it will provide the services consecutively, within each hour, not simultaneously.

One commission attorney gave it as his "offhand" opinion that the plan doesn't violate the commission's regulations but does constitute an "ingenious" attack on the problem of improving network radio's fortunes.

Network will be able to discuss station needs and to make programing selections. There will be an affiliate board for each of the services, Mr. Beaudin said.

**Reps Upset** ■ Reaction among station representatives was as mixed as that of affiliates. One major rep firm spokesman described his reaction as "generally unfavorable, and I think most of the station reps in New York feel the same way. The way we see it, the plan could and probably will be

injurious to national spot business at all levels. There's not that much national radio money going around as it is, and somebody's bound to get short changed."

On the other hand, another rep was quoted by ABC officials as saying the plan would make him "\$1 million richer," since he will soon be able to approach advertisers with a detailed breakdown of the audience they are buying.

Few reps greeted the plan that enthusiastically; most were waiting, as were many broadcasters, for more definite details of the concept's operation.

ABC officials meanwhile plan to meet with the Station Representatives Association this week to explain the plan and their contention that it will help rather than hurt the spot-radio business.

One group that greeted the concept with unabashed enthusiasm was station reps who specialize in FM sales. To a man, those contacted lauded the plan to provide service for an American FM Network.

Said one: "Anything that helps FM, and this plan is going to do just that, helps sales. With steady programing and network news available, its sure to help the medium and FM outlets, even if they don't subscribe to one of the services."

The National Association of FM Broadcasters called the FM-network plan "one of the most exciting developments in FM in recent years. This imaginative concept opens new horizons for FM broadcasters and will

## Battle deepens ties

ABC Affiliates Association last week came right back at the Department of Justice and said: "We got a right." It was talking about its petition to intervene in the U.S. appeals court case brought by the Department of Justice asking reversal of the FCC's second vote last June to permit ABC Inc. and International Telephone & Telegraph Co. to merge.

The affiliates had filed their petition early last month, but the move was opposed by the Department of Justice which said the affiliates had nothing substantial to contribute. Affiliates last Thursday said rules permit intervention by "interested parties" and, they added, who could be more interested in the fate of the merger than affiliates of ABC.

undoubtedly create new national spot business."

But the final arbiters of the concept—the advertisers—were not yet talking. For the most part, agencies and their clients, like many of their broadcast and rep colleagues, were withholding comment until they could study the details.

## CBS names managers for 3 radio stations

Three of the seven CBS-owned radio stations got new general managers last week: William C. O'Donnell, manager of the St. Louis office of CBS Spot Sales since 1962, was named general manager of WBBM Chicago, succeeding E. H. (Ernie) Shomo, who resigned to head Field Communications Corp. (see page 61); George Nicholaw, director of special projects for CBS Radio, was named to succeed Robert P. Sutton at KNX Los Angeles, and Neil E. Derrough, general sales manager of CBS-owned WEEI Boston, was named to succeed Jules Dundes at KCBS San Francisco.

The new general managers were also named vice presidents of CBS Radio,



Mr. Derrough



Mr. Nicholaw

as their predecessors had been. The appointments were announced by Sam Cook Digges, CBS Radio executive vice president for station administration and spot sales.

Mr. O'Donnell started in radio at KXOK St. Louis in 1950, rising from salesman to general sales manager before leaving in 1961. After a year with a stock-brokerage firm he took over management of the St. Louis office of CBS Spot Sales. His successor there has not been named.

**Began in 1962** ■ Mr. Derrough joined WEEI in March 1965 as assistant sales manager and became general sales manager four months later. Earlier he was with CBS in Detroit and was with KCBS as national sales representative, his first CBS job, starting in 1962. He will be succeeded at WEEI by Paul Branzetti, a

WEEI account executive.

Mr. Nicholaw, with CBS since 1955, was assistant director of promotion and publicity for CBS-owned KNXT(TV) Los Angeles, director of information services and community relations for WBBM-TV Chicago and director of community services for WCBS-TV New York before moving to CBS Radio as director of special projects in July this year. No successor in that post has been designated.

Mr. Dundes resigned as head of KCBS, after 31 years with CBS, to devote full time to education and community service in San Francisco (BROADCASTING, Aug. 28). CBS authorities said Mr. Sutton expected to take a European vacation before announcing his plans. He first joined CBS in 1939, was named program director of KNX in 1952 and general manager in 1961.

## Changing hands . . .

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

■ **WAII-TV Atlanta:** Sold by Richard M. Fairbanks and associates to Pacific & Southern Broadcasting Co. for \$13 million (see page 54).

■ **WSAI and WJBI(FM) Cincinnati:** 49% sold by Payson and Trask to Pacific & Southern Broadcasting Co. for \$2 million (see page 54).

■ **WQXI Atlanta and WKXI(FM) Smyrna, Ga.:** Merged by Fox, Wells and Rogers and others into Pacific & Southern Broadcasting Co. (see page 54).

■ **WLKY-TV Louisville:** Sold by George E. Egger, Richard T. Shiveley and others to Sonderling Station group for \$6,850,000 (see page 54).

■ **KDWB Minneapolis-St. Paul:** Sold by Crowell-Collier Educational Corp. to Valjon Inc. for \$1,050,000 cash. Valjon is newly formed company headed by Victor Armstrong, former senior vice president of Ted Bates & Co., New York, and former stockholder and officer of Kenyon & Eckhardt, also New York. KDWB, last of Crowell-Collier stations, is on 630 kc with 5 kw days and 500 w nights. Broker: La Rue media brokers.

■ **WIXY and WDOK-FM Cleveland:** Sold by Harry H. and Lucille T. Stone to Norman Wain, Robert C. Weiss and Joseph T. Zingale for aggregate of \$2 million. The three are vice presidents of the Westchester Corp., principally owned by Mr. and Mrs. Stone, who also own WFAS-AM-FM White Plains, N.Y., which will be retained. WIXY, founded in 1950, operates fulltime on 1260 kc with 5 kw. WDOK-FM is on 102.1 mc with 31 kw.

■ **WHOU Houlton, Me.:** Sold by Glenn

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H. Hilmer and Keith L. Stine to Robert E. and Mildred C. Smith for \$150,000. The Smiths are owners of WQDY Calais, Me. Mr. Smith is also local businessman. WYOU is on 1340 kc with 1 kw days and 250 w nights.

▪ WMKR Millinocket, Me.: Sold by H. C. Gilman, N. K. Thompson, and S. G. Hawes to Robert E. and Mildred Smith for \$75,000 (see WYOU Houlton, above). WMKR is on 1240 kc with 1 kw days, 250 w nights.

▪ WMDE(FM) Greensboro, N.C.: Sold by Herman C. Hall to Robert R. Hilker, James B. Keel, William A. Mason, William R. Rollins (Piedmont Crescent Broadcasting Co.) and Central Broadcasting Co., for \$115,000. Mr. Hilker is president, director, general manager and 30.35% stockholder in Central Broadcasting, licensee of WCGC Belmont, N.C., and he is also president, director and stockholder of WEGO-AM-FM Concord, WPEG Winston-Salem, WSVM Valdese and WZKY Albermarle, all North Carolina; WVVV(FM) Blacksburg, WJJB Christianburg and WHHV Hillsville, all Virginia. Others among the buyers also have interests in these stations. WMDE operates on 98.7 mc with 5.8 kw.

▪ KJJJ-TV Lubbock, Tex.: CP sold by John H. Walton Jr. to Bill B. McAlister for approximately \$200,000. Mr. McAlister is licensee of KSEL-AM-FM Lubbock. KJJJ has CP for channel 28 with 550 kw visual with an antenna height of 730 feet above average terrain and 751 feet above ground. Mr. Walton owns KVKM-AM-TV Monahans, KVII-FM-TV and KBUX, both Amarillo, KELP-AM-TV El Paso and KCUL-AM-FM Fort Worth, all Texas; KIKX Tucson, Ariz., and KVOD Albuquerque, N. M.

**APPROVED** ▪ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 81).*

▪ WMEN Tallahassee, Fla.: Sold by B. F. J. Timm and associates to WPFA Radio Inc. (Thomas E. Gibbens and Kevin P. Reilly and others) for \$209,137.29. Mr. Timm is president of WMEN Inc. Mr. Gibbens is president of Guaranty Broadcasting Corp., licensee of WAFB-TV Baton Rouge, and permittee of WAFB-FM, same city. Mr. Reilly is president and board member of Lamar Advertising Co. of Louisiana Inc. WPFA Inc. is licensee of WPFA Pensacola, Fla. WMEN is daytimer on 1330 kc with 5 kw.

▪ KOKX Keokuk, Iowa: Sold by Francis J. Stadler to KOKX Inc. for \$165,000 plus \$1,000 per month for 10 years for noncompetition agreement. Buyers include W. Dale Cowle, owner of KASI Ames, Iowa; Donald L. Nelson, station manager of WQUA Moline, Ill.; Howard

H. Frederick, vice president-general manager of WIRL Peoria, Ill.; Harry S. Hyett, Minneapolis station rep; Gertrude I. Flambo, wife of G. Laveren Flambo, who is executive director of radio properties of Mid-America Co. (group owner), and Vivian H. Ramsland, wife of Odin Ramsland, vice president-general manager of KDAL-TV Duluth, Minn. Ronald Westby, KOKX manager, will become vice president-general manager under new owners. KOKX operates on 1310 kc with 1 kw days and 500 w nights.

▪ KGAK Gallup, N. M.: Sold by Merle H. and Mida H. Tucker to Gallup Broadcasting Co. for \$165,000 plus amount of current assets at closing. Buyers are Jack B. Chapman, Roy T. Chapman, Theodore R. Bender and H. T. Etheridge Jr. Mr. J. Chapman is vice president of KTSM-AM-FM-TV El Paso, Tex. Mr. Bender is news director for KTSM. Mr. Etheridge is chartered life underwriter for insurance company. Mr. R. Chapman is executive vice president and part owner of Mithoff Advertising Agency, El Paso. KGAK operates on 1330 kc with 5 kw days and 1 kw nights.

▪ WTVU(TV) New Haven, Conn.: CP sold by Richard W. Davis to Victor

Muscat for approximately \$45,000. Mr. Muscat owns KIKS-TV Lake Charles and KIKS-AM-FM Sulphur, both Louisiana; KMYO-AM-TV Little Rock, Ark., and has applications pending before FCC for new TV in Memphis (ch. 24) and Tulsa, Okla. (ch. 29). WTVU(TV), which is not in operation, is licensed for channel 59 with 19.5 kw visual, 10.2 kw aural with an antenna height of 560 feet above average terrain and 334 feet above ground.

## Media reports . . .

**Signal spills south** ▪ KsJB Jamestown, N. D., has announced completion of its new satellite studio at Aberdeen, S. D., 100 miles south of Jamestown. KsJB operates on a 24-hour basis with 5 kw.

**Complete color** ▪ Colorization of Studio 3B, the last black-and-white TV studio at the NBC-TV facilities in the RCA building in New York, is complete and color transmission began Monday, Aug. 21, with the daytime dramatic serial, *The Doctors*.

**Ladies affiliate** ▪ Radio and Television Women of Southern California, which was started in 1952, has affiliated with American Women in Radio and Television Inc.

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# \$20 million TV station sales

## DeSales Harrison-Fox, Wells and Rogers merge and buy WAIH-TV; Sonderling group purchases WLKY-TV

Two television stations were sold last week in multimillion dollar transactions.

WAIH-TV Atlanta was sold for \$13 million to a new broadcast entity, Pacific and Southern Broadcasting Co., formed by the merger of Communications Honolulu Inc. and investment bankers Fox, Wells and Rogers.

WLKY-TV Louisville was sold for \$6,850,000 to the Sonderling group.

The merger involves the three Hawaii TV stations owned by Communications Honolulu, and four radio stations in Cincinnati and in the Atlanta area, of which Fox, Wells and Rogers is controlling owner.

As part of the merger transaction, a public offering of common stock is planned.

The acquisition of WAIH-TV by the surviving corporation, Pacific and Southern Broadcasting Co., is from Richard M. Fairbanks and associates. At the same time, a 49% interest in WSAI and WJBI-FM Cincinnati is being bought by Pacific and Southern for \$2 million from Payson and Trask, stock brokers.

In addition to WAIH-TV and the Cincinnati stations, the new Pacific Southern will also own WQXI Atlanta and WKXI(FM) Smyrna, Ga., and KHON-TV Honolulu, KHAW-TV Hilo, and KAHN-TV Wailuku, Hawaii.

**New Owners** ■ Ownership of Pacific and Southern will be divided among DeSales Harrison Jr. and his wife, Paulette B. Harrison, 24.67%; Fox, Wells and Rogers, 32.9%, and Arthur H. McCoy, 12%. The Harrisons and

Mr. McCoy are principal stockholders of Communications Honolulu Inc., holding roughly one-third each. Fox, Wells and Rogers owns 51% of the Cincinnati radio stations and 97% of the Atlanta-area radio stations. Mr. Harrison will be chairman and treasurer of Pacific and Southern; Mr. McCoy, president and operating chief, and James G. Rogers, chairman of the finance committee and secretary of the corporation. Other members of the board will be Mrs. Harrison, Heywood Fox, F. Randall Smith of Sellin, Forbes and Smith, and Thurston Twigg-Smith of the *Honolulu Advertiser*.

To be offered to the public will be some 30% of no par value common stock of Pacific and Southern, as well as 20-year subordinated debentures—both expect to bring in \$6.5 million to the company. The offering will be defined when the registration statement is filed with the Securities and Exchange Commission.

The company also expects to borrow \$10 million from the Chemical Bank

## Be it ever so humble, FCC finds a new home

It's not their dream cottage, so to speak, but for FCC members and most employes, this eight-story building nearing completion on the corner of M and 20th Streets N.W. in Washington will soon be home.

Chairman Rosel H. Hyde made the official announcement in a meeting that the commissioners held with the agency's employes on Friday (Sept. 1). He said the agency would pack up and begin moving "on or

about Oct. 1," with various bureaus and sections departing present quarters as floors in the new building are made ready for occupancy.

The announcement came as no surprise. Speculation had centered on the M Street property as pressure on the commission to leave its present quarters in the Post Office building on Pennsylvania Avenue, its home virtually since its creation in 1934, mounted. The speculation was

fed by reports of the modifications and structural changes being made in the new building to meet commission requirements (CLOSED CIRCUIT, Aug. 28, July 24).

But it wasn't until Friday that the commission was prepared to say formally it was agreeing to the plan of the Government Services Administration, the government's house-keeping arm, to take over the new, privately owned structure.

**Capacity** ■ The building, with 202,388 net usable square feet, is not as large as the commission thinks is necessary to provide for expansion, nor is it easily accessible to public transportation used by commuting employes as is the Post Office building—a fact the commissioners fear may cause some employes to defect to other agencies.

But the commission's room for negotiation with GSA was limited by the Post Office's clamor, heard for more than a year, for the space the commission is occupying. And, the chairman told the commission employes, the M Street property represents the best solution possible, in terms of presently available space and the costs involved.

In holding off formally agreeing to the GSA proposal until the 11th hour, the commission was able to negotiate some changes that reduce some of the early causes of com-



of New York; this loan is to be repaid over a 10-year period.

**Change of Plans** ■ Actually, Communications Honolulu last year agreed to buy WAIH-TV and also the Fairbanks group's WIBC-AM-FM Indianapolis for \$15 million (BROADCASTING, Nov. 14, 1966). This was subsequently changed to the television station only. The new agreements were signed on Aug. 23, and applications filed with the FCC for its approval to the transfers of ownership on Aug. 29.

Earlier this year, the FCC had approved the change of Communications Honolulu to Pacific and Southern Broadcasting Co. (BROADCASTING, June 5), but this changeover never took place.

Mrs. Harrison also owns 5.65% of Hubbard Broadcasting Inc. (KSTP-AM-FM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque, and WGTO Cypress Gardens, Fla.). Fox, Wells and Rogers, from 1958 to 1963, owned 30% of group broadcaster Springfield Television Broadcasting Corp. and also owned

plaint. One permits the commission to take over a large portion of first-floor space that was to have been rented to commercial enterprises. The building, however, will contain a bank and a movie theater.

Chairman Hyde also said arrangements are being made to provide for parking for some staff. The building won't contain a full-fledged cafeteria, as the Post Office building does, but it will have a snack bar.

Chairman Hyde said the commission believes the agency will be better off in its new building than it is at present. All of the commission's 1,500 employees, except some 300 field engineers, will be housed in the new structure. A number of commission bureaus are now located in a commercial building on 12th Street.

The start of the move, which is two weeks later than the target GSA had set, is being delayed because of the lack of telephone equipment.

The Safety and Special Radio Service Bureau and the CATV task force are scheduled to move first, into the fourth floor. The Broadcast Bureau, slated to occupy the third floor, and service-function sections such as the public reference room and the public-information office, will move later in the month.

The commissioners, who occupy space on the eighth floor, will be among the last to move.

50% of KOGO-AM-FM-TV San Diego.

The Harrisons and Mr. McCoy bought the NBC-affiliated Hawaii stations in 1965 from the *Honolulu Advertiser* and John D. Keating for \$2.5 million. Fox, Wells and Rogers and Payson and Trask acquired the Cincinnati stations in 1961 for \$1 million, and the former bought the Atlanta stations in 1964 for \$1.3 million. The Fairbanks group bought the Atlanta TV station in 1962 from Crosley Broadcasting Corp. (now Avco Broadcasting Corp.) for \$2.25 million.

WAIH-TV, founded in 1951, is on channel 11 and is affiliated with ABC. WSAI, begun in 1923, is fulltime on 1360 kc with 5 kw; WJBI is on 94.1 mc with 34 kw. WQXI, almost 20 years old, is fulltime on 790 kc with 5 kw days, 1 kw nights. WKXI is on 94.1 mc, 100 kw.

Brokerage services in the merger of the radio stations and the Hawaii TV stations were rendered by Edwin Tornberg and Co.

**First TV** ■ The Sonderling purchase of the channel 32 Louisville station is the first entry into television for that group. The price consists of \$5,750,000 in cash and the assumption of \$1,100,000 in liabilities.

Sonderling already owns WOPA-AM-FM Oak Park, Ill.; KDIA Oakland, Calif.; WDA Memphis; KFOX-AM-FM Long Beach, Calif.; WWRL New York and WOL-AM-FM Washington. Principal owners of Sonderling, which is publicly held in part, are Egmont Sonderling, Richard Goodman and Mason Loundy.

WLKY-TV began operating in 1961 and is affiliated with ABC.

## Hearing set for Telerama-Cleveland

The often complex Telerama-Cleveland CATV case was no less complex after FCC action last week. Acting on several petitions for reconsideration of prior FCC orders, the commission delivered further bad news to multiple-CATV-owner Telerama Inc.—the cable system must prove its waiver requests in a hearing regarding importation of Erie, Pa., and Youngstown, Ohio, TV signals. Telerama has proposed to import the signals of 13 distant stations to 15 Cleveland suburbs.

The commission denied Telerama's petition for a reconsideration of a commission order that designated for hearing a request to import the distant UHF signals from Erie. Telerama had requested permission to carry WJET-TV and WSEE(TV) on its CATV system in Shaker Heights, Warrensville Heights and Warrensville township, all Ohio.

At the same time the commission granted a petition for reconsideration

offered by United Artists Broadcasting Inc., WUAB-TV Lorain, Ohio, of a prior commission grant to permit Telerama to carry Youngstown, Ohio, TV signals. The commission order last week designated for hearing the CATV's importation of WFMJ-TV and WYTV(TV), both Youngstown into its systems in Cleveland Heights, Richmond Heights, South Euclid, Beachwood, East Cleveland, Garfield Heights, Euclid, Highland Heights, University Heights, Bedford Heights, Maple Heights, Lyndhurst, Bedford and North Randall, all Ohio; the sole Telerama system exempted in the order was Oakwood, Ohio; which may carry the Youngstown stations.

In the same order the commission granted the United Artists reconsideration petition as it applies to another party in the CATV proceeding—Lorain Cable TV Inc., serving Lorain, Ohio. Lorain Cable had its requests to import distant Toledo TV signals (WSPD-TV and WDHO-TV) designated for hearing. Lorain Cable's request to carry WAKR-TV Akron was exempted by the commission.

## Ch. 50 Washington losers protest grant

Music man Mitchell W. (Mitch) Miller and entrepreneur O. Roy Chalk, losers in an FCC review board decision on channel 50 in Washington, have asked the commission to review that decision.

The board on July 26 granted the application of Theodore Granik, the lawyer who is also a veteran radio-TV syndicator-producer, for the channel (BROADCASTING, July 31). The board rejected the decision of a hearing examiner who had proposed a grant of the Miller application (BROADCASTING, Dec. 12, 1966).

Counsel for both All American Television Features Inc., headed by Mr. Miller, and T.C.A. Broadcasting Inc., controlled by Mr. Chalk, said the review board had made numerous errors in its decision and had misinterpreted the commission's policy statement on the criteria to be applied in judging comparative cases.

Counsel for Mr. Miller hit hardest at the board's conclusion that Mr. Granik deserved a significant preference because of his proposed integration of management and ownership. Mr. Granik has said he will spend 60 hours a week in running the station.

But All American asserts, in its application for review, that the claim can't be credited in view of Mr. Granik's age—he's 60—and his outside interests, including a law practice and

the majority ownership of a CATV system in New York.

The examiner had preferred Mr. Miller on the integration issue. The conductor and TV producer proposes to spend fulltime at the station only during its first two or three years, and two or three days a week after that. All-American said that his remaining time would be devoted to creation of programs, which the applicant said would be presented on the channel 50 station, as well as other outlets.

T.C.A. said the board had failed to consider "the significant and substantial superiority in coverage" it proposed, as compared with the proposals of the other applicants. T.C.A. also said that the board had erred in its finding that Mr. Granik is financially qualified and that it had "erroneously accorded substantial significance" to T.C.A.'s broadcast interests in Puerto Rico.

### New Comsat deadline

The FCC has extended to Sept. 18 the deadline for filing comments on a proposed domestic-satellite interim pilot system offered by the Communications Satellite Corp. in March (BROADCASTING, April 3). The commission extension came at the request of the Ford Foundation, which said it wanted to comment on the implications of the Comsat proposal and elaborate on its own plans for a test program.

## Both sides were set for strike

### Package offer kept NABET members on job after Thursday deadline passed

Executive and nonunion personnel at ABC and NBC were on hand and ready to assume technical and on-the-air operations of their networks Friday (Sept. 1) as the strike deadline of the National Association of Broadcast Employees and Technicians expired at 12 midnight Thursday.

But shortly before midnight a union spokesman said members would be advised to remain at work after the deadline while negotiators could consider details of a last-minute package offer made by the networks.

There was speculation that, barring settlement, the union would pick a "timely" moment to strike—for example, in the words of one union authority, "during coverage of a football game."

In advance of the strike deadline, negotiators for the networks and the unions were closeted in late-evening

sessions in Miami Beach on Thursday in an effort to avert a walk-out by approximately 3,000 members of NABET throughout the country.

**Strike Authorized** ■ The three-year contract between the networks and NABET expired last March 31 but was extended to Aug. 31 because of an internal dispute between the union and a group of dissident members. Negotiations were resumed several weeks ago and on Aug. 19 NABET members authorized their leaders to call a strike on or after Sept. 1 (BROADCASTING, Aug. 28).

The union had been seeking a new three-year contract, retroactive to last March 31, calling for a substantial increase over the current base salary of \$218 a week for the large majority of its technicians. NABET was reported to be asking for \$255 the first year of the new pact; \$265 for the second year and \$275 for the third year.

In addition, NABET demanded a 40-hour week with a one-hour lunch period to be included within that time span instead of the present 45-hour week; a guaranteed two days off a week; 72 hours notification to members if their work schedule is to be altered and a provision for rapid handling of grievances.

The networks made the last-minute package proposal to the union late Thursday evening but the nature of the 140-page offer was not immediately divulged.

**Union Support** ■ Earlier in the week the eastern branch of the American Federation of Television and Radio Artists voted to support NABET in any strike it might undertake. This was interpreted to mean that performers would not cross NABET picket lines and was a reciprocal move. Many of the association members last spring honored AFTRA picket lines during that union's strike against the TV-radio networks.

To meet the contingency of a walk-out by members of AFTRA, ABC and NBC had supervisory and other non-union personnel on hand as substitutes.

CBS was not involved in the negotiations. Its technical employees are represented by the International Brotherhood of Electrical Workers.

## WCBS, WNBC get aid after tower crash

At 4:21 p.m. on Sunday, Aug. 27, a single-engined plane crashed into a radio transmitter tower in the Bronx, N. Y., immediately silencing the 50-kw broadcast operations of WCBS and WNBC both New York.

The crash killed at least two persons known to be aboard the plane,

### Politicians turn out for AWRT party



Dorese Bell, White House correspondent for the Mutual Broadcasting System, was officially installed as president of the Washington chapter of the American Women in Radio and Television at a party Wednesday night at the Old Senate

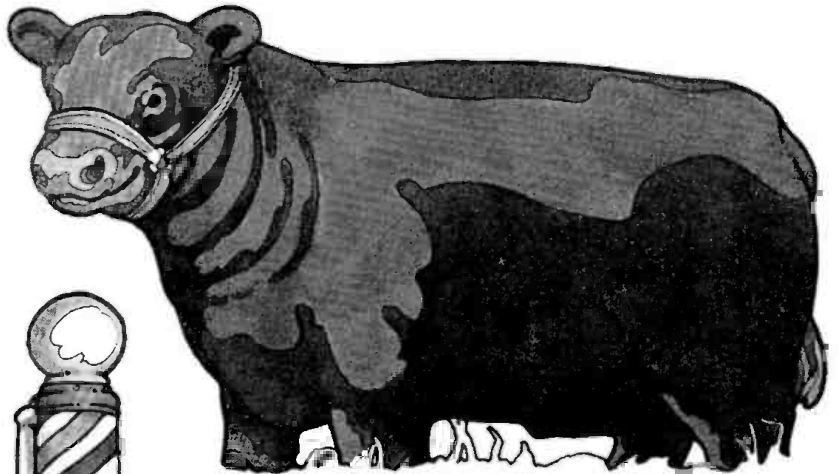
Office Building. Among the featured speakers were (l. top): Matthew J. Culligan, president of Mutual Broadcasting; President Bell; Vice President Hubert Humphrey, and Senator Everett Dirksen (R-Ill.), minority leader of the Senate.



# If you want to know what's happening in Toronto, ask Charlie.



"The Sky Lounge is a grand bar." says Charlie.  
 "Atmosphere, good company, fine service."  
 Westbury Hotel Sky Lounge, 475 Yonge Street



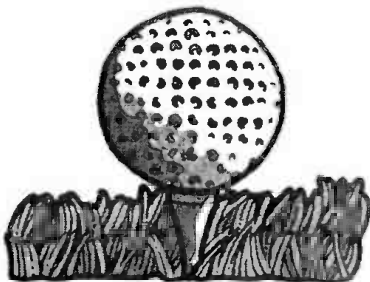
"You can't get a better steak at any price."—Charlie  
 Les Cavaliers, 418 Church Street



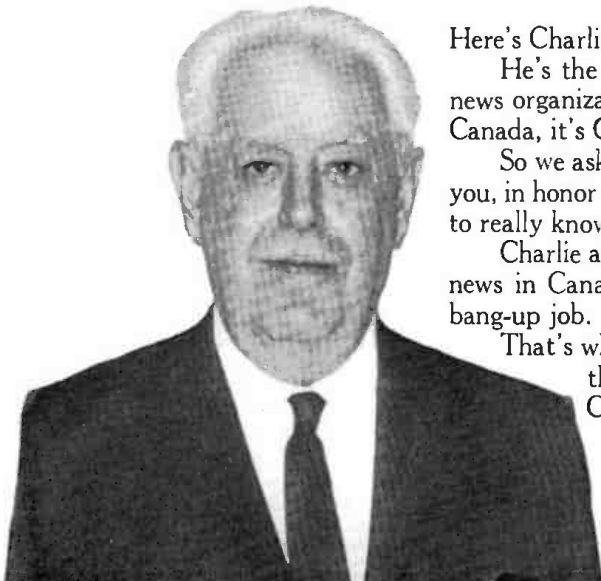
Charlie says:  
 "You'll always get a fine haircut at the  
 Royal York Hotel, 100 Front St."



Charlie recommends  
 Cameron Jeffries Ltd., 102 Yonge St.,  
 if you need a shirt or an extra tie.



"Bring your clubs; the golfing's great  
 at Don Valley Golf Club"  
 4200 Yonge Street, Willowdale



Here's Charlie.

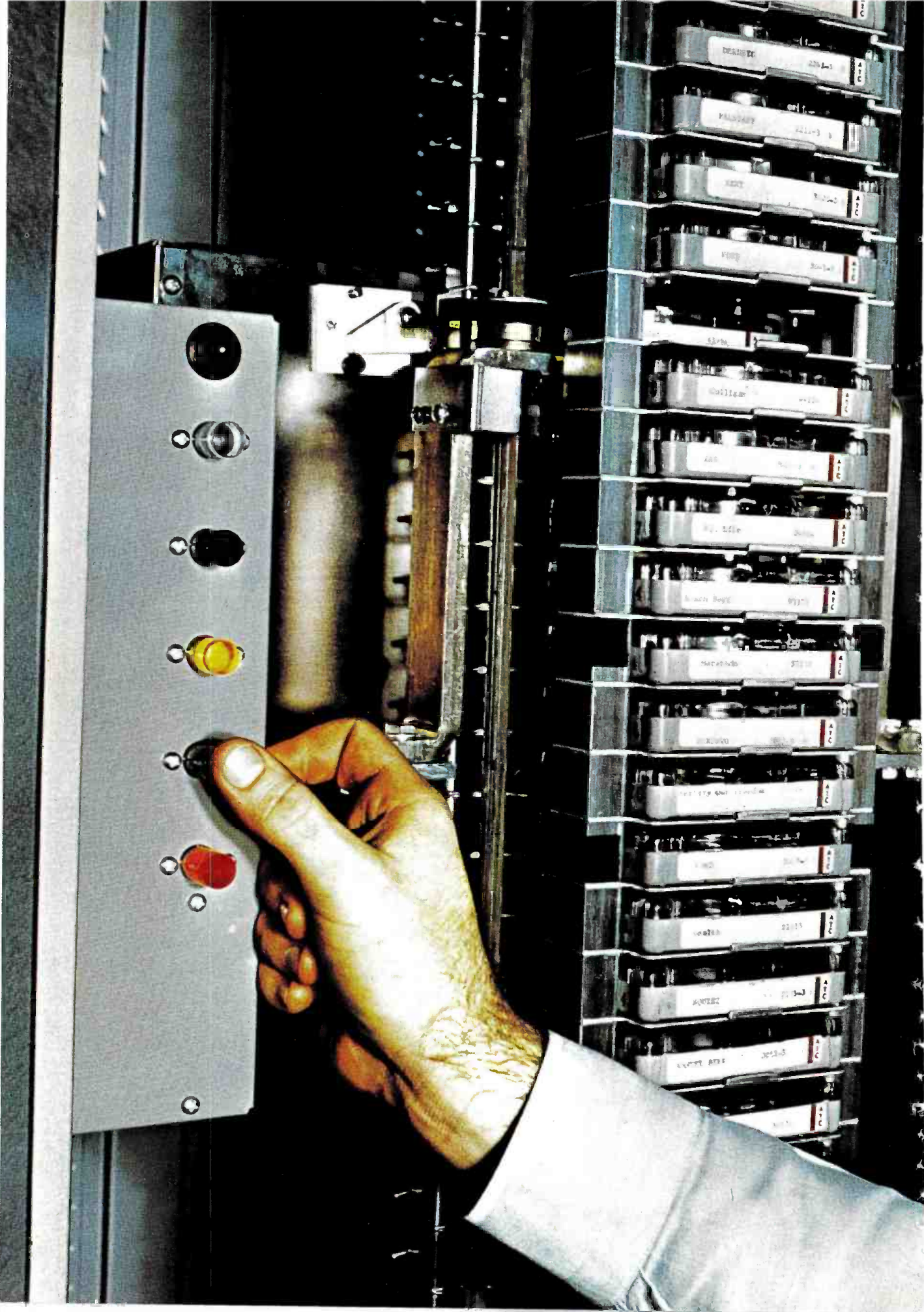
He's the general manager of Broadcast News, Ltd.—the largest broadcast news organization in Canada. If anybody knows what's happening anywhere in Canada, it's Charlie Edwards.

So we asked him to make out a small "businessman's guide" to Toronto for you, in honor of the 1967 annual RTNDA conference. Favorite places you'd have to really know Toronto to know about—and Charlie knows them all.

Charlie and the boys at Broadcast News, Ltd. are responsible for getting the news in Canada to all the AP broadcast members in the U.S. And they do a bang-up job.

That's why we say if you want to know what's happening, ask Charlie. He's the fellow that keeps your AP station up on what's happening in Canada all year around.

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# What's going on in Harris-Intertype's world of advancing technology

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

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

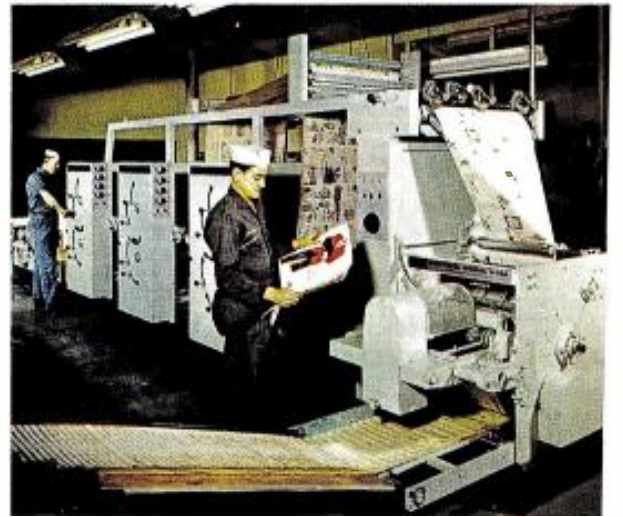
**COTTRELL MODEL V-15A** web offset newspaper presses reflect the accelerating trend to offset lithographic printing with many more pictures, sharper printing and increased use of color.

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

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



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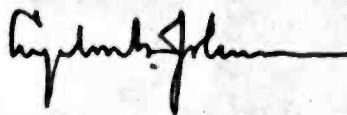
September 30, 1966

TO THE BROADCASTERS' COMMITTEE FOR THE  
UNITED NATIONS:

In a single generation, Americans have had to become citizens of the world. Today, through your weekly broadcasts, world citizens in America are learning how the United Nations works to restrain international conflict and build a better life for all men.

Military strength alone cannot keep us safe: we must labor daily to build bridges of friendship and cooperation to every continent. For this reason, we consider the success of the United Nations our own success.

Your programs help present these vital truths -- in documented stories of men working together for peace. For your fine example of public service, you have my thanks and my hearty congratulations.



Lyndon B. Johnson

## **International Zone**

**Filmed around the world by United Nations Television**

For Information

Mr. Tom Shull, Chairman U.S. Broadcasters' Committee for the United Nations  
230 Park Avenue, New York, N.Y. 10017

Mr. Michael Hayward, Chief, UN Television  
Room 837, United Nations, New York

and, on a less poignant level, touched off a chain of events, including offers of cooperation by competing radio outlets toward the two hobbled stations.

For WCBS especially, the episode had ironic overtones. For weeks the station had trumpeted heavily its switch to a news-information concept on Monday (Aug. 28)—and, despite severe roadblocks, the switch went on as scheduled. With its 50-kw antenna demolished, WCBS used the facilities of WCBS-FM, to start its news-information approach as promised at 5:30 a.m. Monday. The decision to switch to WCBS-FM had been made late Sunday.

Immediately after the crash, the switchboards at both WCBS and WNBC were flooded by calls from sympathetic listeners—and from competing stations with offers of standby transmitting facilities. In the case of WCBS, an early invitation came from WOR, but technical difficulties proved to be “too massive” to overcome on short notice, according to a spokesman. Instead, WCBS took advantage of another offer by WLJB to use its auxiliary tower in Astoria, Queens, and on Monday night began broadcasting over that 10 kw facility as well as continuing on WCBS-FM.

**Little Luckier** ■ WNBC was slightly more fortunate. The station accepted an offer by WABC of its auxiliary 10 kw transmitter at Lodi, N. J., late Sunday evening. A spokesman said only 5 kw was used to minimize interference with the arrangement made by WCBS. An official of WNBC paid tribute to WABC which had its engineers at Lodi within a few hours.

But both WCBS and WNBC were determined a few hours after the accident to complete more satisfactory arrangements for transmission. Starting Monday, they arranged for a construction crew to erect a 200-foot emergency antenna at High Island, the site of the crash. The tower arrived Tuesday afternoon and by 1:30 p.m. Wednesday, it was up. The wiring, lighting and testing of transmission equipment was completed late that evening. By early Thursday both WCBS and WNBC were operating from the temporary 10 kw site (WNBC used only 5 kw).

Officials of both WNBC and WCBS believed it would take several months before a tower capable of transmitting 50 kw could be constructed.

The accident also delayed the expansion of *The Young Sound*, CBS/FM music programing concept that was to have been expanded to a full 20 hours, seven days a week on WCBS-FM last Monday. For the time being, WCBS-FM will carry the programing of WCBS from 5:30 a.m. to 8:10 p.m. on weekdays. From 8:10 p.m. to 2 a.m. on weekdays and from 6 a.m. to 2 a.m. on Saturday and Sunday, WCBS-FM will carry *The Young Sound*.

## Daylight erupts at renewal time

### Michigan theater owners charge 12 stations fought unfairly for daylight time

A controversy within the state of Michigan over daylight saving time boiled over into Washington last week, in a protest filed with the FCC against the license-renewal applications of 12 radio and television stations in Detroit and Grand Rapids.

The National Association of Theater Owners of Michigan, which claims to represent some 400 theaters, said the stations used their facilities unfairly to fight for daylight savings time in the state, and refused to grant “equal broadcasting rights” to opponents in the controversy.

The theater owners asked the commission to hold hearings on the renewal applications of WWJ-AM-FM-TV, WXYZ-AM-FM-TV, WJBK-AM-FM-TV, all Detroit, and WOOD-AM-FM-TV Grand Rapids. The theater owners, who claimed that the stations had acted in concert, also sent a copy of their petition to the Department of Justice.

The controversy erupted following enactment last year of the federal law providing for nationwide observance of daylight time. The Michigan legislature, taking advantage of an escape clause in the law, adopted a statute exempting the state from the requirement of observing daylight time. Later, however, the exemption law was petitioned to a referendum and defeated.

**Theater Owners' Position** ■ The theater owners had opposed daylight time on the theory that the public would be more inclined to spend daylight hours after dinner in the garden or on the golf course than in a movie, drive-in or hardtop. The feeling is particularly strong in Michigan, on the western fringes of the eastern time zone, where daylight lasts until 10 p.m.—daylight-time—in midsummer.

The nation's broadcasters, as well as transportation interests, had worked for years for passage of a bill that would eliminate the hodgepodge of time standards that had existed throughout the country in summer. Networks were eager for passage of a bill that would eliminate the problems they faced in feeding programs to stations operating on different hours within the same time zones.

But the stations that are the subject of their complaint, the theater owners

said, waged a one-sided fight against the exemption bill and, later, in support of the referendum campaign. The theater owners said the stations not only broadcast editorials and features in support of their cause but slanted newscasts as well.

In claiming that the stations violated the fairness doctrine, the theater owners said that although they were faced with “irreparable damage”, the stations either ignored their request for time to submit their side of the controversy or else afforded so little time as “to make replies meaningless.”

## Shomo to succeed Quinlan at Field

Field Enterprises Inc. last week named a veteran radio broadcaster, E. H. (Ernie) Shomo, to run its UHF television venture, WFLD-TV (ch. 32) Chicago. Field also has a permit for channel 24 in Milwaukee.



Mr. Shomo

Mr. Shomo, CBS vice president and general manager of WBBM Chicago, will become president of Field Communications Corp. and chief executive officer of WFLD effective Oct. 2. He succeeds Sterling C. (Red) Quinlan who resigned last month after policy differences on operating budgets (BROADCASTING, Aug. 21). Mr. Quinlan leaves Oct. 1 but will continue as consultant for another year.

Mr. Shomo became station manager of WBBM in 1950. He first joined CBS in Chicago as a salesman in 1936. Earlier he had been in newspaper and magazine sales.

Mr. Shomo said Thursday it was a hard decision to make about changing fields after so many years in radio but he felt “UHF is a fantastic challenge” and noted “there is a place for it in the viewing spectrum which no one has found yet.”

But he is not entirely new to TV. For about eight months in 1953, besides his WBBM duties, he also served as acting assistant manager of WKB-TV Chicago. This was during a period when that station was owned by CBS and before it was sold to ABC, its present owner. WBBM-TV now is the CBS owned outlet there.

Mr. Quinlan was ABC vice president and manager of WKB-TV before he joined Field to establish WFLD.

## X-ray panic dies of exposure

Senate hearing ends with little comment on GE's problems with TV tubes

The great color-TV radiation scare of 1967 is subsiding, if congressional hearings are any indication. Despite testimony on the most alarming X-ray dose rate levels thus far measured from General Electric sets by the Public Health Service, the chairman of Senate Commerce Committee's radiation hearing last week confronted GE witnesses with no questions about television hazards and, when they brought the matter up, intimated that he had not even intended to broach the subject.

James Young, GE vice president, engineering services, did raise the issue, but only in response to PHS testimony from the day before. His prepared statement, the last to be presented to the committee on the third day of the hearing, dealt only with industrial, medical and dental radiation hazards.

As did almost all of the testimony, PHS statements dealt mainly with non-television radiation hazards. The committee invitations, as announced by Senator E. L. (Bob) Bartlett (D-Alaska), who served as chairman, noted that earlier hearings in the House had produced voluminous testimony about television radiation and asked instead for information on other consumer products that might be hazardous in the future (BROADCASTING, Aug. 28, 21, 7).

But the PHS included results of its latest GE-set tests and suggested alarmingly that more than 100,000 unshielded voltage-regulator tubes might remain on the market. These tubes, PHS warned, might find their way into unshielded sets, undoing GE's set-modification program. In an attachment to the statement of James G. Terrill Jr., director of PHS's National Center for Radiological Health, PHS said "that as a public-health agency we must assume that every defective tube creates a defective set."

**GE Explains** ■ Mr. Young explained to reporters after the hearing that unshielded tubes were not to be regarded as defective and could serve as they were intended in shielded sets, but that nevertheless GE was paying a bounty for their return from service-shop and

distributor stocks. Only a total of 6,200 of the various tube types that could cause excess radiation remained unaccounted for, he added.

He also noted that the stickers being applied to the corrected GE sets specify that any replacement shunt-regulator tube must be of a designated type with internal shielding. He said that all but about 1,400 of the sets that could have emitted excessive X-rays had been found and corrected. Mr. Young added that the PHS testimony on the number of unshielded tubes at large must have resulted "from a failure of communication" on the part of GE.

Mr. Terrill submitted test data to the committee showing that "with a selected defective 6EF4 shunt-regulator tube, operating in a GE console model M97CWD color television receiver with a KC chassis . . . at 24.5 kilovolts, and minimum brightness," the calculated exposure rate directly under the ventilating louvers at the bottom of the set were at least 800,000 milliroentgens per hour. (The standard in use by GE is for a maximum of 0.5 mr/hr for any point 5 centimeters from a surface of a set.)

For the test, PHS constructed a simulated floor and ceiling under the set and measured 640 mr/hr at a point about 10 inches below the simulated ceiling. Mr. Young said he would have to review the PHS test procedures before commenting on the PHS figures.

All witnesses generally endorsed legislation before the committee that would empower the secretary of Health, Education and Welfare to set and enforce radiation standards for electronic products (S. 2067). Senator Bartlett said the hearing would be continued some time after the beginning of next year, and at one point Norman Maleng, committee counsel, said he expected that other industry witnesses would appear then.

## RCA initiates 2%-3% rise on '68 color-TV sets

RCA last week said 2%-to-3% price increases will be tagged onto most of its 1968 color-TV sets, effective Sept. 1. Models ranging from a 14-inch low of \$329.95 up to a combination radio-phonograph-23-inch-color TV high of \$1,600 are affected. The only models untouched are two 18-inch color units, which will retain prices of \$369.95 and \$379.95.

Because of rising costs of materials, other major color manufacturers are

price boosts. In September 1966, RCA hiked prices about 2.7% higher on its 21-inch and 25-inch color models, taking the initiative from other manufacturers.

Raymond W. Saxon, vice president and general manager, RCA Victor Home Instruments Division, attributed the new increases to "steadily rising labor and material costs," which "have spiraled far beyond our expectations in the past 90 days since we priced our 1968 models." He also blamed the boost on a 3%-to-5% increase in truck and rail freight rates.

## FCC ready to handle presunrise requests

FCC staff members are preparing to process, with the aid of a computer, some 3,000 applications from AM stations seeking authority to operate presunrise in accordance with the commission's new rules providing for uniform hours of such service (BROADCASTING, July 3).

The commission order specifies that stations seeking the new authority must apply for Presunrise Service Authority. And, although no deadline was set, the commission said only those stations applying by Aug. 31 can be assured of receiving a PSA by Oct. 28, the last day of daylight saving time and the day when existing presunrise authorizations expire.

The new rules provide for sign-on at 6 a.m. standard time, with power limited (except in the case of some class II stations) to 500 w, and with stations using daytime antennas, whether directionalized or not. The rules affect primarily class II and class III daytimers. But fulltimers in those classes, many of which must now directionalize their antennas at night, have the option of maintaining their licensed nighttime operations or operating under the new rules.

Applications for PSA's are to contain showings that the proposed presunrise operations will not (in the case of class II's) cause objectionable interference to domestic and foreign class I-B stations to the west of them and will accord foreign co-channel stations full protection required by treaty.

The commission will feed the material from the applications into its Univac III computer to determine the stations that can be issued PSA's and whether authorizations of less than 500 w would be required to meet the noninterference requirements of the rules.

# Blue chip.



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# United plans for comeback

First phase of revived fourth TV network would be as a news service; Pauley set for presidency if bankruptcy reorganization goes through

A modified, news-oriented United Network hopes to return to the air before the year is out, it was revealed last week.

Set to take the helm is Robert R. Pauley, late of ABC Radio and now heir-apparent to the UN presidency once held by another ABC alumnus, Oliver Treyz, the man who presided over United's short-lived bid to establish itself as a fourth television network last spring.

This time around, the network will eschew entertainment, at least for the moment, and place emphasis on news and public affairs. Agreements have been or are being made with a number of news-gathering organizations for material to fill a daily one-hour feed. Officials say the service may be available within 40 days.

Last spring United fed an entertainment show starring comic Bill Dana from Las Vegas to about 106 affiliates. Station lineup for the new United will not approach that level for some time, according to officials, but James W. Nichols, the network's managing director, "conservatively" places the initial roster of affiliates at between 40 and 50. He said UN would affiliate only with stations not affiliated with another network, and would affiliate with VHF stations predominantly.

However, because United is still operating under provisions of Chapter XI of the Bankruptcy Act, it cannot at present formally sign contracts with possible affiliates, program sources or even staff members, including Mr. Pauley. On June 22 the United Network Co. and United Network Inc. filed a petition in New York for an arrangement under the Bankruptcy Act that allows it to reorganize with a view toward resuming operations. The petition listed liabilities of \$1,822,486 and assets of \$1,132,410, a \$690,076 deficit. United is in the process of settling with its creditors, who have until next February to present their claims.

**Independent Company** ■ United investors, headed by Mr. Nichols, are now in the process of petitioning the court for permission to form an independent

company that will be legally empowered to enter into contracts with stations, program producers and personnel. After February, when all creditors will have been satisfied, United Network Inc. will absorb the "interim" investor-owned company, according to present plans.

Mr. Nichols and Mr. Pauley, who will be president and chief executive officer of United if the interim company is approved by the court, say the "subsidiary" is designed as a vehicle to get the network back into operation. According to them, resumption of full network operation will proceed in three phases:

First phase will consist of providing affiliates with news and public-affairs programming. Informal agreements have been made with Pathe News International, Reuters News Service, Visnews (owned jointly by the British Broadcasting Corp., the Rank Organisation, Reuters and government broadcasting entities in Canada, Australia and New Zealand), and United Press International to provide United with enough material to feed 14 half-hour shows weekly to affiliates. Material will be fed over AT&T lines between 2 a.m. and noon to take advantage of lower costs

in effect during those hours. United officials say monthly line costs will be about \$178,000 vs. the \$395,000 a month United paid for Las Vegas.

The half-hour programs, most in color, will be edited and produced by United staffers. Tentative titles of the news shows are: *Here's How It Happened*, a program of U. S. news; *The World this Week*; *This Week in Washington*; *Nation to Nation*, a program of United Nations news; *Updating the News*, a program of U. S. and international news; *Perimeter*, foreign TV newsfilm; *Pendulum*, a program covering "people, trends and historic developments," and a daily half-hour feed of hard news. United officials said the programs would be "completely objective" and any commentary would be labelled as such.

(United emphasizes objectivity, since some of the network's backers purportedly hold staunch conservative views. United officials are quick to point out that the political views of the investors represent a cross-section of American thought, from right to left, and that investors in other networks are not characterized as to their political philosophies.)

**Sports Next** ■ The second phase will consist of sports programming. Program content of this phase has not yet been made definite, nor has program content in the third phase, which will provide entertainment material to affiliates. United officials say details and target dates for both phases two and three have yet to be worked out, but that in any event, the major stress will be placed on news and public affairs, regardless of the extent of sports and entertainment programming.

According to Messrs. Nichols and Pauley, United will not engage in national selling of advertising, at least initially. While not precluding the possibility of national sponsorship of United material, Mr. Pauley said he sees the network as staying out of the "piranha pit of rate cards, discounts and cut rates. Compensation will work the other way. Affiliates will pay us."

As outlined to BROADCASTING affi-



Mr. Pauley



# ZOUNDS! WHAT SOUNDS!

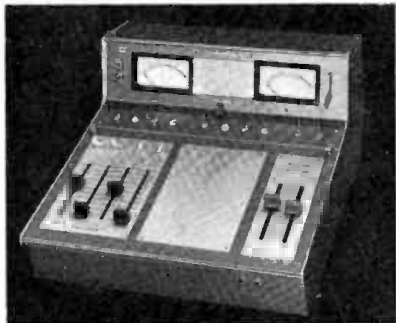
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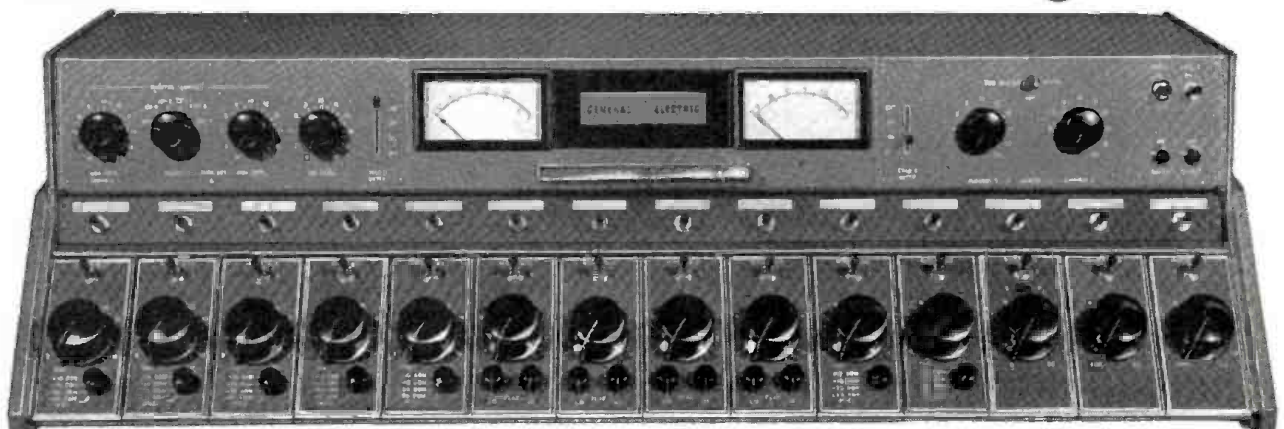
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ates will split their advertising revenue 50-50 after the commissions with United. Shortly before receiving the weekly news feed, however, affiliates will pay United roughly 20% of the probable advertising revenue earned from the United programs; the remaining 30% will be paid after the programs are broadcast. In short, the station sells local advertising or carries national spot placed by its rep, and then pays 50% to United if the commercials are placed in or around the network material.

Messrs. Nichols and Pauley say stations to whom they have presented the compensation plan have greeted the concept with enthusiasm. "Affiliation with any other network nets a station only about 30% of advertising revenues," Mr. Nichols said. "Affiliation with United promises to be more lucrative for the local station. Nationally, a station's rep will sell the numbers to advertisers and their agencies; United will sell the programing concepts."

United officials and investors earlier this summer (BROADCASTING, July 3) said that failure to completely presell the Las Vegas show was the major reason for the network's cessation of operations on May 31. Apparently taking no chances this time, United has opted out of selling national advertising and is counting on the sales forces of the affiliates and their representatives to bring in needed revenue. At the same time, it was also said that AT&T line charges, while expensive, were not a crucial factor in the network's early demise. Although taking advantage of AT&T's lower rates during off-hours will ease United's expenses, Mr. Pauley indicated he is planning to increase program content to the point where the network will contract for larger blocks of line time.

Until last week, plans for getting United back on its feet were entirely in the hands of Mr. Nichols. However, he indicated to BROADCASTING that Mr. Pauley is assuming responsibility for the network's return and operation, while he (Mr. Nichols) will concentrate on financial matters pertaining to the network. The initial blueprint to resurrect United is essentially Mr. Nichols's who was one of the investors in the syndicate that took over United from Daniel H. Overmyer in March (BROADCASTING, March 13). Mr. Pauley is expected to have a large part in drafting the final reorganization plan, which must meet the approval of the court-appointed bankruptcy referee and the stockholders and directors.

The formal plan of reorganization will be presented to United's 18 stockholders and seven directors at a meeting in Dallas on Tuesday (Sept. 5).

**The Board** ■ United's board currently is said to consist of Mr. Nichols; Jack

McGlothlin, board chairman; Robert Bailey, George Thaggard, Rush K. Evans (executive vice president and general manager of KKTU[TV] and KKFM[FM] Colorado Springs and KKAM Pueblo, Col.), and Oliver Treyz and Lewis Marcy, at one time president and vice president respectively of United. Mr. Treyz's contract as president of United expired June 30, but he was said to retain 1% of the United stock and a directorship, as was Mr. Marcy. Messrs. McGlothlin, Bailey and Thaggard have large interests in oil and real estate in Texas and California, as do the other 11 investors.

With the exception of Mr. Evans, who represents Willard Garvey of Wichita, Kan., all directors were said to be present stockholders in United. Other shareholders were listed as Ray and Hal McGlothlin of Abilene, Tex.; C. E. William and Robert McCormick of Snyder, Tex.; A. R. Dillard and E. A. Kimble of Wichita Falls, Tex.; E. M. Bailey and Robert Gootch of Abilene; Joe Teague and Frank Siddons of Austin, Tex., and William Allen of San Antonio, Tex.

Reports late last week indicated several of the 18 present shareholders plan to pull out of the corporation. Among them was said to be Mr. Garvey, Kansas oil investor and land developer who owns a considerable share of KKTU(TV), KKFM(FM) and KKAM, and who until May 30 was executive committee chairman of United.

Messrs. Garvey, Nichols and McGlothlin own interests in Mutual Broadcasting Corp., which operates the Mutual Radio Network, but both Messrs. Nichols and Pauley disclaimed any connection between United and Mutual.

Loss of several investors could seriously cripple United's comeback efforts, but Mr. Nichols and Mr. Pauley indicated that since news of United's reorganization plans began circulating two weeks ago, the network has been approached by outside investors seeking to join the corporation once court approval is given for the interim corporation.

Both Mr. Nichols and Mr. Pauley said they are convinced there is a need for a fourth TV network, especially one that will provide news and public-affairs programing to a public they consider increasingly "hungering" for such material. United's earlier failure, Mr. Nichols says, has convinced him all the more of the "need and viability" of a fourth network. The legal complications and difficulties facing United apparently do not detract from the network's possibilities as far as Mr. Pauley is concerned, either. Said the former president of the ABC Radio Network: "The problems facing United are much less than those I faced when I took over ABC Radio in 1960."

## Theatermen told pay TV lives

### Corwin tells them fee TV would be 'death warrant' for existing theaters

The National Association of Theater Owners is not convinced that pay television is dead. What's more the movie exhibitor organization thinks the FCC has given the languishing medium a new lease on life via its recent subscription-TV committee report that endorsed the licensing of an over-the-air system of pay-TV. In an address delivered last week before the convention of Theater Owners of New England and regional members of the National Association of Concessionaires meeting in Bretton Woods, N. H., NATO's top official denounced the FCC pay-TV report as being "a death warrant for theaters."

Heard on a taped recording because illness prevented him from making a personal appearance, Sherrill C. Corwin, president of NATO told the convention that the commission committee's report emphasizes that pay-TV could not exist without current movie product and that this conclusion is fraught with danger not only for theater owners but for free-TV operators. Referring to pay-TV promoters, he said: "The minute these predators are unleashed upon the film market, placed through licensing by the FCC, it will be the last time you can expect to profitably operate the free and competitive enterprise that you have built up through the years." And he added: "Whether free TV knows it or not it will mark the beginning of changes in their own dynasties . . ."

**No Protection** ■ Mr. Corwin went on to charge that the commission's ground rules for an over-the-air pay-TV system permits the immediate showing of first-run movies, while offering "absolutely no protection for the theater owners . . ."

He said that pay-TV operating on a nationwide scale could eventually outbid free TV for first-run movies and for sports events. This, he explained, could happen despite an FCC regulation that would prohibit pay-TV from programing any event that had been customarily seen on free TV during the previous two years.

Mr. Corwin also attacked the "short-sightedness" of some Hollywood unions and guilds in supporting the commission's pay-TV report.

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**1. Expanded Service By Individual Bureaus.** In city after city BBBs are broadening the geographic areas they serve, adding more telephone lines, installing automated filing and reporting systems—so they can give more con-

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Increasingly, individual Bureaus are called upon to testify before state legislatures.

In some cities, Bureaus are setting up Consumer Affairs Councils to provide local forums for discussion of consumer problems.

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All this costs money; but it demonstrates the spirit of a great business community which understands that it can survive only if it enjoys the confidence of its customers, and which will go beyond any possible law in protecting this relationship.

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**3. Office of National Affairs.** This office has been opened in Washington. It will use the goldmine of information gathered by Better Business Bureaus across the nation, providing federal officials—for the first time on a systematic, continuing basis—with reliable data based on more than three million consumer contacts per year.

It will also offer facts on how business

regulates its marketplace activities in the public interest, and report back to business on government activities and plans affecting business-government relations in the consumer area.

**4. Stepped-Up Mass Communication.** This program will express industry's concern for the consumer, explain industry's self-regulation efforts, upgrade consumer buying skills, and increase public understanding of the enterprise system.

How can you as a businessman cooperate with this expansion program?

Bear this in mind: the heart of the BBB complex remains the individual Better Business Bureau.

It works to improve the business climate, to safeguard your community's buying power and maintain a market environment in which your business can operate profitably.

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# Copyright stand stays the same

NAB, AMST support Senate bill on CATV liability in letter to Kaminstein

The National Association of Broadcasters and the Association of Maximum Service Telecasters have reaffirmed their position on CATV copyright in letters to Abraham L. Kaminstein, register of copyrights. Mr. Kaminstein asked participants in a day-long meeting two weeks ago (BROADCASTING, Aug. 28) to summarize in writing their respective positions on CATV aspects of new copyright legislation.

Basic copyright-law revision, a long-term goal of the copyright office, has been stalled in the Senate Judiciary Committee pending resolution of disputes regarding cablecasters' liability and problems concerning computerized information systems for use in education. The copyright office has been sponsoring meetings with principals in the CATV dispute.

The NAB told the copyright office that it continues to support the section of the original House bill granting exemptions to cable systems that refrain

from importing distant signals or originating programs. The CATV exemptions were deleted from the House bill during floor debate (BROADCASTING, April 17), and the section (111) embodying them was pronounced dead by a copyright-office observer at the time. The Senate bill, however, still includes an unmodified Section 111, but it is now generally expected by congressional staff members that some change in the section's language would be necessary, at minimum, to regain House approval.

**No Moratorium** ■ The NAB opposed any moratorium on infringement suits against cablecasters until the enactment of copyright revision can spell out the law's applicability to community-antenna systems. Legislation has been proposed to head off liability suits but none has yet been introduced. Current law has been held applicable to CATV's and appeal to the U. S. Supreme Court is being sought by cable interests.

The NAB letter, signed by Douglas A. Anello, general counsel, notes that no pressing need for a moratorium has been demonstrated and that the argument that CATV's need relief from a possible accumulation of large liabilities does not square with the fact that such a proposed moratorium would only postpone infringement suits and not invalidate liabilities.

Signs of progress during the copyright-office meetings have involved problems of copyright clearance procedures for cablecasters. Many CATV

operators indicate they are not adverse to payment of reasonable copyright fees on programs they transmit but point to difficulties seen in dealing individually with a multitude of copyright holders.

The NAB holds that "any legislation should give full protection to the exclusive rights of the local television station in its market." Maintenance of such exclusive rights could complicate to the point of unworkability any plan for arranging central clearances for CATV's, some observers have held, although others have noted that modern data-processing equipment could handle such complications.

**Need to Bargain** ■ Another aid to streamlined clearance procedures—a compulsory license fee that could facilitate blanket clearances—is opposed by the NAB. "Broadcasters must bargain for program rights in the open market, and we would expect that competing CATV systems would do likewise," the letter notes. The NAB adds that it would agree to licensing of CATV's in markets not served by stations representing all national commercial networks, as was provided in Section 111.

The NAB said it would support exemptions permitting CATV-originated public-service programming such as Section 111 provides. The NAB said it viewed the exemptions as "very broad," and added that "they should not be expanded in any way."

The broadcasters' group also noted

## Film producers seek to intervene at FCC on

Copyright liability as it applies to CATV operators has moved to a third battlefield. Currently the subject of congressional concern and court decree, the hotly contested issue has now been brought before the FCC.

A group of major film producers and distributors, calling themselves the copyright owners, has petitioned the commission to consolidate into one proceeding a multitude of CATV waivers for importation of distant New York signals sought by systems operating in Philadelphia and nearby communities. The group has also requested that it be permitted to participate in such a proceeding.

The copyright group is composed of Allied Artists Television Corp., Danny Thomas Enterprises Inc., Desilu Productions Inc., Embassy Pictures Corp., Independent Televi-

sion Corp., Metro-Goldwyn-Mayer Inc., Paramount Pictures Corp., Wolper Productions Inc., Screen Gems Inc., 20th Century-Fox Television Inc., United Artists Television Inc., Universal Pictures (a division of Universal City Studios Inc.), Walt Disney Productions Inc. and Warner Bros.-Seven Arts Inc.

The owners tendered their petition July 28 against General CATV Inc., which operates systems in Edgewater Park Township and Mount Laurel Township, both New Jersey, requesting an FCC order directing at least one CATV system to refrain from carrying the distant signals. To permit the system to operate in this manner, the group alleged, would "put the semblance of commission approval on an illegitimate operation."

What irked the film group is "the

persistent and deliberate refusal of CATV systems to recognize their obligation to obtain copyright licenses when they retransmit broadcasts containing copyrighted materials." The film group called for a consolidated proceeding of similarly related importation requests and claimed it should be made a party to the proceeding because of alleged experience in such matters as the adverse effect of distant signal importation on program distribution practices and lawful licensing agreements with stations for copyrighted-program exclusivity.

Not unexpectedly the CATV's involved rebutted the group's contentions. Six of the more than a dozen CATV operators claimed that the film group was injecting an issue outside the jurisdiction of the FCC and that it had no standing to inter-

that Section 111's exemptions from liability for stations operating within the grade-B service areas of station and not importing distant signals into those areas "would relieve the vast majority of systems from any substantial copyright burden."

**MST Views** ■ The Association of Maximum Service Telecasters, in a letter signed by Ernest W. Jennes as its attorney, paralleled the arguments of the NAB. MST added, however, that operation of translators and satellites should be taken into consideration in determining "underserved" areas where Section 111 would permit a compulsory licensing arrangement for CATV's.

Also, MST noted, broadcasters in underserved areas should be protected from importation of distant signals under a CATV's compulsory license before a copyright proprietor has had a chance to offer the station exclusive program rights.

MST also warned that CATV attempts to widen the origination provisions of Section 111 as amended during House debate would reopen other questions about the section. Both the NAB and MST say they regard the modified Section 111 as a package containing compromises they are prepared to accept only in toto.

The Jennes letter noted in addition that the bill fails to provide protection against infringement of live broadcasts before they can be copyrighted under the terms of legislation.

## Copyright clouds seem to be lifting

A break in the impasse on the copyright issue and CATV apparently is foreseen, following the regular quarterly meeting of the board of directors of the National Community Television Association last week in Washington.

Although the outline of a new approach to resolving the copyright issue is blurred—NCTA board members were more than usually mum on leaking information this time—enough hints were dropped to add up to the inference that the directors of the cable antenna association have drawn up a list of priorities and have authorized an industry copyright committee to begin negotiating with copyright licensees.

As one member remarked: "We've got to know what we can give up and what we must insist on retaining when we start negotiating."

At the same time, it was emphasized that the policy of the NCTA had not changed by an iota; the industry, sources reiterated, still hopes to get some sort of interim relief pending the adoption of a new copyright law. The relief being aimed for is a moratorium for one year on any litigation brought by copyright holders against CATV systems.

And, it was stressed, the cable antenna industry still hopes to get some

provisions written into the new copyright law that will exempt those systems picking up and relaying "local" TV signals—although the definition of local may be much broader than broadcasters envision—and establishing a fixed fee in the statute. CATV interests also vow to oppose with all their strength any ban on originations.

**Ford Letter** ■ A sign that movement toward negotiations is coming along is seen in a broadside letter to all NCTA members from Frederick W. Ford, president of the organization.

Referring to the meetings that have been held over the last few weeks by Abraham Kamenstein, register of copyrights, with CATV representatives, copyright delegates and NAB spokesmen, Mr. Ford said the meeting of Aug. 24 when representatives of all three groups were present was "one of the few encouraging developments since discussions began." He said a "parade of participants expressed a willingness to bargain on the question of copyright payments—without filing suits or even threatening to file suits [and Mr. Ford underlined this]—as long as all parties seemed interested in reaching a reasonable solution . . ."

This means, Mr. Ford said, that a settlement is possible.

That meeting, he noted, has "produced a climate of cooperation and a mutual determination to go forward together—attitudes that heretofore had been sadly lacking, if not entirely at least to a substantial degree."

The meetings have resulted in "a much-needed" clarification of the probable positions of United Artists, the networks, Broadcast Music Inc., the American Society of Composers, Authors and Publishers, the Screen Actors and Screen Writers Guilds, he said.

**Harmony** ■ "All," Mr. Ford said, "have expressed a seemingly sincere desire to find a way to compensate the creative artists responsible for our entertainment pleasures without disrupting the service or some 10-million-cable-television viewers."

In another front of the copyright arena, the Department of Justice, it was learned, has decided not to join Fortnightly Corp. in asking the U. S. Supreme Court to review the Herlands ruling that CATV is a performance under the present copyright law and payment of fees to copyright owners must be made. This ruling was upheld by a federal appeals court earlier this year. A petition for a writ of certiorari by Fortnightly is scheduled to be filed within the next two weeks.

The Department of Justice, however, informed Fortnightly, that if the Supreme Court grants certiorari, it may well enter the case, supporting Fortnightly as a friend of the court.

## CATV copyright

vene in any of the proceedings.

The cablemen said that if the copyright owners would suffer alleged economic injury, that injury would evolve solely from infringement of a private right, one granted by Congress. In effect, multiple-CATV-owner International Equity Corp. claimed that the owners "are attempting to effect another remedy from the commission for a private right which they can already enforce in the courts under existing law and which is currently the subject of pending legislation." Even if the film group were able to demonstrate alleged economic impact, International Equity argued that it "still could not relate this private loss to an adverse effect upon television broadcast service nor to a public inquiry."

Ultimately International Equity argued that the film group is trying

"to stop any threat to their existing business situation, but more than that, trying to improve the value of their properties by convincing the commission that it should enjoin the carriage of any New York signal, local or distant. Such a privately motivated request," suggested the CATV operator, "indicates that any hope the copyright owners will assist the commission is unfounded."

The operators urged the commission to dismiss the owners petition and treat the waiver requests on a case-by-case basis. Among those filing were: Suburban Cable TV Co., Conestoga Television Cable Co., Tri-County Cable Television Co., The Jerrold Corp. and related companies, Philadelphia Community Antenna Television Co., Holly City Cable Television Co. and Montgomery Cable.

## CATVer jailed for origination

A New Mexico cable-TV owner's recent attempts at covering a public hospital board meeting ended in his arrest and arraignment. Don Hancock, owner of Ruidoso Cable Television Co., said he "just couldn't believe it could happen in the United States."

Approximately one month prior to the incident, Mr. Hancock and his recording crew attempted to video tape the Ruidoso hospital board meeting called to discuss the hospital's qualifications for entering the Medicare program; members of the press were invited. Mr. Hancock had his cameras in place when the board members entered and told him that they did not want the meeting televised. Mr. Hancock then offered to tape the meeting and, pending legal substantiation of the board's mandate, refrain from releasing it. The board members, however, saying that the equipment was disturbing to those present, adjourned the meeting.

When Mr. Hancock attempted to cover a subsequent board meeting, the board members emerged from closed session, entered the room and called

the meeting to order. Thereupon, an attorney walked directly to the camera and pulled the plug from the wall socket, declaring: "You have no right to use this electricity."

Mr. Hancock observed that the camera had been damaged when unplugged and asked to discuss the problem with the board. He was ruled out of order and requested to remove his tape recorder from the room. After he inquired as to the board's legal authority in the matter, he was arrested, jailed on charges of "disturbing a lawful assembly," but released on his own recognizance.

In a recent statement, Mr. Hancock said "it's fantastic to be a representative of the press in a public meeting, with a tape recorder that made no noise and was unnoticed the first two or three minutes, and to be arrested and jailed for having it." Mr. Hancock said that he intends to fully explore the possibility of legal action against the board after his trial set for Sept. 13 in Carrizozo, N. M.

## Senate group vetoes TV election curbs

No legislative curbs on reporting early election returns or basing computer-assisted election calls on them have been called for in a report of the Senate Commerce Committee. The committee said there is no evidence to support fears that election-night reporting from eastern precincts can affect voting patterns in areas where polls are still open.

The report, issued last week, said the committee "is satisfied that the networks and broadcasters will take appropriate steps to clearly label voting projections and predictions in a manner that the public will not be misled." Accurate labeling of projections as such was a senatorial concern at a July hearing (BROADCASTING, July 24).

No bills were before the committee on the issue, but legislation that would prohibit release or broadcast of early election returns and projections had been introduced in previous sessions. This approach was termed "too drastic a step" by the committee. Such legislation would raise constitutional questions of free speech, the committee noted.

Two bills are before another Senate committee that would set a uniform hour of poll closing regardless of time zone and that would make presidential election days national holidays to ease voting for easterners whose polls would only be open during working hours. The Commerce Committee, while acknowledging it has no jurisdiction over

these bills, nevertheless concluded on the basis of testimony that no change in the present system is needed at this time.

Senator Vance Hartke (D-Ind.) attached supplemental views to the committee report, urging continuing committee surveillance of broadcasters' practices in future elections. "We must be certain that guesses are clearly labeled as such, that every step is taken to ensure accuracy of reporting and that reporting not interfere with the election process," he said.

Senator Hartke observed that his suggestions did not restrict the right to report or comment but that they would restrict the "questionable right to 'mislead'."

## MGM buys land for possible new studio

Southern California may get its first major new film studio in 35 years if Metro-Goldwyn-Mayer decides to develop a 1,849-acre tract of land in the Conejo valley, Ventura county, Calif., that it purchased last week. The film studio purchased the land from the Janss Corp. in exchange for 162,000 shares of its stock worth, at current market prices, about \$8,750,000. MGM has plans for transferring all its film-making operations from Culver City, where it has been based for 43 years, and building a \$32-million studio complex on some 800 acres of the acquired land.

Preliminary studies for the proposed studio include projections for a multi-story administration center, theater, film laboratory, 14 sound stages, a network of streets along which town and city sets will be constructed and 100,000 square feet of parking space. Studies also are in progress on how to use the 187-acre Culver City lot for purposes other than motion picture and TV film making. Indications are that no final decision on the move will be made for at least two months.

## Features first in Warner-7 Arts plans

Seven Arts Ltd., which made its way in the business world distributing syndicated product to television stations, only has secondary plans for the medium now that it has acquired Warner Bros. Pictures. This was made clear last week by Kenneth Hyman, the new vice president in charge of production

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for the merged Warner Bros.-Seven Arts operation, in his first Hollywood news conference.

Questioned about television plans, Mr. Hyman said: "We must be in it, but our primary concern now is feature production. As soon as this is resolved we will go into TV. First things first." He left no doubt that the production of theatrical motion pictures comes under his meaning of first things.

Warner Bros., once one of the leading film producers for television, practically has dropped out of this business in recent seasons. Currently, its lone network involvement is coproduction of *The FBI* with Quinn Martin for ABC-TV.

## L.A. unions form new common group

Hollywood unions and guilds that negotiate with broadcast networks have formed a common front. It's called the Committee of Broadcast Unions of Hollywood (CBU). The new labor force held an organizational meeting

in Hollywood last week that was attended by more than 20 representatives of locals connected with broadcasting.

Elected as chairman was Claude L. McCue, executive secretary of the Los Angeles local of the American Federation of Television and Radio Artists. Other officers of the organization are: Richard F. Mahn, executive secretary, Society of Motion Picture Art Directors, Local 876, International Alliance of Theatrical Stage Employes, elected a vice chairman; John Tranchitella, president, American Federation of Musicians, Local 47, also elected a vice chairman and Andrew J. Draghi, business manager, Local 45, International Brotherhood of Electrical Workers, elected secretary.

Speaking at the meeting was Sigmund Arywitz, executive secretary of the Los Angeles county Federation of Labor, who welcomed the creation of the CBU as a significant means to consider joint action on problems common to all broadcasting unions. The current National Association of Broadcast Employes and Technicians-network negotiations were discussed with CBU members unanimously pledging assistance to their co-unionists.

### Need convention space?

Radio-Television Correspondents' Association in Washington is conducting a survey of radio and TV space requirements for the presidential nominating conventions of both parties to be held next year. The Republicans meet in Miami Beach, Aug. 5; the Democratic convention site and date have not yet been chosen.

With a deadline of Sept. 15, the radio-TV correspondents ask that the following information be supplied by radio and TV stations: (1) square feet required in the press room of the headquarters hotel, (2) square feet required in the off-floor work area in the convention hall, and (3) the number of hotel rooms required (this last is for the information of the national committees of both parties).

The association also noted that it planned to file for convention accreditation and credentials in April next year.

The information should be furnished to the Convention Committee, House Radio-TV Correspondents' Gallery, Room H-320, The Capitol, Washington, D. C. 20515.

## Commercial specials called best at gallery

The "finest programing" doesn't necessarily come only from noncommercial TV stations, according to Bob Roberts, television director of the Gallery of Modern Art including the Huntington Hartford Collection in New York.



Miss Jarvis

Mr. Roberts, addressing an awards ceremony to honor NBC News and producer Lucy Jarvis, said: "We should not forget that the commercial television stations have and are contributing greatly to the kind of programing that is broadening the cultural, informational and artistic horizon for the multitude of viewers who seek to enhance their knowledge and experience."

While educational TV does its job, he said, "it is the opinion of the television arts department of the Gallery of Modern Art that the finest programing to date that has appeared on the video screens in the documentary field has been produced by NBC News." Miss Jarvis's work on NBC-TV's *The Louvre*,

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## Magnuson defends news coverage of riots

Broadcasters, accustomed more to words of criticism from Capitol Hill on radio and television coverage of riots and black-power advocates, last week heard a voice from the Senate raised in their behalf. Commerce Committee Chairman Warren Magnuson (D-Wash.), whose panel passes on all broadcast-regulation bills, told colleagues that the major news media had been doing "their primary job, which is to report to the American people the events that are happening, forthrightly and without trying to soften them."

It is easy to believe in freedom of the press when things are going well, Senator Magnuson observed, but "it is more difficult and far more important to believe in it when the going gets rough."

Abuses and excesses are part of the risk of freedom, he noted, but added that in his view, "such abuses and excesses were minimal." Examples of bad judgment "should not detract from the generally admirable service the broadcast media performed during the urban disorders," he emphasized.

Senator Magnuson cited letters sent by the networks to Senator Hugh Scott (R-Pa.) discussing riot-coverage criticisms (BROADCASTING, Aug. 14). "These communications revealed attitudes of responsibility and an obvious awareness of the effects of how they perform their

duties that fully justify the American insistence on a free press in fact and not merely in name," the senator noted.

"There may at times be an uneasiness that full and open reporting might create temporary difficulties. But over the long haul," Senator Magnuson concluded, "if we are to recognize the defects in our national life and remedy them, there is no alternative to disclosure as complete as the freely competing news media can make it."



Senator Magnuson

he said, epitomizes "the excellence of this documentary production."

NBC's first telecast of *The Louvre* was in November 1964, followed by a repeat showing June 1965. It is now being shown at the Gallery of Modern Art (through Sept. 10). NBC said no plans have been made for future telecasts of the special.

## Mutual also rejects Scott's riot code

Mutual joined the other networks last week in rejecting the suggestion by Senator Hugh Scott (R-Pa.) that a "code of emergency procedure" be developed to govern coverage of riots and other civil disturbances.

ABC, CBS and NBC had taken similar stands shortly after Senator Scott

made the suggestion (BROADCASTING, Aug. 14, 7).

In an Aug. 30 letter to the senator, John P. Fraim, chairman and president of Mutual Broadcasting Corp., which owns the radio network, reviewed at length steps taken by Mutual to maintain the "basic attributes" of "responsibility, accuracy, objectivity and fairness" in its news coverage.

Mr. Fraim also submitted samples of newscasts, editorials, commentary and special programs to support his contention that Mutual's coverage "did not at any time 'contribute to the turmoil'" but, rather, "served well our millions of listeners by reporting all the news quickly, concisely, accurately, in proper balance, being responsible, objective and fair."

A news code to govern coverage, Mr. Fraim said, would be "contrary to the free-press principle" and mean "management of the news by someone—perhaps one subject to whims that often

would outweigh sound decision as to what is right or wrong.

"Control of one type of news by code might lead to demands for codes for other types," he continued. "Finally, all news would become subject to controls, or management, and our free press would be gone.

"We do not believe a code is the answer. Instead, each unit of our news industry and each individual in it must abide by its own concept of responsibility. There are certain to be instances of irresponsibility from time to time, but even a code could not anticipate and prevent such occurrences, and this is a small price to pay for freedom of the press."

## Video tape gets push in filmland

Hollywood, where film is king and video tape usually goes begging, has a new television taping center designed to somewhat equalize the imbalance. Hollywood Video Center, the one operating subsidiary of Western Video Industries Inc., was officially unveiled for news media last week. Located on Vine Street in a building that once housed ABC network radio personnel, Hollywood Video Center is claimed to be the only color television video-tape center in the movie capital available to producers, packagers and advertising agencies outside of network-TV premises.

The production plant includes three sound stages covering a total of some 9,000 square feet. Two of the stages, one an estimated 48 feet by 60 feet, the other about 45 feet by 40 feet, have provisions for seating audiences of up to 300 persons for each. The other stage, some 50 feet by 100 feet, will be used principally for commercial production.

The facility reportedly has capital assets of more than \$3 million. Through a long-term lease-purchase agreement with Lewron Television Inc., Baltimore, Hollywood Video Center has acquired four RCA live-color cameras and two Ampex Videotape high-band color recorders. Also leased from Lewron is a mobile color tape unit said to contain more than \$1 million worth of equipment.

**Rental Facility** — Western Video Industries, which leased the facility four months ago, plans to develop it not only as a modern and completely equipped color television taping center available for rental, but also as a base for the production of low-budget color-tape programming on its own account. In this connection, the company has a working affiliation with KBSA(TV) (ch.



46) Guasti, Calif., scheduled to go on the air about Jan. 1, 1968. The UHF station has its offices in the production complex and expects Hollywood Video Center to produce some of its future programming.

Initial project to come out of the Vine Street facility, however, will be the syndicated strip, *Pat Boone in Hollywood*, being co-produced by Filmways and Cooga Mooga Inc. Hollywood Video Center has been signed to provide all the below-the-line facilities and service for the series, which will be taped daily before an audience beginning this week.

## Bailey supports TV coverage of courts

Attorney F. Lee Bailey said last week that his experiences in being host for the new ABC-TV series *Good Company* have prompted him to think a lot more about the medium. He said he now very much would favor television in the courtroom even though it conflicts with American Bar Association policies.

Previously he hadn't thought much about the subject, he explained. Mr. Bailey was in Chicago last week and was asked about TV in the courtroom while getting ready to tape the Sept. 21 program on Hugh Hefner, publisher of *Playboy* magazine.

Among Mr. Bailey's clients have been Dr. Sam Sheppard and Dr. Carl Coppolino. He said that now he would have advised both of them to have their trials given TV exposure if it were possible. He would not favor TV coverage if a defendant objected, though, he said.

"I would advise television courtroom coverage for almost any client," Mr. Bailey said, "but I would much rather have seen Coppolino get the benefit of televised proceedings than I would Sheppard. The Coppolino case was so complex that nobody could understand it."

Mr. Bailey said he feels that TV coverage in the courtroom could do a great deal to clear up wide public misunderstanding of the legal processes and show what a court is really like. The public has many wrong impressions of the court function from movies and TV shows, he noted.

The TV camera can be very unobtrusive in the courtroom, Mr. Bailey explained, just as it was in the Billie Sol Estes case where the TV gear was hidden in a booth. He said since then he has talked to many of the lawyers in the Estes case and none said they felt TV was at all intrusive or noticeable.

Mr. Bailey said he is continuing his law practice and doesn't think there will

be any conflict of interest as host on *Good Company*. He said he researched the subject considerably and his position is not at all unique. He also said he has assured bar-association officials that his TV appearances will be as a personality and not as a lawyer practicing law.

## Stock prices, UPI news offered in CATV feed

CATV systems may now subscribe to a new electronic news service that provides direct video signals of printed data supplied by the United Press International's telegraph news wire and stock sales prices from the New York Stock Exchange.

Television Presentation Inc., a subsidiary of Sterling Movies Inc., New York, announced last week that arrangements with UPI and the NYSE are now being completed, whereby TPI will lease the news service to CATV

firms. Each CATV operator will be allowed cut-ins for display of his own local-news programming.

Charles F. Dolan, president of Sterling and TPI, said the first operation of this system is scheduled for this month with Sterling's Manhattan Cable TV Co., New York. Early next year, he indicated, TPI expects to have 50 installations in operation. TPI currently supplies closed-circuit TV services and installations for various clients.

Initially, its new service will be leased to CATV systems for \$157 a week on a one-channel basis. This payment covers the two information services, units associated with the system's generator, teletypewriter equipment and complete maintenance service.

Mr. Dolan cited a few of the benefits offered by the system: It's high quality editorial material to fill a system's news programming needs; news on a 24-hour basis or stock prices (delayed 15 minutes) throughout the trading day; and new revenues from local advertisers.

## 'Good Company' feud ends in firing

Attorney F. Lee Bailey may feel as if he's been through a sticky divorce case by the time *Good Company*, the ABC-TV program he moderates, premieres on Sept. 7.

Title of the new series proved something less than appropriate when it was learned the program's producer, John Aaron, had been dismissed by Talent Associates, packager of the half-hour show that features informal visits with celebrities such as actor Tony Curtis and Sen. Everett Dirksen (R-Ill.). According to Mr. Aaron, his dismissal was prompted by a series of disagreements between David Susskind and

Daniel Melnick, owners of Talent Associates, over the approach the show should take.

Mr. Aaron told BROADCASTING that Talent Associates wanted to inject an element of sensationalism in the program. Mr. Aaron, who once codirected Edward R. Murrow's *Person to Person* show, said Mr. Susskind wanted Mr. Bailey to ask guests "controversial and possibly embarrassing questions." Mr. Aaron favors the "more polite" approach used by *Person to Person*, which *Good Company* is said to resemble. He directed the initial program in the new series.



David Susskind (l) and F. Lee Bailey

## National Studios merges into Wometco

Wometco Enterprises Inc., Miami-based diversified corporation with group broadcast holdings, announced last week the acquisition of National Studios Inc., and an affiliated company, Professional Color Services Inc., both New York, for Wometco class A stock valued at over \$1 million. The companies will become a division of Wometco.

The two New York companies specialize in TV-slide production and special effects, serving the television and advertising industries.

National Studios, in business for over half a century, is said to be the oldest producer of TV slides in the U. S. and the largest producer of slides in the world. Among its clients are ABC and CBS, the Wometco announcement stated, in addition to a variety of large industrial firms and advertising agencies.

Arthur J. Rosenberg, general manager, and Lee Dresner, sales manager, will be elected vice presidents of the two corporations forming the new Wometco division.

In addition to motion picture theaters, food vending, soft drink bottling and other interests, Wometco owns WTVJ (TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; KVOB-TV Bellingham, Wash., and 48.5% of WFGA-TV Jacksonville, Fla.

## Jerrold to merge with General Instrument

The merger of CATV pioneer manufacturer and multiple-system-owner Jerrold Corp., Philadelphia, into General Instrument Corp., Newark, N. J., was announced last week, subject to several conditions. The transaction is valued at between \$125 million and \$130 million.

Terms of the merger, agreed to in principle by the board of directors of both companies, call for the issuance of 0.7 of a common share of General Instrument for each of Jerrold's outstanding 2,381,570 common shares. This would amount to 1,667,099 shares of GI, which closed Thursday on the New York Stock Exchange at 76¼. Jerrold, which is traded over the counter, was quoted at the same time at 47 asked 45½ bid.

The announcement also said that "it is contemplated" that Jerrold execu-

tives Robert H. Beisswenger, president, and Paul A. Garrison, vice president-operations, will become directors of General Instrument.

Still required are approving votes of the stockholders of both companies, with meetings expected to be called next month; a favorable ruling from the Internal Revenue Service that the transaction will be tax free for Jerrold stockholders, and the adoption of a formal merger agreement.

**Electronic Products** - General Instrument, organized in the early 1920's, manufactures electronic devices and controls, including, through its F. W. Sickles division, VHF and UHF tuners for TV receivers. Only last week, it completed the acquisition of Universal Controls Inc., Towson, Md., which makes relays, electronic switches and parimutuel equipment.

GI sales in the fiscal year ended Feb. 28, when combined with those of Universal Controls, were \$205 million, with net income of \$9,885,493 (\$2.70 a share). With the acquisition of Universal Controls, GI has outstanding 3,816,000 shares of common and 520,000 shares of preferred. Martin H. Benedek is chairman, and Moses Shapiro, president, of General Instrument.

Jerrold's sales for the same fiscal year were \$50 million, with net income of \$4,272,591 (\$1.90 a share). For the first quarter in its fiscal year, for the period ended May 31, Jerrold reported net sales of \$12.2 million and a net income of \$832,000 (35 cents a share), compared with \$12.3 million and \$1 million (44 cents a share) for the same period in 1966.

Jerrold not only makes CATV and closed-circuit TV equipment as well as home receiving antennas, but has ownership interests in 18 CATV systems and 25 franchises in various parts of the country. It also builds under contract turnkey CATV systems for other cable interests.

## Filmways adds another subsidiary

Giving added indication that it intends to become a fully self-sufficient television and motion-picture producer, Filmways Inc. last week agreed to acquire Cinefx Inc., Hollywood, for the transfer of an undisclosed amount of its stock. Cinefx, which will operate as a wholly owned subsidiary of Filmways, is an independent, privately owned film optical house specializing in the production of titles, optical effects and reversal printing. It provides services

to commercial producers as well as in the television and motion-picture entertainment field. Financial figures for Cinefx, founded three years ago, were not revealed.

The acquisition, completion of which awaits what was termed "a favorable tax ruling," is the third to be made by Filmways in recent months. Previously, the independent, New York-based TV and movie producer, acquired Sigma III Corp., a feature-film distribution firm, and Acme Film and Videotape Laboratories, specializing in the transfer of video tape to 16 mm film. With the addition of Cinefx, Filmways will have four West Coast-based subsidiaries. For television, the company produces such network and syndicated programs as *The Beverly Hillbillies*, *Petticoat Junction*, *Green Acres*, *Dundee and the Culhane* and *Pat Boone in Hollywood*.

## Fuqua drops plans to buy motor company

Fuqua Industries Inc., New York, and Hall's Motor Transit Co., Harrisburg, Pa., have severed negotiations for Fuqua to acquire control of Hall through exchange of stock. Acquisition plans were announced last month (BROADCASTING, Aug. 21).

Fuqua stations are WROZ and WTVW-TV (TV) Evansville, Ind.; KTHI-TV Fargo, N.D.; KXOA Sacramento, Calif., and WTAC Flint, Mich. Mr. Fuqua in his own name owns 100% of WJBF (TV) Augusta, Ga., and KTVE (TV) El Dorado, Ark.

## Ampex sees growth at 15% annual rate

An average annual increase of at least 15% in both sales and earnings over the next five years was termed a reasonable expectation for Ampex Corp. by William E. Roberts, president and chief executive officer, at the company's annual meeting in Redwood City, Calif. Mr. Roberts told shareholders the company had actually exceeded these growth projections in the last five years, with an average compounded annual increase of 17% in sales and 21% in earnings.

Shareholders re-elected the 13-man board of directors, approved a stock-option plan for officers and key employees, authorized an increase in the number of Ampex shares by creating

a class of preferred shares to be issued at the board's discretion and were told that company sales rose 14% and net earnings 10% in the first quarter of fiscal year 1968, ended July 29. Mr. Roberts said these results are in line with company plans and described the outlook for the balance of the year as favorable.

For the three months ended July 29:

	1968	1967
Earnings per share	\$0.22	\$0.20
Net earnings	2,072,000	1,880,000
Sales	52,749,000	46,212,000

## Revenues, earnings jump in Rollins's quarter

Rollins Inc., Atlanta, diversified company with broadcast interests, reported all-time highs in revenues, earnings and cash flow for its first fiscal quarter ended July 31.

Net earnings increased 11%, cash flow rose 10%, pretax earnings increased 14% and revenues, 10%.

At a meeting of the board of directors Aug. 22, regular quarterly dividends were declared on the common stock of 7½ cents a share and on the class B common of 3¾ cents a share with payment Oct. 25 to stockholders of record for both classes at the close of business Sept. 25. At the annual stockholders meeting, a new class of 500,000 shares of preferred stock with no par value was authorized.

Rollins owns and operates a pest control and extermination company, a building maintenance company, manufactures pesticides, and is in consumer finance and outdoor advertising in addition to its group broadcasting interests.

For three months ended July 31:

	1967	1966
Earnings per share	\$0.56	\$0.51
Revenues	22,002,280	20,036,800
Operating expenses	17,084,570	15,423,550
Depreciation and amortization	858,191	890,930
Earnings before taxes	3,379,845	2,964,928
Provision for taxes	1,614,522	1,372,487
Net earnings	1,765,469	1,584,949
Shares outstanding	3,150,166	3,118,686

## Financial notes . . .

■ MCA Inc., New York, has declared a dividend of 37½ cents per share on outstanding convertible preferred stock, payable Sept. 30 to stockholders of record Sept. 15. The film production and distribution firm will also issue a dividend of 20 cents per share on outstanding common stock, payable Oct. 10 to holders of record Sept. 20.

■ Plough Inc., Memphis, has voted to raise the quarterly cash dividend from 23 cents to 25 cents. Next quarterly dividend is payable Oct. 2 to shareholders of record Sept. 8.

■ Chris-Craft Industries Inc., Oakland, Calif., has declared a regular quarterly

cash dividend of 25 cents per share, payable Sept. 29 to stockholders of record Sept. 15.

■ LTV Ling Altec Inc., Anaheim, Calif. subsidiary of Ling-Temco-Vought Inc., Dallas, will pay its second quarterly cash dividend of five cents per share on publicly held common stock. Dividend is payable Sept. 29 to stockholders of record Sept. 15.

## Visual-Lake Systems merger goes through

Formal acquisition of Lake Systems, Newton, Mass., by Visual Electronics Corp., New York, was completed Aug. 24. Visual obtained all of the issued and outstanding stock of Lake Systems in the transaction, in exchange for 18,000 shares of Visual common stock.

James B. Tharpe, Visual president, stated that Lake's present management "will continue active in operations of the company."

Lake Systems supplies, installs and services closed-circuit-television systems in the New England market.

Visual announced Thursday (Aug. 31) that it will apply to the American Stock Exchange for listing of its common stock and its 5¼% subordinated debentures due Sept. 1, 1982.

## ITC sales topped \$14 million for year

Independent Television Corp. attained the largest gross sales and profits in its history with sales exceeding \$14 million for the 12-month period ended last April 30, it was announced last week by Abe Mandell, ITC president.

Mr. Mandell noted that ITC, a wholly owned subsidiary of Associated Television Ltd. of Britain, achieved gross sales 17% above those of the 1965-66 fiscal period and profits 45%

above those in the previous year. He said "substantial contributions" were made by all divisions of ITC, including network, syndication and international.

He indicated the outlook was bright for the coming television season. On the network level, ITC has sold to ABC-TV a one-hour color series, *Man in a Suitcase*, starring Richard Bradford; a one-hour anthology series, *Love Story*; a feature film, "Koroshi," starring Patrick McGoochan, and two specials, Noel Coward's *Present Laughter*, starring Peter O'Toole and Honor Blackman, and *The Last Exploration*, a one-hour documentary on the Amazon River. ITC has sold to CBS-TV a one-hour color series, *The Prisoner*, and a series of musical and variety specials to be telecast next summer.

Later this month ITC will place into syndication in the U. S. a feature-film package, called "The Magnificent 15," 12 of which are in color.

## Best year for MCA TV

MCA TV is currently having the best sales year in its history, executives, sales managers and advertising, sales and promotion and research chiefs of the syndication organization were told at a sales meeting in Beverly Hills. Top officials on hand included Lew R. Wasserman, president of the parent MCA Inc.; Lou Friedland, vice president in charge of syndication, and Keith Godfrey, vice president and director of sales, MCA TV.

## Veep set for financial meet

Vice President Hubert H. Humphrey will be keynote speaker Sept. 25 in Minneapolis at the seventh annual conference of the Institute of Broadcasting Financial Management, the association announced last week. Walter Heller, former presidential economic adviser, also is to speak. More than 200 radio-TV financial executives from the U. S. and Canada are expected for the meeting.

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## Stations drive to end ghetto unemployment

Amidst charges of sensationalism regarding recent riot coverage, broadcasters have begun programing community service to the Negro public. Two such examples have cut at the gut of much racial strife: unemployment.

Negro commentator Louis Lomax hit upon the "Job-a-Thon" idea while returning from Detroit; KTTV(TV) Los Angeles consummated it. On Aug. 25, with KLAC and KMET(FM), both Los Angeles, and KWKW Pasadena doing advance promos and live remotes from KTTV studios, the 19-hour job hunt began. Mr. Lomax announced each of the 250 Hollywood personalities, entertainers, business and civic leaders, civil

rights and ethnic organizations participating in the telecast. All efforts were intended to establish some contact between business firms with available jobs and the unemployed. By the time KTTV went off the air, interviewers at the California state employment offices were swamped with 25,861 reported openings; 6,100 applicants showed up—all in person.

St. Louis employers and government-employment agencies were urged by KATZ to join their campaign in finding more jobs for the Negro community there. Prior to these direct mail contacts, the station introduced the project via heavy editorial airing. Each letter suggested the employer contact the station regarding any openings he may have. Job descriptions and requirements are being broadcast 25 times weekly free of charge.

## KSLY flavors water for boys in Vietnam

The letter looked as if it might have been written in a fox hole. It was addressed to KSLY San Luis Obispo, Calif. It came from a private in the 196th Light Infantry in Vietnam.

There wasn't much to it. Ten scrawled lines. "The water here is not very good as it has so many chemicals in it." Maybe, the soldier wanted to know, "you might be able to get us some Kool-Aid."

The letter was read to KSLY's listeners. Within five days the city of some 26,000 people had contributed more than 21,000 packages of the dehydrated punch. The California National Guard offered to make the contribution ready for shipment to the overseas outpost. A letter to the fighting 196th, signed by all the contributors, and a 30-minute air check tape of KSLY was added to the shipment. Among the many means used to promote the collection was a dance held at a local ballroom with packs of Kool-Aid as admission. Result: 3,500 packages collected.

## Plans for Progress gives and gets a hand

A fresh, hopeful message is sweeping across major U. S. cities this summer, urged on to some degree by the serious disturbances that have afflicted the nation's urban areas. The message, in the form of a multimedia campaign sponsored by the Advertising Council and Plans for Progress, a national program involving 375 major businesses in the training and employment of minority workers, says that "times are changing," that jobs are open for any qualified worker regardless of race, color or creed.

The council instituted the campaign to narrow the "credibility gap" between minority youth who believe that equal employment opportunities are not available to them and businesses that face labor shortages. A recent format change in the campaign implements testimonials given by minority employes who respond to the question, "Who says things are changing?" with "I do."

The council says: "The commercials face up to the fact of past racial discrimination but emphasize in the testimonials that conditions have improved."

Broadcaster response has been excellent, the council asserts; in Chicago, for example, the campaign aired by local radio and television stations has been credited as one method of avoiding trouble in that city this summer. In September Plans for Progress will distribute a "local ac-



tion kit" to employers, merit employment councils and social agencies that explains how to gear the campaign for local impact, in cooperation with community broadcast stations. The kit includes radio spots that emphasize "things are changing for everyone."

tion kit" to employers, merit employment councils and social agencies that explains how to gear the campaign for local impact, in cooperation with community broadcast stations. The kit includes radio spots that emphasize "things are changing for everyone."

## Drumbeats . . .

**Award to Xerox** ■ For its programing of the "International Children's Film Festival" on CBS-TV last winter, Xerox Corp., Rochester, N. Y., was presented with the Monte Meacham Award, given annually by the Children's Theater Conference, Nashville. Joseph C. Wilson, Xerox chairman and chief executive officer, received the award at the American Educational Theater Association's luncheon at the Statler-Hilton hotel, New York.

**Operation toylift** ■ An appeal for toys for the flood-stricken children of Fairbanks, Alaska, was made by KIRO-TV and Alaska Airlines, both of Seattle. KIRO-TV children's personality J. P. Patches telecast the appeal that donations be brought to either the station or Seattle International Airport to be boxed and loaded aboard Alaska Airline flights for Fairbanks where they will be distributed to children throughout the disaster area.

**Pop for St. Jude** ■ WLS Chicago drew 10,000 teen-agers to a pop music concert in a city park Aug. 26 and signed more than one-half of them on the scene as volunteers for its annual fall drive to collect neighborhood contributions for the Danny Thomas's St. Jude Children's Research Hospital. WLS disk jockeys were hosts at the event.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Rives



Mr. Brown

**Earl L. Rives**, president of Rives, Dyke and Co., Houston, elected chairman of board and chief executive officer. **Jean Wm. Brown**, executive VP of Rives, Dyke, Houston, becomes president.

**James J. O'Neal**, VP and management supervisor for D'Arcy Advertising Co., New York, elected executive VP.

**Philip S. Boone**, senior VP for Dancer-Fitzgerald-Sample, San Francisco, assumes additional title of chairman of DFS/West executive committee. **Stanley T. Peterson**, also senior VP, adds title of director of DFS/West operations.

**William J. Casey**, senior VP and associate creative director, Marschalk Co., New York, and head of his own copywriting school, named creative director.

**Richard H. Neely**, VP and creative director, McCann-Erickson, San Francisco, assumes same titles with D'Arcy Advertising Co., same city.

**Samuel N. Schell**, account supervisor, and **L. Richard Sullivan**, copy supervisor, with Needham, Harper & Steers, Chicago, elected VP's.

**Edwin Greenblatt**, creative associate-copy; **Charles W. Liotta**, creative associate-TV-radio, and **Charles T. Daniel**, associate research director, elected VP's at Sullivan, Stauffer, Colwell & Bayles, New York.

**David N. Nelson**, with Jack Tinker & Partners, New York, joins Clinton E. Frank Inc., Chicago, as VP and account supervisor.

**Billy Ray Smith**, manager of TV and radio production for Erwin Wasey Inc., Los Angeles, elected VP.

**David Altschiller**, copy group head with Carl Ally Inc., New York, named VP.

**J. Brian Barry**, account supervisor-new products, with Pritchard, Wood Inc., New York, elected VP.

**Gretchen Wiltse**, with J. Lipsey and Associates, Omaha, elected VP.

**Lynn H. Campbell**, formerly business magazine publisher and construction industry executive, forms new market-

ing agency, Target Marketing Inc., at 112 South Michigan Ave., Chicago.

**Harold H. Webber**, director and VP-consumer relations, Lever Brothers Co., New York, named administrative VP. **Samuel Thurm**, advertising VP, adds Mr. Webber's former duties and becomes management committee member.

**Samuel L. Barstein** joins radio division of Edward Petry & Co., New York, as director of presentations.

**Earl J. Ashcroft**, creative director of BBDO, Buffalo, N. Y., named copy chief of Rich Advertising Co., that city.

**George C. Collie**, national TV sales manager, Doubleday Broadcasting Co., New York, appointed national sales director.

**Richard Murdy**, operations director of KDIX-AM-TV Dickinson, N. D., named to newly created post of director of national sales and advertising.

**John J. McCrory**, assistant general manager and general sales manager of WPRI-TV Providence, R. I., appointed general sales manager of KTRK-TV Houston.

**Frank E. Penny**, with Grant Webb & Co., New York, appointed sales manager of WHDH Boston.



Mr. Steinberg

**Alan H. Steinberg**, director of research for ABC Radio, New York, appointed director, sales planning and development for NBC Radio, that city.

**Burke Kaplan**, with MGM Telestudios, Culver City, Calif., named VP in charge of sales and production for K and P Enterprises Co., commercial film production firm, Los Angeles.

**Paul C. Chasteen**, with WRHL Rochelle, Ill., joins wcsj Morris, Ill., as account manager.

**Richard H. Wheat**, formerly with NBC Radio Spot Sales in Chicago and New York, appointed manager of rep's Detroit office.

**Robert F. Henry**, with Chrysler Corp., Detroit, named advertising manager for Chrysler and Imperial automobiles. He fills vacancy created by retirement of **James L. Wichert** last spring.

**Rush Workman**, with WPRO Providence, R. I., joins WPRI-TV there as account executive.

**John Hokom**, account executive for Robert E. Eastman & Co., Los Angeles, assumes same title with KNX, that city.

**James A. Ingram**, account executive at KHJ-AM-FM Los Angeles, named gen-

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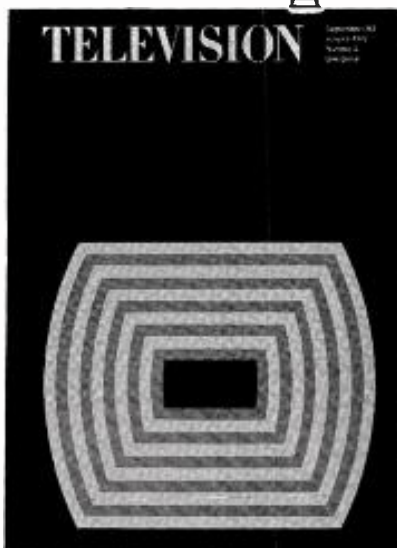
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78 (FATES & FORTUNES)

eral sales manager of KFRC San Francisco. **Richard G. Cruise**, with ABC-TV Spot Sales, New York, succeeds Mr. Ingram.

**Lee Gannon**, with George P. Hollingbery Co., New York, and **Chuck Heiser**, with KYW Philadelphia, join Radio Advertising Representatives, New York, as account executives.

**Millie T. Trager**, with Johnstone Inc., New York, and **Frank Bernstein**, with Benton & Bowles, New York, join Warren, Muller, Dolobowski there as account executives.

**John K. Adams** joins Jordan-Kumler Advertising Agency, Oklahoma City, as account executive.

**Charles M. Phillips**, manager of WYLO Jackson, Wis., joins WVTM-TV Milwaukee as account executive.

**Henry A. Tronco**, assistant advertising manager for *Philadelphia Daily News*, appointed account executive with WPEN Philadelphia.

**Dr. Hower J. Hsia**, research assistant in media research at research and development center of University of Wisconsin, Madison, joins new long-range research project of Television Bureau of Advertising, New York, as research associate.



Mr. Loucks

**Carleton F. Loucks**, national sales executive and eastern sales manager for Radio Advertising Bureau, New York, named director of regional sales.

**Jim Smith**, with sales staff of WSAI

Cincinnati, appointed assistant sales manager.

#### MEDIA

**Warren Earl**, with KHJ-AM-FM Los Angeles, named VP and general manager.

**Ted Snider**, general manager of KARK-AM-FM Little Rock, Ark., also named VP of radio division of Mullins Broadcasting Co. in Denver (KBTR Denver and KARK-AM-FM).

**Herminio Traviesas**, VP in charge of broadcast division of BBDO, Los Angeles, named director, standards and practices on West Coast for NBC, Burbank, Calif.

**Jim Kontoleon**, program director of WHYN-TV Springfield, Mass., appointed station manager.

**Ted Lehne**, community relations officer and director of Jonathan M. Wainright Museum at Fort Wainright, Alaska, named station manager of KFRB Fairbanks, Alaska.

**Jack W. Lee**, WSAZ-TV Huntington, elected president of West Virginia

Broadcasters Association. Also elected: **Tony Gonzalez**, WWRN Beckley, VP; **Bill Myers**, WHNT-TV Huntington, secretary-treasurer.

**Ralph G. Hagel**, with KMSP-TV Minneapolis-St. Paul, appointed business manager.



Mr. Walker

**Fred E. Walker**, general manager of KPIX-TV San Francisco, named general manager of WLWT-TV Cincinnati.

**Mary Lou Burg**, sales representative for WYLO Jackson, Wis., appointed general manager, succeeding **Charles M. Phillips**, who joins sales staff of WVTM-TV Milwaukee.

**Paul Virciglio**, with WNEM-TV Bay City-Saginaw-Flint, Mich., appointed assistant operations manager.

**Marianne Campbell**, director of community affairs for Avco Broadcasting Co., Cincinnati, appointed to public affairs committee of U. S. Chamber of Commerce.

**Ed Mentzer** appointed art director of WHP-AM-FM-TV Harrisburg, Pa., replacing **Joe Eberle**, who joins St. Regis Paper Co., Hazleton, Pa. **Al Valeski** named assistant art director at WHP-AM-FM-TV.

#### PROGRAMING

**Helen Strauss**, head of literary department of William Morris Agency, Beverly Hills, Calif., named VP in charge of literary operations of Warner

#### WCBS expands news staff

WCBS New York's news-information format includes staff expansion.

**Mike Ludlum**, CBS News, New York, becomes producer. **Alan Wasser**, ABC News, joins WCBS as news editor.

**Myra Waldo**, author of 41 cookery and travel books and food consultant to Pan American Airways, will broadcast information twice daily on food, restaurants, and travel.

Additional news writers include **Les Nichols**, from old *World-Journal-Tribune*; **Bill Overand**, *Paris Tribune*; **Harry Poloshjian**, *Suffolk Sun*; **Ben Price**, *World-Journal-Tribune*; **Gerald Solomon**, *Louisville Courier*; **Terry Sullivan**, *Voice of America*; **Barney Tassler**, *Newark Star-Ledger*; **Ivan Weissman**, WQXR New York, and **Donald Swaim**, WMAR-TV Baltimore.

## RTNDA directors elected

Results of mail ballot for five regional directors of Radio-Television News Directors Association were announced last week by RTNDA. To take office at end of RTNDA convention Sept. 12-16 in Toronto: West, **Don Mozley**, KCBS San Francisco; Midwest, **Charles Harrison**, WEEK-TV Peoria, Ill.; Northeast, **Robert Holland**, WCAU Philadelphia; Southeast, **Eddie Barker**, KRLD Dallas, and Canada, **Ron Laidlaw**, CFPL-TV London, Ont. Messrs. Mozley and Barker were re-elected.

Bros.-Seven Arts, Burbank, Calif.

**J. Stephen Blauner**, VP of television program production division of Screen Gems Inc., Hollywood, elected corporate VP.

**Dr. Frank R. Moothart**, VP and treasurer of IKM Industries, Chatsworth, Calif., named VP and treasurer of Republic Corp., Beverly Hills, Calif.

**Arthur J. Miller**, VP of Du Art Film Laboratories Inc., New York, resigns effective Sept. 15. No future plans announced.

**Oliver Daniel**, assistant VP, concert music administration, Broadcast Music Inc., New York, named U. S. Information Agency adviser in music.

**David Freedman**, manager, business affairs, film production, NBC-TV, named director, talent and program administration, West Coast, NBC-TV.

**Lawrence B. Hilford**, international sales manager of CBS Films Inc., New York, appointed director, international sales.

**Doug China**, operator of his own radio consultant business in Miami, appointed program director of KPRC Houston.

**Dave Shayer**, with WDVR(FM) Philadelphia, appointed program director for KBMS-FM Los Angeles.

**Ellsworth Groce**, with WWRL New York, appointed program director.

**Lee Davis Jr.**, national program manager for Rollins Inc. group radio stations, named program manager of WMAQ Chicago. He succeeds **Glenn Bell**, who has joined KSO Des Moines as station manager.

**Michael Botula**, music director of KFOG(FM) San Francisco, named program director of KNOB(FM) Long Beach, Calif.

**Bob Henry**, with Dick Clark Productions, Hollywood, signed to direct 90-minute TV version of "Kismet" to

be presented on *Armstrong Circle Theater*, ABC-TV, Oct. 24.

**Alden Aaroe**, with WRVA Richmond, Va., appointed program manager.

**Don Erdman**, on sales staff of WLUK-TV Green Bay, Wis., joins WVTV(TV) Milwaukee as producer-director.

**A. Philip Fraas**, unit manager at ABC, New York, appointed production manager for cultural affairs programming of National Educational Television, that city.

**Ruth Deen**, with Elektra Film Productions, New York, appointed assistant production manager.

**John Mackin**, with WXEX-TV Petersburg-Richmond, Va., appointed operations manager.

**Tom Pola**, with WCDL-FM Carbondale, Pa., named operations manager.

**George DeVries**, formerly with KWWL-TV Waterloo-Cedar Rapids, Iowa, and WCIA(TV) Champaign, Ill., named assistant operations manager at WCIX-TV Miami.

**Charlton Heston**, film actor, nominated for third one-year term as president of Screen Actors Guild, Hollywood.

## NEWS

**George Page** joins NBC News, Rome, on temporary assignment; **Bill Wordham** named regional news manager for *The Huntley-Brinkley Report* in Los Angeles, and **Howard Tuckner** named correspondent for NBC in New York. All three correspondents have been reporting from Vietnam, as has been **David Burrington**, who is awaiting reassignment. NBC News correspondents **Wilson Hall** and **Jack Paxton** have already gone to Vietnam as replacements. **Dean Brellis** will join them there as will additional but as yet unnamed replacements.

**Edward Hoppe**, with CBS News, New York, named producer for CBS Radio's *Mike Wallace at Large*.

**Wilbur G. Landrey**, manager, UPI's Caribbean division, San Juan, P. R., appointed general news manager, Latin America, Buenos Aires. **James R. Whelan** returns to San Juan post after year's fellowship at Harvard University.

**Phil Lenhart** joins ABC Radio News, New York, as newscaster. He previously worked for WINS and WCBS, both New York.

**Bob Walker**, news reporter for WXEX-TV Petersburg-Richmond, Va., appointed news director.

**Ron Statzer**, news editor at WAKY Louisville, Ky., appointed news director.

**William Howard Whitten**, with WGIG-AM-FM Brunswick, Ga., named news



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director.

**Dan Cryor**, with news staff of WCAU-TV Philadelphia, named to newly created post of political editor.

**Roy Wetzel**, with WTOP Washington, appointed news editor. **Bob Dalton** named business editor for WTOP.

**Ambrose B. Dudley**, with AP, Charlotte, N. C., appointed to newly created position of broadcast news supervisor for North and South Carolina.

**Alan Crane**, with WICS(TV) Springfield, Ill., joins news staff of WBBM Chicago. **Andra Korsts**, Chicago City News Bureau reporter, also joins WBBM news staff.

**Jerry Jorgenson** joins news staff of KCMO-AM-FM-TV Kansas City, Mo.

**Roger Burnham**, with WCKT(TV) Miami, and **Mike Juliano**, with WLBW-TV Miami, join news staff of WCIX-TV, that city.

## EQUIPMENT & ENGINEERING

**Orville D. Page**, with Entron Inc., Silver Spring, Md., named VP of product engineering.

**Phil Harper**, with WKYC Cleveland, named director of engineering at WCFL Chicago.

**Harold Gold**, VP of Pittsburgh branch of Olympic Radio & Television

division of Lear Siegler Inc., named national branch manager at Olympic headquarters in Long Island City, N. Y. **Dore Schwab**, president of Olympic of Northern California, named manager of Olympic's West Coast branches.

**Arthur D. Gaines**, manager of marketing for Concord Electronics Corp., Los Angeles, named director of marketing.



Mr. Cashin

**Thomas H. Cashin**, VP and general manager of large lamp operation of Sylvania's lighting products division, Danvers, Mass., elected senior VP of Sylvania Electric Products Inc., responsible for Sylvania entertainment products division at Batavia, N. Y. **John H. Fuller**, executive account representative for Sylvania, Seneca Falls, N. Y., appointed sales manager-northeast area, for company's Sylvania electronic components group.

**William M. Gaskins**, western regional sales manager for Memorex Corp., Santa Clara, Calif., appointed national sales manager, supplies division.

**Harold (Andy) Anderson**, with American Electronic Laboratories Inc., Colmar, Pa., appointed senior product sales manager in firm's commercial marketing department.

**Frederick W. DeTurk**, market manager for coaxial cable for Phelps Dodge Copper Products Corp., New York, appointed market manager for communications.

**Richard F. Condon** appointed general sales manager of Zero-West division of Zero Manufacturing Co., Los Angeles.

**John G. Kirschner**, with Radio Materials Co., Chicago, appointed manager of engineering.

**Louis T. Potter** joins The Finney Co., Bedford, Ohio, as controller.

**Donald Imbody** named sales engineer for southern Illinois and southern Indiana area by CATV systems division of Jerrold Electronics Corp., Philadelphia. He will be based at Jerrold's regional office at West Lafayette, Ind.

## FANFARE

**John Macdonald** appointed director of promotion for KEX Portland, Ore., succeeding **Bob Smith**, who joins Williams Advertising Agency in Portland.

**Harold Queen**, senior editor in editorial services department of RCA, New York, appointed manager, editorial services.

**Leo J. Murray**, with International Business Machines Corp., Armonk,

N. Y., named director of information services, CBS Laboratories, Stamford, Conn. He succeeds **Rudolph Bergman**, who is returning to CBS Inc., New York.

**Richard L. Colten**, with Michael John Associates Inc., New York, named executive VP.

**Abe L. Savage**, public relations director of New York Local 802 of American Federation of Musicians, appointed to newly created post of director of public relations for AFM.

**Walter C. Liss Jr.**, promotion manager of WPBS(FM) Philadelphia, joins CR Associates Inc., that city, as account executive.

**James P. Behling**, with WITI-TV Milwaukee, named assistant promotion manager.

## DEATHS

**Dr. Orestes H. Caldwell**, 79, a member of Federal Radio Commission, predecessor of FCC, died Aug. 27 at his home in Greenwich, Conn. During his FRC tenure in 1928-29, he was key figure in allocation of commercial radio channels. He was co-founder in 1935 of Caldwell-Clements Inc., publisher of *Electronic Industries* and other publications, and served with the company until he retired in 1953. He also appeared on NBC's *Radio Magic* program and other radio shows. Survivors include his wife, Mildred, and two daughters.

**Dr. Raymond M. Hainer**, 49, senior VP of Arthur D. Little Co., Cambridge, Mass., and head of its research and development division, died Aug. 25 at Massachusetts General hospital in Boston. Surviving are his wife, Lucie, daughter and two sons.

**Guy C. Wallace**, 54, news reporter for Mutual Broadcasting System radio network, died of cancer Aug. 29 at Freeport (N. Y.) Doctors hospital. He became anchorman on Mutual's morning news show in 1957, after working for WNEW, WMGM (now WHN), WCBS, WNBC, Radio Free Europe and WOR, all New York. He is survived by his daughter and two sons.

**Rev. Bernard Galicher**, 65, director of *The Lutheran Hour* in France, died Aug. 25 in Garner, N. C. Rev. Galicher had been associated with *The Lutheran Hour* since 1956. He is survived by his wife, Lucienne, and daughter.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 24 through Aug. 30, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV.—community antenna television. CH.—critical hours. CP.—construction permit. D.—day. DA.—directional antenna. ERP.—effective radiated power. kc.—kilocycles. kw.—kilowatts. LS.—local sunset. mc.—megacycles. mod.—modification. N.—night. SCA.—subsidiary communications authorization. SH.—specified hours. SSA.—special service authorization. STA.—special temporary authorization. trans.—transmitter. UHF.—ultra high frequency. U.—unlimited hours. VHF.—very high frequency. vis.—visual. w.—watts. \*—educational.

New TV stations

APPLICATIONS

\*Eugene, Ore.—Lane Community College. Seeks UHF ch. 28 (554-560 mc); ERP 9.42 kw vis., 2.37 kw aur. Ant. height above average terrain 876 ft.; ant. height above ground 217 ft. P. O. address: c/o Dr. Dale P. Parnell, president, 200 North Monroe Street, Eugene 97402. Estimated construction cost \$223,720; first-year operating cost \$9,000; revenue none. Geographic coordinates 44° 00' 05" north lat.; 123° 08' 50" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-6J. Legal counsel Cottone & Fanelli, Washington; consulting engineer Grant S. Feikert, Eugene, Ore. Principals: Roger J. Houglum, director of broadcasting, Dale P. Parnell, president, et al. Lane Community College owns \*KLCC-FM there. Ann. Aug. 29.

Bethlehem, Pa.—WKAP Inc. Seeks UHF ch. 60 (746-752 mc); ERP 194.4 kw vis., 18.44 kw aur. Ant. height above average terrain 710 ft.; ant. height above ground 469 ft. P. O. address: 1504 McArthur Road, Allentown, Pa. 18105. Estimated construction cost \$439,500; first-year operating cost \$350,000; revenue \$275,000. Geographic coordinates 40° 35' 54" north lat.; 75° 25' 21" west long. Type trans. GE TT56A. Type ant. GE TY-25-F. Legal counsel Kirkland, Ellis, Hodson, Chaffetz & Masters; consulting engineer Creutz & Snowberger, both Washington. Requests waiver of Sec. 73.613(b) of rules. Principals: Ogden R. Davies, assistant secretary and assistant treasurer. Applicant owns WKAP Allentown, Pa. N. Joe Rahall, president Sam G. Rahall, vice president and treasurer, et al. Ann. Aug. 24.

FINAL ACTIONS

Gulfport, Miss.—Charles W. Dowdy. Broadcast Bureau granted UHF ch. 25 (536-542 mc); ERP 191 kw vis., 38 kw aur. Ant. height above average terrain 430 ft.; ant. height above ground 455 ft. P. O. address: Box 370, Gulfport 39051. Estimated construction cost \$214,700; first-year operating cost \$115,000; revenue \$230,000. Geographic coordinates 30° 22' 11" north lat.; 89° 07' 10" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Prince & Paul, Washington; consulting engineer Palmer A. Greer, Greenville, S. C. Principals: Mr. Dowdy has interest in WROA-AM-FM Gulfport, Miss. Action Aug. 25.

Defiance, Ohio.—DBNW Inc. Broadcast Bureau granted UHF ch. 65 (776-782 mc); ERP 135 kw vis., 24.5 kw aur. Ant. height above average terrain 510 ft.; ant. height above ground 541.3 ft. P. O. address: 121 West Butler Street, Bryan, Ohio 43506. Estimated construction cost \$330,000; first-year operating cost \$100,000; revenue \$100,000. Geographic coordinates 41° 26' 22" north lat.; 84° 20' 57" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU 27 DH. Legal counsel Cohen & Berfield, Washington; consulting engineer Paul Dean Ford, West Terre Haute, Ind. Principals: Arthur S. Newcomer, president Wayne E. Shaffer, vice president and J. Robert Geesey, secretary-treasurer (each 33 1/3%). Mr. Newcomer is attorney and has interest in precision cutting tools. Mr. Shaffer is attorney, manufacturer of pharmaceutical supplies and is a member of Ohio State Board of Education. Mr. Geesey is attorney. Action Aug. 24.

Tulsa, Okla.—Beacon Television Corp. FCC granted UHF ch. 41 (632-638 mc); ERP

42.7 kw vis., 4.27 kw aur. Ant. height above average terrain 450 ft.; ant. height above ground 443 ft. P. O. address: 100 Bayshore Drive, Miami, Fla. 33132. Estimated construction cost \$225,450; first-year operating cost \$300,000; revenue \$300,000. Geographic coordinates 36° 09' 11" north lat.; 95° 59' 23" west long. Type trans. RCA TTU-2A. Type ant. TFU-24DM. Legal counsel Welch & Morgan; consulting engineer Serge Bergen, both Washington. Action Aug. 24, by commission. Commissioner Bartley dissented because of lack of support for estimated revenue figures. Principals: Robert M. Robbins, president, Harold Thurman, vice president and David Landau, secretary and treasurer (each 33 1/3%). Mr. Robbins is president and 1/2 owner of WHJR-TV Clearwater, Fla.; vice president of commercial finance corporation; director of psychiatric treatment center, and managing company trustee and stockholder of acreage investment partnerships. Mr. Thurman also has 1/3 of WHJR-TV; vice president, director and stockholder of small business investment company; director and stockholder of instrument manufacturing concern; director of electronic manufacturing concern, and owner of financial consultant company. Mr. Landau is also applicant-assignee of Clearwater, Fla. TV; 1/2 owner of WHJR-TV; director and 30% stockholder of electronics manufacturing concern, and is 100% stockholder of psychiatric treatment center.

INITIAL DECISION

■ Grant of application of Sarasota-Bradenton, Florida Television Inc., for CP for new UHF television broadcast station to operate on ch 40 at Sarasota, Fla., has been proposed in initial decision by Hearing Examiner Basil P. Cooper in Doc. 17423. Main studios of proposed station will be located outside corporate limits of Sarasota. Competing application of Tamiami T.V. Inc., for CP for ch. 40 was denied for failure to prosecute (Doc. 17424). Under commission's rules, grant of Sarasota-Bradenton application will become effective unless there is an appeal by party to proceeding or commission reviews initial decision on its own motion. Action Aug. 29.

OTHER ACTIONS

■ Review board in Los Angeles, TV broadcast proceeding, Docs. 16679-80 denied petition for clarification filed by Fidelity Television Inc. on June 30. Board member Pincock absent. Action Aug. 25.

■ Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 10834, 17582-84, granted petition filed Aug. 22, by Florida Gateway Television Co., and extended to Sept. 6, time for filing responsive pleadings to petition for enlargement of issues filed by Florida-Georgia Television Inc. Board member Pincock absent. Board member Kessler not participating. Action Aug. 24.

■ Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 10834, 17582-84, granted letter request filed Aug. 23, by Florida-Georgia Television Inc., and ex-

tended to Sept. 6, time for filing responsive pleadings to petition for enlargement of issues filed by Florida Gateway Television Co. Board member Pincock absent. Board member Kessler not participating. Action Aug. 24.

■ Review board in Macon, Ga., TV broadcast proceeding, Docs. 17316-17, joint request for approval of agreement and dismissal of application of Romac Macon Corporation filed by Rovon Television Inc. and Romac Macon Corp. is granted to extent indicated and held in abeyance in all other respects pending resolution of Doc. 17005. Board member Pincock absent. Action Aug. 25.

■ Boston, ch. 5 television proceeding. Commission partially granted request by Boston Broadcasters Inc., for additional time for presentation of argument at oral argument (Docs. 8739 et al.) to be heard before commission en banc on Sept. 5. Boston had requested that each of parties be allowed one hour for oral argument. Commission granted request only to extent of allowing each of parties to Docs. 15204-15207, inclusive, ten additional minutes for argument. Action of Aug. 24 by order. Commissioners Hyde (chairman), Bartley, Lee, Wadsworth and Johnson with Commissioner Loevinger not participating.

■ Tar Heel Television Inc. denied assignment of UHF channel to Raleigh, N. C. Tar Heel had petitioned for rulemaking to assign ch. 50 to Raleigh. Raleigh is largest city in Raleigh-Durham TV market (ARB-50) and is assigned ch. 5, 22 and noncommercial education ch. 34. Durham is assigned ch. 11 and 28. Ch. 5 and 11 are operating. CP has been issued for ch. 22 but station is not operating. There are three applicants for ch. 28. Commission concluded that addition of another channel to Raleigh-Durham market before channels already assigned are fully utilized would be wasteful use of assignment. By memorandum opinion and order. Action Aug. 24.

ACTIONS ON MOTIONS

■ By Chief Hearing Examiner James D. Cunningham in Seattle, Wash. (King's Garden Inc.), TV ch. 22 proceeding ordered that prehearing conference scheduled for 9 p.m. Sept. 13 will be held at 2 p.m. same day (Doc. 17659). And in Durham, N. C. (Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc. and WTVY Inc.), TV ch. 28 proceeding designated Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for Sept. 29 and hearing for Nov. 1 (Docs. 17670-2). Actions Aug. 28.

RULEMAKING ACTIONS

■ Proposal to assign UHF ch. 24 to Ironwood, Mich.; first commercial channel. Walter H. Kalata, Appleton, Wis., petitioned for assignment. In support of his petition, Kalata stated, among other things, that facility could serve at least 50,000 persons in upper Michigan and northern Wisconsin; present principal TV service is provided by CATV system carrying distant signals not serving specific needs of Ironwood area.



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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

and closest TV stations are from 70 to 170 miles from Ironwood. By notice of proposed rulemaking. Action Aug. 24.

■ TV table of assignments proposal in Vernal-Richfield-Salt Lake City, Utah, and Rock Springs, Wyo. Commission granted petition by KLBK Broadcasting Co. of Salt Lake City for an extension of time to Sept. 22 to file reply to oppositions to its petition for rulemaking. Action Aug. 21.

■ UHF ch. 27 assigned to Wenatchee, Wash. Columbia Empire Broadcasting Corp., licensee of KNDO, ch. 23, Yakima, Wash., petitioned for channel. Columbia plans to operate TV station at Wenatchee. During its initial stages station would operate as satellite of KNDO. Wenatchee's other TV assignment is noncommercial educational ch. 18. Petition filed by Galen E. Gilyard requesting assignment of ch. 39 to Wenatchee was dismissed as moot. By report and order, Doc. 17476. Action Aug. 24.

#### CALL LETTER APPLICATIONS

■ S.B.S. Television Inc., St. Cloud, Minn. Requests KTCB-TV.

■ Gilmore Steel Corp., Portland, Ore. Requests KTVP-TV.

#### CALL LETTER ACTION

■ WTVY Inc., Macon, Ga. Granted WCWB-TV.

#### DESIGNATED FOR HEARING

■ Applications for new TV's to operate on ch. 8, Medford, Ore., designated for consolidated hearing. Commission has designated for consolidated hearing applications of State of Oregon acting by and through State Board of Higher Education; Liberty Television, a joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and Medford Printing Co. for new TV's to operate on ch. 8 in Medford. Action Aug. 24.

#### Existing TV stations

##### FINAL ACTIONS

■ KPAZ-TV Phoenix—Broadcast Bureau granted mod. of CP to increase ant. height to 1,600 ft. Action Aug. 24.

■ KHET(TV) Honolulu—Broadcast Bureau granted license covering new noncommercial educational television station, ERP 29.5 kw aur. Action Aug. 23.

■ KXMC-TV Minot, N. D.—Broadcast Bureau granted CP to reduce ERP to 24.5 kw and change type trans. Action Aug. 25.

■ WDAU-TV Scranton, Pa.—Broadcast Bureau granted CP to change ERP to 178 kw aur., change type trans. (main); condition. Action Aug. 23.

■ WNCV(TV) Ch. 17 Music City Video Corp., Nashville—Broadcast Bureau granted mod. of CP to change ERP to 224 kw vis., 43.6 kw aur., trans. and studio location to two miles north of Bordeaux on east side of U. S. Highway 41A, Tenn., change ant. structure and increase ant. height to 710 ft. Action Aug. 29.

■ KKBC-TV Lubbock, Tex.—Broadcast Bureau granted mod. of CP to change ERP to vis., 24.5 kw aur. to 4.79 kw, increase ant. height to 260 ft.; change type trans., type ant., and ant. structure. Action Aug. 24.

■ WMVT(TV) Milwaukee—Broadcast Bureau granted license covering changes in station. Action Aug. 25.

##### OTHER ACTION

■ Office of opinions and review in Montgomery, Ala. (Cosmos Broadcasting Corp. WFAA-TV), TV proceeding granted motion by Cosmos for an extension of time to Aug. 29 to reply to pleadings by other parties to Cosmos' petition for reconsideration and grant without hearing (Doc. 16984). Action Aug. 23.

##### ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle on Aug. 24 in Minneapolis-St. Paul (WTCN Television Inc., WTCN-TV, Midwest Radio-Television Inc., WCCO-TV et al.) TV proceeding granted request by WTCN and United Television Inc. (KMSP-TV) for an extension of time from Aug. 29 to Sept. 6 to file proposed findings and from Sept. 11 to Sept. 19 for replies (Docs. 15841 et al.)

##### CALL LETTER APPLICATION

■ WAFB-TV, Superior Broadcasting Corp., Cleveland. Requests WKBF-TV.

#### New AM stations

##### APPLICATIONS

Las Cruces, N. M.—Marvin C. Hanz. Seeks amendment (which requests CP for new standard broadcast station) to change daytime power from 5 kw to 1 kw and change type trans. (GATES BC-1G). Ann. Aug. 29.

Seneca Falls, N. Y.—Water Falls Broadcasting Corp. Seeks 1110 kc, 1 kw-D. P. O.

address: 118 Bleecker Street, Utica, N. Y. 13148, c/o Murray J. A. Kirshstein, Esquire. Estimated construction cost \$12,800; first-year operating cost \$40,000, revenue \$48,000. Principals: Francis J. Souhan, president, and Samuel Bunis, vice president (each 50%). Mr. Souhan has various interests in yarn and textiles. Mr. Bunis is vice president of pump company. Ann. Aug. 23.

Charlottesville, Va.—WUVA. Seeks 1400 kc, 250 w. P. O. address: Emmet Post Office, University of Virginia, Charlottesville 22904. Estimated construction cost \$19,350; first-year operating cost \$15,000, revenue \$20,000. Principals: William D. Gentry, president, and Lee Allen Whitney, vice president et al. Mr. Gentry is president for WUVA Charlottesville and other concerns. Mr. Whitney is electronics assembler and parts tester and is vice president of WUVA. Ann. Aug. 23.

Houston, Tex.—Space City Broadcasting Co. Seeks 850 kc, 10 kw-D. P. O. address: c/o W. Ervin James, South Coast building, Houston 77002. Estimated construction cost \$397,985; first-year operating cost \$250,000, revenue \$120,000. Principal: James J. Braniff Jr., president (25%) et al. Mr. Braniff is 82% partner in insurance company and president of investment company. Ann. Aug. 23.

Heath, Ohio—Runnymede Inc. Seeks 1000 kc, 250 w-D. P. O. address: Box 2061, Heath 43055. Estimated construction cost \$74,315.70; first-year operating cost \$60,000, revenue \$60,000. Principal: Philip R. Haynes, president (3.6%) et al. Dr. Haynes is optometrist. Ann. Aug. 23.

Pharr, Tex.—Rio Grande Family Radio Fellowship Inc. Seeks 850 kc, 500 w-D. P. O. address: 215 East Warren, Box 16, Pharr 78577. Estimated construction cost \$52,981; first-year operating cost \$25,000; revenue \$25,000. Principal: John A. Pankratz, president. Mr. Pankratz is missionary for Evangelical Latin League Inc. Ann. Aug. 23.

##### OTHER ACTIONS

■ Broadcast Bureau in Boynton Beach Broadcasting Inc., Boynton Beach, Fla., proceeding denied petition for reconsideration of commission action of May 4, by which it returned application for renewal of license and dismissed as moot application for license. Action Aug. 18 by letter.

■ Review board in New York AM broadcast proceeding, Docs. 11227 and 17588 granted request filed Aug. 21, by Broadcast Bureau, and extended to Sept. 21, time for filing responsive pleadings to petition addressed to issues filed by Midwest Radio-Television Inc. Board member Nelson not participating. Board member Pincock absent. Action Aug. 24.

■ Review board in Wilkesboro, N. C. AM broadcast proceeding, Doc. 16311 granted petition filed Aug. 24, by Wilkes County Radio, and extended to Sept. 5, time for filing oppositions to petition to dismiss application as moot or for other relief filed by Wilkes Broadcasting Co. Aug. 11. Board members Slone and Pincock absent. Action Aug. 28.

■ Review board in Lebanon, Pa., AM broadcast proceeding, Docs. 15835-36, 15838-39 granted joint petition for approval of agreement and other relief filed by Lebanon Valley Radio and Cedar Broadcasters on April 24. Granted petition for leave to amend filed by Lebanon Valley Radio on July 26, and granted the petition to dismiss application filed by Cedar Broadcasters on July 26. Board member Nelson not participating. Board member Pincock absent. Action Aug. 23.

■ Review board in Lebanon, Pa., AM broadcast proceeding, Docs. 15835-36, 15838-39 granted joint petition for approval of agreement and other relief filed by Lebanon Valley Radio and Cedar Broadcasters on April 24. Granted petition for leave to amend filed by Lebanon Valley Radio on July 26, and granted the petition to dismiss application filed by Cedar Broadcasters on July 26. Board member Nelson not participating. Board member Pincock absent. Action Aug. 23.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Aug. 23 in Reno-Las Vegas (Circle L, Inc. et al.) AM proceeding granted request by Southwestern Broadcasting Co. for an extension of time from Aug. 25 to Sept. 8 to file reply findings regarding the Radio Nevada financial qualifications issue (Docs. 16110, 16111, 16113, 16115).

■ Hearing Examiner H. Gifford Irion on Aug. 23 in Kettering-Eaton, Ohio et al. (Kittyhawk Broadcasting Corp. et al.) AM proceeding granted petition by Voice of Ohio Valley Inc. for leave to amend its application to show an increase in its proposed maximum expected operating values (Docs. 17243-50).

■ Acting Chief Hearing Examiner Jay A. Kyle on Aug. 24 in Sioux Falls, S. D.

(Sioux Empire Broadcasting Co.) AM proceeding granted request by KISD Inc. and continued date for exchange of exhibits from Aug. 25 to Sept. 8. Hearing now scheduled for Sept. 5 is continued without date (Doc. 17174).

##### CALL LETTER APPLICATIONS

■ Smiles of Graham Inc., Graham, N. C. Requests WSML.

■ Service Radio Co., Newberry, S. C. Requests WKMG.

##### CALL LETTER ACTION

■ Clay County Broadcasters, Lineville, Ala. Granted WANL.

#### Existing AM stations

##### APPLICATIONS

KZNG Hot Springs, Ark.—Requests CP to increase daytime power from 250 w to 1 kw. Ann. Aug. 30.

KOHO Honolulu—Seeks CP to increase power from 1 kw to 5 kw and install new trans. (RCA BTA-5T) (Request waiver of Sec. 73.24(g) and 73.24(b)(3) of rules). Ann. Aug. 29.

##### FINAL ACTIONS

WTAI Eau Gallie, Fla.—Broadcast Bureau granted mod. of CP to change the ant. trans. location to 1.1 mile southwest of Aurora, near Eau Gallie. Action Aug. 25.

WVJS Owensboro, Ky.—Broadcast Bureau granted renewal of license. Action July 24.

WNBH New Bedford, Mass.—Broadcast Bureau granted license covering change in location of auxiliary trans. Action Aug. 29.

KESM El Dorado Springs, Mo.—Broadcast Bureau granted license covering increase in power and installation of new type trans. Action Aug. 29.

WCLW Mansfield, Ohio—Broadcast Bureau granted mod. of CP to make change in DA system; conditions. Action Aug. 25.

WEUC Ponce, P. R.—Broadcast Bureau granted license covering installation of alternate main trans. at main trans. location. Action Aug. 23.

WEUC Ponce, P. R.—Broadcast Bureau granted CP to change ant.-trans. and studio location of alternate main trans. to Ponce bypass. Action Aug. 23.

WOPI Bristol, Tenn.—Va.—Broadcast Bureau granted license covering use of former auxiliary trans. as an auxiliary daytime and alternate main nighttime trans. to be operated on 1490 kc, 250 w. Action Aug. 29.

KNUZ Houston—Broadcast Bureau granted license covering changes in ant.-trans. location, ant. system (main). Action Aug. 23.

■ Broadcast Bureau granted renewal of licenses for following stations and pending auxiliaries: KBIB Monette, Ark.; WAPX Montgomery, Ala.; WARU-AM-FM Peru, Ind.; WAUD Auburn, Ala.; WBOW Terre Haute, Ind.; WFLT(FM) Franklin, Tenn.; WGVM Greenville, Miss.; WKDK Newberry, S. C.; WKYX-AM-FM Paducah, Ky.; WLIS Old Saybrook, Conn.; WPDE Paris, Ky., and WRFS Alexander City, Ala. Action Aug. 25.

■ Broadcast Bureau granted licenses covering following new AM stations: KAVA, Ulysses Sherman Bartmess, Burney, Calif.; WKSP, Williamsburg County Broadcasting Corp., Kingstree, S. C., specify type trans.; WSJW, S. J. Workman, Woodruff, S. C. Action Aug. 29.

##### OTHER ACTIONS

■ Office of opinions and review in Shenandoah, Iowa (KFNF Broadcasting Corp. KFNF) AM proceeding dismissed as moot petition by KFNF for leave to amend its application (Doc. 14651). Action Aug. 23.

■ Office of opinions and review in Montgomery-Huntsville, Ala. (Fine Music Inc. WFMI; Tennessee Valley Broadcasting Inc., and Rocket City Broadcasting Inc.) AM proceeding granted request by Tennessee Valley for an extension of time to Aug. 28 to respond to application for review filed by Rocket City (Docs. 17058-60). Action Aug. 24.

##### ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle on Aug. 24 in Jacksonville, Fla. (Mel-Lin Inc., WOBS) AM proceeding granted petition by WOBS and continued certain procedural dates. Hearing scheduled for Sept. 19 continued to Oct. 23 (Doc. 17474).

##### FINE

■ Commission has ordered Willie Broadcasting Co., licensee of WILI Willimantic, Conn., to pay forfeiture of \$2,000. Licensee was cited for repeated failure to observe terms of station license by operating prior to sunrise with daytime power, and for violation of Secs. 73.47 and 73.922 of rules by failing to make equipment performance tests at yearly intervals and/or have such measurements on file at transmitter, and failing to have in proper operating condi-

tion necessary equipment to receive emergency action notifications. WILL is licensed to operate on 1400 kc with 250 w power at night and 1 kw daytime to local sunset, unlimited time. Action of Aug. 24 by memorandum opinion and order. Commissioners Bartley, Lee, Loevinger, Wadsworth and Johnson, with Commissioner Hyde (chairman) voting for forfeiture of \$1,000.

## New FM stations

### APPLICATIONS

Leesburg-Eustis, Fla. Heard Broadcasting Inc.—Requests amendment CP for new FM to change station location from Leesburg-Eustis, Fla. to Leesburg, Fla. Ann. Aug. 23.

Ottumwa, Iowa—Kleeco Radio Inc. Seeks 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 172 ft. P. O. address: 120 South Court, Ottumwa 52501. Estimated construction cost \$16,256.98; first-year operating cost \$10,000; revenue \$18,000. Principals: Thomas L. Davis, president and Ray Freedman, secretary-treasurer (each 50%). Mr. Davis is vice president and station manager of WCUI-TV Chicago; president and 50% owner of KLEE Ottumwa and applicant for new TV (ch. 38) in Chicago. Mr. Freedman is vice president of Stern, Walters & Simmons Inc., Chicago-based advertising agency, and secretary-treasurer and 50% owner of KLEE Ottumwa. Ann. Aug. 24.

Columbia, Ky.—Tri-County Radio Broadcasting Corp. Seeks 93.5 mc, ch. 252, 3 kw. Ant. height above average terrain 246 ft. P. O. address: Route 3, Columbia 42728. Estimated construction cost \$17,297; first-year operating cost \$4,000; revenue \$7,500. Principals: Lindsay Wilson College, a denominational institution stock voted by John B. Horton, president of Lindsay College (74.2%). Applicant owns WAIN Columbia. Ann. Aug. 29.

Niles, Mich.—Niles Broadcasting Co. Seeks 95.3 mc, ch. 237A, 3 kw. Ant. height above average terrain 167.5 ft. P. O. address: 210 South Philip Road, Niles 49120. Estimated construction cost \$25,903.75; first-year operating cost \$9,000; revenue \$10,000. Principals: Lawrence J. Plym, president et al. Applicant is licensee of WNIL Niles. Ann. Aug. 28.

Wadena, Minn.—KWAD Broadcasting Co. Seeks 105.9 mc, ch. 290, 50 kw. Ant. height above average terrain 251 ft. P. O. address: 201½ South Jefferson, Wadena 56482. Estimated construction cost \$34,816; first-year operating cost \$10,000; revenue \$20,000. Principals: Robert E. Ingstad, president and applicant for new FM at Jamestown, N. D. Interstate Broadcasting of which he is officer, director and stockholder has pending application for new FM at Breckenridge, Minn. Ann. Aug. 30.

Pleasantville, N. J.—WMID Inc. Seeks 104.9 mc, ch. 285A, 3 kw. Ant. height above average terrain 290 ft. P. O. address: c/o 430 Park Avenue N. Y. 10022, Royal E. Blakeman Esquire. Estimated construction cost \$26,000; first-year operating cost \$10,000; revenue \$10,000. Principals: Herbert Bloomberg, vice president et al. Applicant is licensee of WMID Atlantic City. Ann. Aug. 28.

Sylvania, Ohio—Twin States Broadcasting Inc. Seeks 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 299 ft. P. O. address: Box 102, Sylvania 43560. Estimated construction cost \$32,703; first-year operating cost \$20,000; revenue \$30,000. Principals: Larry G. Green, president et al. Mr. Green is teacher and announcer for WPOS-FM Holland, Ohio. Ann. Aug. 28.

Woodburn, Ore.—Eugene F. and Dorothy A. Stoller. Seeks 105.1 mc, ch. 286, 25.2 kw. Ant. height above average terrain 58 ft. P. O. address: 488 Montgomery Street, Woodburn 97071. Estimated construction cost \$18,900; first-year operating cost \$9,000; revenue \$25,000. Principals: Mr. & Mrs. Stoller (each 50%) own weekly newspaper and commercial printing company. Ann. Aug. 29.

Hayward, Wis.—Pine-aire Broadcasting Corp. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 295 ft. P. O. address: 180 Bay Street, Hayward 54843. Estimated construction cost \$27,780; first-year operating cost \$42,000; revenue \$50,000. Principals: Walter West, president, Robert Allan Anderson, vice president (each 1/13%) et al. Mr. West owns dairy company. Mr. Anderson is partner in funeral home. Ann. Aug. 24.

Stevens Point, Wis.—Wisconsin State University. Seeks 89.9 mc, ch. 210, 10 w. Ant. height above average terrain 75 ft. P. O. address: 2100 Main Street, Stevens Point 54481. Estimated construction cost \$6,944.65; first-year operating cost \$5,000; revenue none. Principals: Gordon Haferbecker, acting president et al. Ann. Aug. 29.

### FINAL ACTIONS

San German, P. R.—San German Broadcasting Corp. Broadcast Bureau granted

95.1 mc, ch. 236, 50 kw. Ant. height above average terrain minus 150 ft. P. O. address: Dr. Veve Cor. Javillo Sts., Torres Building 00753. Estimated construction cost \$31,777; first-year operating cost \$25,005; revenue \$35,500. Principals: Luis J. Torres Oliver (49.82%), Ernesto Quinones Sambolin (49.82%), John W. Rodriguez-Santiago and Jose S. Rodriguez (each 0.18%). Mr. Oliver is medical director. Mr. Sambolin is sugar producer and farm owner. Mr. Santiago is program director WRUS San German. Mr. Rodriguez is engineer. Action Aug. 29.

Application by Lynn Mountain Broadcasting for new FM to operate on ch. 257 (99.3 mHz) in Elizabethton, Tenn., has been granted by review board members Berke-meyer, Nelson and Slone. Action was taken on August 25. Decision (Docs. 16794-5) also denied competing application by WBEJ Inc. for same facility. Hearing examiner in an initial decision of March 27 recommended grant to Lynn Mountain.

### OTHER ACTIONS

Review board in Gate City, Va. FM broadcast proceeding, Docs. 17575-76 granted petition filed Aug. 22, by Palmer-Dykes Broadcasting Co., and extended to Aug. 31, time for filing responsive pleadings to petition to enlarge issues filed by Tri-Cities Broadcasting Corp. on July 27. Board member Pincock absent. Action Aug. 24.

### ACTIONS ON MOTIONS

Hearing Examiner Isadore A. Honig on Aug. 25 in Moline, Ill. (Lee Enterprises, Inc., Mid America Broadcasting Inc.) FM proceeding granted request by Lee Enterprises and extended time from Sept. 8 to Sept. 22 for exchange of further proposed exhibits, from Sept. 22 to Oct. 6 for notification of witnesses to be cross-examined. Further hearing date of Oct. 17 remains unchanged (Docs. 17345-6).

Hearing Examiner Elizabeth C. Smith on Aug. 23 in Portland, Ore. (Western Broadcasting Co., King Broadcasting Co.) FM proceeding dismissed as moot request by Western for dismissal of its application (Docs. 17563-4).

### RULEMAKING ACTIONS

WIXI Lancaster, Ky.—Requests institution of rulemaking proceeding to assign class A FM channel to Lancaster, Ky., as follows: Cynthia, Ky., present 292A, proposed 272A and Lancaster, Ky., proposed 292A.

Commission has amended its FM table of assignments by making 10 first assignments to communities without FM channels, assigned second channel to two communities, substituted class C channel for class A channel in one community, and in two cases substituted class A channel for previously assigned class A channel. First assignments: New London, Conn. 265A; Groton, Conn. 288A; Shelbyville, Ill. 285A; Aurora, Ind. 257A; Martinsville, Ind. 272A; Tompkinsville, Ky. 221A; Pineville, Ky. 261A; Pryor, Okla. 283; Danville, Pa. 244A, and South Williamsport, Pa. 257A. Second FM assignments: Henderson, Ky. 276A, and Poteau, Okla. 297. Substitution of class C for class A: Colby Kan. 262 for 228A. Substitution of class A for another class A: Willcox, Ariz. 252A for 244A and Middleboro, Ky. 224A for 261A. Action by commission Aug. 24, by first report and order, Doc. 17495. Commissioners Hyde (chairman), Bartley, Lee, Loevinger, Wadsworth and Johnson.

### CALL LETTER APPLICATION

Baker Broadcasting Co., Monticello, Ark. Requests KHEM-FM.

### CALL LETTER ACTIONS

\*The Southwestern College, Winfield, Kan. Granted KSWC(FM).

Genkar Inc., Gouverneur, N. Y. Granted WIGS-FM.

Turner-Whitehall Broadcasting Co., Weatherford, Okla. Granted KCCE(FM).

Jack Straw Memorial Foundation, Portland, Ore. Granted KBOO(FM).

Siouxland Broadcasting Inc., Vermillion, S. D. Granted KVER(FM).

Pioneer Broadcasting Co., Spanish Fork, Utah. Granted KONI-FM.

## Existing FM stations

### FINAL ACTIONS

KBBL(FM) Riverside, Calif.—Broadcast Bureau granted license covering installation of new ant., change in ERP and ant. height. Action Aug. 23.

KFOG(FM) San Francisco—Broadcast Bureau granted CP to delete dual polarization, install new ant., change ERP to 13.5 kw, ant. height 1,170 ft. Action Aug. 25.

WMGR-FM Bainbridge, Ga.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Aug. 25.

WAVO-FM Decatur, Ga.—Broadcast Bureau granted license covering installation of new trans., new ant., change in ERP

and ant. height, with specification of type ant. Action Aug. 23.

WIGO-FM Corbin, Ky.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Aug. 29.

WCOB-FM Hyannis, Mass.—Broadcast Bureau granted license covering new FM, specify type trans., type ant. Action Aug. 29.

WNBH-FM New Bedford, Mass.—Broadcast Bureau granted license covering changes in ant.-trans. location (main), change in ant. height. Action Aug. 23.

WLOL-FM Minneapolis—Broadcast Bureau granted license covering installation of new trans. and changes in ERP and ant. height. Action Aug. 23.

KWPM-FM West Plains, Mo.—Broadcast Bureau granted license covering change in ant.-trans. location; installation of new trans. and ant.; change in ERP and ant. height. Action Aug. 23.

WRIO(FM) Cape May, N. J.—Broadcast Bureau granted license covering new FM. Action Aug. 29.

KNEV(FM) Reno, Nev.—Broadcast Bureau granted license covering decrease in ERP. Action Aug. 23.

WCUY(FM) Cleveland Heights, Ohio—Broadcast Bureau granted CP to install new type trans. Action Aug. 25.

KCES(FM) Eufala, Okla.—Broadcast Bureau granted license covering new FM with specification of type trans. and ant. Action Aug. 23.

WGCB-FM Red Lion, Pa.—Broadcast Bureau granted CP to replace expired permit for change in ant. system. Action Aug. 29.

\*WQSU(FM) Selingsgrove, Pa.—Broadcast Bureau granted license covering new FM noncommercial educational station. Action Aug. 29.

\*WBMR(FM) Telford, Pa.—Broadcast Bureau granted license covering new FM noncommercial educational station, specify type trans., type ant. Action Aug. 29.

WBVE(FM) Union City, Pa.—Broadcast Bureau granted CP to make changes in transmission line, decrease ERP to 285 w, ant. height 330 ft. and make change in type ant. Action Aug. 29.

WPRO-FM Providence, R. I.—Broadcast Bureau granted CP to make change in trans. equipment. Action Aug. 25.

\*WFHC-FM Henderson, Tenn.—Broadcast Bureau granted license covering CP for new noncommercial educational FM. Action Aug. 23.

KEEE-FM Nacogdoches, Tex.—Broadcast Bureau granted license covering new FM with specification of type ant. Action Aug. 23.

KTOD-FM Sinton, Tex.—Broadcast Bureau granted CP to install new type trans., dual polarized ant., increase ERP to 100 kw, ant. height 285 ft. Action Aug. 25.

KTAL-FM Texarkana, Tex., Shreveport, La.—Broadcast Bureau granted CP to install new type trans., dual polarized ant., increase ERP to 100 kw. Action Aug. 25.

WCLO-FM Janesville, Wis.—Broadcast Bureau granted license covering installation of new horizontal ant. Action Aug. 29.

Broadcast Bureau granted licenses covering CPs for following new FM's: WQLT, WJCI Radio Inc., Florence, Ala.; KVEE-FM Brown Broadcasting Inc., Conway, Ark.; WAQB-FM Louac Inc., Atlantic Beach, Fla.; WMCD, WWNS Inc., Statesboro, Ga.; WRLS-FM, Lincoln-Garrard Broadcasting Inc., Stanford, Ky.; KOLM-FM, Olmstead County Broadcasting Co., Rochester, Minn., and KEBC, Electronic Broadcasting Co., Oklahoma City. Action Aug. 23.

Broadcast Bureau granted licenses covering the following new FM stations: KGRE-(FM), Meroco Broadcasting Co., Greeley, Colo., specify type trans.; WRRZ-FM, A. G. Williams, George T. Williams, John B. Williams Jr. and J. L. Austin d/b as WRRZ Radio Co., Clinton, N. C. Action Aug. 29.

### ACTION ON MOTION

Hearing Examiner Isadore A. Honig on Aug. 25 in Albany, Ore. (Radio stations KNND and KRKT, Albany Radio Corp.) FM proceeding granted motion by Albany Radio and extended procedural dates—informal exchange of engineering exhibits from Aug. 28 to Sept. 5; final exchange of engineering and nonengineering exhibits from Sept. 15 to Sept. 22; notification of witnesses for cross-examination from Sept. 25 to Oct. 2. Hearing scheduled for Oct. 10 remains unchanged (Docs. 17472-3).

### CALL LETTER APPLICATIONS

KRZI(FM) Contemporary FM Inc., Portland, Ore. Requests KJIB(FM).

WSML(FM) Smiles of Virginia Inc., Petersburg, Va. Requests WPVA(FM).

KGFM(FM) King's Garden Inc., Edmonds, Wash. Requests KBIG(FM).

### CALL LETTER ACTION

WQRB-FM, WBEC Inc., Pittsfield, Mass. Granted WQRB(FM).

**SUMMARY OF BROADCASTING**  
Compiled by BROADCASTING, Aug. 31

	Lic.	ON AIR	CP's	NOT ON AIR
				CP's
Commercial AM	4,121 <sup>1</sup>		25	77
Commercial FM	1,633		61	233
Commercial TV-VHF	488 <sup>2</sup>		12	21
Commercial TV-UHF	101 <sup>3</sup>		25	135
Educational FM	303		14	25
Educational TV-VHF	60		7	9
Educational TV-UHF	42		20	46

**AUTHORIZED TELEVISION STATIONS**  
Compiled by BROADCASTING, Aug. 31

	VHF	UHF	Total
Commercial	519	267	786
Noncommercial	76	105	181

**STATION BOXSCORE**  
Compiled by FCC, May 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,116 <sup>1</sup>	1,630	587 <sup>2</sup>	302	99
CP's on air (new stations)	11	53	37	13	27
CP's not on air (new stations)	90	242	156	27	55
Total authorized stations	4,219	1,925	786	342	181
Licenses deleted	2	0	0	0	0
CP's deleted	0	0	3	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

**Translators**

**ACTIONS**

**K71BQ** Area north of Tucson, Ariz.—Broadcast Bureau granted mod. of CP to change trans. location to Tumamoc Hill, approximately three miles southwest of University of Arizona campus, Tucson; change type trans. and make changes in ant. system. Action Aug. 21.

**Waldron, Ark. Joe D. Davis**—Broadcast Bureau granted CPs for UHF TV translators to serve Crumpton and Waldron rural area, Ark., operating on chs. 77 and 80 by rebroadcasting programs of KATV, ch. 7, and KTHV, ch. 11, both Little Rock. Action Aug. 23.

**K02BV** Colorado River Valley, Sheephorn and State Bridge area, Colo.—Broadcast translator to change primary TV to KLZ-TV translator to change primary TV to KLZ-TV (ch. 7), Denver. Action Aug. 23.

**Stites, Idaho Stites Community TV**—Broadcast Bureau granted CPs for new VHF TV translators operating on ch. 11 and 9 to rebroadcast programs of KHQL-TV, ch. 6, and KREM-TV, ch. 2, both Spokane, Wash. Action Aug. 24.

**K09HI** Jordan, Black Butte Community, Edwards and Brusett, Mont.—Broadcast Bureau granted license covering new VHF television translator. Action Aug. 23.

**Lovelock, Nev. Pershing County T.V. Tax district**—Broadcast Bureau granted CPs for new UHF TV translators to serve Lovelock, operating on chs. 75 and 78 by rebroadcasting programs of KCRL, ch. 4 and KTVN, ch. 2, both Reno, Nev. Action Aug. 23.

**K07HD** Ord, Neb.—Broadcast Bureau granted CP to change frequency of VHF TV translator from ch. 7 (174-180 mc) to ch. 9 (186-192 mc); call letters changed to K09IB. Action Aug. 23.

**Poteau, Okla. Joe D. Davis**—Broadcast Bureau granted CP for new UHF TV trans. operating on ch. 74 to serve Howe, Forest Hill, Pocala, Cameron and Morris Creek, all Oklahoma, by rebroadcasting programs of KOTV, ch. 6, Tulsa. Action Aug. 23.

**K05DA** Kaskela, Ore.—Broadcast Bureau granted license covering new VHF TV translator. Action Aug. 23.

**K02EQ** Paris, Tex.—Broadcast Bureau granted license covering new VHF TV trans. Action Aug. 23.

**W04AG** Garden City, South Salem, Hidden Valley and Sugarloaf, Va.—Broadcast Bureau granted CP for VHF TV trans. to change type trans. and make changes in ant. sys-

tem. Action Aug. 29.

■ Broadcast Bureau granted licenses covering changes in UHF TV translators as follows: K70CU, K76BN and K73BE, all Utah State University of Agriculture and Applied Science, Logan, Utah; K72BM, Olympia School District No. 11, Olympia, Montesano and Elma, Wash. Action Aug. 23.

■ Broadcast Bureau granted licenses covering new UHF TV translators for following: Central Virginia Educational Television Corp., W83AJ, Danville, Va. and W72AG, Lynchburg, Va.; J. R. Karban (W82AH), Rhinelander, Wis. Action Aug. 23.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translators: E.A.O.-T.V.—K13BI, Entiat and rural area northeast of Entiat, Wash. and K11BI, Entiat and farming community Northwest of Entiat, Wash.; Upper Green River TV System—K07HM, East Fork River, Boulder Area, Muddy Creek Speedway road area, Big Piney, El Paso camp area, Cottonwood Creek, Horse Creek and Daniel Area, Wyo. Action Aug. 23.

■ Broadcast Bureau granted renewal of licenses for following UHF TV translators: K73BB Farmington-Bloomfield; K77BH Highway & Huerfano; K83AT Bloomfield Highway area, N. M., and K78AS, K83AB Santa Rosa, N. M. Action Aug. 25.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K03AO, K06BI and K08BT, all Manitou Springs, Colo.; K06DX Hillsboro, N. M.; K09AW and K11AW Roy, N. M.; K03BP Springer, N. M., and K08BC Springer and rural area, N. M. Action Aug. 25.

**CATV**

**OTHER ACTIONS**

■ Mena, Ark. (T. V. Signal Service) request for waiver denied. Commission denied request by T. V. Signal Service, operator of CATV system at Mena, Ark., for waiver of program exclusivity requirement of Sec. 74.1103(e) of rules with respect to the signal of station KFSA-TV Fort Smith. Mena is within predicted grade B contour of KFSA-TV, American Television Co., licensee of KFSA-TV, had asked for program exclusivity on petitioner's CATV system and opposed requested waiver. (By memorandum opinion and order; Commissioner Bartley dissenting and issuing statement.) Action Aug. 30.

■ University City Television Cable Inc.,

Gainesville, Fla., petition for reconsideration denied. Commission denied request of University City Television Cable Co. for reconsideration of commission's July 19 action denying waiver of Sec. 74.1103 of rules which would have relieved it of obligation to provide program exclusivity for station WFGA-TV Jacksonville. (By memorandum opinion and order; Commissioner Bartley dissenting and issuing statement.) Action Aug. 30.

■ Winona TV Signal Co., owner and operator of CATV system at Winona, Minn., was directed to show cause why it should not be ordered to cease and desist from further violations of requirements of Sec. 74.1103(e) of rules by failing to provide requested program exclusivity for TV station KMMT at Austin, Minnesota-Iowa Television Co., licensee of station KMMT(TV), Austin, and translator station K74CZ, Winona, had petitioned for issuance of a cease and desist order. In designating matter for expedited hearing, commission said that there may be some higher priority programming on Winona CATV system. Does not provide a reason for depriving KMMT of the priority it is entitled to when the higher priority signal does not duplicate the signal of KMMT. Action Aug. 30, by order to show cause. (Commissioners Hyde [chairman], Lee, Cox and Johnson; Commissioner Bartley dissenting and issuing statement, Commissioner Loevinger concurring.)

■ Superior, Neb., petition for reconsideration denied. Commission denied petition of Bi-States Co. for reconsideration of commission's Jan. 18 action in which it determined that community of Superior, Neb., is not within predicted grade A contours of any stations in Lincoln-Hastings-Kearney market area, and that T-V Transmission Inc.'s CATV system at Superior is not subject to distant signal hearing policy. Bi-States, licensee of KHOL-TV Kearney, KHTL-TV Superior and KHQL-TV, Albion, all Nebraska, had requested, for purposes of Sec. 74.1107, consideration of entire market including all of area covered by satellite as well as its parent station (grade B as well as grade A contours). In denying petition, commission found predicted grade A service area was essential area on which new UHF development in market would be based and to which hearing provisions of Sec. 74.1107 of the rules would apply. (By memorandum opinion and order; Commissioner Bartley concurring and issuing statement; Commissioner Cox dissenting; Commissioner Johnson concurring.) Action Aug. 30.

■ Review board in Akron, Ohio CATV proceeding Docs. 17357-59 denied petition to enlarge issues filed by Telerama Inc. June 26. Board member Pincock absent. Action Aug. 25.

■ Honesdale T.V. Service, Honesdale and Seelyville, Pa., request for waiver of carriage and program exclusivity requirements of Sec. 74.1103 of rules denied. Honesdale T.V., operator of CATV system, had requested waiver which would have relieved it of obligation to provide carriage and program exclusivity for WNEP-TV Scranton, Pa. Broadcasting Co., licensee of WNEP-TV, had opposed waiver request. (By memorandum opinion and order; Commissioner Bartley dissenting and issuing statement.) Action Aug. 30.

■ Kingwood and Terra Alta, W. Va. (Mountain State Cable Inc.) Commission denied petition for reconsideration of commission's action of May 17, denying Mountain State's request for waiver of nonduplication requirements of Sec. 74.1103(e) of rules. Mountain State had sought waiver in order to eliminate program exclusivity requirements for WBOY-TV Clarksburg, W. Va., on its CATV systems in Kingwood and Terra Alta. Northern West Virginia Television Broadcasting Co., licensee of WBOY-TV, had opposed petition for reconsideration. Action Aug. 24 by memorandum opinion and order; Commissioner Bartley dissenting and issuing statement; Commissioner Loevinger concurring in result.

**ACTIONS ON MOTIONS**

■ By Chief Hearing Examiner James D. Cunningham in Iron Mountain, Md., Cacapon, W. Va., et al. (Potomac Valley Telecasting Corp. et al.) CATV proceeding designated Examiner Herbert Sharfman to serve as presiding officer; scheduled prehearing conference for Sept. 22 and hearing for Oct. 18. (Docs. 17510 et al.) And in Galax, Va. (United Transmission Inc.) CATV proceeding designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled prehearing conference for Sept. 29 and hearing for Nov. 13 (Doc. 17653). Action Aug. 28.

**Ownership changes**

**APPLICATIONS**

**KYAK** Anchorage—Seeks assignment of CP from Richard C. Cruver to KYAK Inc.

# PROFESSIONAL CARDS

<p><b>JANSKY &amp; BAILEY</b> Consulting Engineers 1812 K St., N.W. Wash., D. C. 20006 296-6400 <i>Member AFCCB</i></p>	<p><b>JAMES C. McNARY</b> Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 <i>Member AFCCB</i></p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFCCB</i></p>	<p><b>GEORGE C. DAVIS</b> CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. Sterling 3-0111 Washington 4, D. C. <i>Member AFCCB</i></p>
<p><b>COMMERCIAL RADIO EQUIPMENT CO.</b> Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. DI 7-1319 WASHINGTON, D. C. 20005 <i>Member AFCCB</i></p>	<p><b>A. D. Ring &amp; Associates</b> 42 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. <i>Member AFCCB</i></p>	<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington 4, D. C. <i>Member AFCCB</i></p>	<p><b>Lohnes &amp; Culver</b> Munsey Building District 7-8215 Washington 5, D. C. <i>Member AFCCB</i></p>
<p><b>KEAR &amp; KENNEDY</b> 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. <i>Member AFCCB</i></p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS Melrose 1-8360 <i>Member AFCCB</i></p>	<p><b>GUY C. HUTCHESON</b> 817 Crestview 4-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D.C. 20005 <i>Member AFCCB</i></p>
<p><b>GEO. P. ADAIR ENG. CO.</b> CONSULTING ENGINEERS Radio-Television Communications-Electronics 901 20th St., N.W. Washington, D. C. Federal 3-1116 <i>Member AFCCB</i></p>	<p><b>KEAN, SKLOM &amp; STEPHENS</b> CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 <i>Member AFCCB</i></p>	<p><b>HAMMETT &amp; EDISON</b> CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco, California 94128 342-5208 <i>Member AFCCB</i></p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</p>
<p><b>JULES COHEN &amp; ASSOCIATES</b> 9th Floor, Securities Bldg. 729 15th St., N.W., 393-4616 Washington 5, D. C. <i>Member AFCCB</i></p>	<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 <i>Member AFCCB</i></p>	<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 <b>DENVER, COLORADO</b> <i>Member AFCCB</i></p>	<p><b>A. E. Towne Assoc., Inc.</b> TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 Phone 592-1394 Res. 593-6706</p>
<p><b>PETE JOHNSON &amp; Associates</b> CONSULTING am-fm-tv ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 634-9558 632-2821</p>	<p><b>WILLIAM B. CARR</b> CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 <i>Member AFCCB</i></p>	<p><b>RAYMOND E. ROHRER</b> Consulting Radio Engineers 317 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 <i>Member AFCCB</i></p>
<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 <i>Member AFCCB</i></p>	<p><b>ROSNER TELEVISION SYSTEMS</b> ENGINEERS: 120 E. 56 St. New York N. Y. 10022 CONTRACTORS: 230 Newtown Rd. Plainview N. Y. 11803</p>	<p>Serving The SOUTHEAST <b>FREDERICK A. SMITH, P.E.</b> Consulting Engineer 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775</p>
<p><b>Service Directory</b></p>	<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclade 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge 38, Mass. Phone TRowbridge 6-2810</p>	<p><b>PAUL DEAN FORD</b> Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 (812) 533-1661</p>

Principals: Richard C. Cruver (51%), Glenn S. Miller (47.1%) and Robert W. Fleming (1.9%). Ann. Aug. 28.

KRIL-FM and KDMS El Dorado, Ark.—Seeks assignment of CP from James A. West Jr. and E. M. Risinger, coexecutors of estate of James A. West Sr., deceased, to El Dorado Broadcasting Co. with James A. West Jr. as president. Ann. Aug. 23.

KPPC-AM-FM Pasadena, Calif.—Seeks assignment of license from Pasadena Presbyterian Church to Crosby-Avery Broadcasting Co. for \$310,000. Principals: Leon Asbury Crosby, vice president and treasurer (60%) and Lewis H. Avery, president (40%). Mr. Crosby owns 40% of KMPX San Francisco and 50% of wig store. Mr. Avery is radio consultant. Ann. Aug. 25.

WHOU Houlton, Me.—Seeks assignment of license from Northern Maine Broadcasting Corp. to WHOU Inc. for \$150,000. Principals: Robert E. Smith, president. See WMKR Millinocket, Me. below. Ann. Aug. 28.

WMKR Millinocket, Me.—Seeks assignment of license from Mid-Maine Broadcasters Inc. to WMKR Inc. for \$75,000. Principals: Robert E. Smith, president and treasurer (50%), Mildred C. Smith, vice president (49.9%) and Francis E. Day, secretary (1%). Mr. Smith owns with wife retail liquor concern; vice president, director and 23% interest in construction company; interest in land leasing; partner with brother in shoe store. Mr. Day is attorney. The Smiths and Mr. Day have interests in WQDY Calais, Me. The Smiths have also contracted to purchase WHOU Houlton, Me. Ann. Aug. 28.

WMTW-FM Mt. Washington, N. H. and WMTW-TV Poland Spring, Me.—Seeks transfer of control from Dolphin Enterprises Inc. to Mid New York Broadcasting Corp. Principals: Paul Harron, president, and Sheldon Storrer, vice president. Jack Parr, TV personality is president of Dolphin. Mr. Harron owns WKTU-TV Utica, N. Y., KAUZ-TV Wichita, Tex. and has CATV interests. Consideration is \$125,000 plus 98% of accounts receivable. Ann. Aug. 28.

WMDE Greensboro, N. C.—Seeks assignment of license from Herman C. Hall to Piedmont Crescent Broadcasting Co. for \$115,000. Principals: Robert R. Hiker, president, James B. Keel, vice president, William A. Mason, secretary and William B. Rollins, treasurer (each 10%) and Central Broadcasting Co. (60%). Mr. Hiker is president, director, general manager and 30.35% stockholder in Central Broadcasting, licensee of WCGC Belmont, president, director and stockholder also of WEGO-AM-FM Concord, WPEG Winston-Salem, WSVN Valdese, WZKY Albemarle, and \*WFCM Winston-Salem, all North Carolina, WJZZ Christianburg and WVVV(FM) Blacksburg, and WHHV Hillsville, all Virginia. Mr. Rollins is officer and has interest in WEGO, WPEG, WSVN, WFCM and is applicant for new AM at Mebane, N. C. and applicant-purchaser of WHHV Hillsville, Va. Mr. Keel is officer and has interest in WCGC, WEGO, WPEG, WSVN, WZKY, WFCM and is applicant for new AM at Mebane, N. C. and is applicant-purchaser of WHHV. Mr. Mason WEGO, WPEG, WSVN, WZKY, WFCM, is attorney and is officer and stockholder of WJZZ, and WVVV and is applicant for new AM at Mebane, N. C., applicant-purchaser of WHVV and is in textile sales and investments. Central Broadcasting has interest in WCGC, WSVN, WEGO, WPEG, WFCM, WJZZ, WVVV and is purchasing WHHV. Ann. Aug. 30.

WFBA San Sebastian, P. R.—Seeks transfer of control from Carlos Fco. de Cardona Anderson to Felix Bonnet Velez, president (66%). Mr. Velez is employe with WABA Aguadilla, P. R. and secretary, director and 33.2% interest in WNIK-AM-FM Arecibo, P. R., which he plans to dispose of. Ann. Aug. 24.

WBLC Lenoir City, Tenn.—Seeks assignment of license from WBLC Radio Station Inc. to Livesay Broadcasting Corp. for \$50,000 cash or \$60,000 on terms. Principals: William R. Livesay, president (100%) et al. Mr. Livesay is technician with missile manufacturer, is president, director and stockholder of WAKI McMinnville, Tenn., which has application for renewal of license and transfer of control pending, and parttime engineer for WJSO Johnson City, Tenn. Request waiver of Sec. 1.597 of rules. Ann. Aug. 24.

WMAK Nashville—Seeks assignment of license from Lin-Medallion Pictures Corp. to Monney-WMAK Inc. for \$787,500. Principals: George P. Mooney, president, Robert E. Crenshaw, vice president, Frank H. Marsh, secretary and John W. Bailey, treasurer. Mr. Mooney is general manager of WKGN Knoxville, Tenn. and has 25% interest in WBSR Pensacola, Fla. Mr. Crenshaw is officer, director employe and has interest there. Mr.

Marsh is attorney. Mr. Bailey is banker. Ann. Aug. 25.

KJVV-TV Lubbock, Tex.—Seeks assignment of CP from John H. Walton Jr. d/b as KJVV-TV to The McAlister Group for \$90,000, plus assumption of \$60,000 promissory notes \$32,164.69 total expenses seller expended in securing CP and \$10,000 for transmitter site. Principals: Bill B. McAlister, president et al. McAlister Broadcasting Corp. is licensee of KSEL-AM-FM Lubbock, Tex. Ann. Aug. 28.

WLEE Richmond and WXEX-TV Petersburg, both Virginia — Seeks assignment of license from Lee Broadcasting Corp. and Petersburg Television Corp., respectively, to Nationwide Communications Inc. for \$1,230,000 for WLEE and \$5,568,570 for WXEX-TV. Principals: Bowman Doss, president, Wendell Weller, chairman of board, George Campbell, vice president and general manager et al. Nationwide has the following broadcast interests: WRFD and WNCI-FM Columbus-Worthington, Ohio; WGAR-AM-FM Cleveland; WATE-AM-TV Knoxville, and new UHF (ch. 47) in Columbus, Ohio. Ann. Aug. 29.

#### ACTIONS

WFCT-TV Tuscaloosa, Ala. — Broadcast Bureau granted transfer of control from Lewis N. Manderson Jr., R. S. Hollifield, C. H. Armstrong, Edwin L. Minges, C. J. Hartley and James D. Kincaid to S. A. Rosenbaum, W. S. Smylie, Marvin Reuben, Jerry P. Keith, Margaret G. Smylie and W. S. Smylie III. Principals: W. S. Smylie, vice president-treasurer (43.75%), Marvin Reuben, vice president (8.33%), Jerry P. Keith, vice president (4.17%), Margaret G. Smylie, secretary (16.67%) and W. S. Smylie III, asst. secretary-director (8.33%). Mr. Rosenbaum has interest in South Mississippi Television Co., licensee of WDAM-TV Laurel and WTKN-TV Meridan, both Mississippi and CATV systems in Union City, Savannah and Milan, all Tennessee. Consideration assumption of \$121,294 debt. Action Aug. 23.

KMMK-FM Little Rock, Ark.—Broadcast Bureau granted transfer of control from James A. Moses to Oscar L. Alagood (51% before, 69.5% after). Consideration \$75,057.67. Action Aug. 28.

KBBB Monette, Ark.—Broadcast Bureau granted assignment of license from Pharmaceuticals of Arkansas Inc. tr/as Buffalo Island Broadcasting Corp. to George Norman Wimpy for \$33,000. Mr. Wimpy's application for his ownership change dismissed without prejudice June 20. Action Aug. 25.

KBMS(FM) Los Angeles—Broadcast Bureau granted transfer of control from KBMS Inc. to Century Broadcasting Corp. Principals: Howard Grafman, president, and George A. Collias, vice president (each 13.8%) et al. Mr. Grafman is president of Century, licensee of KSHE Crestwood, Mo., KMAP Dallas, WABX Detroit and WFME Chicago, all FM's. Mr. Collias is attorney. Consideration \$459,300 with conditions. Action Aug. 23.

KNTV-TV San Jose, Calif.—Broadcast Bureau granted assignment of license from Standard Radio & Television Co. to Standard Property Co. No change in ownership. Allen T. Gilliland, president. Action Aug. 22.

WJBS Deland, Fla. — Broadcast Bureau seeks assignment of license from Radio Deland Inc. to Cosmopolitan Communicators Group Inc. for \$142,000 including \$41,000 cash and assumption of obligations. Principals: Bill D. Ross, president (51%) et al. Mr. Ross is assistant to vice president of public relations of International Paper Co., New York. Action Aug. 24.

WMEN Tallahassee, Fla.—Broadcast Bureau granted assignment of license from WMEN Inc. to WPFA Radio Inc. for \$209,137.29. Principals: Thomas E. Gibbens, chairman of board (40%), Kevin P. Reilly, president and W. G. Switzer, vice president (each 15%), Marvin James Jr., secretary-treasurer (10%) and Mrs. Charles Lamar Jr. (20%). WPFA Inc. is licensee of WPFA Pensacola, Fla. Mr. Gibbens has interest in and director/vice president of real estate firm, is director of insurance company, and is president of Guaranty Broadcasting Corp., licensee of WAFB-TV Baton Rouge and permittee of WAFB-FM also Baton Rouge. Mr. Reilly is president and board member of Lamar Advertising Co. of Louisiana Inc., president and board member of real estate firm, vice president of Lamar Advertising Co. and vice president, Lamar West Florida, both Pensacola, Fla., board member of bank, investment firm, root beer company, liquor store, and sales rep firm, president and vice president respectively of two land companies and publisher of newspaper. Mr. Switzer is chairman of board and has 25% interest in advertising company and real estate firm and member of board and has 50% interest in bank. Mr. James is vice president, gen-

eral manager and has 5% interest in advertising firm. Mrs. Lamar Jr. has interest in advertising firms and is president (50%) of two land companies. Action Aug. 25.

WYNR-AM-FM Brunswick, Ga.—Broadcast Bureau granted assignment of license from Dixie Radio Inc. to Southland Inc. Principals: Denver T. Brannen (81.25%), Joel T. Brannen, Denver T. Brannen Jr. and William B. Bowman (each 6.25%). Assignment is being made as part of corporate reorganization. Dixie Radio is also licensee of WDLF-AM-FM Panama City, Fla. Officers and directors of assignee are same as assignor. Action Aug. 25.

WCLR Crystal Lake, Ill.—Broadcast Bureau granted transfer of control from George L. and Dorothy B. DeBeer, joint tenants, to Dorothy B. DeBeer. Mr. DeBeer is deceased. Mrs. DeBeer will have 59.17% interest along with Lynn W. Renne, president. Action Aug. 25.

KOKX Keokuk, Iowa—Broadcast Bureau granted assignment of license from Keokuk Broadcasting Inc. to KOKX Inc. for \$165,000 plus \$1,000 per month for 10 years for noncompete agreement. Principals: G. Dale Cowle, president (15%), Francis J. Stadler, vice president (4%), Gertrude L. Flambo, vice president and secretary (29%) et al. Mrs. Flambo is housewife and in real estate. Mr. Cowle is president and manager of KASI Ames, Iowa. Mr. Stadler is wholesale and retail tobacco distributor. Action Aug. 24.

WELY Ely, Minn. — Broadcast Bureau granted assignment of license from North Central Video Inc. to Northern Lakes Corp. for \$54,775. Principals: Vincent T. and Elaine J. Hallett, president and secretary-treasurer, respectively (each 50%). Mr. Hallett is 11% owner of North Central Video Inc., licensee of KWEB-AM-FM Rochester, Minn., and has CATV systems in Ely and Babbitt, both Minnesota. Mrs. Hallett is housewife. Action Aug. 25.

KAGE Winona, Minn., WPOK Pontiac, Ill. and KL0L Lincoln, Neb.—Broadcast Bureau granted assignment of license from James B. Goetz, Jerlin J. Meythaler, Merton J. Gonstead d/b as Gem Radio Stations to James B. Goetz, Dorothy L. Meythaler, executrix of estate of Merlin J. Meythaler, Merton J. Gonstead d/b as Gem Radio Stations. Action Aug. 24.

WACY-AM-FM Moss Point, Miss.—Broadcast Bureau granted assignment of license from Coastal Cities Broadcasting Inc. to Standard Broadcasting Inc. for \$90,000 plus \$12,000 assumption. Principals: Tom S. Thornhill, president, Arnold A. Walker, vice president, Ernest R. Schroeder, secretary, Mr. R. Cole, treasurer et al. Mr. Thornhill is president and member of board of directors of bank. Mr. Walker is president, member of board and more than 25% owner of boat company. Mr. Schroeder is attorney. Action Aug. 28.

KGAK Gallup, N. M.—Broadcast Bureau granted transfer of control from Merle H. and Mida H. Tucker to Gallup Broadcasting Co. Principals: Jack B. president (30%) and Roy T. Chapman, vice president (20%), Theodore R. Bender, vice president (30%) and H. T. Etheridge Jr., secretary-treasurer (20%). Mr. J. Chapman is vice president of Tri-State Broadcasting Co., licensee of KSTM-AM-FM-TV El Paso. Mr. Bender is news director for same. Mr. R. Chapman is executive vice president and part owner of Mithoff Advertising Agency, El Paso. Mr. Etheridge is chartered life underwriter for insurance company. Consideration \$165,000 plus amount of current assets at closing. Action Aug. 25.

WBRW Brewster, N. Y.—Broadcast Bureau granted assignment of license from Willi D. Schmidt and James S. Ogsbury d/b as Taconic Broadcasters to Brewster Broadcasting Corp. for \$102,549.76. Principals: Morris S. Novik, president and director (40%), Frederick Lee Dill Sr., vice president and director (5%), Nobart Schapiro, secretary and director (5%), Morris Davidson, treasurer and director (10%) et al. Mr. Novik is radio and television consultant. Mr. Dill is 90% owner and president of retail building material firm and 33% owner of another retail building material firm, director and 5% owner of bank, secretary-treasurer and 25% owner of lumber company, and president and 33% owner of kitchen cabinet manufacturing firm. Mr. Schapiro is president and 50% owner of real estate corporation. Mr. Davidson is sales manager of ladies handbags business. Action Aug. 22.

WAGY-AM-FM Forest City, N. C.—Broadcast Bureau granted assignment of license from Tri-City Broadcasting Co. to Tri-City Broadcasting Inc. Principals: Gerard T. Becknell and A. Hoyle Lovelace (each 50%). Action Aug. 25.

WMBL Morehead City, N. C. — Broadcast-

(Continued on page 94)

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcripts, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

### RADIO

#### Help Wanted—Management

Large well-established broadcasting group seeks experienced administrative and sales-orientated manager for progressive station in midwest metro market. Excellent salary plus bonus. Send resume, photo and requirements to Box H-294, BROADCASTING.

General Manager—Take complete charge of FM station including sales. Send complete resume to WMHE(FM), 4665 W. Bancroft, Toledo, Ohio, 43615. A. C. 419-531-1681.

New AM station needs manager to go on air. Western Oregon single station market. Top salary, profit sharing for right man. Send resume, photo, salary requirements to: Jerden Music, 971 Thomas St., Seattle, Washington 98109.

Station manager for radio station; ownership possibility. Prefer Sales Manager in medium market ready to move up. Box 22082, Greensboro, N. C.

#### Sales

RAB, trained sales manager who can sell and direct sales staff. Excellent salary, override, bonuses. MOR California daytimer. Box H-116, BROADCASTING.

100,000 watt stereo FM wants salesman with appreciation of good music and hunger for good income. Box H-195, BROADCASTING.

Immediate opening. Nationally known group has just acquired superb Top 40 operation. Choice position, top salary plus. Also company benefits. Send your name, phone number and latest billing figure. A company executive will call you. Strictly confidential. Box H-287, BROADCASTING.

I'm looking for a young man with broadcast experience to sell in a suburban Northeast market. If you are a self starter and not afraid to make money send your resume and references to Box H-323, BROADCASTING.

\$150.00 week guarantee for experienced radio salesman in small midwest market. Commission should earn you \$10 to \$15 thousand per year. Box J-5, BROADCASTING.

Salesman. Opportunity to move into management position in Midwestern area with growing national sales representative company. Sell space in national publication—time on radio stations. Salary open. Reply in confidence with detailed resume. Box J-17, BROADCASTING.

New all Spanish Station needs: bilingual Salesman, Engineer, Announcers with 1st or 3rd. and Girl Friday. . . . Send resume; tapes to Box J-23, BROADCASTING.

Energetic Sales manager, with experience, ideas, ambition, ability and proven sales record. Single station in market of 13 thousand in Rocky Mountain area. Want man who has eye to becoming station manager upon proof of performance over a period of time. Good town. Good climate. Better than average operation with good staff and equipment. Contact Box J-46, BROADCASTING with full details. Announcing experience would be helpful

New York State major metro market station needs experienced radio salesman. Salary plus commission arrangement will provide good base and rapidly rising income for strong producer. Group owned station, opportunity for advancement. We are the market's "HOT" station. Rush your resume and billing record to: Box J-51, BROADCASTING.

### Sales—(Cont'd)

Virginia AM-FM operation, medium market, desires experienced salesman. MOR station. Excellent account list, 20% commission. Opportunity to work into management. Tell us about yourself, then come grow with us. Box J-54, BROADCASTING.

WBMI, Hartford, Meriden, Connecticut's first stereo station needs an experienced man who can sell and sell . . . and not become fat, dumb and happy. Forward resume to WBMI, 122 Charles St., Meriden, Connecticut.

Needed immediately salesman-announcer for remote studio operation. Position includes sales, copywriting and announcing duties. Sales experience a must. Send tape, complete resume and references to B. L. Munson, Manager, WHSM Radio, Hayward, Wis. 54843. This would be an ideal position for a retired or semi-retired individual.

Station Group has opening at new country politan daytimer with active account list waiting. Guarantee and Commissions, fringe benefits, opportunity to work into management and stock participation. Send photo and resume to Manager, WITL, Lansing, Michigan.

One of Virginia's most successful sales staffs needs one addition. You will replace a No. 1 man who has gone to the big time. They were big shoes. What size feet do you have? Dick Via, WLEE, Richmond. 703-288-2835.

### Announcers

Man capable of handling telephone talk show, pleasant personality, willing to assume responsibilities, must do good production. Box H-175, BROADCASTING.

Join the innovators. Midwest station group is looking for creative modern format personalities and dedicated newsmen. If you like challenge, send tape and resume to: Box H-184, BROADCASTING.

Wanted . . . announcer who can't ad-lib. Must have mature voice and tight board for better music station with strict format in medium New England market. A.M. drive. 135.00 to start. Send resume and tapes to Box H-246, BROADCASTING.

Midwestern regional, AM-FM fulltimer needs two good men with experience. One newsmen, one announcer for Top 40 night show. 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Box H-258, BROADCASTING.

Announcer First class ticket with experience for metropolitan market. Could possibly combine announcing with part time selling. Box H-290, BROADCASTING.

I'm looking for a solid young broadcaster, with limited experience and an eye toward the future. First ticket desirable. We offer good pay, good working conditions, lots of hard work and suburban market experience. Send a tape, resume, salary requirements immediately. Box H-322, BROADCASTING.

First phone-announcer. So. California. Audition tape and salary requirements. Box J-14, BROADCASTING.

First phone announcer for good music station in midwest. Must be experienced and able to do good newscast. Send tape, photo, salary required to Box J-30, BROADCASTING. Secure position for dependable man.

### Announcers—(cont'd)

Up to \$115 start for experienced morning man. Illinois. Box J-37, BROADCASTING.

Two announcers wanted for Virginia station. One sportscaster-announcer combo man and announcer-sales or production man. Group operation with fringe benefits. Send complete resume and tapes. Excellent opportunity. Box J-52, BROADCASTING.

If you consider yourself a glib, intelligent, capable radio personality who can contribute more than the usual trite expressions to a drive-time afternoon slot; if you can function effectively in a top-adult format with out constant guidance; if you are strong on production (a must) and are interested in expanding into "talk" and play by play sports; And if you think you can knock two rockers out of the box using our format and your talent, we may have an ideal position for you. The starting salary is \$125 but will rise sharply with your ratings. Brand new facilities in three station Pennsylvania market over 100,000. Experience and professional attitude a requirement. Send tape and resume to Box J-74, BROADCASTING.

Alaska. Hunting, fishing great. \$800 to start. City over 100,000. Good music AM-FM expanding into TV. All new equipment. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references. Bill Harpel, KHAR, Pouch 7-016, Anchorage 99501.

Newcomer or experienced announcer wanted by Rocky Mountain local. Top 40 format on your shift. KIGO, St. Anthony, Idaho.

Announcer strong on news, good music station. Top rated operation. Contact KRGI, Grand Island, Nebraska. 308-382-5420.

Immediate opening for experienced, mature professional announcer for morning shift. MOR. First ticket preferred. Call WABJ, Ardian, Michigan, 313-285-7123.

Needed—Sept. 1—Experienced announcer with first phone. 5000 watt NBC affiliate with MOR adult format. Good pay and fringe benefits. Contact Larry Collins, WBCK, Battle Creek, Mich. 49015.

Morning man. WBEU AM-FM. Middle of road. Start at \$90 and grow with your ability. Heavy news-information in bright music show. Hunt and fish on S. C. coast. Call Steven T. Lindberg, area code 803, 524-3050, Beaufort, S. C.

First ticket announcers—WBRY, Waterbury, Conn.—203-753-1125.

Mid September opening for experienced announcer on outskirts of metropolitan Atlanta in finest small city in Georgia. MOR adult, format emphasizing news and sports. Above average salary and fringe benefits. Send tape, resume, and photograph to Jim Hardin, WCOH, Noonan, Georgia.

Immediate opening for bright third phone morning man for active Indiana city of 30,000. Station strong on local news and community activity. Must have experience. Contemporary music policy. This is a Findlay Publishing Company station with full company benefits. Send tape, resume and photo now to Program Director, WCSI, AM & FM, Columbus 47201.

Experienced production announcer for MOR good music stereo FM. Girl Friday needed too. New operation on air approximately October 1. Photo, resume, salary requirements first letter, please. Al Hervey, WHME, Box 12, South Bend, Ind. 46624.

## Announcers—(cont'd)

We need a bright, enthusiastic, contemporary, experienced air personality for our noon-4 p.m. segment. We are top-rated in Peoria, Illinois, and this opening has come about because of promotion within the organization. Send tape and resume to: Program Director, WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois, 61602.

**IMMEDIATE OPENING:** Mature - voiced morning man. MOR Station southeast. 1st preferred . . . not essential. Consider limited experience. Send tape-resume-WJPR, Greenville, Mississippi.

Chief announcer, opportunity for programming, production, and news. WQTF, new powerful AM daytime. Beautiful Music. Send resume and tape to Pete Parlo, P. O. Box 288, Horseheads, New York 14845.

1st phone no maintenance, 6 p.m. to midnight Top-40 glg. You do rock, but must like modern C&W. Salary depends on experience and ability. Air mail tape, resume and pic to Jimmy Mack, F.D., WKYX, Box 931, Paducah, Kentucky 42001.

**Immediate opening.** Experienced announcer for educational FM. Must have M.A., third endorsed license, good knowledge of classical music, news and board experience. Position will include some teaching. Contact: Glen Bishop, Manager, WMUK, Western Michigan University, Kalamazoo, Michigan. 613-383-1921. Equal Opportunity Employer.

Experienced announcer with First. No maintenance. News or Production experience desirable. Afternoon air shift. WNRK, Box 425, Newark, Delaware.

Experienced announcer to work with good music and contemporary formats. No screamers. Must be able to do fast paced morning show. Salary open. Send us your tape and resume; we'll send you our story. Also need salesman and salesman-announcers for our Oswego-Fulton-Syracuse market. Contact Bob Rooney, Manager, WOSC-AM-FM, 1 West Bridge, Oswego, New York.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in 4th largest market playing the world's most beautiful music. Approximately \$100.00 to start a week. Call 215-CH-8-4900 or send tape and resume to John Beaty, Station Manager, WQAT, 1230 Mermaid Lane, Phila, Pa. 19118. All tapes will be returned.

Experienced C&W personality-DJ for leading country station in Syracuse market where C&W is hot. Step in for top man leaving after five years for bigger market. Solid pay, fringe benefits, live AM-FM Operations. Number two in Syracuse Metro pulse. Immediate opening. Call Bob Stockdale, WSEN 315-835-3971.

Experienced announcer wanted immediately. MOR respected operation. Ability to read essential. Excellent salary right man. WSGO, Oswego, N. Y. (315) 343-6691.

**Immediate opening, mature announcer, for MOR, AM board shift, and on-camera TV work.** Good opportunity with group operation. Send tape, complete resume and picture to WSWA-TV, AM, FM, Harrisonburg, Va.

**Immediate opening, mature announcer & good board man.** Better than average salary, five day week, retirement & other benefits, fine community. Contact Hal Barton, Program-Director, WTAD, Quincy, Ill.

Connecticut, MOR, MBS affiliate seeking experienced 1st phone announcer with excellent news and commercial delivery. Pay \$150, 48 hours (45 on board). \$5 raise every 6 months. Car necessary, Call Mr. Eyre, 303-489-4181.

Wanted announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station, in Virginia. Good opportunity, good pay, immediate opening. Call 703-629-3509 day, 703-647-8493 night.

**Immediately. . . .** Opening for announcer with first phone. Permanent position, 5 kw Daytime AM and 3 kw ERP FM covering Michigan's Thumb Land. Starting salary based on experience. Phone days 313-664-8555, Nights 313-664-8293.

## Announcers—(cont'd)

**Announcers are needed—stations are fussy.** Twelve-year Pro (former Network; P.D., now out of rat-race) guarantees instruction and conscientious help for one month. Improve your best audition. Send tape and \$10 m.o. to: John Chandler Productions, P. O. Box 458, Caribou, Me. 04736.

Mature, experienced morning man for adult network Ohio station. 1,000 Watts, on air more than 25 years. Must be excellent on news and commercials and run tight board. Good salary. Send tape and resume to Box 461, Mansfield, Ohio. Phone 419-524-2211.

**Immediate opening for staff announcer with broadcast endorsement.** Good pay, easy shift. A good voice, not too old to learn. Palm Beach area. Call D. W. 305-585-5533 at 11:30 a.m. week days.

## Technical

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Chief Engineer, for a well established Wisconsin regional station. Must have moderate program ability. Box J-55, BROADCASTING.

**Immediate opening for first phone interested in engineering at directional AM, Stereo FM with background music service.** Will train beginner. Contact Chief Engineer, KCRC, Enid, Oklahoma.

**Challenge:** We need chief engineer for 200,000 watt 24 hour stereo FM to qualify for this big job with excellent salary. . . . You must have experience, knowledge, ambition and the ability to get things done. We offer excellent equipment, great working conditions. If you can work for and with us, your future will be bright with Century broadcasting and KSHE, 9434 Watson Road, St. Louis.

**Opportunity at S.E. AM-FM-TV, for operator engineer.** Good pay, insurance, other benefits. Chief engineer, WALM-TV, Anderson, South Carolina.

Chief engineer, no announcing, no operating. Must be strong on maintenance and installation. AM-FM operation. WJOY, Burlington, Vermont.

Central Pennsylvania local station has immediate opening for qualified chief engineer. Completely remodeled studios with modern equipment in excellent state of repair. AM only. \$125 per week. Contact Lou Murray, WRTA, Altoona, Pennsylvania 814-843-6112.

**Immediate permanent fulltime opening for board operators, 3rd class license required.** WSEB, Chicago, Ill. (312) 666-9060.

## NEWS

**News Director. Key job. High listener acceptance of quality news. Excellent pay.** Small market. Box H-276, BROADCASTING.

**News Director for progressive operation in West Michigan's resort belt, who plans to stay.** Must be able to report, write and deliver news, write editorials and produce documentaries. No sensationalism, just good journalism. Good career in fine community for young family man, at good pay. Send tape and resume to Box J-2, BROADCASTING.

**Broadcast newswriter to prepare business news summaries in major metropolitan center.** Should have at least two years radio or TV newswriting experience. Submit resume and salary desired to Box J-20, BROADCASTING.

Experienced newsmen for top rated new station. Top wages to aggressive man. KAGE, Winona, Minnesota.

**Hard-hitting newsmen wanted. Immediately.** Excellent opportunity with South's hottest station. Contact Jack Gale, WAYS, Charlotte, North Carolina.

**NEWSMAN.** Excellent opportunity with expanding, hard-hitting, Radio-TV news chain in Midwest. Requires top air voice and organizational ability. Unlimited future with group operation. Tape and resume immediately to Milt Kapp, General Manager, KLWW, Cedar Rapids, Iowa.

Local Newsmen needed now. WELV Ellenville, New York, 914-647-5678.

## NEWS—(Cont'd)

**Immediate opening.** Medium midwest market. Number 1 News Post open for experienced newsmen. Station management news minded. Contact Manager, WITY, Danville, Illinois.

Experienced newsminded News Director, college and with intense interest in community affairs wanted by award winning AM & FM station in Southern Wisconsin. Send resume and tape to WLIP, Kenosha, Wisconsin.

Wanted: newsmen trainee for 5,000 watt AM/3,000 watt FM progressive station within sixty miles of the nation's capital. Call (304) 723-7055, or write P. O. Box 188, Charles Town, W. Va. 25414.

News—Immediate Opening—Articulate second newsmen, who can write—strong local news gathering—good voice—delivery—group operated station between N.Y.C. and Albany—good starting salary—send resume and tape—Manager—Box 398—Kingston, N.Y.

## Production—Programing, Others

**Creative copy chief: straight, production, hard-sell, humorous.** MOR California daytime. Please send sample of copy. Box H-115, BROADCASTING.

Maryland station. Man with program and sales experience, some play-by-play. Box H-284, BROADCASTING.

**Director of Women's programing.** Midwest university educational radio station. On-air, tape, and script services. Masters degree preferred, bachelors degree required. Salary open, month's vacation. Send resume with inquiry. Write Box H-330, BROADCASTING.

Do remotes? Create original production spots that sell? Like details? Brief morning air trick? Only station in rich Michigan county needs operations manager. Hunting, fishing, boating etc. Be a big frog in middle size puddle. MOR send tape details. All considered. Box J-39, BROADCASTING.

If you are young . . . capable of good copy, good commercial production and a two-hour air shift . . . like country and western . . . and are interested in a good salary and a powerful (10,000 watts, full time) station, then you're our man! One more thing—you must be ready to settle down. We're looking for a permanent pro! Contact Mike Lynch or Mike Oatman, KFDD, Box 1402, Wichita, Kansas. 316-TE-8-3377.

**Dominant midwest station needs well seasoned woman broadcaster as Director of daily one hour Women's Club program.** Must be completely "up" on all topics of interest to women . . . good at interviews . . . neat appearing . . . enthusiastic with happy approach and cheerful style. Will make some sales and service calls with salesman and do occasional personal appearances. Send tape, photo and resume to Lew Cole, Program Director, KMMJ, Grand Island, Nebraska, 68801.

"Our evening air personality and assistant production man has been drafted. KSO needs a swinging creative middle of the road D.J. No time and temp man. A man with something to say and a mature voice. Send a tape, resume, and photo to Glenn Bell, KSO, 3900 N.E. Broadway, Des Moines, Iowa."

**Program Director—Opportunity for young Pro on the way up.** Contemporary Adult Format, 5 station Group. \$150 start. WGMZ, Flint, Michigan.

## RADIO

### Situations Wanted Management

Available—Top flight manager with all girl announcing program, and sales staff. Wishes to buy station badly in need of talent and with growth potential. Box H-303, BROADCASTING.

Available—Top flight manager with all girl staff including announcing. Wishes to buy interest in Southern station, major market. Box H-304, BROADCASTING.

Need dynamic, realistic, successful GM, GSM? Want leader trainer, programmer, promoter? Formerly ZIV-TV, College, married, ethical, creative. \$20,000. Box H-305, BROADCASTING.



## Situations Wanted

### Management—(Cont'd)

Selling manager/sales manager. Station sold, must move. 15 years experience, sales, promotion, management. Know all phases. First class ticket. Top references. . . . Prefer South. . . . Box H-321, BROADCASTING.

Does your small market station need the guidance of a successful salesman with background in programming and engineering? College, family, first phone, 39, no whiz kid. Just a guy who likes his work. Management only. Explain your situation. Box J-15, BROADCASTING.

Successful Programmer in Top 20 market desires management opportunity in small market. Young, married, excellent references. Box J-22, BROADCASTING.

Manager—proven record of success in programming and sales that make and maintain a profit. Box J-27, BROADCASTING.

Management team (2-man). 40 years combined full broadcast experience. Excellent records, creative sales, sales management, management. Currently in major market. Box J-31, BROADCASTING.

Young twenty-year broadcaster-reporter with New York experience and top ratings at midwestern clear channel seeking relocation along West Coast. Specifically seeking lenient directorship or management in TV or radio. Box J-38, BROADCASTING.

Former Midwest general manager and newscaster. Presently executive position with billion dollar insurance company. Desires to cease travel. Outstanding sales and business background. Family man, age 41. Will consider smaller city. Box J-48, BROADCASTING.

Experienced Manager, 1st License, Announcer, 15 years in Radio. Currently handling over seventy thousand a year in sales. Best References, never managed a money loser. Want Small to Medium market with stock options if available. Box J-66, BROADCASTING.

Manager heavy sales and promotion over 15 years all phases management. Proven record. Degree. 43. family. Box J-78, BROADCASTING.

### Sales

Radio and TV sales executive is interested in becoming active investor in radio station where capable salesmanship can contribute to growth. Box J-36, BROADCASTING.

FM station manager seeks change to opportunity for more on-the-street selling or sales management. RAB trained, 38, college graduate, background in AM & FM sales, copywriting, announcing, programming. Now with classical FM. Box J-69, BROADCASTING.

### Announcers

Sportscaster. 5 years experience. Some TV. Excellent background. College graduate. First phone. Box H-141, BROADCASTING.

DJ, tight board solid news commercials third phone. Box H-207, BROADCASTING.

Experienced sportscaster - newsman seeks medium to large market. Box H-228, BROADCASTING.

Northeast/Midwest, modified top 40 with young sound. Copywriting ability and production experience. 3rd phone . . . Draft deferred. Box H-231, BROADCASTING.

Female announcer, broadcasting graduate trained on tight board. Pleasant voice, good news, commercial delivery, stable. 3rd phone. Box H-248, BROADCASTING.

First phone rock jock, now 50 kw major. Ideas; engineering background. Married. \$10,000 plus. Box H-274, BROADCASTING.

1st phone announcer DJ. Employed, experienced. Prefer central Texas. Consider all. Box H-280, BROADCASTING.

First phone! Beautiful music. Nights. No maintenance. 201-227-1103. Box H-315, BROADCASTING.

### Announcers—(cont'd)

Announcer D. J., Bright Sound, Mature Newscaster, Experienced 3rd Ticket, Married, Dependable, Tight Production, Desire Sales. Box H-333, BROADCASTING.

Disc Jockey-announcer. Beginner but trained at best N. Y. School. Have third with endorsement. Young and will try hard. Prefer good music. Write or call, 212-456-3090. Box H-334, BROADCASTING.

First phone/announcer/experienced—seeks full/part time within commuting distance of NYC. Box J-7, BROADCASTING.

Announcer, Six years, AFN experience, MOR/Contemporary Format, Large market. Box J-8, BROADCASTING.

Negro non floater wants a start. Sports, News, Commercials, Jazz, Rock, Popular, Spirituals. Tight board, excellent voice, 3rd class permit. Will relocate. Box J-9, BROADCASTING.

Announcer with ten years experience in radio and television desires employment with university operation or station in university city to complete college degree. Will consider all offers. Can we make an arrangement? Box J-11, BROADCASTING.

3rd Phone D.J., announcer, authoritative newscaster, tight board. Graduate Broadcast school, personable, not a floater. Desire sales. Box J-19, BROADCASTING.

Announcer. Eight years experience. Married. Also copy. Prefer market of 20,000 or under. Midwest. Credit. Box J-21, BROADCASTING.

First phone, personality, strong on news, events, MOR & C. & W. Music. Professional, 20 years, all phases. West Central Ohio, East-Indiana. \$150.00. Box J-28, BROADCASTING.

Looking for a steady dependable jock? I'm available. Seeking advancement—currently working. Married, veteran, 30, no drifter. Will accept either rock or MOR job. Box J-29, BROADCASTING.

Dependable D.J. news, tight board. Third endorsed. Relocate. Available now. Box J-40, BROADCASTING.

Negro DJ announcer. Real swinger. Broadcast school graduate experienced. Box J-43, BROADCASTING.

Announcer-performer 18 years experience all phases radio and TV . . . 1st phone . . . Prefer Florida. Currently employed. Box J-45, BROADCASTING.

Over year's experience, some college, third, draft deferred. Box J-57, BROADCASTING.

Announcer-DJ. Experienced, tight board, Personable, dependable, single, non Prima. Relocate. Box J-61, BROADCASTING.

Soul Swinger beginner, New York broadcasting graduate, veteran. J-64, BROADCASTING.

Steady, mature, personable announcer-DJ. Family man. Military complete. Not a floater or Prima Donna. Currently #1 in small market, ready to move up. Prefer upper Midwest TV or MOR radio. Radio school grad. 3½ years experience. Minimum \$125. to start. Box J-68, BROADCASTING.

Maryland, Virginia, Washington-Experienced all phases. First. No maintenance, part-time, shift worker. Box J-71, BROADCASTING.

Top Forty—Tight board—third class—some experience—near college—draft exempt—Allan Shivers, 2317 Sul Ross, Houston 77006.

1st phone DJ-Announcer, top audience rating and response. Sober C&W MOR. Top 40. Urban or rural. Phone 317-362-8560 after 3 P.M. CDT. Write P.O. Box 489, Crawfordsville, Indiana 47933.

Medium market jock with talent ready for major market Top 40, Bill Quirk, 712-276-3585.

### Technical

Experienced chief. College. Major 50 kw announcing background. Married. \$10,000 plus. Box H-273, BROADCASTING.

Presently employed chief. AM station. Relocate western states. Desire transmitter and maintenance duties. Available immediately. Box H-281, BROADCASTING.

### Technical—(Cont'd)

First phone engineer—2 years experience in large midwest AM-FM operation. 5 kw remote control XMTR's, automated FM stereo. Desires position in New York City. Box J-58, BROADCASTING.

Chief engineer—and/or program director for good music station. Available 30 days notice. Eight years experience in programming, engineering and some sales. Fully qualified chief with extensive design and construction experience in AM Directional, FM, FM Stereo and SCA. Have complete set of tools and test equipment. Creative knowledgeable programmer; excellent commercial production; married; college and finest references. Box J-59, BROADCASTING.

First phone engineer—No announcing. Seeking work in Southeastern Wisconsin or Northeastern Illinois. Two years AM experience. Graduate of Devry and Elkins. Box J-65, BROADCASTING.

Nation's Capital Area—part-time, announcing experience. No maintenance. Box J-72, BROADCASTING.

Age 25, service completed, have family, first phone, and several years announcing experience. Looking for a station where I can attend college full time while working a transmitter watch evenings with weekend announcing. Available a year from now in summer of 1968, but need to make early arrangements for college. Prefer top 40 and warm climate, but will consider any offer. All inquiries answered. Jim Bartlett, 3119 South Pacific, San Pedro, Calif. 90731.

### NEWS

Newsman. Excellent delivery. Re-write. Experienced continuity. Production. 3rd endorsed. Midwest-East. Box J-26, BROADCASTING.

Newsman. Seeking news position in radio or TV. Will cover a beat, write, gather, deliver newscasts and specials. College graduate. Experienced. 2½ years news director at local radio stations Chicago area. 1 year advertising copywriter, have done everything in news. Will consider anywhere. Box J-44, BROADCASTING.

News writer, editor, announcer, two years part-time experience in noncommercial, educational FM radio in major urban area. Accustomed to supervising very unusual, in-depth, respected, popular 15 and 30 minute daily news broadcasts, emphasis on international and national news. Seeking similar position, full-time, in university or urban area. Third endorsed. 24, B.A. English, Ancient Greek. Box J-56, BROADCASTING.

Newsman-announcer—1st phone—16 years—all phases. Radio, prefer western states, Alaska, Foreign Service. Box J-60, BROADCASTING.

### Production—Programing, Others

I worry about your station every night and you have a little better station every day. First phone top-40 Program Director. Box J-6, BROADCASTING.

Female. Eight years copy. 1½ traffic. 9½ one place. B.J. Univ. of Mo. Two weeks successful news beat running this summer. Interviewing. Cordial account servicing. Tape editing. Dubbing. Cart winding. Understandable letters. Not afraid to learn new things. Want 50,000 or under market. Consider larger for larger salary. Box J-24, BROADCASTING.

Attention Top 40 stations! Need a professional music director? Let me program your music. For more information Write Box J-25, BROADCASTING.

Producer-Director . . . 25, creative, over 8 years experience in medium market, A.B. J. Degree . . . seeks larger market with more challenge. Box J-34, BROADCASTING.

Idea factory—program manager—Top forty announcer—First phone . . . Proven ability in capturing audience. Built two stations into the black. Major market experience. Now employed by major network. No day-timers. Box J-41, BROADCASTING.

Director 10 years experience—Looking for better opportunity—Talented and dependable. Box J-77, BROADCASTING.

## TELEVISION—Help Wanted

### Management

If you have the experience and ability necessary for manager's position of a station operated in a growing section of the country, we can offer you a good salary and profit sharing arrangement. Send resume to Leigh Warner, President, Southwest Kansas Television Company, Cimarron, Kansas.

**CATV Manager.** General manager with successful record of CATV management experience wanted for growing system on Florida East Coast. Send resume, full details to Frank Pellegrin, General Cablevision, 240 E. 46 St., NYC 10017 or phone (212) 867-0774 or (914) 738-1999. Good salary plus generous incentives.

### Sales

Are you the number two man in TV Sales Department who would like to head your own Sales Department in a Southern VHF station? You must be qualified to set up a Sales operation and run it with strong management backing. If you are qualified, send salary requirements, photo, and resume to Box J-12, BROADCASTING.

**TV Account Executive—Excellent opportunity** for a person with a proven TV sales record who wants to increase his earnings well into five figures and is seeking a spot that could lead into sales management. Send a confidential resume to Mr. Don Meineke, Sales Manager, WLW-D Television, AVCO Drive, Dayton, Ohio 45401. An equal Opportunity Employer.

### Announcers

**Booth announcer—for ETV station in Northeast.** Send resume including educational details and language ability, plus audition tape. Approximately \$5,200. Box H-272, BROADCASTING.

**Full-color VHF in midwestern metropolitan area** has opening for a mature, experienced announcer. Staff duties including on-camera and booth. Excellent physical facilities, sound group ownership and exceptional fringe benefits. Please send resume and photograph to Box J-1, BROADCASTING.

**Immediate opening for experienced airman** at CBS affiliate. Tape and resume to Doug Sherwin, KGLO AM-TV, Mason City, Iowa.

**Sports Director—KTSB-Television,** presently constructing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking a highly dynamic and creative Sports Director. The Studio Broadcasting System will be a total color operation, with one of the most advanced technical plants in the Midwest. Emphasis shall be placed upon establishing an aggressive and community-minded facility, through local origination of programming, which will stress news, sports, documentaries, and taped features. KTSB-Television will produce, in addition to strong daily sportscasts, the "Game of the Week" on weekends, as well as numerous sports documentaries. Transmitting with 1,094,000 Watts, at a tower height of 1,149 feet above ground on Channel 27, the Station will be a primary affiliate of the National Broadcasting Company. Growth is unlimited as the Studio Broadcasting System evolves into a multiple group operation. Candidates should be between the ages of 25 and 35, a college graduate, with experience in broadcasting. Submit resumes, with salary requirements, to Mr. Harry L. Strader, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone Area Code 913-232-8205.

**Personable, versatile announcer** to handle news, weather and staff announcing duties at medium size VHF in Midwestern vacation land area. Excellent opportunity for capable young man. Send resume, tape and salary requirements to: John Wheat, Program Director, WWTV, Box 827, Cadillac, Michigan 49601.

### Technical

**Engineer in charge of maintenance.** Top 10 market. 1st class license, experienced in all solid state color UHF operation. Good pay. Career with opportunity to advance. Send reply to Box J-50, BROADCASTING.

**First phone engineer for California VHF station.** Contact KCOY-TV, P.O. Box 1299, Santa Maria, Calif. 93454.

## Technical—(Cont'd)

**First phone engineer with operating and maintenance experience and knowledge of solid state.** Excellent pay. Send all information to Sid Davidson, Dir. of Eng., KOA-TV, Box 5012 TA, Denver, Colorado 80217.

Many people, including ourselves, feel that northeastern Iowa is one of the best areas of the country in which to live and raise a family. If you agree, wish to work in the television broadcast industry and have a 1st class license, here is your chance! KWWL-TV, Waterloo, Iowa, has an opening for either an operations or maintenance engineer. Experience desirable, but not mandatory. Contact E. M. Tink.

We are a rapidly expanding organization with rapid advancement opportunities and top pay for really good engineers. As a bonus we have the best hunting, fishing and climate in the last unspoiled area of the United States. Present openings: one chief engineer and operating engineers for a new television station. Other openings will be available in the near future. Western Broadcasting Company, Box 1503, Missoula, Montana.

**Technical Personnel—KTSB-Television,** presently constructing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking broadcast-orientated technicians capable of building and operating a television station boasting of unsurpassed technical standards. The Studio Broadcasting System will be a total color operation, with elaborate special effects equipment, high band video tape, video tape animation, and chroma key capabilities. Emphasis shall be placed upon establishing a community-minded and aggressive facility, through sophisticated engineering and operations. Local origination, strong documentaries and taped features shall be promoted. KTSB-Television will transmit with 1,094,000 Watts, at a tower height of 1,149 feet above ground on Channel 27. The Station will be a primary affiliate of the National Broadcasting Company. Growth is unlimited as the Studio Broadcasting System evolves into a multiple group operation. Candidates must possess an FCC first class radio-telephone license and a familiarity with broadcast equipment. Submit resumes with salary requirements, to Mr. Wallace J. Rodammer, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone Area Code 913-232-8205.

**Experienced TV switcher, with first class license.** Good pay. Contact: WBJA-TV, Binghamton, N. Y.

**Looking for experience.** Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

**University Chief with first to maintain CCTV, VTR, FM.** \$8630 annually. Dr. Kenneth Harwood, University of Southern California, Los Angeles 90007.

**Director of Engineering, senior position** with developing full color state ETV system. Will be responsible for large engineering staff, technical operation and maintenance of new state production center and nine-station network. Must have extensive and successful professional background. Send resume and salary requirements to The Director, Mississippi Authority for Educational Television, Box 2470, Jackson, Mississippi.

**Immediate openings for two experienced technicians with 1st phone in Conn.** ETV for studio maintenance and construction. New highband Ampex and G.E. color equipment. Also two operators for new 30 kw UHF transmitter under construction near Bridgeport. Salary open, replies confidential. Write or phone Samuel C. Edsall, Conn. ETV Corp. 268 Pearl Street, Hartford, 06103.

**Closed-circuit ETV operation has immediate opening for technician** to operate and maintain RCA studio equipment and Ampex VTR's. Experience and first phone desirable but not essential. Salary: \$7000 start. Contact: Glen Bishop, Western Michigan University, Kalamazoo, Michigan. 616-383-1921. Equal Opportunity Employer.

**Immediate opening for broadcast engineers,** all color station, second class phone license required. Send resume to WNYN-TV, Channel 9, Syracuse Inc., Box 9, Syracuse, New York 13214.

## Technical—(Cont'd)

**Assistant Chief, experienced, immediately to handle maintenance** in beautiful Shenandoah Valley group TV-Radio operation. Phone 703-434-0331 or send complete resume work experience, references, salary requirements and availability to Ira T. "Buddy" Lowe, WSVA-TV-AM-FM, Harrisonburg, Va.

## NEWS

**Newsfilm photographer, one of top 15 metropolitan areas,** with regions most enterprising and progressive color news station. Man must be technically top notch, who wants an outlet for his best efforts. Early availability. State salary and expectations. Box J-47, BROADCASTING.

## Production—Programing, Others

**Production supervisor. Immediate opening** for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

**Production manager who is also very capable producer-director for ETV station** in Northeast. Approximately \$9,500. Box H-271, BROADCASTING.

**Southeastern University ETV station** has several openings for Producer-Directors and experienced motion picture director. Box J-53, BROADCASTING.

**Motion Picture Photographers and Processors—KTSB-Television,** presently constructing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking qualified motion picture photographers and a lab processor-editor. The Studio Broadcasting System will be a total color operation, with the most advanced technical plant in the Midwest. Emphasis shall be placed upon establishing a community-minded and aggressive facility, through local origination of programming, with stress upon news, documentaries, and local features, employing "A", "B", and "C" roll production techniques. KTSB-Television will shoot all motion picture film in color, utilizing the Ektachrome ME-4 process. Motion picture equipment includes: the Arriflex "16-S"; Bach-Auricon single system magnetic, modified to accommodate 1200 foot Mitchell magazines; and Canon Scoopic 16mm Electric silent cameras. An extensive editing facility is being fabricated, employing Moviola equipment, and a Houston Fearless Model CM16-ME4/30 Ektachrome Colormaster film processor. Transmitting with 1,094,000 watts, at a tower height of 1,149 feet above ground on Channel 27, the station will be a primary affiliate of the National Broadcasting Company. Growth is unlimited as the Studio Broadcasting System evolves into a multiple group operation. Candidates should be between the ages of 25 and 35, with experience in broadcast or allied operations. Submit resumes, with salary requirements, to Mr. David Dary, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone Area Code 913-232-8205.

**Producer-Director. Group owned, network affiliated, VHF station in Northeastern New England** has immediate opportunity for experienced top-notch creative man. No button pusher! Man hired will work heavily in commercial production, studio and remote programs, and on special assignment with our totally equipped documentary unit. If you are an experienced professional looking to work with experienced professionals in a growing broadcast company, then this is your opportunity. Contact Ray Gilvard, WGAN-TV, 390 Congress St., Portland, Maine.

**Promotion Publicity Director—Move up to a top 50 market located in the southwest.** We want an aggressive young person capable of implementing creative ideas in all promotion activities, including on-air promotion, publicity and advertising. Excellent starting salary, fringe package and personal growth opportunities for the person selected. Send a detailed resume of training and experience, plus personal history and salary requirements to Mr. Edward V. Chevior, V.P. and General Manager, WOAI-TV, AVCO Broadcasting Corporation, 1031 Navarro Street, San Antonio, Texas 78205. An Equal Opportunity Employer.

## Production—Programing, Others

### Continued

Director needed, will train present assistant director. Looking for resourceful hard working young man. Good opportunity with group operation. Send complete resume, including picture to WSVA-TV, Harrisonburg, Va.

## SITUATIONS WANTED

### Management

Experienced, creative and aggressive Program Director-Production Manager seeks a more challenging position in a larger market. Presently employed in management of small market operation. Solid background in all phases of television production. I have the experience and know how to get the job done as I think my record will bear out. BS degree in broadcasting. Seven years experience. Box J-32, BROADCASTING.

### Sales

Professional salesman with Top Ten UHF, references, seeks growth opportunity, national-local sales with stable organization. Box J-63, BROADCASTING.

### Announcers

On Air Personality for News or Sports, Six Years Experience. Box J-8, BROADCASTING.

## NEWS

Radio-TV newsmen, experienced in medium market, seeks to move up. MA degree in broadcast journalism. References. Box J-18, BROADCASTING.

News director, experience in all aspects of television news. Excellent record, best references, College graduate. Presently employed. Box J-42, BROADCASTING.

Experienced Radio news, wants TV news. Texas area preferred. Age 41, Mature, Box J-49, BROADCASTING.

## Production—Programing, Others

Twelve years Radio-Television experience: Continuity, Copy, Traffic, Management. First phone. Presently employed, television Production Manager. Desire permanent return to within 200 miles of home—North-east, Nebraska, Box J-4, BROADCASTING.

Producer/Director, B.A. Degree, 5 years in top 2 market, seeks similar position with a progressive organization. Experience in all production phases, plus agency and sales contacts. Considering management position. Resume upon request. Box J-10, BROADCASTING.

HELP!! Producer/Director now stuck in non-challenging civil service position. Extensive background in all phases and types studio, remote and film production going down the drain. Willing to relocate for chance to become part of active TV organization which offers opportunity to use skills gained over the past nine years. Not afraid of hard work and long hours. Want to move as soon as possible. Box J-13, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

"Weather Radar 3 cm new, or used in good condition" Box J-3, BROADCASTING.

Self supporting tower, 150-200 feet, 10 kw or larger FM transmitter. 97.3 MC; tape decks, consoles and remote gear. Box H-176, BROADCASTING.

Wanted to buy: Used UHF Channel 21 antenna. Also For Sales: UHF RCA Channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N. C.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3/8", 50 Ohm, jacketed, unused. TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric, Box 4668, Oakland, Calif. 94623. 415-832-3527.

5820A I.O.'s for lease or sale. First quality 5820A at \$80.00/month lease; \$475.00 with 750 hour warranty sale. For further information call or write, Baker Miller Taylor Co., 7 Bala Avenue, Bala Cynwyd, Pa. 19004—215-664-6672.

For Sale: Complete Collins Audio equipment and RCA transmitter needed for station construction. Custom built by Collins Radio. 7 Preamplifiers; 2 custom dual console switches with 12 pot inputs; 2 program amplifiers; 3 10 watt monitor amplifiers; 1 McIntosh 50 watt amplifier; 7 83 inch equipment racks; 1 RCA 73B Professional Disc Recorder; 1 RCA BTA-1L 1 kilowatt Transmitter; Many double row jack strips. All audio equipment is on standard 19 inch panels. All in operation until August 1st when W-A-C-O moved to new building. Cash FOB, Waco \$2,000.00. Telephone 817-772-7100. WACO Broadcasting Corporation.

Be competitive . . . Now! Your station or remote unit can be telecasting live color programs before you think. Our 2 RCA TK 40A color cameras and related Chain equipment in working order and waiting for action. Your price, no brokers, \$25,000. Call or wire Industrial Television systems, Inc., 1518 W. Orient, Tampa, Fla. 33614.

For Sale: New ITA FM-1000A transmitter McMartin TBM-3000 frequency and TBM-3500 modulation monitor; Collins 3-bay antenna, all presently in operation on 103.1 mcs. Also a used 10000A for spare parts and 100 feet of 3/4 inch line less flanges. \$7500.00 takes all. Call Charles Castle, 305-461-8240, Ft. Pierce, Fla.

300-ft. Radio/TV tower. Will deliver and erect on your site. Terms available to suit buyer. Write for details. Wyeth Associates, 3935 Upton Ave. S., Minneapolis, Minn. 55401.

TRT-1B video tape plock-ATC, excellent condition, reasonable price. Contact WBJA-TV Binghamton, N.Y.

Gates FM 250C transmitter #67796. Gates stereo generator Gates sub carrier generator. Standard electronics 5 kw amplifier. \$14,800 new. On air two years. In storage 2 years. Highest bid over \$3,000, gets all 4 guaranteed. Irv Prell, 6304 Westwind, El Paso, Texas.

For Sale: TV sync generator, fully transistorized, Northern Electric R20861A, original cost \$3,600. Perfect for fraction of cost. T. Dames Co., 308 Hickory St., Arlington, New Jersey, (201) 998-4246.

RCA TRT-1 Video Recorder, partially transistorized, only 54 hours operation since new. Complete with waveform and picture monitor \$6,500. Box J-33, BROADCASTING.

Coax cable, 75 ohm, Armor-covered, type 85 A/V in 3-2500 ft. at 400 mhz. \$1.00 per ft. complete reel—\$1.50 per ft. random lengths—f.o.b. Washington, D.C. James Murray, 140 Sumner St., Newton Centre, Mass. 02159. (617) 244-0450.

RCA TT25 Aural amplifier in good operating condition presently tuned to channel 6. Contact E. M. Tink, KWVL-TV, Waterloo, Iowa.

Commercial crystals. New or repairs for Gates, RCA, Billee, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Edison Electronic Co. Box 96, Temple, Texas 76501. Phone 817-773-3901.

300 foot tower available at KIFI-TV, P. O. Box 2158, Idaho Falls, Idaho. It is a 300 foot guyed triangular with 26 inch face, 2 inch round legs with welded cross-bracing. Complete with lighting, 40 lb. wind loading. In good shape. Standing. Write KIFI-TV, P. O. Box 2148, Idaho Falls, Idaho 83401.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

## MISCELLANEOUS—(Con't)

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

"365 Days of Laughs" . . . a daily radio gag service . . . may be available in your market. Try a month! \$2.00 Box 3736 Merchandise Mart Stn., Chicago 60654.

Editorial, investigative, feature ideas! Twice monthly. 6-month trial. \$10. News features Associates, P.O. Box 14183, St. Louis, Mo. 63178.

Market brochures, coverage maps, custom broadcast sales aids, designed and created by the leader in the field. Noyes, Moran & Company, Inc., Box 608, Downers Grove, Ill. 60515 (312) 969-5553.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC Licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

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. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Announcing, programing, production, news-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for October 4, January 10. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning!" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Sept. 5—Oct. 9—Nov. ?? . Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

**INSTRUCTIONS—(Cont'd)**

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers-D.J.'s-newcasters production personnel. Announcer Training Studios, 25 W. 43 St., New York, 10036. Veteran approved, licensed by N.Y. State. Phone OX 5-9245.

N.Y. City's most famous Broadcast School-NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . . Famous for good announcers. . . . Famous for best deejays. . . . Approved for veteran training. Licensed by State of New York. N. Y. School of Announcing and Speech, 165 West 46th Street. NYC. (212) LT 1-3471.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

**RADIO—Help Wanted**

**Management**

**MANAGER-ASSISTANT**

Excellent salary plus bonus for experienced, sales orientated assistant manager. Must be skilled administrator, have good character and credit. Opportunity to move into general manager position with large well established broadcasting group. Send complete resume, photo and requirements to

Box H-295, Broadcasting

**Sales**

**ATLANTA METRO**

Ground floor opportunity for men experienced in Atlanta area. New AM Metro, strong staff, promotion, management. Excellent draw and commission. Rare opportunity for strong salesmen stymied by seniority or frozen account lists. Contact Shel Singer, 1487 Ponce de Leon Avenue, N.E., Atlanta 30307 or call 378-1897. November 1 sign on.

**Announcers**

**COMBO Annncr/Engineers**

A remarkable opportunity for ambitious, imaginative and talented combo men to join the expanding, on-the-move McLendon stations. Those selected will receive \$150/week during an accelerated training program and, following, the assurance of graduated salary increases over a 10 year contract of employment.

Excellent employment opportunities in certain McLendon major markets!

Top employment benefits (insurance, pensions, vacations, etc.) with one of the largest, most imaginative broadcast groups. Rush full resume, small photo and audition voice tape and date of availability to National Program Director.

**The McLENDON Corp.** Executive 2008 Jackson  
Headquarters Dallas, Texas

**Announcers—(cont'd)**

**STAFF ANNOUNCER**

Major market TV-radio station auditioning for staff announcer. Weather and Sports experience important. Send complete resume, tape and recent photo.

BOX J-35, BROADCASTING

**The McLendon Stations  
are looking for**

**ANNOUNCERS**

**FOR SELECTED  
MAJOR MARKETS . . .**

. . . eager to expand careers into engineering and related fields in broadcasting. Top training program in special, exclusive McLendon maximum efficiency techniques assuring a bright and lucrative future.

**ANNUAL SALARY INCREASES  
OVER 10 YEAR CONTRACT OF  
EMPLOYMENT AFTER TRAINING!**

Unparalleled employment benefits. Rush full resume, photo, air-check or audition tape to: National Program Director, at address below.

**THE McLENDON  
STATIONS**

**EXECUTIVE OFFICES  
2008 JACKSON  
DALLAS, TEXAS  
75201**

**Announcers—(cont'd)**

**WANTED  
IMMEDIATELY**

**Top Flight Jocks for  
this Top 20 Market**

Drake Style Rock

Contact Mike D'Arcy  
Kansas City, Missouri  
NI 8-6667

**Technical**

**SACRAMENTO ARMY DEPOT**

ENGINEERS with maintenance experience AM-FM-TV-CATV, to design and supervise installation of Armed Forces Radio & TV Stations. Home duty station Sacramento, Calif., with considerable world travel. Salary \$10,927 per year. Permanent Civil Service and attractive fringe benefits. Contact Mrs. Lucy Phillips, Civilian Personnel Office, Sacramento Army Depot, Sacramento, California 95813. Phone 916-388-2940, or Mr. Walter J. Wolfe, home phone 916-428-1622. Federal Civil Service Procedures Apply. An Equal Opportunity Employer.

**NEWS**

**ARE YOU READY . . .**

**for the big move?**

WIP, Metromedia in Philadelphia has openings for newsmen. We are looking for knowledgeable, willing, capable young men. No other arbitrary prerequisites. We would rather have one year good experience than 15 years bad experience. If you are a hard worker, conscientious and really interested in radio news as a career, let us hear from you. Include tape, photo, and complete resume. All responses kept confidential.

**Address: Paul Rust, News  
Director, WIP Radio, Ritten-  
house Square, Phila., Penna.  
19103.**

**TELEVISION—Help Wanted****Management****CHICAGO  
TELEVISION STATION**

Currently undergoing a variety of changes needs managerial and executive sales talent. Big opportunity. Send complete resume.

Box H-324, Broadcasting

**Sales****SALESMAN  
ANNOUNCER**

TV announcing is still my basic business, but I'm actively involved in the affairs of the radio station I own in White River, Vermont—WNHV.

Small market, beautiful area, excellent growth prospects, ABC affiliate, MOR, strong community involvement. Need a salesman (preferably one who can do some air-work), and an announcer (desirably one who can handle some sales). Contact J. R. Alston, general manager.

(signed) Rex Marshall

**Technical****Immediate Openings**

for experienced TV Broadcast Technicians. Salary commensurate with experience.

Send complete resume and salary requirements to the Engineering Department of WNAC-TV, 21 Brookline Avenue, Boston, Massachusetts.

An Equal Opportunity Employer

**Production—Programing, Others****NETWORK OWNED VHF**

Full color station in Top 10 market has immediate opening for experienced TV producer-director. Must be aggressive, take-charge type with music knowledge and experience with remotes. Send resume and salary requirements to:

Box J-16, Broadcasting

**PROGRAM  
DIRECTOR**

Large-market CBS radio station. Bright young PD needed with a well-rounded background (in any format) and good production sense. We are looking for a man to help keep us on top.

Box J-70, Broadcasting

**Production—Programing, Others****Continued****S. F. NETWORK  
TV STATION**

needs topnotch producer/director. Must:

1. Be completely familiar with contemporary production techniques.
2. Have heavy experience in studio, film, news.
3. Have flair for hard hitting on-air promotion vtr/film.
4. Take charge and follow through.
5. Be thoroughly pro.

This is not a trainee job. Send resume and availability date to:

Box J-73, Broadcasting

**CATV—Help Wanted—Sales**

**Regional Sales Manager—East**  
Nation's leading supplier of time-weather, news and local origination equipment for CATV seeks top-notch sales engineer type. CATV background not necessary, but good understanding of video systems equipment desired. Excellent opportunity for willing-to-travel go-getter. Contact Mr. K. D. Lawson, Sales Mgr., TeleMaton, Inc., 2275 South West Temple, Salt Lake City, Utah 84115. (801) 486-7564.

**TELEVISION****Situations Wanted—Sales****UNIQUE TV SALES TALENTS**

- \* Available for Management Challenge
- \* 20 Years—All phases Major Market TV Sales
- \* 5 Years—Local TV Sales (Top Biller)
- \* 3 Years—Network Sales Manager, Midwest Div.
- \* 9 Years TV Spot Sales with biggest rep in field
- \* Prime recommendations
- \* Key agency, advertiser contacts
- \* Married, Four Children

**ENTHUSIASM, AMBITION,  
ABILITY, TRACK RECORD**

Contact, Harold R. Wettersten  
(Code 312) 787-2300

**Production—Programing, Others****IF YOU THINK . . .**

new viewers and new profits for your TV station would stem from new blood, write to a man who's at home behind a typewriter and before a camera; whose creations range from children's fantasies to factual documentaries; who has directed and acted in TV film features, produced commercials that sold and can discover what's interesting in the commonplace, at  
Box H-293, Broadcasting

**FOR SALE—Equipment****FM BROADCAST EQUIPMENT**

This equipment is in stock at Gates Radio Company and is priced f.o.b. Quincy, Illinois.

**New Gates Model FM-20B, 20 kW FM Transmitter.** With operating tubes and crystal, tuned to specified operating frequency. One-year warranty. New, but discontinued model—see Page 18, Gates Catalog No. 95A for specifications and description. New selling price \$23,500.00. Will sell at close-out price. \$18,950.00.

**Used Gates FM-20B, 20 kW FM Transmitter.** In excellent condition. With used operating tubes and crystal. Transmitter refurbished, tuned and tested to customer's frequency. \$14,500.00.

**Used RCA Model BTF-20D, 20 kW FM Transmitter.** With used set operating tubes and crystal 104.3 MC. Transmitter offered as is. Can be used as 20 kW or dual 10. \$12,995.00.

**Used Gates FM-250C, 250-watt FM Transmitter.** Excellent condition. Will sell tuned with new tubes. \$2,490.00.

**Used Gates FM-250B, 250-watt FM Transmitter.** Excellent condition. Will sell tuned with new tubes. \$1,695.00.

**Used McMartin TBM3500 Modulation Monitor.** In like-new condition. Tuned to frequency. \$750.00.

To place an order or for more information, contact Gene Edwards, Broadcast Sales Manager. Phone (217) 222-8202.



**GATES**

GATES RADIO COMPANY  
QUINCY, ILLINOIS 62301, U.S.A.

A subsidiary of Harris-Intertype Corporation

## EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

# B

**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

## THE AMPS AGENCY BY BROADCASTERS - FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

### ★ THE AMPS AGENCY ★

All Media Placement Service  
3924 Wilshire Blvd. Los Angeles, Calif.  
Telephone DU 8-3116

## BUSINESS OPPORTUNITY

### 20% of M.S.O. CATV

5% owned stock and 15% of stock held as option California 4 system multiple operator CATV. Three other stockholders, none majority control. Systems profitable, over 1,000 subs in 12 channel solid state plants. Must sacrifice stock for other obligations. Stock par value \$20,000. Require \$12,500 with 1/2 down. Contact R. B. Cooper & Associates  
3918 East Pico  
Fresno, California 93726

## WANTED TO BUY—Stations

### AM RADIO STATION IN SOUTH

Must have good growth record and potential.  
Box H-302, BROADCASTING.

### RADIO STATION

Looking for AM or AM-FM stations in major markets grossing \$500,000 or more. We buy for cash and believe in keeping existing staff that made your station great. All replies held in strictest confidence.  
Box J-75, Broadcasting

## FOR SALE—Stations

### Idaho Full-Time, Station

1 kw. ABC network station in fast growing southern Idaho. Equipment new in last few years. Excellent real estate, well located. Volume growth 60% in five years. Priced at twice annual growth, plus appraised value of real estate, with 28% down. Balance on lenient terms.

Box H-245, Broadcasting.

(Continued from page 86)

Bureau granted transfer of control from Grover C. Munden to Robert Royer Pate. Transferee has been employed by WMBL and is presently manager of station. He will own 50% and other 50% will be owned by his father. Consideration \$81,000. Action Aug. 24.

WILE-AM-FM Cambridge, Ohio — Broadcast Bureau granted transfer of control from Howard A. Donahoe to Cloverleaf Broadcasting Corp. Principals: James G. Granitsas, president, William R. Coffey, executive vice president and general manager, George H. Wolfington, vice president and sales manager and Nick Theodosopoulos, secretary-treasurer (each 25%). Mr. Granitsas is attorney and 51% owner of Cambridge G-T Corp. Mr. Coffey has no other business interests indicated. Mr. Wolfington is independent contractor and real estate agent. Mr. Theodosopoulos is 49% owner of Cambridge G-T Corp. and 33.3% owner of fruit and produce company. Consideration \$336,000 plus \$133,330 for agreement not to compete. Action Aug. 24.

KREK Sapulpa, Okla. — Broadcast Bureau granted assignment of license from KREK Inc. to Claude H. Hill, receiver (100%). Mr. Hill has interests in KOCW-FM and permittee of KCEB-TV, both Tulsa, Okla. Action Aug. 23.

KFJZ-FM Fort Worth—Broadcast Bureau granted assignment of license from Texas State Network Inc. to Radio Fort Worth Inc. Principals: Arnold and Audrey Malkan, Stan Wilson, Ann Mitchell and Carolyn Easter. Consideration \$1,000. Action Aug. 25.

KGRI-FM Henderson, Tex.—Broadcast Bureau granted transfer of control from Third National Bank, executor, to Mary Reeves (1% before, 50% after). Others: Tom E. Perryman (49%) and Billie Joyce Perryman (1%). Licensee Henderson Broadcasting

Corp. owns WMTS-AM-FM Murfreesboro, Tenn. Action Aug. 24.

KWLW(FM) San Angelo, Tex.—Broadcast Bureau granted transfer of control from Theodore N. Winberger to Kenneth S. Gunter, Principal: Mr. Gunter will own 100%. No consideration. Action Aug. 23.

KFHA Lakewood, Wash.—Broadcast Bureau granted assignment of license from Radio Sales Corp. to Timmankin Inc. Principals: Robert D. Cooper, president (35%), Betty B. Banks, vice president (15%), James E. Hammer, treasurer (15%) et al. Mr. Cooper is general manager and vice president of KOL-AM-FM whose licenses have been transferred to Buckley-Jaeger Broadcasting Corp. of California. Miss Banks is clerk for aircraft company. Mr. Hammer is accountant-office manager of KOL-AM-FM, president and 50% owner of investment firm and 25% owner of real estate firm. Buyer will deposit \$3,000 which will constitute the first three and last three payments of \$500 per month and \$1,000 of \$3,000 has been deposited by buyer with escrow holder. Balance will be paid in 54 lease payments \$500 monthly. Action Aug. 23.

WVQM(FM) Huntington, W. Va.—Broadcast Bureau granted assignment of license from Connie B. Gay Broadcasting Corp. to Mr. Connie B. Gay, to operate as sole proprietorship. Action Aug. 25.

WCLG Morgantown, W. Va.—Broadcast Bureau granted assignment of license from William S. Freed to Freed Broadcasting Corp. Principals: Mr. Freed (99%) and Mrs. Eleanor I. Freed (1%). Action Aug. 25.

WISM-AM-FM Madison, Wis.—Broadcast Bureau granted transfer of control from William R. Walker to William R. Walker (70.5% before, 49.3% after), Philip Fisher (20.4% before, 25% after), Joseph D. Mackin (5.3% before, 15% after) and Charles D. Mefford (3.8% before, 10.7% after). Action Aug. 24.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to

### FOR SALE—Stations

Continued

### Small Market AM & FM Station

Sacrifice at \$15,000.00. Owner must get out due to other interests. No real estate, but will give a liberal lease on present studios.

### Confidential Listings RADIO—TV—CATV N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.  
R. C. A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
BROKERS—CONSULTANTS

### La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

M.W.	single	daytime	\$ 90M	terms
Cal.	small	daytime	110M	75M
Fla.	small	daytime	75M	29%
W. Va.	medium	AM&TV	579M	SOLD
N.E.	suburban	daytime	150M	terms

CHAPMAN ASSOCIATES  
2045 PEACHTREE, ATLANTA, GA. 30309

BROADCASTING, through Aug. 30. 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.

■ Longport Key, Fla.—Sarasota Central Antenna Network has been granted a franchise.

■ Maynard, Mass.—National Cablevision Corp. (multiple CATV owner) has applied for a 25-year franchise.

■ Newburyport, Mass.—National Cable Television Co. and Cable Corp. of America (multiple CATV owners) have each applied for a 25-year franchise.

■ North Reading, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a franchise.

■ Mt. Pleasant, Mich.—Booth American Co., Detroit (multiple CATV owner) and Joe Hardy, Mercer, Pa., have each applied for a franchise.

■ Endicott, N. Y.—Larry Flynn, president of Vestal Video Inc., has purchased Tri-Town Video Inc. from its parent American Cable Television Inc. (multiple CATV owner). Tri-Town Video, with 2,200 subscribers, serves Endicott, Union and town of Maine. The Vestal system, with 3,100 subscribers, serves Vestal, Tioga Terrace, West Corners and is currently expanding to the Crestview Heights and Pine Knoll developments of the Town of Owego. Mr. Flynn owns 50% interests in each of two other systems: Washington, N. J., and Waynesville, N. C.

■ Homestead, Pa.—Dynamic Broadcasting Corp., subsidiary of WAMO Broadcasting Co. (Leonard Walk, president), has been granted a franchise. The town is guaranteed 3% of subscription receipts.

■ Windsor, Pa.—Garden Spot CATV Services Co. (multiple CATV owner) has been granted a franchise.

■ Rio Grande City, Tex.—Cablevision Inc. has been granted a 25-year franchise. Monthly fee will be \$6.95, with the city guaranteed 2% of the fees collected.

■ Coeburn, Va.—Wood Lay has been granted a franchise. Target date is around the middle of October.

■ Ellensburg, Wash.—Ellensburg Television Cable Corp. has applied for a 10-year extension of franchise which expires March 1969. Ellensburg Television Cable Corp. also announced possibility of adding four channels to the present five-channel system, at approximate cost of \$250,000.

**ROY HUGGINS** is Bret Maverick, a free-lance gambler, almost an antihero. He's also Richard Kimble, *The Fugitive*, and David Ross, *The Outsider*, and Paul Bryan in *Run For Your Life*. They're all his creations, all like him to a telling extent.

"I don't check with the Universal publicity department when I want to say something," he tells a visitor. "I say what I want to say." That's the maverick talking.

"How did I get into this business? I got into it by accident, by pure accident," he recounted the other week. "Maybe I'm still in it by accident." That's the outsider, the fugitive, still wondering whether he belongs, if there's a place for him in the establishment.

"An appointment with Roy Huggins?" the man from Universal asks. "Well, you never can tell about Roy, never can pin him down. He may have been working all night doctoring a script. He works odd hours. We'd better make it for early afternoon. That's when he's likely to eat breakfast." The man's talking about Roy Huggins the drifter, somewhat disorganized yet still effective like all of his heroes.

**Hero's Style** ■ Most of all, Roy Huggins is a storyteller who tells his tales through the person of a carefully drawn, thoroughly dominant, decidedly male character. This protagonist, always at odds with the world, always moving, is an individual in the maddening crowd, getting involved only by accident and somehow, even when performing a good deed, managing to look out for number one. So persuasive is this central figure that there's usually small room for other cast regulars.

Roy Huggins has been spinning his yarns for television since 1955. During those dozen years he has worked at Warner Bros., 20th Century-Fox and Universal Television, creating such series as *Colt 45* and *77 Sunset Strip*, producing such others as *Cheyenne*, *Kraft Suspense Theater* and *The Virginian*.

His two years at 20th Century-Fox, 1960-62, should have been his biggest, but turned out instead to be a low point, a traumatic experience. He was brought in as vice president in charge of production but had to report to Pete Levathes, then studio boss. The relationship between the two was marked by mutual discontent. During his term at Fox, Mr. Huggins turned out *Margie*, *Bus Stop* and *Follow the Sun*. Not surprisingly, given the cold war that existed between executives on the lot, the series were Huggins's only flops.

His next move was a happier one. He joined Universal Television as a vice president and executive producer some five years ago. Subsequently he gave up the vice presidency in return for a joint-venture deal with the studio.

## Indispensable: the creator of modern heroes

The conditions of the seven-year agreement are straight forward: As long as Roy Huggins has a going show on network television everything he turns out becomes a joint venture with Universal.

Currently, *Run For Your Life* on NBC-TV is the producer's sole franchise. But upcoming as a possible second-season entry on NBC in January, if not a sure-fire candidate for the

1968-69 season, is *The Outsider*, an hour series about a private detective. It was produced first as part of Universal's "World Premiere" movie commitment to NBC. The two-hour feature, to be presented in that format prior to the introduction of the series, served as a pilot film.

Yet this is only a starter for an ambitious \$15-million production program Roy Huggins is planning for the next 12 months. Through his own film production company, Public Arts Inc. (which essentially is Roy Huggins), the producer is preparing at least five projects, four of which seem headed for TV. They all will be produced as movies, one specifically for theatrical distribution, the others for television with series spinoffs the ultimate aim.

Roy Huggins doesn't believe in the conventional form of pilot making considering it wasteful and self-defeating. He sold *The Virginian* without a pilot, *Run For Your Life* as a spinoff and *The Fugitive*, mostly on the basis of his track record.

**Making Sure** ■ Mr. Huggins does believe in maintaining a feel of the audience. He misses in television the opportunity to sneak preview his work before a live audience as with movies or a Broadway play. Not to be denied, he takes the thousands of tourists that file through the sprawling Universal studios each week and tests his shows with them. He sits in back of a studio projection room, talks to his audience, watches their reactions, reviews their likes and dislikes as they note them on questionnaires. In this way just about every segment of *Run For Your Life* last season and several showings of the movie version of *The Outsider* this season have been analyzed.

Maybe it's the student in Roy Huggins that suggests he operate so precisely. He studied at three places of learning until he was well into adulthood: Hill Military Academy in Portland, Ore. ("seems like I spent all of my early life there"), Pasadena City College and the University of California at Los Angeles.

He didn't write a line professionally until the age of 28. "I was stuck with nothing to do so I decided to write a novel," he remembers. "I found out that mystery books sell best so I wrote a Raymond Chandler-type book."

The novel, about a private eye, was bought by the first publisher that saw it and later was sold to Columbia Pictures for \$25,000—screenplay to be written by the author. Roy Huggins, storyteller, was on his way.

It was an accident, as Mr. Huggins claims. But he can stop wandering. Roy Huggins, fugitive, maverick, outsider, running for his life, belongs because he's that rare Hollywood commodity, creative talent.

## WEEK'S PROFILE



**Roy Huggins**—president, Public Arts Inc., Hollywood; b. July 18, 1918, Litelle, Wash.; attended Hill Military Academy, Portland, Ore., 1923-35; Pasadena City College, 1935-36; elected to Phi Beta Kappa and graduated summa cum laude with BA in political science, UCLA, 1937-39; graduate student at same school, 1939-42; special representative for National War Agency in charge of recruitment in Southern California, 1942-44; formed industrial engineering company and helped reorganize small war plants, 1944-46; wrote mystery novel, 'The Double Take,' 1946; wrote screenplay of same book for Columbia Pictures, 1946-47; wrote novel and novelettes serialized in 'Saturday Evening Post,' 1946-47; screenwriter for Columbia Pictures, 1953-55; producer of TV series for Warner Bros., 1955-60; named VP in charge of production, 20th Century-Fox Television, 1960-62; appointed VP and executive producer for Universal Television, 1962-66; signed exclusive joint-venture deal with Universal Television for seven years; m. actress Adele Mara of Dearborn, Mich., May 23, 1953; children—Bret, 23, Katherine, 22 (both by former marriage), Thomas Roy, 7, John Francis, 5, James Patrick, 4; awards—Emmy Award for 'Maverick,' 1958; hobbies—breeding race horses.

## The programing will tell

**W**HATEVER else may be said about ABC Radio's new multinet network concept—and a great deal *is* being said about it—the idea is daring and provocative. As reported in this publication last week, it envisions four different services to four different ABC networks, each made up of stations with similar local-program formats.

Critics among the competing radio networks say the idea is neither new nor workable, that it has been considered by others and abandoned as impractical. Critics among the station reps don't relish the notion of competing for national business with three more networks than they now compete with. Critics among existing ABC affiliates aren't attracted by the thought that there may soon be three other ABC affiliates in their markets.

ABC Radio officials, of course, have their answers to the critics, complainers and doubters. Although there is no parallel for it in radio networking and therefore no empirical evidence on which to judge its chances, they are obviously bullish, hailing it as a plan that will invigorate not only ABC Radio but all radio. In their view it will serve stations and audiences and advertisers, and ABC affiliates who don't like the idea of having other ABC affiliates in their markets might remember that (1) many of them are not clearing all the programing ABC offers anyway, and (2) if they had cleared better in the past, the network's need for the new plan might be less urgent. They say it will give agencies and clients their first shot at "target audiences" on a network basis. As for the reps, ABC argues that they will gain rather than lose because advertisers attracted to the new plan will back their network buys with spot.

Many programing and other details remain to be decided. A clearer picture will undoubtedly emerge as ABC gets deeper into its sessions with stations and begins to confer with advertisers and agencies. Until that happens, what is visible is more a concept than a blueprint. It is an exciting and daring concept, but it is too early for an objective assessment of how it will work. Success or failure will depend on advertiser acceptance. That, in turn, will depend on the sort of lineups ABC puts together. And that, of course, will depend upon what success or failure always depends upon in broadcasting—the aptness and quality of the service that is provided.

## Time to hit the street

**A**CCORDING to all reliable signs, television advertising volume in 1967 will advance at a much slower rate than it has in recent years. The Television Bureau of Advertising, which keeps a sharp eye on financial trends, is estimating, as reported in *BROADCASTING*, Aug. 28, that network volume will be up by 4%, spot by 2% and local by 7%.

Judged by the curves of earlier years, television's progress in 1967 has indeed decelerated, and stations in all markets are, to varying degrees, feeling the effects. Overall, however, there is no reason for alarm. The curves are still going up, not down, and unless broadcasters have let their expenses get absurdly out of hand in recent months their profits in 1967 ought to be considerable. They have been coping with the levelling-off in 1967 after a year of strong advance in 1966.

The official financial report for television broadcasting in 1966, as reported in detail last issue, showed total revenues of \$2.2 billion, a 12% gain over those of 1965, and total profits before federal income taxes of \$492.9 million, a 10% gain over the year before.

But not all of the details in the FCC's financial report for 1966 and not all of the readings available so far for 1967 are as reassuring as the gross figures would indicate. It is clearly evident that an imbalance exists in the distribution of revenues, and therefore in the acquisition of profits, within the broadcasting structure.

For example, the 1966 report showed that the stations in only five markets, New York, Los Angeles, Chicago, Philadelphia and San Francisco, collected 37% of all the national spot business placed in the whole country. Those stations add up to only 5% of total commercial stations that were on the air in 1966, and they cover, by the most generous estimate, only 27% of all U.S. television homes (counting all the homes in their Nielsen Station Index areas). Obviously a lot of stations in other markets could be doing more to persuade the national advertiser of their own values in spot placement.

We are not suggesting that stations elsewhere ought to begin asking advertisers to divert their spending from the huge population centers to smaller ones. We are suggesting that stations in a good many markets have been content to accept the annual increases in spot business that have accrued to them—until, perhaps, this year—and record the annual increases in their profits. This process has been going on without exceptional demands on the broadcasters' ingenuity or promotional budgets.

But if business is now levelling off in most markets and declining in some, the condition will not correct itself. Only creative selling of markets and stations will get those curves back on a significant upswing.

## Wider choice

**C**BS Labs may have invented the perfect pay-television device. Its new film-cartridge playback machine, if installed in a significant number of home receivers, could create a whole new system of television distribution by mail or retail store.

It won't happen overnight, and when it does happen it will in no way diminish the need for live television delivery. It will, however, expand the total programing available to the public, and that is all to the good. So far we see no way the FCC can get its regulatory hands on a system that uses neither broadcast frequencies nor wire. That feature itself commends the CBS invention.



Drawn for *BROADCASTING* by Sid Hix  
 "I'll call you back, Marge. . . . Harold and I are watching the symphony broadcast!"



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8673	electronic conducting glass	RCA Bi-Alkali	Close-spaced target-mesh, long-life tube for studio use
8673/S	electronic conducting glass	RCA Bi-Alkali	Same as 8673, except 8673/S designates one of a matched trio of tubes for use in color cameras
8674	electronic conducting glass	RCA Bi-Alkali	Wide-spaced target-mesh, long-life tube for remote service
8674/S	electronic conducting glass	RCA Bi-Alkali	Same as 8674, except 8674/S designates one of a matched trio of tubes for use in color cameras



RCA 8748

4492	glass	S-10	Wide-spaced target-mesh for use in RCA TK-42 and TK-43 cameras at a target potential of 2.3 volts above cut-off	} For TK-42 and TK-43 cameras
4536	electronic conducting glass	S-10	Close-spaced target-mesh for use in RCA TK-42 and TK-43 cameras at a target potential of 3 volts above cut-off	
7389C	electronic conducting glass	S-10	Close-spaced target-mesh, for monochrome cameras	
8748	electronic conducting glass	RCA Bi-Alkali	Close-spaced target-mesh, for long life in monochrome cameras	
8749	electronic conducting glass	RCA Bi-Alkali	Wide-spaced target-mesh, for long life and high sensitivity in monochrome cameras	

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